



Central New York's
2024 REPORT



STATE of
CARING
UNITED WAY OF CNY

Made possible by:



United Way
of Central New York



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The Central New York State of Caring Event is presented by IBEW Local 43, information provided by Drive Research, and support from The Dorothy and Marshall M. Reisman Foundation, and Equitable.



Introduction

Since I launched Drive Research in 2016, I have always maintained a strong partnership with the United Way of Central New York, recognizing the organization's significant local impact. Although our services primarily span national and global organizations, our company always enjoys projects locally, where we can drive change close to home.

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 ability to grow. 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, or 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.

For the second year, the Drive Research team volunteered their time and funds to the State of Caring survey project 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 and the rest of the team 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

Founder & President, Drive Research



Background & **METHODOLOGY**

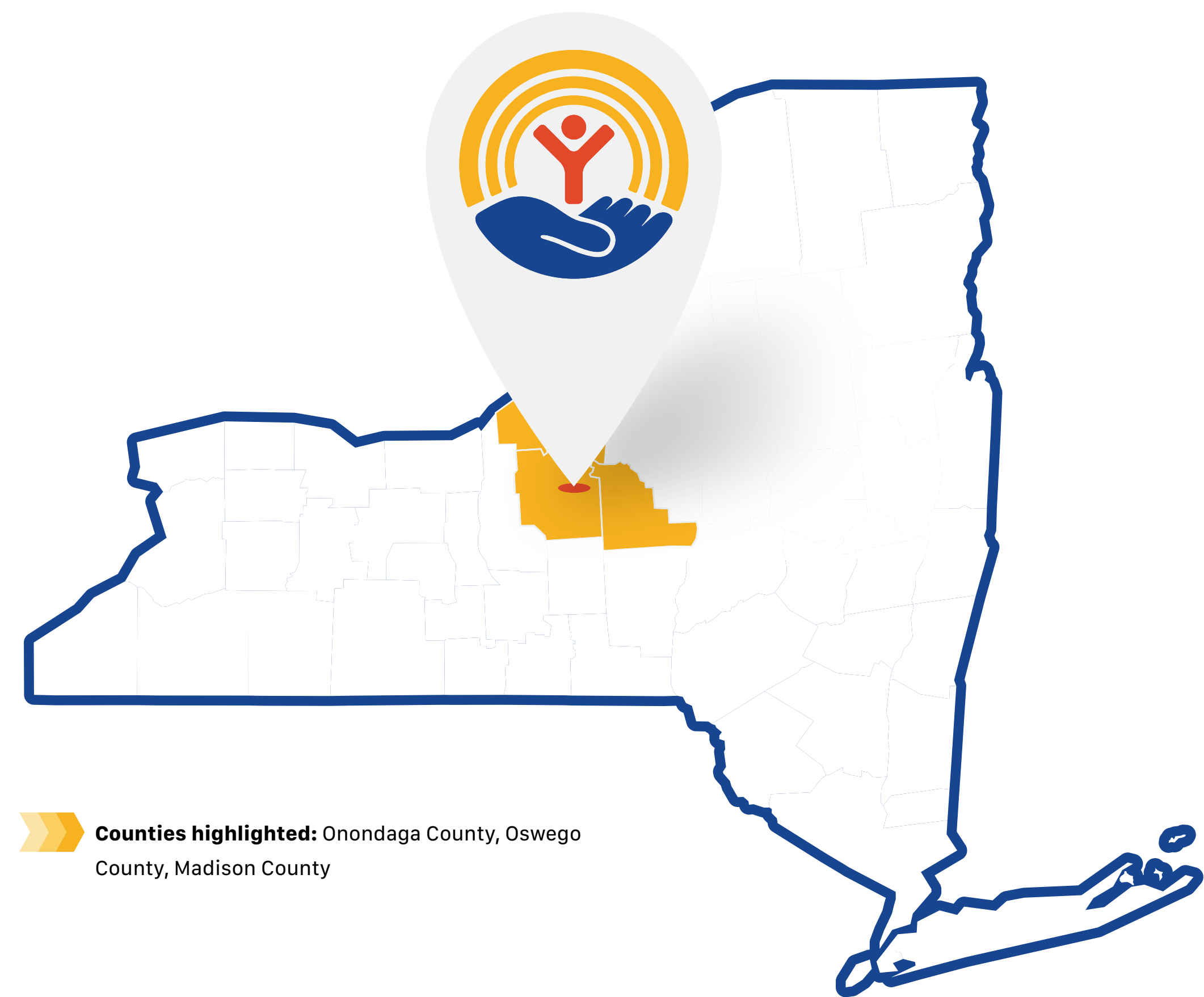


Background & METHODOLOGY

The "State of Caring" is an initiative launched by the United Way of Central New York to better understand community behaviors and preferences for supporting non-profits. As the landscape of charitable giving continues to evolve, the United Way recognized the need for comprehensive, data-driven insights into how individuals within Central New York engage with non-profit organizations, as provided by Drive Research. This initiative aims to uncover valuable information that can help guide strategic decisions, ensuring that local non-profits can better meet the needs and expectations of their supporters.

First conducted in 2023, the "State of Caring" survey was designed as a quick and accessible online questionnaire. The 2024 iteration of the survey included **32 questions** and was estimated to take around seven minutes to complete. Conducted from July 3 to July 25, 2024, the survey sought to gather a wide range of opinions from community members regarding their engagement with charitable causes. The response was substantial, with a total of **664 participants** providing their input, demonstrating a robust interest from the community in contributing to a better understanding of local philanthropic trends.

