

# GivingBack

THE SILICON VALLEY WAY



2002 REPORT ON GIVING AND VOLUNTEERISM IN SILICON VALLEY

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# Introduction

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**A**s we embarked on this second look at giving and volunteering in Silicon Valley, we knew intuitively that our findings might be different than those from our original 1998 study.

In that study, we remarked on the way “high technology has changed this formerly agricultural area.” We said, “It has created enormous new wealth among individuals and corporations. But the mechanisms for investing this wealth in our quality of life are only just now emerging.”

At that time, we were just glimpsing the beginning of the impact technology would have on our region.

In our 1998 report we never used the term “dot-com;” we only mentioned the Internet three times, and even then parenthetically. Yet for the past four years, Silicon Valley has experienced both exhilarating heights and the challenge of severe lows, fueled in large part by the information economy and the growth of the Internet.

During this time, we’ve seen our community change dramatically, growing younger and increasingly diverse. One-fourth of our residents have lived here in Silicon Valley for less than five years. Today in this region, only one-third of us were born in California, another third were born elsewhere in the United States, and another third come from an array of other nations.

We’ve also faced challenges. For all the ways in which the Internet brought our world closer together, and the good economy brought new faces to our community, our economic boom meant difficulties for many as housing prices soared, the cost of living rose, and working families struggled to find quality childcare or affordable health insurance.

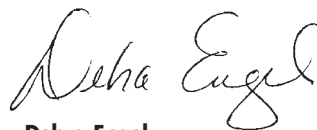
Additionally, September 11 brought change in the form of devastation previously unimagined happening in places that technology and television brought very close to home. How we define philanthropy and what it means to give back carry very different meaning in a post-September 11 world. An outpouring of generosity nationally on a scale never seen before was reflected in local generosity as well. More than half of Silicon Valley residents (many of whom do not consider themselves regular givers) gave money to help the victims of the terrorist attacks.

In fact, contrary to the stories of million-dollar bungalows, fourteen-car garages, and the label “cyber-selfish,” Silicon Valley in the 21st century is evolving into a community that has begun to embrace philanthropy and where giving back and getting involved are expected. Today, despite tough economic times, 78% of our households report donating money or property to charity. For high-tech households, this share is 84%. When asked about specific charitable acts, nearly all of us (96%) give in some way.

Our goal at Community Foundation Silicon Valley is to keep that spirit growing into the next century and beyond. We hope you’ll see this report as more than a snapshot in time or even a trend comparison to 1998, but rather as vital knowledge for the community and an opportunity to encourage and inspire philanthropy in all of its forms.



**Peter Hero**  
President  
Community Foundation Silicon Valley



**Debra Engel**  
Chair of the Board  
Community Foundation Silicon Valley

# Highlights

## **Nearly everyone in Silicon Valley gives back in some way**

When asked about specific charitable acts, 96% of Silicon Valley residents reported engaging in some form of charitable giving, and 81% reported participating in some type of voluntary activity, whether helping a homeless person, caring for the ill or elderly, or making a charitable donation.

Nearly half (49%) of Silicon Valley residents reported volunteering in the community (same as five years ago), but the average number of hours volunteered per month fell from 16.1 hours in 1998 to 13.8 hours in 2002.

We contribute our expertise and skills, not just our time and money. One in three (33%) Silicon Valley residents contributed professional services in the past year, and one in five (20%) served on a board of directors or committee.

## **Fewer households are giving, but the value given per household has gone up**

In 2002, 78% of households in Silicon Valley reported donating money or property to a charity or nonprofit organization (compared to 83% in 1998), but giving as a percentage of income rose to 3.3% from 2.7% in 1998.

## **Residents continued to give despite the economy and Sept. 11 tragedy**

Whereas most residents (54%) believe that Silicon Valley is in bad economic times, the overwhelming majority of residents in 2002 gave either the same (54%) amount to charity as in the past 12 months or a greater (29%) amount.

In response to the September 11 attacks, more than half (53%) of Silicon Valley residents donated money to help the victims of the attacks, and 19% donated blood. About 39% of people who do not identify themselves as regular givers donated money to September 11 relief.

Of those households that donated to September 11 relief efforts, nearly all (92%) also gave to other causes in the past 12 months. Most contributions to September 11 victims were \$100 or less (60%) or between \$101 and \$500 (32%).

## **We give broadly to many causes**

87% of Silicon Valley givers donate to two or more nonprofit organizations or causes.

More of us give to religious institutions than gave five years ago: 52% of donors gave to a church, temple, or other religious organization, up from 37% in 1998.

We invest in education and support human services. More than half (51%) of givers gave to human-service organizations, and 44% gave to a school, university, or other educational organization.

## **High-tech workers more likely to give and to use the Internet for giving**

Contrary to the stereotype that high-tech workers do not give, these workers in fact are more likely (84%) to donate money or property to charity than are those who do not work in high-tech (78%). They are also more likely to donate money directly to charities (75% versus 66%).

High-tech workers are much more likely than others to use the Internet to learn about a nonprofit group or charity (39% versus 26%), donate to a nonprofit group (25% versus 12%), and learn about volunteer opportunities (26% versus 19%).

## **A region of newcomers, we have strong ties to other communities**

In 2002, 24% of survey respondents reported living in Silicon Valley for five years or less, compared to 18% in 1998. Of residents who were born outside the United States, 26% have lived in this country for less than five years, and 42% have lived in Silicon Valley for less than five years.

More people in Silicon Valley greatly identify with the place where they were born and grew up (39%) than with Silicon Valley (32%), their city (32%), or their neighborhood (30%). This identification is particularly true among people who have lived in the region five years or less: 78% identify strongly with the place where they were born or grew up.

Silicon Valley residents who were born outside the United States give, on average, \$1,400 per year to charitable organizations and people. Almost half (47%) of those individuals give money to "needy friends/relatives in other countries," compared to just 12% of those born in the United States.

### **Residents' commitment and giving to Silicon Valley grows over time**

People who have lived in Silicon Valley for more than five years are much more likely to identify “a great deal” with their neighborhood (34% versus 18%), city (35% versus 22%), Silicon Valley (36% versus 23%), or the Bay Area (50% versus 35%).

42% of survey respondents who have lived here for more than five years direct more than half of their giving to Silicon Valley causes, compared to only 27% of those who have lived here for less than five years.

The region’s largest donors are mostly longer-term residents, highly engaged in their philanthropy, and committed to Silicon Valley. Of the households that give more than \$5,000 per year to charitable causes, 87% have lived in Silicon Valley for more than five years.

### **Employer can be an influence in our giving to charity**

If our employer supports us, we are more likely to give. 62% of Silicon Valley donors said that having their employer match their contributions would influence their giving levels “somewhat” or “a great deal,” and 20% said that having automatic payroll deductions would “motivate them to donate more money or property to charitable causes.”

