



"Giving" Advice



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ABOUT YOUR FOUNDATION

Since 1973, the **Toledo Community Foundation** has provided individuals, families and businesses interested in the well-being of our community with an *efficient, effective, low-cost, professionally managed* mechanism to achieve their charitable goals.

For philanthropists wishing to maximize the impact and life of their charitable gifts, the Foundation provides *resources for thoughtful giving*. Using its expertise and personalized services, **Toledo Community Foundation** helps donors

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Charitable Giving

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Americans are feeling pinched going into the holiday season. Rasmussen reports that Americans will spend 61 percent less this year for the holidays. In the meantime, as the economy stumbles, charitable organizations' services are needed more than ever.

Americans are typically by nature generous donors even when times have been tough. Despite their generous nature, some charities suffered during the holidays in 2007 due to high gas prices, a weakening housing market and consumer credit problems.

Americans usually give about 2 percent of their adjusted gross income to charities, according to Arthur Brooks of Syracuse University. The amount Americans give may be lower in a year when the economy is not doing well. The Salvation Army is concerned as 2007 was not a high performance year for their Red Kettle campaign. They raised \$118 million in 2007, which did surpass the 2006 total, but it was just a 0.7 percent increase and represents one of the smallest year-to-year increases in a decade. Normally, the campaigns average a 6 percent increase each year. The Salvation Army provides assistance to approximately 4.3 million people over the holiday season. These donations provide Christmas dinners, clothing, toys, and financial assistance. Special aid is also given to the families of prisoners. This year's Red Kettle campaign begins Nov. 27, ending on Christmas Eve.

Charlene Sarmiento of Goodwill Industries International Inc. told us that giving was up 7 percent this year during the months of January to August compared to the same time last year. Drop-off donations are also up 10 percent for the first eight months. However, expectations for this holiday season are not high. A Goodwill spokesman, Brendan Hurley, says: "The

transform their philanthropic impulse to measurable community impact. Beyond the gifting of assets, the Foundation helps donors identify issues of importance to them and *inspires engagement* with community organizations addressing these issues, thereby maximizing the impact of charitable gifts and creating a greater sense of fulfillment.

first three quarters of 2008 giving was up. We expect that giving will be flat going into the fourth quarter when typically we get a spike. Usually, the Washington area is a bit more insulated from economic problems, but we expect that people will begin to feel the effects in the beginning of 2009 and we are fearful giving will drop. Our mission of giving people job training and helping people with disabilities is more important now more than ever, given the economic status of the country.”

Food banks are also feeling pinched as more people are needing assistance. The working poor and some who were once in the middle class now need help, according to the Capital Area Food Bank. In the Washington D.C. area alone, 633,000 people are at risk of going hungry during the holidays—81.4 million nationwide.

Since gas prices have fallen 23 percent since July, according to AAA, that should encourage a bit more giving. Since 90 percent of giving comes from 10 percent of the population, according to *Slate* magazine, perhaps more will give or the givers will give more.

One expected result of the financial-market bailout is that it shouldn't hamper charitable giving—there won't be too many bah humbugs among us. Whatever the case, it is an important time for the country to rally together to help their neighbor and not rely on the government to do the job for them.

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