The survey methodology was carefully crafted to maximize participation and provide a comprehensive view of community attitudes toward non-profits. By utilizing an online format, the survey was able to reach a diverse audience, allowing for a broad range of perspectives. The results from the "State of Caring" provide a valuable snapshot of the current state of community engagement with non-profits in Central New York, helping the United Way and other local organizations to tailor their approaches and enhance their impact.



STATE *of* CARING REPORT



Survey PARTICIPANTS

Region Surveyed

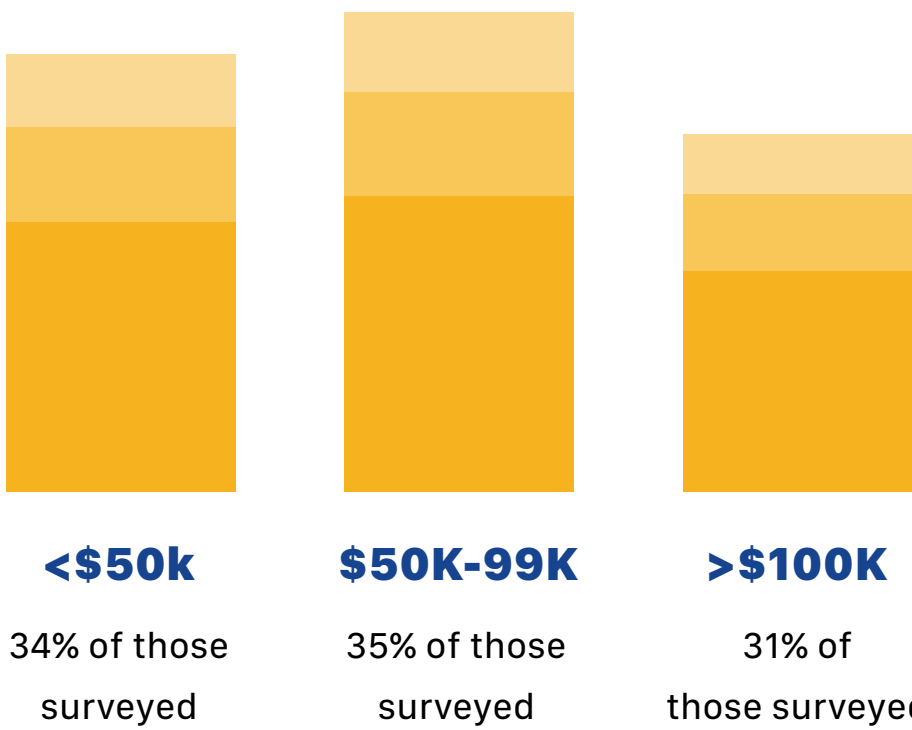
» **360 People**

From Central New York

» **304 People**

From other areas of New York

Income Span



Generation Span



Gen Z

10% participation



Millennials

29% participation



Gen X

31% participation



Baby Boomers

27% participation

How do we define 'CHARITY'?

Charity means **giving** to a cause that you believe in, or giving to someone in need.

Giving of one's time, assistance, goods, and money to help those less fortunate or **in need**.

Being willing to **selflessly help** a fellow human with a need

Helping people out of the **goodness** of your heart for nothing in return. Providing a need without any strings attached.

Helping others who have less than I do or need something they can't obtain alone

How do we define 'CHARITY'?

CAUSE FORTUNE DONATE SUPPORT FREE

Charity ANYTHING

Others PEOPLE MONEY

BACK *Group* KIND RETURN

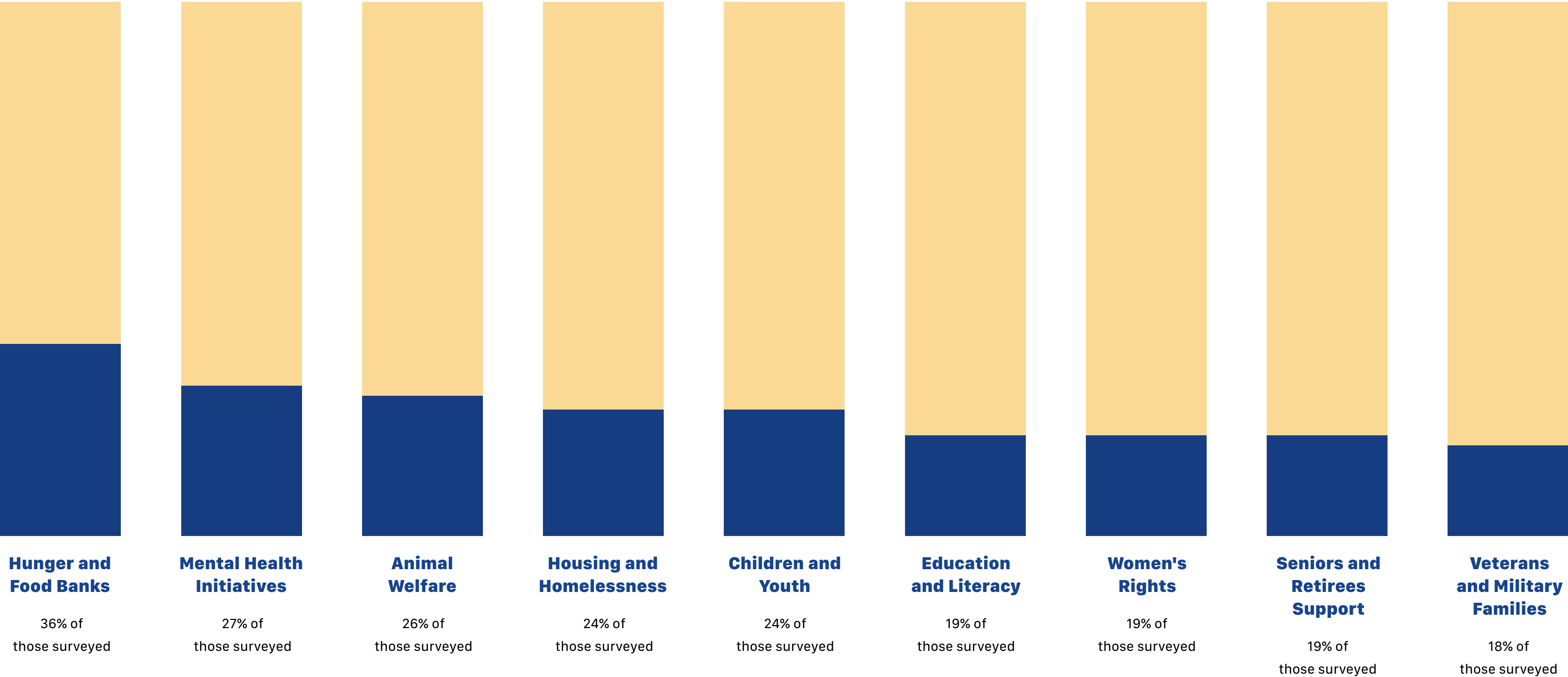
FREELY PROVIDE EXPECT RESOURCES Good Those BACK