### **Our community faces challenges, but has reason to be hopeful**

Most residents have come to Silicon Valley from somewhere else and over time have tended to become more committed to the region—at least in terms of giving and volunteerism. However, the latest wave of newcomers may present our biggest challenge yet. The under-35 age group is diverse, international, and without local roots. This group is 71% non-Caucasian (29% Hispanic, 40% Asian), compared with 50% of the overall Silicon Valley population. In fact, more than half (52%) of the under-35 age group were born outside the United States, compared to just 32% of 35- to 59-year-olds and 13% of those age 60 and older.

Just more than half of us give Silicon Valley high ratings in a number of quality-of-life dimensions. For example, slightly more than half of respondents rate this region as “excellent” or “good” as a place that is generous in giving/volunteering (53%), promotes the health/well-being of its residents (53%), is a good place to raise a family (53%), and works together to improve living conditions (51%).

But reasons exist to be hopeful. If anything, our long-term residents are becoming more committed to Silicon Valley: People who currently give are giving more. Most of us are optimistic about the future of the Valley: 68% of residents believe that the economic condition will improve in the next 12 months. Eight in ten respondents expect to give the same or a greater amount to nonprofit organizations or charity during the same period. Most of us believe that the Valley is an inclusive place: 75% of residents rate the region as an “excellent” or “good” place in terms of supporting racial, ethnic, and cultural diversity.

By understanding how Silicon Valley gives back, we can provide vital knowledge for the public benefit sector and an opportunity to encourage and inspire philanthropy in all of its forms. A growing commitment from established residents, an enduring optimism even in tough times, and a welcoming environment for newcomers will all be necessary keep the spirit of giving and volunteerism growing in Silicon Valley.

# About the Survey

*Giving Back, The Silicon Valley Way* is based on a telephone survey with a random sample of 1,516 adults age 18 and older living in Silicon Valley. For survey purposes, Silicon Valley was defined as Santa Clara County and parts of Alameda, San Mateo, and Santa Cruz counties. The telephone interviews were conducted in March and April 2002 by Field Research Corporation, and interviews were completed in English or Spanish depending on the respondent's preference.

The respondents for this report reflect the changing demographics of the Silicon Valley community from 1998 to 2002. The survey respondents this time are significantly more diverse and international than were the respondents in 1998. The proportion of respondents who were born outside the United States has

doubled, and on average, the respondents have lived in the United States and Silicon Valley for a shorter time than had respondents in 1998.

The data presented in this report were weighted to compensate for small differences between the composition of the completed interview sample and the known distribution of Silicon Valley adults by population, age, gender, and race/ethnicity as obtained through the 2000 U.S. Census for Santa Clara County and the communities in Alameda, San Mateo, and Santa Cruz counties covered in the survey area. A sample size of 1,516 has a margin of error of plus or minus 2.6 percentage points at the 95% level of confidence. Subgroups examined in this report are subject to larger sampling error due to the smaller sample size.

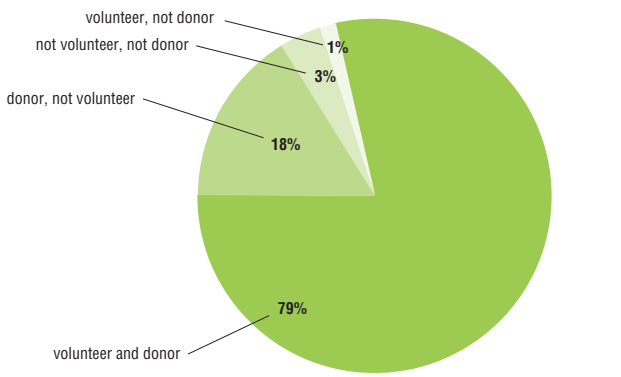
DEMOGRAPHICS		1998	2002
Ethnicity	Caucasian	62%	50%
	Asian/Pacific Islander	11%	26%
	Latino/Hispanic	16%	20%
	African-American	3%	3%
	Other/Refused	8%	1%
Place of Birth	California	43%	35%
	State other than California	38%	29%
	Outside the United States	18%	36%
Lived in United States for...	2 years or less	7%	13%
	3 to 5 years	5%	13%
	More than 5 years	84%	73%
Lived in Silicon Valley for...	2 years or less	9%	15%
	3 to 5 years	9%	9%
	More than 5 years	80%	74%
Age	18 to 24	15%	10%
	24 to 34	23%	25%
	35 to 44	25%	24%
	45 to 59	19%	23%
	60-plus	16%	16%
Education	High school or less	23%	23%
	Some college	29%	28%
	College degree	22%	23%
	Graduate degree	26%	25%

# The State of Giving in Silicon Valley

## Nearly everyone gives back, but in different ways

Almost everyone in Silicon Valley contributes to the community in some way. In this survey, we found that when asked about specific charitable acts, 96% of the population had engaged in some form of charitable giving, and 81% had participated in some type of voluntary activity. Only 3% of the population did not engage in any of the voluntary or charitable activities on our list.

Share of People Who Volunteer or Give, When Asked about Specific Actions



The most common way that people in Silicon Valley contribute to charitable causes is to give clothes/toys/other goods (85%), donate directly to organizations (69%), and give money to a homeless person (53%). They are also likely to buy tickets to charitable events (48%), sponsor a person or event (43%), or give money directly to friends/relatives who need it (37%). Some of these people did not identify themselves as “givers” per se, but their actions add to the region’s culture of giving.

Similarly, whereas only 49% of Silicon Valley residents identified themselves as volunteers, as many as 81% indicated that they had done at least one of the following types of voluntary activities. Thirty-five percent had helped build, fix, or repair something without pay; 33% had contributed professional services; 31% had tutored/counseled students or helped teachers; and 31% had visited or helped take care of someone other than a family member who was poor or ill or had a disability. Still others had organized/worked at an event (26%), sold tickets and other items (25%), or served on a committee/board (20%).

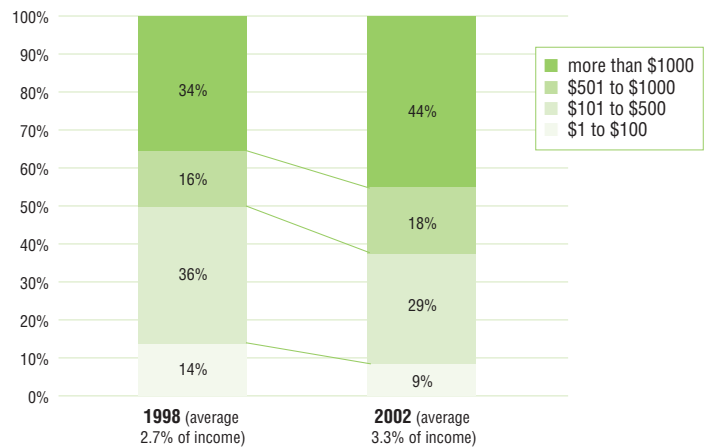
## Fewer people are giving, but the value of gifts has increased

In 2002, 78% of households in Silicon Valley reported donating money or property to a charity or nonprofit organization. This number marks a decline from 1998, when 83% of households in Silicon Valley said that they donated to charitable organizations.<sup>1</sup>

People who do give are giving more. The value of our donations as a share of income has also increased. In 1998, the average household gave 2.7% of its income; in 2002, that share has risen to 3.3%.

