

# 2023

## Central New York's **STATE OF CARING** INAUGURAL REPORT



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The CNY State of Caring event is presented by IBEW Local 43 with support from National Grid and the Dorothy and Marshall M. Reisman Foundation.



# Introduction

Since I launched Drive Research in 2016, we have always maintained a strong partnership with the United Way of Central New York, recognizing the organization's significant local impact. Our commitment to this partnership is reflected in annual donations from a portion of our proceeds, an initiative that has continued alongside our firm's growth in the field of market research.

Our approach at Drive Research has always been rooted in mutual benefit. By equipping businesses with critical data through surveys and focus groups, we empower their growth, which in turn strengthens our financial foundation. This approach extends to community support, allowing our clients to allocate project proceeds to charities of their choice or through our recommendations, creating a win-win-win for all involved. Throughout the years, Drive Research has demonstrated unwavering commitment to the United Way of Central New York through diverse volunteer efforts.

Whether it be providing books to thousands of families through the Salvation Army Christmas Bureau, contributing to the CNY Care Package Project, participating in the Day of Caring initiative, donating our time as part of the marketing committee and community volunteer council, and donating our expertise through several pro-bono large-scale market research projects, our team remains dedicated to the United Way's mission of doing more.

The latest giveback from the Drive Research team is this State of Caring survey project and report, provided in kind to the United Way of Central New York. We hope it allows all organizations locally to benefit from our research and insights as they discover new ways to give back. A special thank you to Chris Coville, Mason Banaszek, and Emily Rodgers at Drive Research for making this project happen.

We hope you enjoy reading through the report and pull some takeaways to help you and your organization do more for the CNY community!