Something SERVICE NEEDY

PERSON SERVICE Mean YOURSELF

Thouse

Top Community Causes, Social Issues, and Topics:



Generation Z Causes



Mental Health Initiatives 47%



Homelessness and Housing 31%



Women's Rights 28%



Millennial Causes



Hunger and Food Banks 33%



Mental Health Initiatives 29%



Children and Youth 28%



Community CAUSES

Generation X Causes



Hunger and Food Banks 43%



Homelessness and Housing 35%



Animal Welfare 31%



Baby Boomer Causes



Hunger and Food Banks 36%



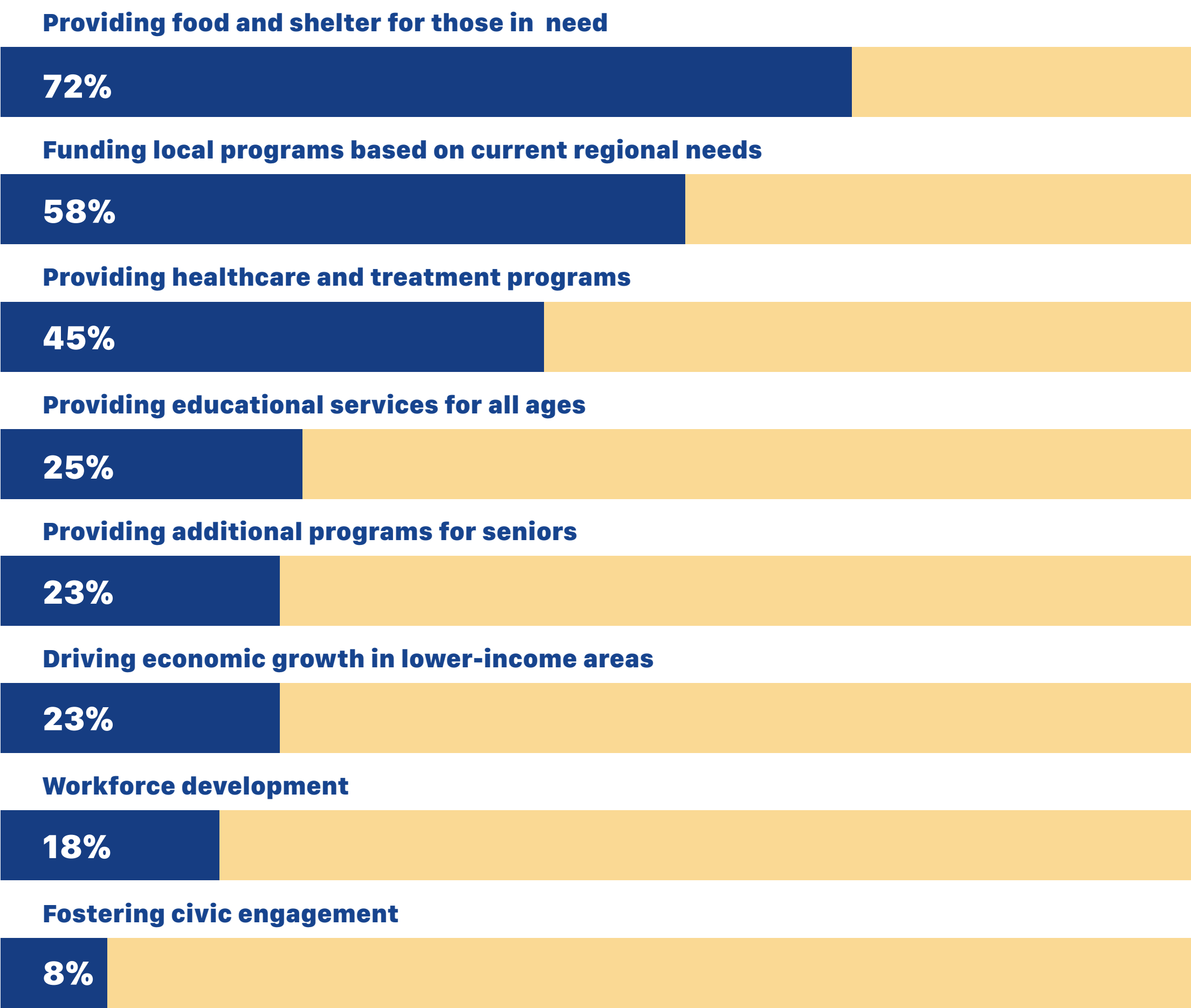
Seniors and Retirees Support 33%



Animal Welfare 26%



Expectations of Non-Profit Organizations





Community CAUSES

Factors that determine where support goes:



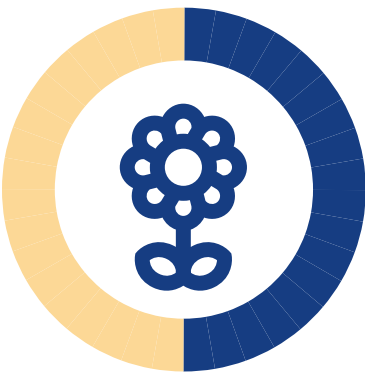
68%

Values and purpose of the organization



63%

Reputation of the organization



51%

Organization supports a local cause



45%

Organization addresses key needs of the community



36%

Personal connection to organization



32%

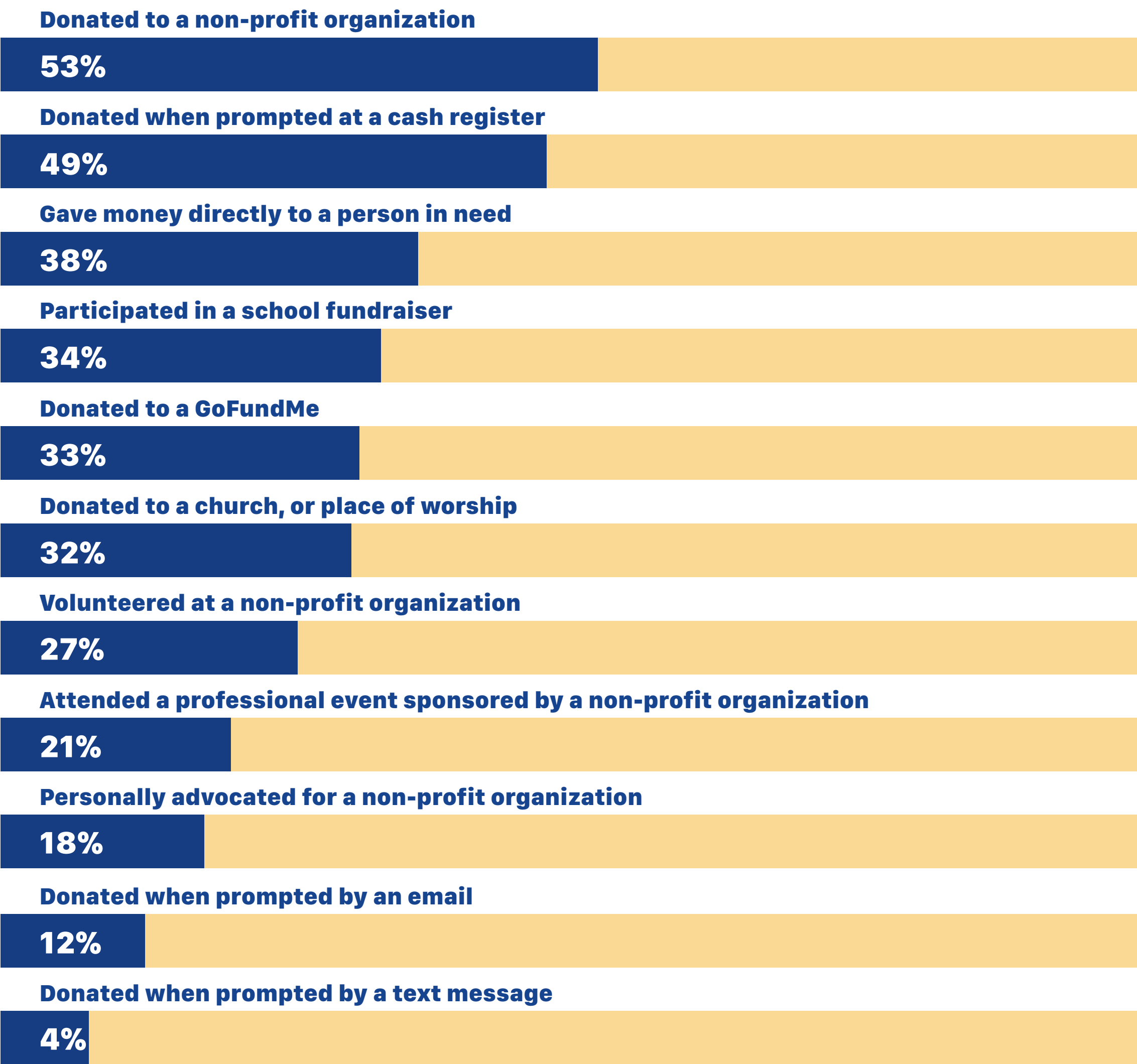
Ease of donation process or convenience



9%

The ability to claim a tax receipt for write-off

What charitable activities has CNY done?