# 1

Value of Charitable Donations / 1998 vs. 2002



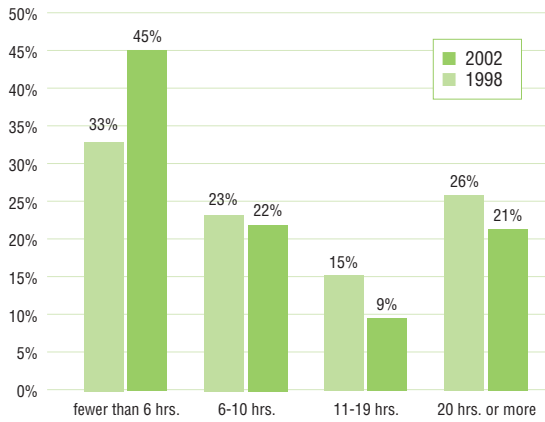
The amount that Silicon Valley residents give has increased over time and currently exceeds the national average.<sup>2</sup> In 1998, 34% of donors gave gifts that exceeded \$1,000. Today, 44% of donors report giving more than \$1,000. The average household in Silicon Valley gives \$2,300 annually to nonprofit organizations and charity, an amount that is 40% higher than the national average of \$1,620.

## The same share of people volunteer, but they are giving less time

The percent of people in Silicon Valley who reported that they had volunteered in the past 12 months remained unchanged—49%—between 1998 and 2002.<sup>3</sup> Silicon Valley residents reported volunteering fewer hours in 2002 (average of 13.8 hours per month) than in 1998 (average of 16.1 hours per month). The share of individuals who volunteered 11 or more hours per month dropped significantly from 41% in 1998 to 30% in 2002, whereas the share of individuals who volunteered fewer than 6 hours per month jumped from 33% in 1998 to 45% in 2002.

Longer work hours cannot explain this change. In fact, significantly more people reported working 40 hours or less in 2002 (60%) than in 1998 (49%). More respondents also reported being unemployed in 2002 (10%) than in 1998 (4%).

Hours Volunteered per Month / 1998 vs. 2002



**Majority say the economic downturn doesn't affect their commitment to give**

Silicon Valley's economic climate has changed dramatically from 1998, when we last conducted this survey of giving and volunteering. Many people are feeling the impact of a weaker economy but remain committed to giving back to the community. Whereas most residents (54%) believe that Silicon Valley is in bad economic times, the overwhelming majority of residents in 2002 gave either the same (54%) amount to charity as in the past 12 months or a greater (29%) amount.

We plan to maintain our levels of giving. Looking forward, a full 81% expect to give the same (65%) or a greater amount (16%) to nonprofit organizations or charity in the next 12 months. Many of us are optimistic about the future (68% of residents believe that the economic condition will improve in the next 12 months). More than half (53%) rate Silicon Valley "excellent" or "good" as a place that is generous in giving and volunteering.

**September 11 donations were small and drew in new donors**

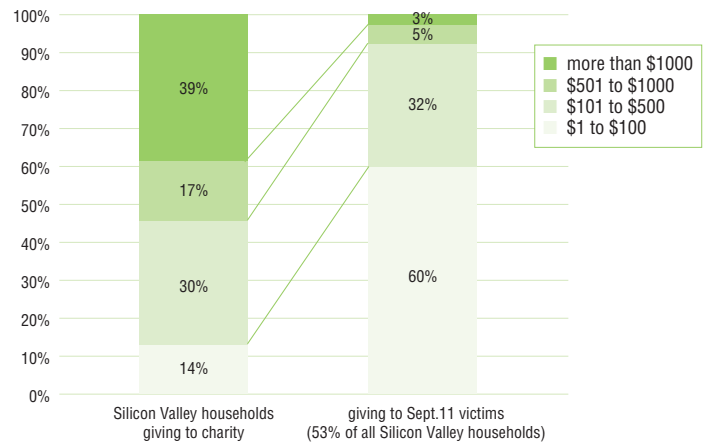
In response to the September 11 attacks, more than half (53%) of Silicon Valley households donated money to help the victims of the attacks, and 19% donated blood. Seven percent of respondents said that they knew someone who was injured or killed in the tragedy.

The data suggest that the financial contributions that individuals made in response to the national disaster did not displace the amount that they gave to their regular charities. Of those households that donated to September 11 relief efforts, an overwhelming majority (92%) also gave to other causes in the past 12 months. In addition, donors to September 11 victims were also more likely (33%) than the general body of donors (28%) to say that they had given a greater amount to charitable causes in the past 12 months.

Moreover, most contributions to September 11 victims were in small amounts: 60% of the donations were \$100 or less, 32% were \$101 to \$500, and only 8% were more than \$500. This number is a small portion of the average amount that Silicon Valley donors gave to charity (\$2,300) in 2002.

The September 11 tragedy brought in new givers. About 39% of people who do not identify themselves as regular givers, as well as nearly 60% of those who do give regularly, donated money to September 11 victims. People of all ages, ethnicities, and places of origin gave to September 11 causes; no significant differences existed across these dimensions.

Amount Donated / Total vs. September 11





# How We Define Community



Our unique demographics affect our giving behavior. We have one of the most mobile and diverse populations in the country. Less than 30% of our population grew up California. Almost a quarter of our residents have lived in the area for five years or less. We are more likely to identify our community by the people in our personal networks—family, friends, coworkers—than by our neighborhoods and cities.

## A region of newcomers, we have strong ties to other communities

Few of us come from Silicon Valley. More than 70% of us were born outside California. In 2002, 24% of survey respondents reported living in Silicon Valley for five years or less, compared to 18% in 1998. This statistic is particularly true for respondents who are less than 35-years-old: A full 43% of this group reported living in Silicon Valley for five years or less.

Our population appears to have become more international in the past few years. In 2002, a full 36% of survey respondents were born outside the United States—double the 18% in 1998. Many of the foreign-born residents have recently immigrated to the United States. The share of these residents who have lived in the United States for five years or less significantly increased from 1998 (12%) to 2002 (26%). Again, the under-35 age group is significantly more likely to have lived in the United States for five years or less (38%).