GEORGE KUHN  
**Owner & President**

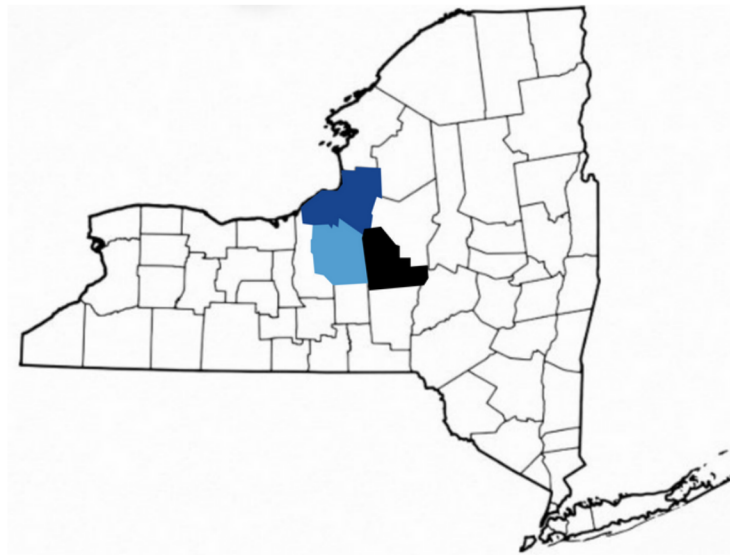


# Background & Methodology

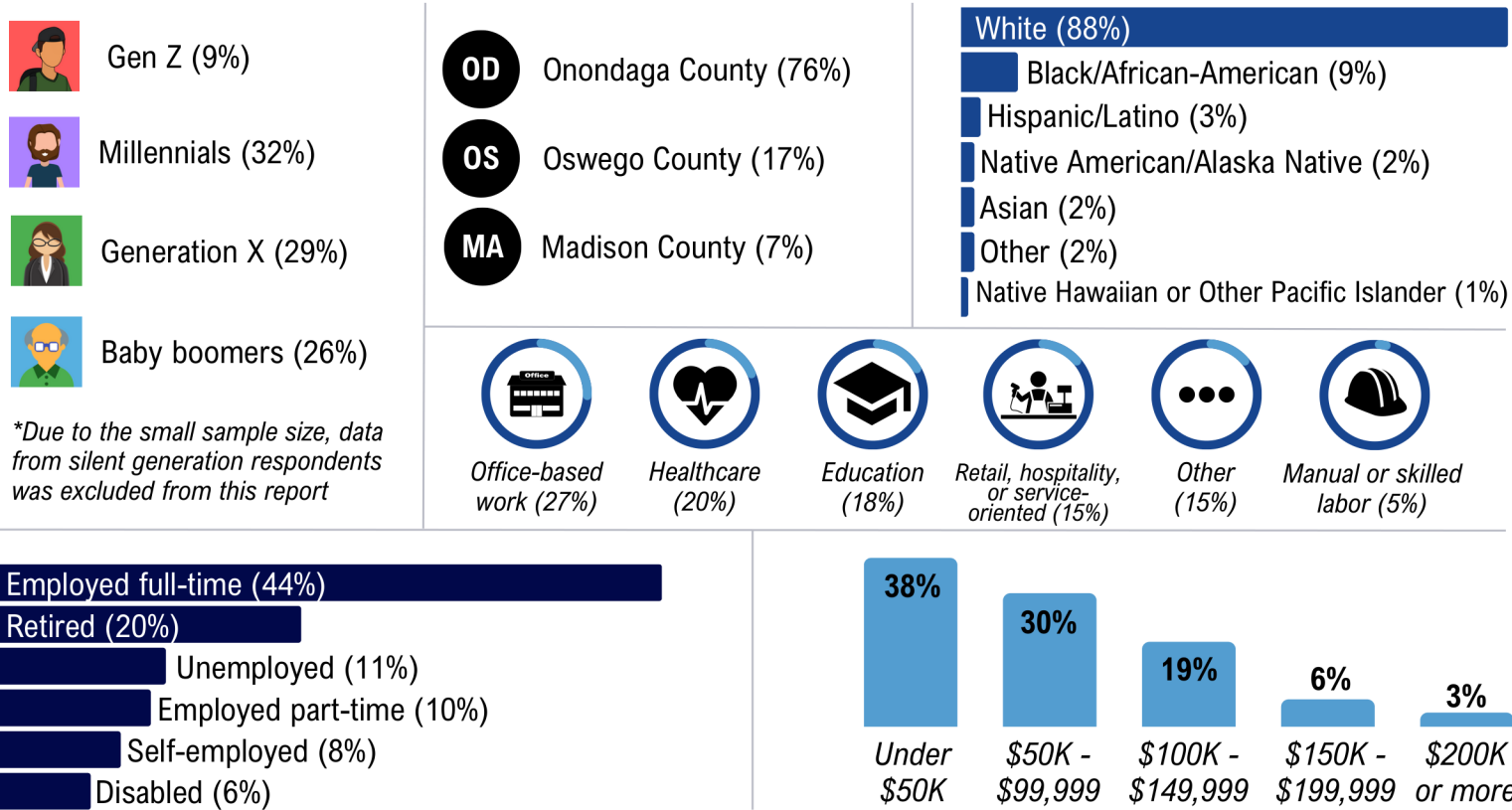
United Way of Central New York commissioned Drive Research, a national market research company based in Syracuse, NY to conduct a survey in order to better understand community experiences with local/regional non-profit organizations.

The survey took an average of 6 minutes to complete and included 29 questions. The survey received 331 responses from residents living in Madison, Onondaga, and Oswego counties. Fieldwork for the survey began on May 31 and lasted until June 16, 2023.

With a probabilistic sample, a total of 331 responses at the 95% confidence level offers a 5.4% margin of error.