Donations

» 8-in-10 Central New Yorkers

Have donated **\$100 or more** in the past year*

*Among those who have donated

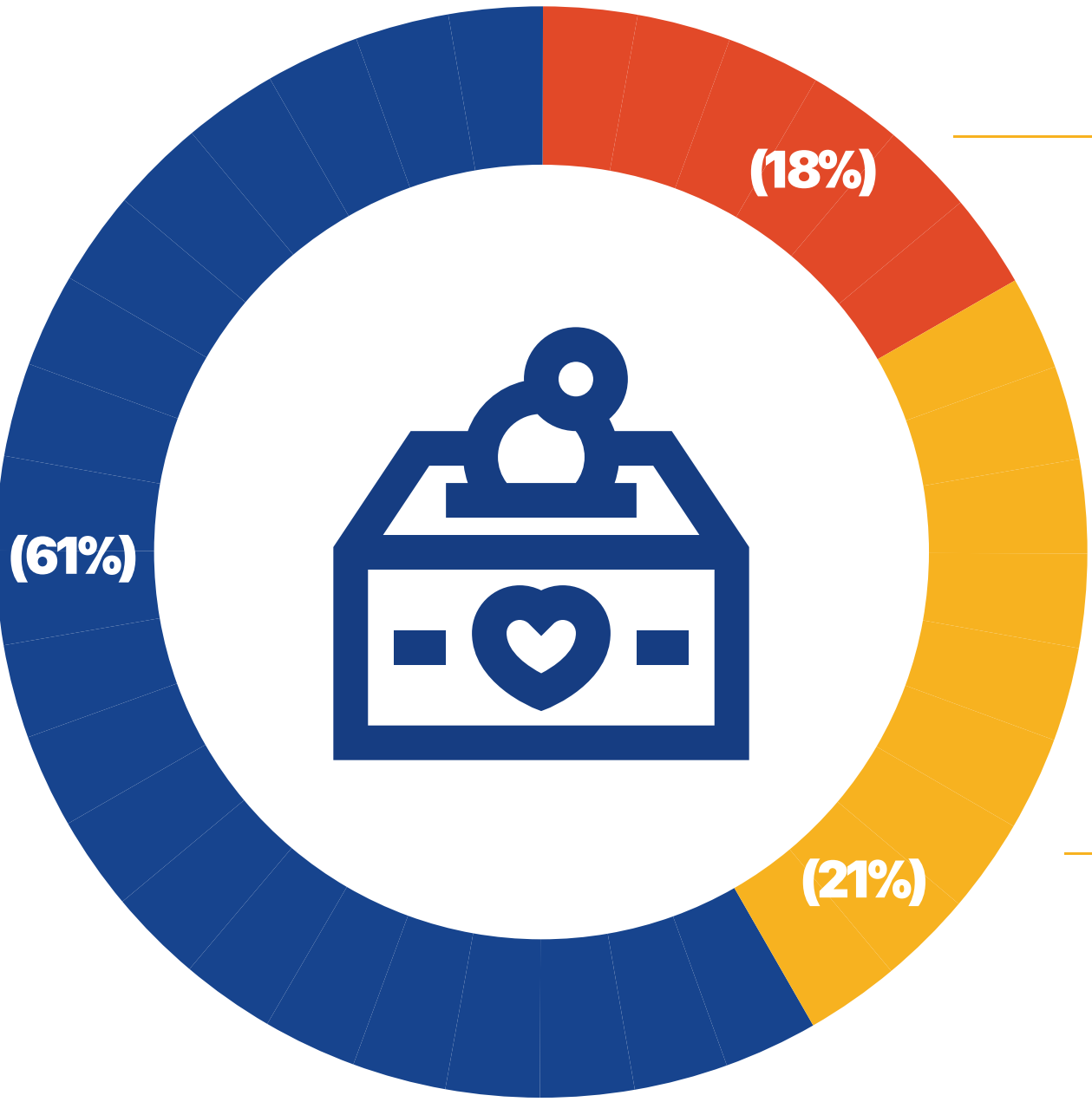
» 6-in-10 Central New Yorkers

Have donated **\$200 or more** in the past year*

Expectation of donation growth

(Expectation of donations over the next 12-month period)