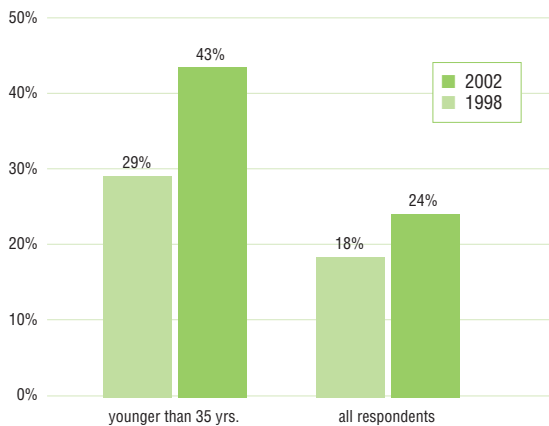
As a result, more people greatly identify with the place where they were born and grew up (39%) than with Silicon Valley (32%), their city (32%), or their neighborhood (30%). This identification is particularly true among people who have lived in the region five years or less: 78% identify strongly with the place where they were born or grew up.

## We define community more in terms of relationships than place of residence

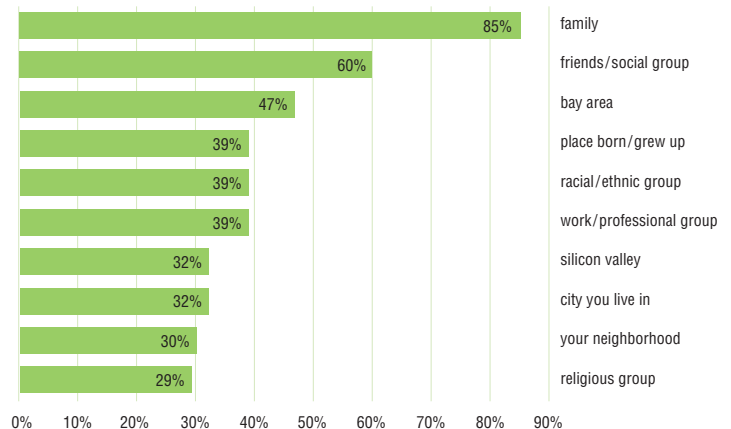
When asked about how they defined community, most people said that they identified “a great deal” with their family (85%) and friends (60%). Whereas the identification with family was universal across the population, the under-35 age group (64%) and the 60-plus age group (62%) were much more likely to cite friends as their primary source of community than were the 35- to 59-year-olds (55%).

In Silicon Valley, we are not strongly connected to place. For instance, we are much more likely to identify a great deal with our personal affiliations—work/professional group, race/ethnic group, and place where we were born/grew up—than with the place where we currently live. In fact, our neighborhoods, cities, and Silicon Valley were near the bottom of the list as a place we identified “a great deal” with. The notable exception is “the Bay Area,” which was the third most prevalent response, behind family and friends.

Share of Respondents Who Have Lived in Silicon Valley Five Years or Less



Percent of People Who Identify “A Great Deal” with the Following, as Their Community:



Hispanic (53%) and Asian (40%) residents were more likely than Caucasians (31%) to identify with their racial/ethnic group. Respondents who identified “a great deal” with their work/professional group were more likely to be under age 35 (42%), Asian (45%), and born outside the United States (46%). Residents who greatly identified with their neighborhoods are more likely to be older than 60 years (45%), own their homes (38%), and have children in the home (35%). Those who identified with a religious group were more likely to be older than 60 years (41%) and more likely to be volunteers (37%).

**High-tech workers, college graduates, identify most with "Silicon Valley"**

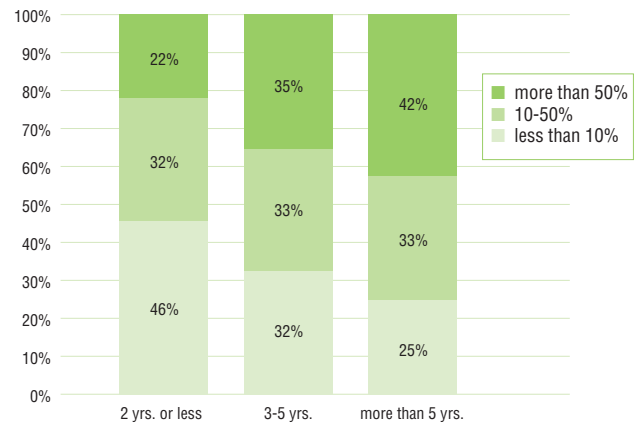
Not everyone who lives in the region identifies Silicon Valley as his or her community. The Silicon Valley identity has strong associations to the workplace. Eighty-four percent of people who work in the high-tech sector identified Silicon Valley as their community, compared with just 69% of those who do not work in high-tech. People who identify strongly with Silicon Valley (84%) are also more likely than the overall population (77%) to identify “a great deal” or “somewhat” with their work or the people in their profession.

Males (75%) are more likely to identify with Silicon Valley than are females (66%), as were Asian (80%) and Caucasian (70%) residents compared to Hispanics (59%). College-educated adults are more likely to identify with Silicon Valley (77%) than are those who have only some college/technical (69%) or high-school (59%) education.

**Five years makes a difference for giving back to Silicon Valley**

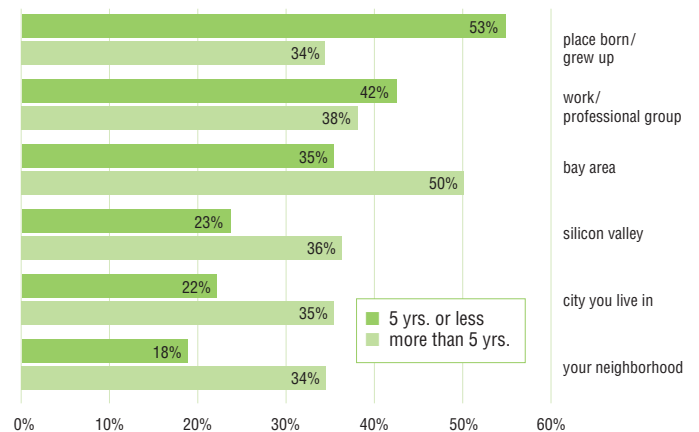
After living in the region for more than five years, people are more likely to volunteer in the community (52% versus 39%) and give to causes or organizations that benefit the region. People who have lived here for more than five years (79%) are slightly more likely to give than are people who have been here for five years or less (74%)<sup>4</sup>, but where they direct their giving changes substantially. Of people who have lived here for more than five years, 42% direct more than half of their giving to Silicon Valley causes, compared to only 27% of people who have lived here less than five years.