# People Who Took The Survey



# How would CNY define charity?

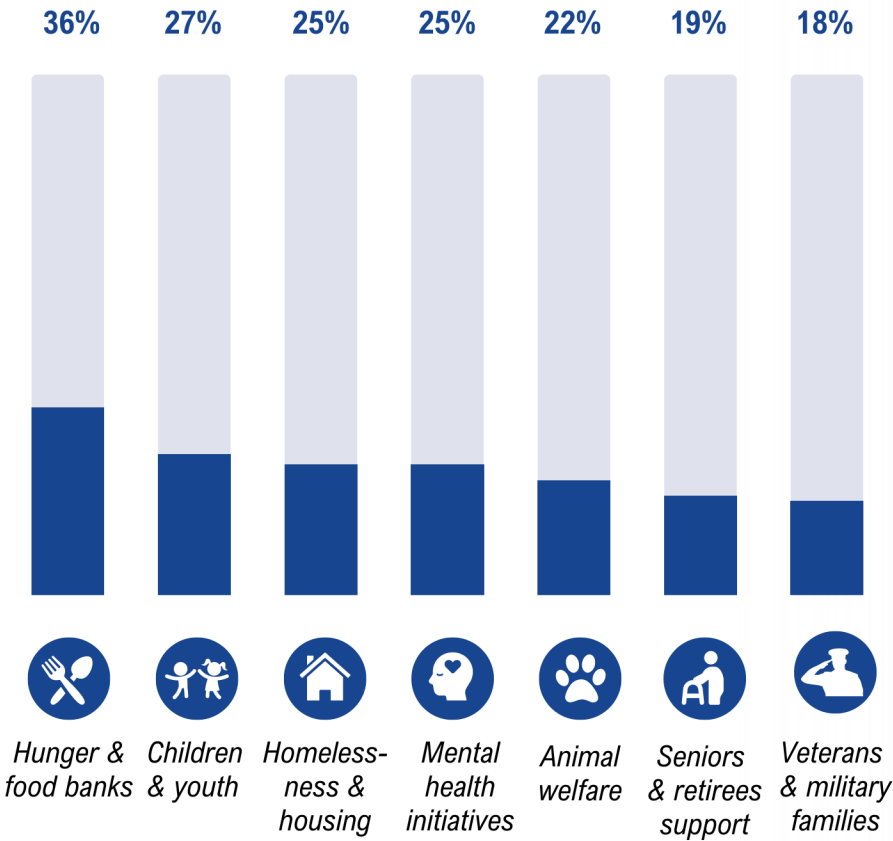


*Giving time, money, or energy to a cause for the greater good and not social gain.*

*Helping others that may not be able to help themselves.*

*Giving selflessly your time and passion to an important cause in order to make a difference.*

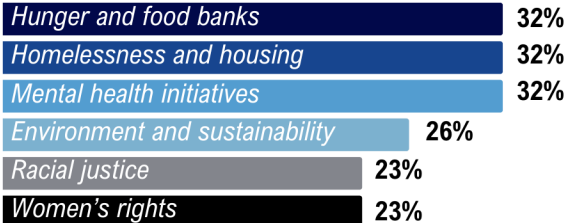
Top community areas, social issues, and topics CNY is most passionate about:



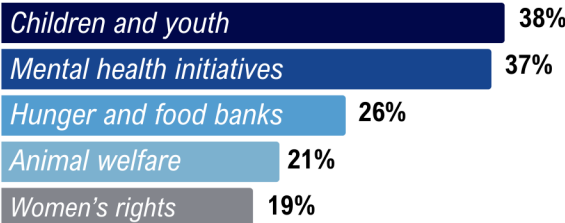
# But champions of charitable causes vary by age...



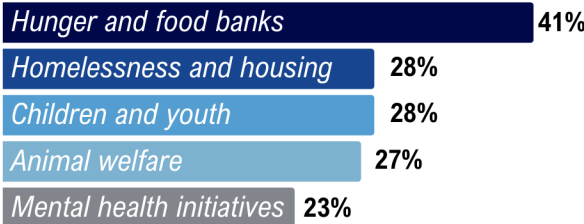
## GENERATION Z



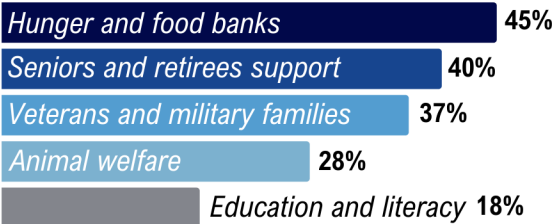
## MILLENNIALS



## GENERATION X



## BABY BOOMERS





# Providing food and shelter for those in need is the role most respondents believe non-profits should play in CNY

*Providing food and shelter for those in need*



*Funding local programs based on current area needs*



*Providing healthcare and treatment programs*



*Providing educational services for all ages*



*Driving economic growth in lower-income areas*



*Workforce development*



*Providing additional programs for seniors*



*Fostering civic engagement*











\*Icons note markets and age groups most likely to include the selected answer option

# The values and purpose of an organization are very influential in determining where CNY places monetary donations



## Factors that determine where CNY donates money:



**68%**  
Values and purpose of the organization



**35%**  
Personal connection to the organization



**58%**  
Reputation of the organization



**29%**  
Ease of donation process or convenience



**48%**  
Organization supports a local cause












**11%**  
The ability to claim a tax receipt for write-off



**47%**  
Organization addresses key needs of the community



What charitable activities has CNY done in the past 12 months?