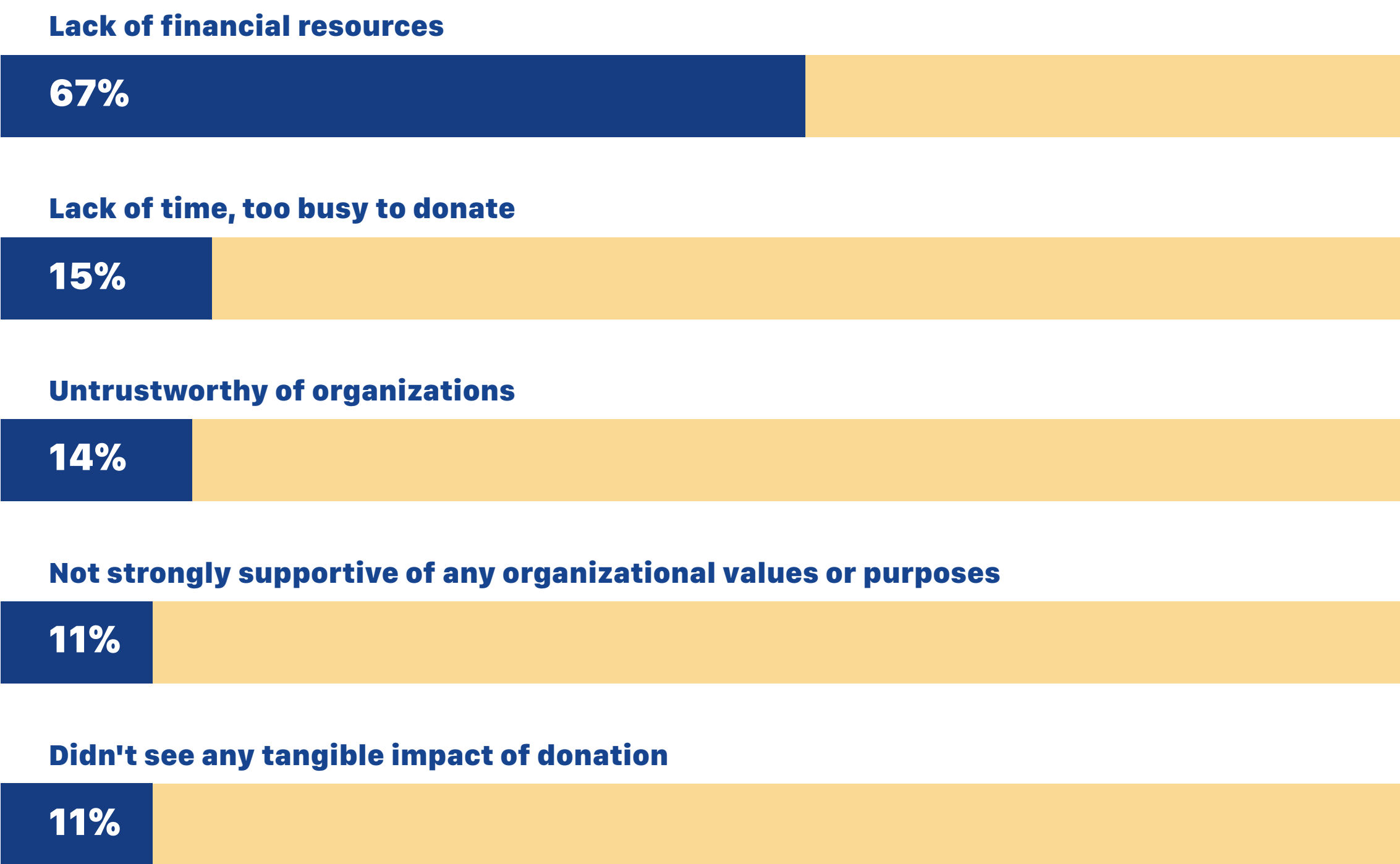
Donations stay the same



Donations decrease

Donations increase

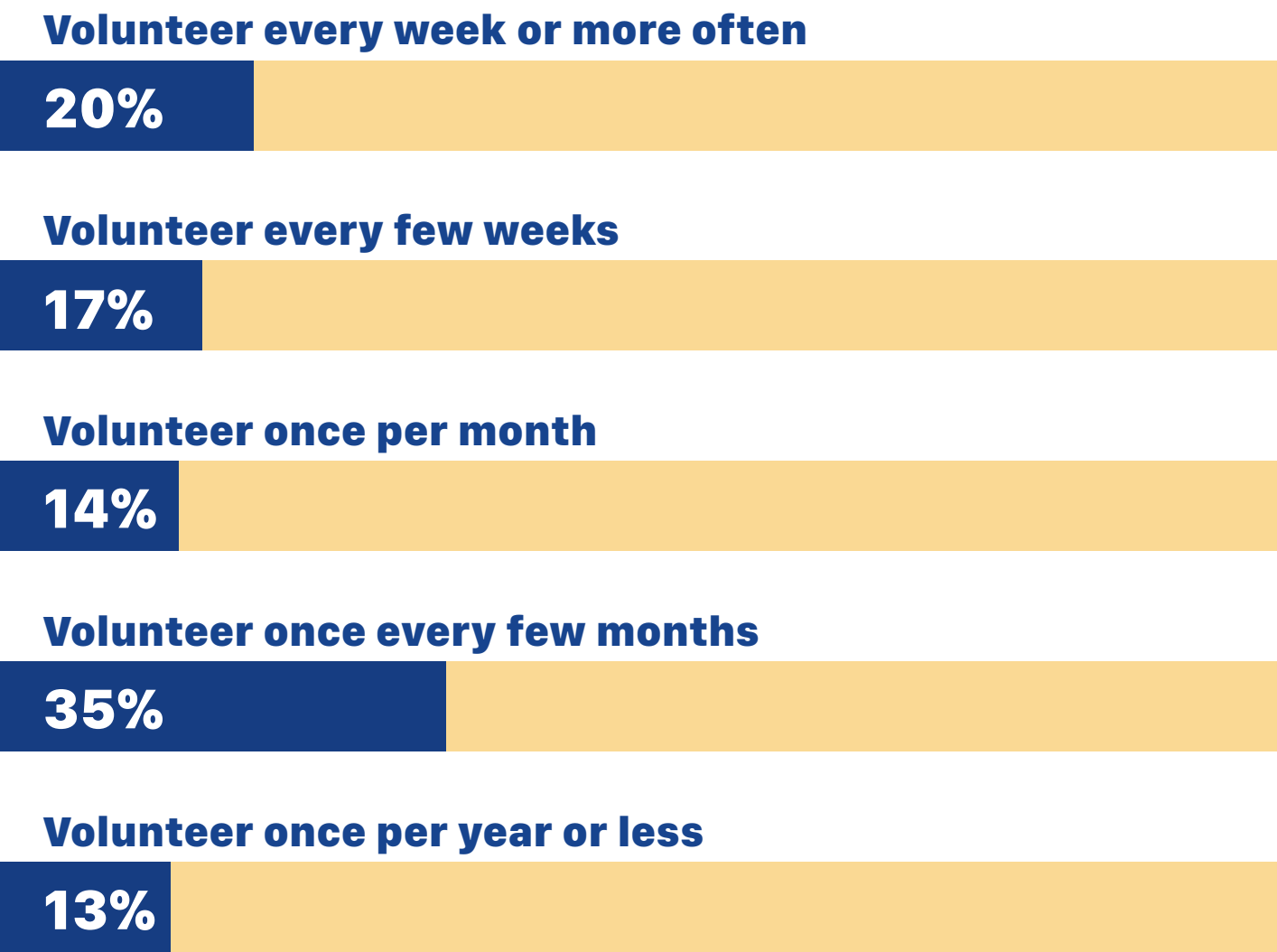
Top barriers to providing donations





Volunteer **SUPPORT**

Frequency of participation among volunteers

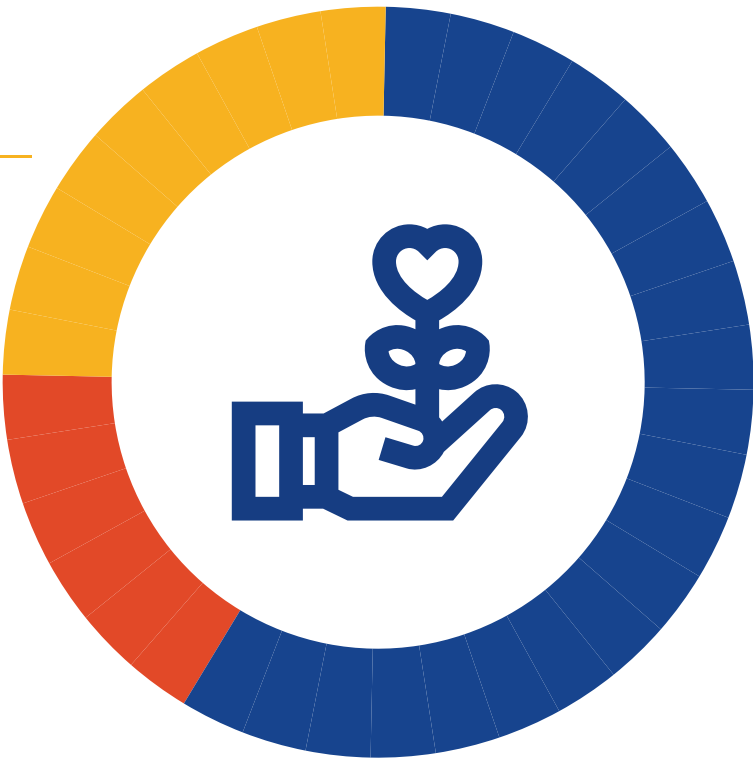


Expectation of volunteer growth

(Expectation of volunteer hours over the next 12-month period)

Volunteer support to increase (23%)

Volunteer support to decrease (15%)



Volunteer support to remain the same (62%)

Leadership **GIVING**



Leadership **GIVING**

\$50,000+

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\$25,000 – \$49,000

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Leadership ORGANIZATIONS

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INFICON Inc.
InterFaith Works
Jaquith Industries, Inc.
JW Burns and Company Investment Counsel
KeyBank
King + King Architects
Klepper, Hahn & Hyatt
KS&R
Laboratory Alliance of Central New York, Inc.
Le Moyne College
Legrand
Liberty Resources, Inc.
Liquor City
Lockheed Martin Corporation

Loretto
Loretto Foundation
M&T Bank
M.A. Bongiovanni, Inc.
Mackenzie Hughes LLP