Share of Giving to Silicon Valley Causes and Organizations (by length of stay in region)



After five years also seems to be the time when people start identifying the region as their community. People who have lived in Silicon Valley for more than five years are much more likely to identify “a great deal” with their neighborhood (34% versus 18%), city (35% versus 22%), Silicon Valley (36% versus 23%), or the Bay Area (50% versus 35%). They are also much less likely to define their community as the place where they were born or grew up (34% versus 53%) than are people who have been here less than five years.

Identify as Community “A Great Deal” (by length of stay in Silicon Valley)

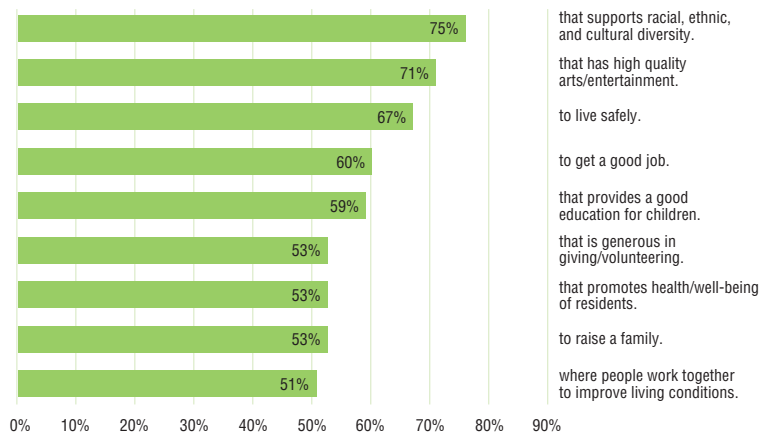


**We value Silicon Valley's diversity and high-quality arts/entertainment**

Most people who live in Silicon Valley say that our region is "excellent" or "good" at supporting diversity (75%) and providing high-quality arts/entertainment (71%). Given a list of community qualities, residents give Silicon Valley the highest ratings in these two areas. Asians (83%) and Caucasians (77%) are more likely than Hispanic residents (67%) to rate Silicon Valley high on supporting diversity. People age 60 and older (80%) are more likely than other adults (69%) to rate the region's arts/entertainment as "good" or "excellent."

Compared with residents' perceptions of Silicon Valley in 1998, the biggest change was in its being a place "to get a good job." This category was the highest rated in 1998, with 85% of the population rating the region as either "excellent" or "good," compared to just 60% in 2002 (fourth-highest quality). Also, fewer residents in 2002 (53%) rated Silicon Valley as an "excellent" or "good" place to raise a family than did so in 1998 (60%).

Percent of People Who Rate Silicon Valley "Excellent" or "Good" as a Place...



# How We Give to the Community

## 3

### *Silicon Valley residents give most to religious organizations, human services*

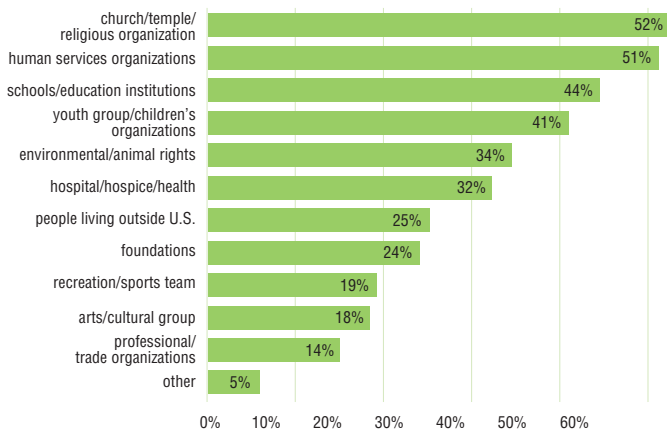
We give broadly to many causes—87% of Silicon Valley givers donate to two or more nonprofit organizations or causes—but the most frequent recipients of our giving are religious organizations, human services, and education.

Fifty-two percent of donors gave to a church, temple, or other religious organization, up from 37% in 1998. Our giving to religious organizations is now similar to the national average of 48%.<sup>5</sup> Individuals who are more than 60-years-old are significantly more likely to give to a religious organization (59%) than are individuals who are younger than 35 (48%) or between 35 and 59 (52%).

More than half (51%) of givers gave to human-service organizations—organizations or groups that look after the interests and welfare of people such as the needy, the homeless, seniors, or people with disabilities.<sup>6</sup> Caucasian residents were significantly more likely to give to these organizations (64%) than were Hispanic (34%) and Asian (40%) residents.

In 2002, 44% of Silicon Valley residents gave to a school, university, or other educational organization, and 41% gave to a youth group or organization that benefits children or teenagers. Households with children are more likely to give to both of these causes (51% and 44%, respectively).

Types of Causes/Organizations That People Gave To

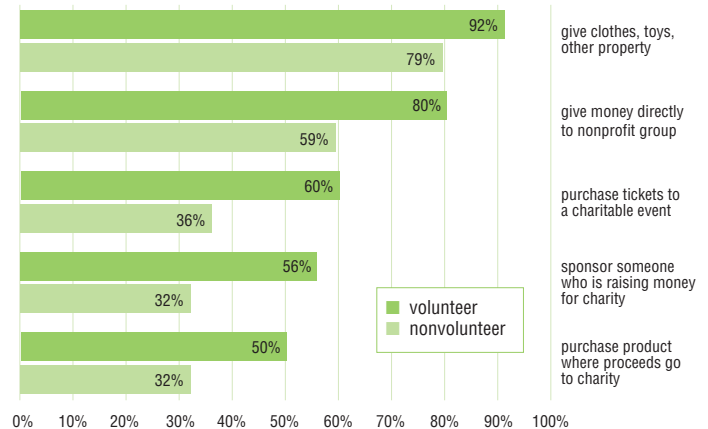


### *Nearly all volunteers also donate to charitable organizations*

The link between volunteering and giving is apparent among Silicon Valley households. Among individuals who reported volunteering in the community, virtually all also reported that their households had given to a nonprofit group or charitable cause. Compared to nonvolunteers, households that had at least one person who volunteered were significantly more likely to give clothes/toys/other property, give money directly to a nonprofit group, purchase tickets to a charitable event, sponsor someone who is raising money for a charity, or purchase products that benefited a charity.

On average, volunteers report that their household gave twice as much to charitable causes (\$3,149) as did nonvolunteer households (\$1,440). Volunteers were also more likely to give to causes that benefit Silicon Valley. About 44% of volunteers—compared to 31% of nonvolunteers—report that more than half their household's giving went to organizations and individuals within Silicon Valley.