	Donated to a non-profit organization	57%
	Donated when prompted at a cash register	48%
	Gave money directly to a person in need	35%
	Donated to a church/place of worship	31%
	Participated in a school fundraiser	30%
	Volunteered at a non-profit organization	27%
	Donated to a GoFundMe	26%
	Personally advocated for a non-profit organization	17%
	Attended a professional event sponsored by an NPO	15%
	Donated when prompted by an email	10%
	Donated when prompted by a text message	6%



*Gen Z was the only age group that more often indicated volunteering at a non-profit (32%) compared to donating to a non-profit (23%)*

## 85% of CNY residents report the amount of money they donate to non-profits will stay the same or increase in the next 12 months

Although CNY residents are donating less, they are optimistic that will change in the next year

**Increase(d) | Stay(ed) the same | Decrease(d)**

In the last 12 months, the amount of money CNY donated to non-profits has...



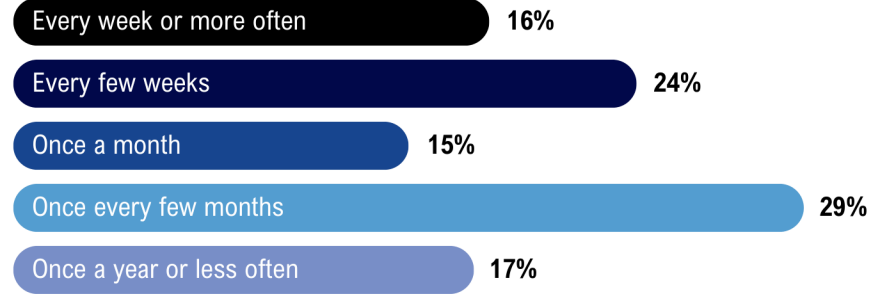
In the next 12 months, the amount of money CNY is expected to donate to non-profits will...



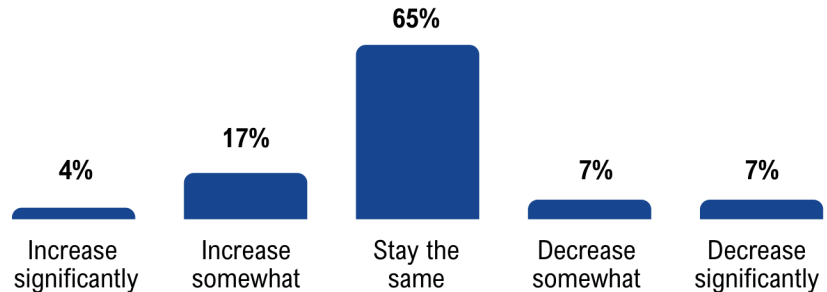
*Millennials (36%) and Gen Z (32%) are more likely than older age groups to **expect their monetary donations to increase** in the next 12 months*



## How often CNY volunteers for non-profits



86% of CNY residents report the amount of time they volunteer for non-profits will stay the same or increase in the next 12 months



*Volunteering is expected to **grow the most among Gen Z** with over a third (39%) expecting to increase time spent volunteering in the next 12 months*



UNITED WAY OF CENTRAL NEW YORK  
**LEADERSHIP GIVING**  
**2023 ROSTER**

*A celebration of our most  
generous donors.*

**DO ALL THE GOOD YOU CAN.  
BY ALL THE MEANS YOU CAN.  
IN ALL THE WAYS YOU CAN.  
IN ALL THE PLACES YOU CAN.  
AT ALL THE TIMES YOU CAN.  
TO ALL THE PEOPLE YOU CAN.  
AS LONG AS YOU EVER CAN.**

*John Wesley*





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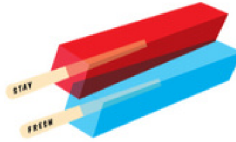
# United Way of Central New York's ACHIEVEMENTS IN CARING



Every year, United Way of Central New York's Achievements in Caring awards recognize our enthusiastic corporate partners, dedicated agencies, and exceptional community members who have gone above and beyond throughout our workplace campaign season.