Manufacturers Association of
Central New York (MACNY)
MedBest Medical Management, Inc.
Morse Manufacturing Company, Inc.
Mower
Murphy and Nolan, Inc.
National Grid
NBT Bank
New York State Accounts
North Syracuse Central School District
Redev CNY
On Point for College
Onondaga County
Onondaga County Retirees
P. Drescher Co., Inc.
Parsons & Associates, Inc.
PEACE, Inc.
Pioneer Management Group, LLC
Raymour & Flanigan Furniture / Mattress
Roman Catholic Diocese of Syracuse
Russell & Associates
Saab, Inc.
Samaritan Center, Inc.
Solvay Bank
SRC Enterprise
SRC Enterprise Retirees

St. Joseph's Hospital Health Center
SUNY at Oswego
Syracuse City School District
Syracuse City School District Retirees
Syracuse Orthopedic Specialists
Syracuse University
Syracuse University Retirees
The Bonadio Group/Syracuse Office
The Dorothy & Marshall M. Reisman Foundation
The Hayner Hoyt Corporation
United Way of Central New York
Upstate Medical University
Upstate Medical University Retirees
Upstate University Hospital
Valero Services, Inc.
VIP Structures, Inc.
Wegmans
West Genesee Central School District
William G Pomeroy Foundation
Woodbine Group, Inc.
XTO, Inc.