Charitable Giving (by volunteer vs. nonvolunteer)



### *We contribute our expertise and skills, not just our time and money*

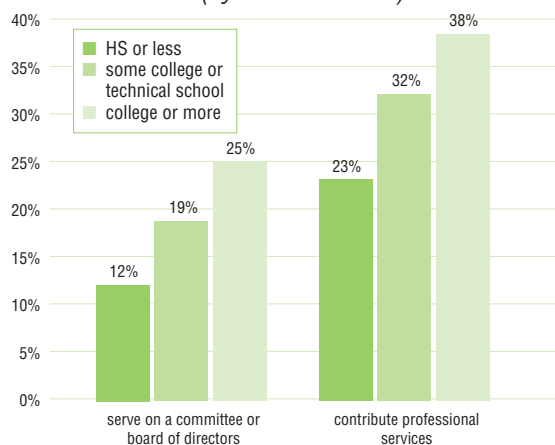
With one of the most educated populations in the country (49% of survey respondents hold at least a bachelor's degree), we have significant expertise and skills to contribute to the community. In addition to donating time and money, residents of Silicon Valley also contribute professional skills (33%) and serve on boards/committees (20%). In fact, contributing professional skills is the second

most common way that Silicon Valley residents volunteer in the community (and the most common way that college-educated residents volunteer).

One in three (33%) Silicon Valley residents contributed professional services in the past year. Highest levels of contributing professional services occur among the college-educated (38%), Internet users (37%), and Caucasians (37%). People from across various employment categories—including full-time workers (35%), part-time workers (33%), and retired individuals (34%)—all reported contributing professional services.

One in five (20%) individuals in Silicon Valley participate on committees as an officer or on the board of a group. Participation on boards and committees is more prevalent among people who are U.S.-born (26%), are retired (30%), and have donated more than \$2,000 to charity (36%). Among high-dollar donors (those who have contributed more than \$5,000), 47% also serve on a board or committee.

Ways That People Volunteer  
(by education level)



**The workplace influences both our giving and volunteering**

In Silicon Valley, more people identify “a great deal” with their workplace (39%) than with their neighborhood (30%) or religious group (29%). This identification is particularly true for people who work in high-tech, where 43% believe that their work/professional group is their community. People who were born outside the United States are also significantly more likely to identify “a great deal” with their workplace (47%) than are those who were born in this country (35%).

Workplace support for charitable giving can influence the behavior of individual donors; 62% of Silicon Valley donors said that having their employer match their contributions would influence their giving levels “somewhat” or “a great deal.” This propensity is particularly true among people who make more than \$100,000 per year (71%) and people who are less than 35-years-old (71%).

One in five respondents said that having automatic payroll deductions would motivate them to donate more money or property to charitable causes. Individuals who identified themselves as nondonors were most likely to respond favorably to automatic deductions (29% say that automatic deductions would motivate them to give more), indicating that the convenience and ease of payroll deductions may be one important strategy for converting current nondonors.

Consistent with Harvard University Professor Robert Putnam’s national finding that reduced-time workers were the most likely group to be active in the community<sup>7</sup>, we also found that people who work reduced time (less than 35 hours per week) are significantly more likely to say that they volunteer in the community (59%) than are those who work full-time (47%) or those who are unemployed (48%). Reduced-time workers are significantly more likely to be women (70%) than men (30%). They are also significantly more likely to be self-employed than the overall population (24% versus 9% overall).

# Profile of Givers

## 4

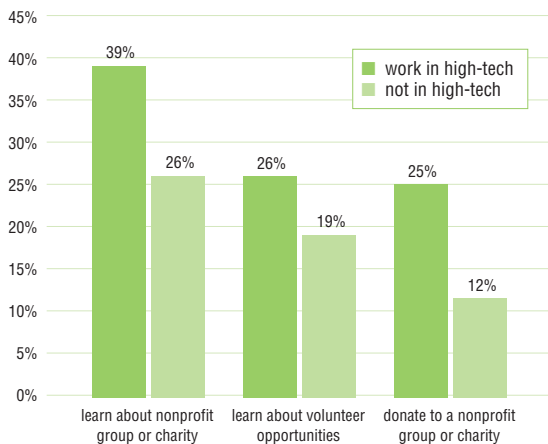
### High-tech workers more likely to give and to use the Internet for charity

Contrary to the stereotype that high-tech workers do not give, they in fact are more likely to donate money or property to charity (84%) than are those who do not work in high-tech (78%). They are also more likely to donate money directly to charities (75% versus 66%), and they are just as likely to volunteer in the community (47%) as are others.

High-tech workers in Silicon Valley are young and ethnically diverse. Nearly 41% of high-tech workers are Asian (compared to 26% of the overall population), and 37% are between the ages of 25 and 34 (compared to 25% of the overall population). A significant ratio of high-tech workers comes from other places: 45% of high-tech workers were born outside the United States; 34% have lived in Silicon Valley for less than five years. When high-tech workers were asked about what they most identified as their community, the most common responses after family (84%) were "friends/social group" (57%), "the Bay Area" (48%), "Silicon Valley" (43%), and "the workplace" (43%).

High-tech workers are much more likely than others to use the Internet to learn about a nonprofit group or charity (39% versus 26%), donate to a nonprofit group (25% versus 12%), and learn about volunteer opportunities (26% versus 19%).

Use of Internet for Giving/Volunteer Purposes



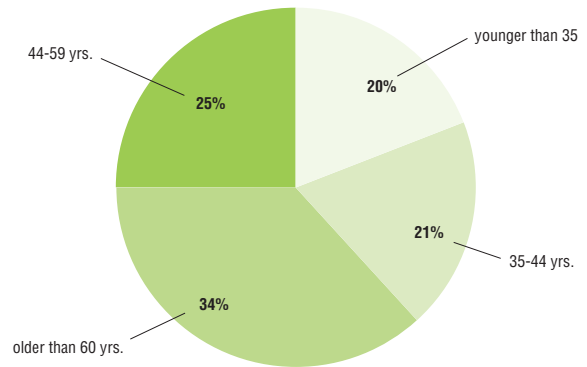
Overall, high-tech workers and the rest of the population give to similar causes, with human services (52%), church/religious organizations (50%), and education (46%) being the most common recipients. One notable difference between high-tech workers and others is that high-tech workers are much more likely to have donated to an arts or cultural group

within the past 12 months than are people not in high-tech (21% versus 14%). Yet they are also much more likely than people who do not work in high-tech (19%) to rate Silicon Valley "fair" or "poor" (37%) as a place where there are high-quality arts and other forms of entertainment. This attitude is in contrast to that of the general population, where most people rate the arts/entertainment as either "good" or "excellent" (71%), but few have donated to an arts/cultural group (18%) in the past 12 months.

### Largest donors are engaged in and committed to Silicon Valley

About 9% of donors in Silicon Valley give \$5,000 or more to charitable causes annually. Whereas most of them (87%) have lived in Silicon Valley for more than five years, they span a broad range of ages (see chart). The majority of our largest donors are Caucasian (72%), but about 12% are Hispanic, and 10% are Asian. Compared to our overall population (64%), most of our largest donors (86%) were born in the United States.