**EQUITABLE**  
**IMPACT MAKER**



**UNIQUELY UNITED**

*Wegmans*

**COMMUNITY CHAMPION**



**TORCHBEARERS**

**nationalgrid**

**CATALYST FOR CHANGE**

# IMPACT MAKER



## EQUITABLE

At United Way, we stress the importance of local giving to make a local impact. Equitable demonstrates this in so many ways.

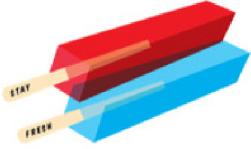
From their companywide participation in the Day of Caring to their multi-year commitment to our support grants initiative allowing for new and emerging nonprofits to chart a course for success, Equitable is a force for good.

And they know how to get creative! Thank you to United Way Board Member and Equitable employee Bill Patrick for creating the “Raising the Green” promotion, golfing 102 holes in one day and raising over \$20k with fellow Board Member Drew Derrenbacker.





# UNIQUELY UNITED



Stay Fresh is “a design studio specializing in interactive and graphic design, branding, illustration and a bunch of other rad stuff.”

Over the last two years, Tommy Lincoln and his team have donated their time and talents to create some very rad stuff for United Way.

Last year, recreating a 1980's era United Way logo, t-shirt, and photo for our 100th Anniversary.

This year, for the Day of Caring, designing and installing “A Tight Community” an incredible mural at Huntington Family Centers to inspire the children and the Near Westside neighborhood.



# COMMUNITY CHAMPION

## *Wegmans*

Wegmans deserves an award simply for being our largest United Way campaign, and their significant corporate contribution to support our “Raise to The Finish” effort. But their generosity also comes with employee commitment.

Wegmans employees hold the the highest rate of campaign participation in CNY. And they’re committed year round, staging creative in-store fundraisers and promotions to generate donations. Not to mention the hundreds of employees who have participated in our Day of Caring.

This fall, look for CNY Care Package Project purchase and donation sites at all Syracuse area Wegmans.



Learn more about Wegmans partnership with United Way





# TORCHBEARERS

## ELECTRICIANS



.....We're On The Job For You

A torchbearer is someone who leads a campaign or movement and can be entrusted to carry the light of knowledge to recruit new followers - a fitting moniker for this union of expert electricians.

For decades, IBEW Local 43 members have not only carried the torch for United Way of Central New York -- spreading our message in shared advertising, marching with our banner in parades -- but also supporting our campaign with significant financial donations.



Learn more about IBEW's partnership with United Way



# CATALYST FOR CHANGE



For decades, National Grid and their employees have given generously to support United Way's efforts in Central New York.

But recently, they took on a new challenge. Working with United Way of CNY, National Grid sponsored a New York Statewide awareness campaign for 2-1-1, the United Way supported human services hotline connecting callers to essential non-emergency public services like food and shelter, referrals to services, and information about benefit programs.

In addition, National Grid's customer contact center staff was cross-trained to refer and transfer callers demonstrating a need for services beyond energy affordability to a 2-1-1 Community Resource Specialist. Staff at 2-1-1 call centers also received training to transfer National Grid customers in need of payment assistance to the company's call center.





**VOLUNTEERCNY.ORG**

**GET INVOLVED.  
MAKE A DIFFERENCE.**

Looking for ways to give back to the community? United Way's Volunteer CNY makes it easy to discover needs at local nonprofits that match your skills, interests, and availability.







1960's—County Executive John H. Mulroy, left, and Mayor William F. Walsh helped Women's Division chairman Mrs. Arnold Burdick change downtown Salina Street to United Way for the 1962 drive.





2021 - County Executive Ryan McMahon, left, and Mayor Ben Walsh helped Board Chair Stephanie Crockett change downtown Salina Street to United Way for the organization's 100th Anniversary



# BE ONE OF THE MANY WHO GIVE, TO HELP THE MANY IN NEED.

Last year, more than 10k people donated to United Way of CNY.  
Some gave just a few dollars. Others gave thousands.  
No matter how much you give, you'll be making a local impact.  
Because when you're one of the many donating, you're one of the  
many making a difference.

Alone, you do what you can. United, We Do More.



United Way  
of Central New York



Scan to donate  
[unitedway-cny.org](https://unitedway-cny.org)



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