UNITED WAY OF CENTRAL NEW YORK'S

Achievements **IN CARING**



Achievements **IN CARING**

Empower® Federal Credit Union

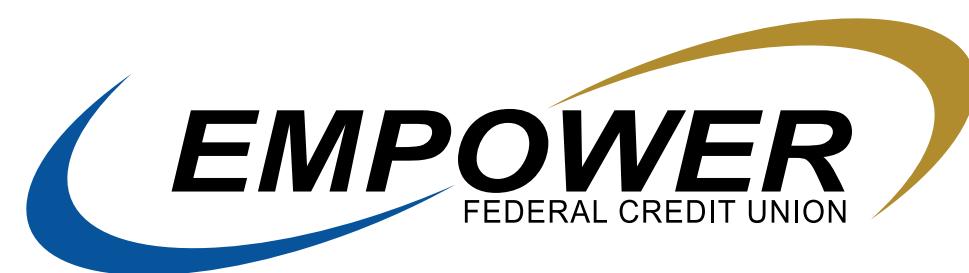
COMMUNITY CHAMPION

Empower Federal Credit Union is a true Community Champion. It's their mission to be "a positive force in the places where we do business" and it shows through their exceptional volunteer efforts, donations, and event sponsorships.

Last year, over 100 Empower employees spent the Day of Caring painting, staining, and cleaning at the Rosamond Gifford Zoo and feeding the hungry at The Samaritan Center. This year, they painted A Tiny Home for Good's headquarters and helped prepare a house for a family to call home.

As a presenting sponsor of the Day of Caring, title sponsor of Broadway for United Way, fundraising partner of Friday Nights at the Inner Harbor -- and more -- Empower FCU has played an important role in championing the United Way of CNY mission.

And their support continues as the title sponsor of "Good For CNY \$10K Nonprofit Pitch" a new event coming to the Everson Museum of Art on September 25, 2024. Learn more at www.goodforcny.com.



Jaleel Campbell

UNIQUELY UNITED

The Uniquely United award is given to someone who uses their talent to promote United Way in a unique way. And that's exactly what artist Jaleel Campbell did to help United Way of CNY honor Juneteenth.

It was an authentic collaboration, as Jaleel began his creative process by asking United Way Juneteenth committee members: "What does Juneteenth mean to you, and why is it important to United Way?" He listened and created something exceptional; a design that reflected United Way's value and his artistic vision.

Jaleel's design was proudly emblazoned on flags carried by United Way in the Syracuse Juneteenth parade. T-shirts adorned with his design were a sensation, and a fundraiser for United Way.

In the powerful words of his work: *"Celebrating Juneteenth. United Way CNY by Jaleel Campbell. Embracing our roots. Honoring our struggle. Sharing our triumphs. Black pride. Endless freedom. Unapologetic excellence."*



Excellus BlueCross BlueShield

TORCHBEARER

Why does Excellus BlueCross Blue Shield “carry the torch” for United Way? In the words of their CNY Regional President Mark Muthumbi, “United Way aligns to our mission to help people in our communities live healthier more secure lives, through access to high quality, affordable healthcare.”

On the Day of Caring, Excellus BlueCross BlueShield employees have volunteered their time to make a difference at local nonprofit agencies including: Samaritan Center, Ronald McDonald House, Clear Path for Veterans, Elmcrest Children’s Center, and more.

As a company, Excellus BlueCross BlueShield’s presenting sponsor role for the 2024 Day of Caring and United Way of CNY’s Giving Tuesday campaign has demonstrated their steadfast commitment to support CNY – and every community they serve.



Morse Manufacturing

LOCAL LEGEND

Morse has been manufacturing almost as long as United Way has been making a difference in Central New York. In 2023, Morse Manufacturing Company, Inc. celebrated 100 years of being “The Specialist in Drum Handling Equipment.” And they’ve been committed to supporting the community just as long.

With forty employees they are a small business, but they are mighty in their fundraising efforts for United Way driven by their 100% match for all employee contributions. Not to mention, the fun they have when they fire up the grill and have a Hot Dog Day for United Way!

As Morse President Nate Andrews explains, “One hundred years of manufacturing speaks to the stability of Morse, and perhaps more importantly the quality of employee that has represented the company over these many years. With the capabilities of our current employees and our exceptional dealer network, the future of Morse Manufacturing Co, Inc has never been brighter.”



Bond, Schoeneck & King

IMPACT MAKER

Since United Way of CNY’s first Day of Caring in 2022, the team from Bond, Schoeneck & King has been hard to miss as more than 100 employees march from their office, down Salina Street and into the Salvation Army on a mission to make a difference.

On the fundraising side, Bond’s United Way campaign excels with 100% participation among associates and a leadership team that’s willing to go the extra mile – taking a pie in the face – to drive donations!

In addition, their presenting sponsorship of United Way’s Giving Tuesday, events like Broadway for United Way, and the Day of Caring have helped significantly increase United Way of CNY’s visibility and fundraising totals.



Achievements IN CARING



CATALYST FOR CHANGE

KeyBank believes, “collaborating with organizations that are also deeply committed to community, we open doors and increase our impact.”

Every year, hundreds of KeyBank employees volunteer for Super Refund Saturday events to provide low to moderate-income wage earners free tax preparation services. And in Central New York, they’ve supported United Way through a strong and ever-growing employee campaign, event sponsorships, and by hosting the 2022 Leadership Reception at their downtown branch.

And this morning, United Way of Central New York is excited to announce a new partnership with KeyBank to launch a financial wellness at work initiative to address employees’ fiscal challenges through one-on-one coaching, education, and access to resources.





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. Learn more at volunteercny.org!