High-Dollar Donors (by age)



High-dollar donors have increased their giving over time: 40% reported giving a greater amount to charitable causes this year than in previous years (only 29% of all donors reported that they had given more to charitable organizations and causes this past year than they usually do).

High-dollar donors are the most likely group to donate to Silicon Valley causes—54% reported that more than half of their annual giving went to organizations and individuals within Silicon Valley, compared to 38% of all donors.

Individuals who give more than \$5,000 annually approach their philanthropic decisions like strategic investors. They are most likely to give an amount

### Share of Donors Who Direct More Than Half of Total Giving to Silicon Valley Causes/Organizations



because they believe that it will make a difference (75%) rather than because they were asked to do so (15%) or because it is what they can afford (55%). They are also more likely than the overall donor pool to discuss “a great deal” with their spouse how much to give (55% versus 29% overall), which nonprofit groups to support (54% versus 29%), and how much time they spend volunteering (40% versus 27%).

They tend to give to a greater variety of organizations and causes; 80% percent give to more than three causes or organizations, compared to just 42% of the overall population of donors. High-dollar donors are most likely to give to the following causes: church/religious organization (75%), education (73%), human services (70%), and youth groups (64%).

This group is significantly more likely (47%) than the general pool of donors (20%) to be directly active with an organization by serving on a committee or a board of directors. Group members are also more likely to be high volunteers: 77% of high-dollar donors volunteered (an average of 17 hours per month), compared with 48% of the general pool of donors (an average of 14 hours per month).

### Immigrants provide significant support to friends and relatives overseas

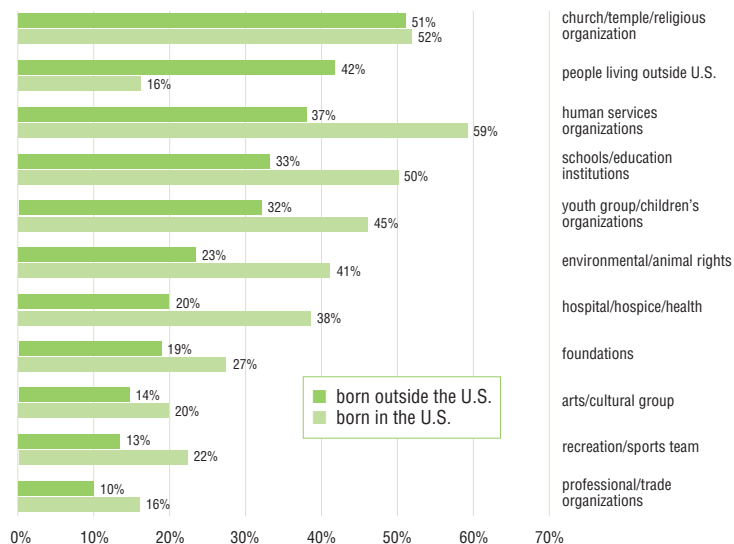
Silicon Valley residents who were born outside the United States give most often to a church/religious group and “needy friends/relatives in other countries.” Beyond these two causes, they are less likely to give than are residents who were born in the United States.

Of residents who were born outside the United States, 26% have lived in this country for less than five years, and 42% have lived in Silicon Valley for less than five years. 54% of those born in a different

country are Asian, and 29% are Hispanic. They are significantly more likely to be working in high-tech (59%) than are residents born in the United States (45%) and significantly more likely to be less than 35-years-old (54% versus 27%). Non-U.S.-born respondents, compared to U.S.-born respondents, are much more likely to identify a great deal with the place where they were born or grew up (48% versus 33%), their racial/ethnic group (47% versus 35%), and their workplace (47% versus 35%).

Immigrants give, on average, \$1,400 per year to charitable organizations and needy people. Almost half (47%) of those individuals give money to “needy friends/relatives in other countries,” compared to just 12% of those born in the United States. This pattern is particularly true among non-U.S.-born individuals who have lived in Silicon Valley for less than five years (57% give to friends/relatives in other countries), but the practice continues even after they have lived in the region for some time.

### Giving to Charitable Causes (by place of birth)



### The next generation (under age 35) is diverse, international, without local roots

The under-35 age group is interesting to examine because it will be the next generation of donors and volunteers in Silicon Valley. Significant portions of this group are newcomers, both to the United States and to Silicon Valley. This status affects their sense of community and their philanthropic interests.

This group is significantly more diverse than other age groups. It is 71% non-Caucasian (29% Hispanic,

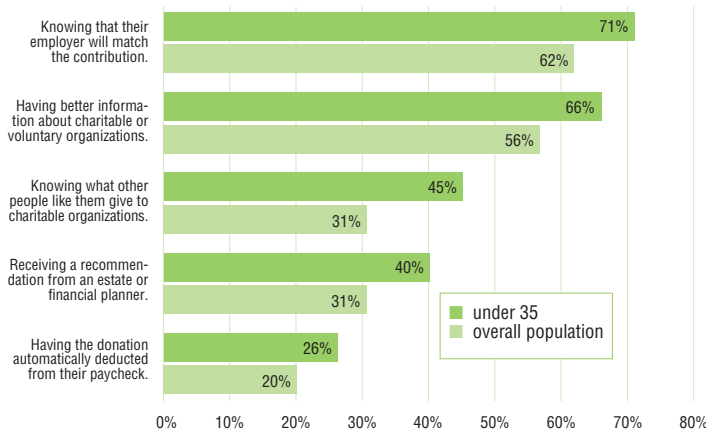


40% Asian), compared with 50% of the overall Silicon Valley population. In fact, more than half (52%) of the under-35 age group were born outside the United States, compared to just 32% of 35- to 59-year-olds and 13% of those age 60 and older.

Within the under-35 age group, half have lived in their neighborhood for two years or less and one-fifth (20%) have lived in the United States for two years or less. Thus, they tend to be more likely to relate to the places they were born or grew up (75% identified this place of origin as their community, compared to 65% of the general population). More than a third (35%) did not (“not very much”/“not at all”) identify their neighborhood as their community, compared to 21% of the overall population.

Not surprisingly, this group has the lowest rates of giving and volunteering among all the adult age groups. 42% report volunteering in the past 12 months (compared to 49% overall), and 71% report donating money or property to charity in the past 12 months (compared to 78% overall).

What Would Motivate You to Give More?  
(by age group)



Although their level of giving is currently low, they have the potential and are poised to increase their giving in the future. 20% of residents age 35 and younger say that they intend to give a greater amount to charitable causes in the next 12 months, compared to 15% of residents age 35 to 59 and 7% of residents older than 60 years.

In contrast to the donors in other age groups, they tend to make their philanthropic decisions on an ad hoc basis. For instance, the under-35 age group was much more likely to cite the following reasons for how they decided how much to give:

- It was the amount they were asked to give (35% versus 27% overall population).
- They didn't really think about it (42% versus 36% overall).

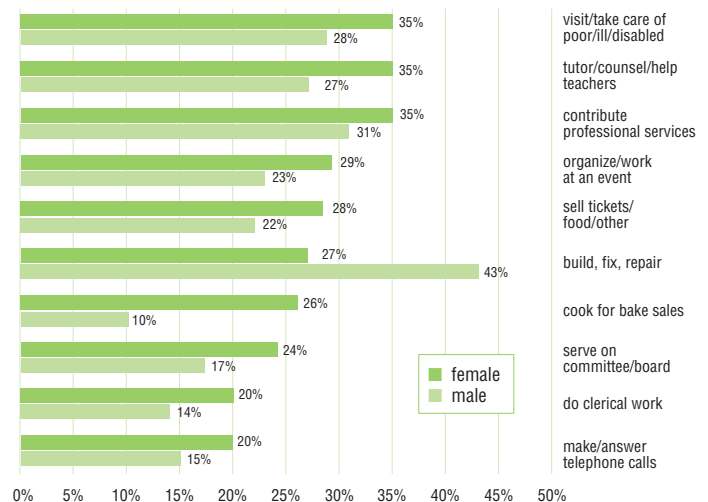
According to them, the best way to help increase their level of charitable giving is to provide better information to help them invest strategically and to increase awareness of giving by peers.

**Women are more likely to volunteer and determine giving decisions**

Women are significant volunteers in the community: 55% of women in Silicon Valley say that they volunteer in their community, compared to 43% of men. They are more likely than men to have volunteered in their community in a variety of ways (see the chart below). Building, fixing, and repairing is the only type of voluntary activity in which men are significantly more likely to participate (27% of women versus 43% of men).

Women appear to have greater influence over the family or household's charitable giving. Most individuals (62% of men and 54% of women) say that the decision is made jointly. However, in cases where one partner has more influence, women (34%) are significantly more likely than men (21%) to say that they are the one with more influence. Similarly, men (14%) are twice as likely as women (7%) to say that their spouse is the one with more influence.

Involvement in Various Activities  
(by gender)





# Conclusion

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## **Challenges and hopes for the future**

Since the first report on giving and volunteerism in Silicon Valley four years ago, our region has experienced first a booming economy and now an economic downturn. During this turbulent time, we have also seen our community change dramatically, growing younger and increasingly diverse. Today, about one-fourth of our residents have lived in Silicon Valley for less than five years. And only about one-third of us were born in California, another third or so were born elsewhere in the United States, and another third come from an array of other nations.

The latest wave of younger newcomers may present our biggest challenge yet. The under-35 age group is diverse, international, and without local roots. This group is 71% non-Caucasian (29% Hispanic, 40% Asian), compared with 50% of the overall Silicon Valley population. In fact, more than half (52%) of the under-35 age group were born outside the United States, compared to just 32% of 35- to 59-year-olds and 13% of those age 60 and older.

We also continue to face many challenges to our quality of life. Only about half of us give Silicon Valley high ratings in a number of quality-of-life dimensions. For example, slightly more than half of respondents rate this region as “excellent” or “good” as a place that promotes the health/well-being of its residents (53%), is a good place to raise a family (53%), and works together to improve living conditions (51%).

Despite these challenges, reasons exist to be hopeful. Today, 78% of our households report donating money or property to charity despite tough economic times, and when asked about specific charitable acts, nearly all of us (96%) give in some way. If anything, our long-term residents are becoming more committed to Silicon Valley:

residents who currently give are giving more. Despite our concerns about the Valley’s quality of life, many of us are also optimistic about the future of the Valley: 68% of residents believe that the economic condition will improve in the next 12 months. Eight in ten respondents expected to give the same or a greater amount to nonprofit organizations or charity during the same period.

Perhaps most important of all, many of us believe that the Valley is an inclusive place: 75% of residents rate the region as an “excellent” or “good” place in terms of supporting racial, ethnic, and cultural diversity. In the past, most residents have come to Silicon Valley from somewhere else and over time become more committed to the region—at least in terms of giving and volunteerism. They have often come to Silicon Valley to make a living and ended up making Silicon Valley their home and community.

By understanding how Silicon Valley gives back, we can provide vital knowledge for the public benefit, business, and civic sectors and create opportunities to encourage and inspire philanthropy in all of its forms. A growing commitment from established residents, an enduring optimism even in tough times, and a welcoming environment for newcomers will all be necessary keep the spirit of giving and volunteerism growing in Silicon Valley.

Giving Back,  
The Silicon Valley Way  
2002 Report on Giving and  
Volunteerism in Silicon Valley

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## Footnotes

### page 3

1 This value is higher than the national average of 70% reported by the Independent Sector (IS) in 1997, but less than the 89% reported in 2001 (*Giving and Volunteering in the United States 2001*). However, the Independent Sector changed its methodology and the questions it asked for the 2001 data, so its figure is not comparable with Silicon Valley's figure. In the Silicon Valley survey, we asked an unprompted question: "In the past year did you or other members of your family donate money or property for charitable purposes?" The Independent Sector added up the answers for giving in specific areas. It asked, "How much money or property did you and members of your family give to...religious organizations? youth development? education? ... (etc.)." This methodology will tend to increase the number of positive responses relative to responses to an unprompted question. Detailed 2001 national figures from Independent Sector were not available at the time of this publication. Only preliminary 2001 data had been released.

### page 3

2 Independent Sector, *Giving and Volunteering in the United States 2001*. The Independent Sector methodology differs from the Silicon Valley methodology. The IS survey calculated the amount of giving by summing a household's giving across different categories, whereas the SV survey asked for the aggregate amount of giving.

### page 3

3 According to the Independent Sector, 44% of adults in the United States reported in 2001 that they had volunteered (*Giving and Volunteering in the United States 2001*). This number is not directly comparable to numbers in the SV survey because of differences in methodology and questions asked. The IS survey asked about volunteer activity for a specific list of 13 different types of organizations, whereas the SV survey asked, "During the past 12 months, did you spend any time on charitable or voluntary service activities?"

### page 8

4 Not statistically significant.

### page 10

5 Independent Sector, *Giving and Volunteering in the United States 1999*. The 2001 detailed national figures were not available at the time of this publication.

### page 10

6 Figures in this category are not comparable with 1998 figures because of changes in the question. In 2002, this category was "a human-services organization or group that looks after the interests of people such as the needy, homeless, or people with disabilities." In 1998, the category was "a human-services organization."

### page 11

7 Robert D. Putnam, *Bowling Alone* (New York: Simon and Schuster, 2000), p. 201.



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