



## 2004 Nonprofit Endowment Survey

### Introduction

The San Diego Foundation is committed to building and preserving enduring assets for charitable purposes in all our communities. In an effort to better define the state of endowments in our region, The San Diego Foundation distributed the 2004 Nonprofit Endowment Survey and collected results.

### Method

The San Diego Foundation mailed out the 2004 Nonprofit Endowment Survey on August 23, 2004, to 610 nonprofit organizations in the San Diego region. The mailing included a letter from Charlene Pryor, Senior Vice President of Endowments & Planned Giving, a one-page survey and a postage-paid reply envelope.

### Summary

The overall response rate was 37%. Of the 224 organizations that responded, 31% currently have an endowment, 10% have a formal plan in place to start building an endowment within the next few years, and another 10% have no documented plan but expressed interest in learning how to start an endowment in the future.

The median endowment balance was \$300,000, and over half of the endowments were established within the past 10 years.

Only 20% of the organizations that responded have a formal Planned Giving program. Sixty-four percent of those organizations have less than two full-time employees dedicated to planned giving.

Seven percent of the organizations that responded have a Charitable Gift Annuity license, and 18% have an established mechanism for accepting gifts of real estate.

### Survey Questions and Results

610 Surveys mailed out  
224 Surveys completed and returned (37%)  
36 Returned by Post Office for bad address

#### **1. Does your organization currently have an endowment?**

- YES - 31%
- NO - 69%

Of those organizations with an endowment:

<u>Endowment Balance</u>		<u>Age of Endowment</u>	
Less than \$10,000	==> 6	0-5 yrs	==> 21
\$10,000 - \$49,999	==> 13	6-10 yrs	==> 16
\$50,000 - \$99,999	==> 7	11-15 yrs	==> 13
\$100,000 - \$499,999	==> 12	16-20 yrs	==> 5
\$500,000 - \$999,999	==> 5	21+ yrs	==> 6
\$1mil - \$9.9mil	==> 14	Unknown	==> 8
\$10mil - \$19.9mil	==> 2		
\$20mil - \$39.9mil	==> 2		
\$40mil+	==> 4		
Unknown	==> 4		

Of those organizations without an endowment:

- ♦ 10% have a formal plan to start building one within the next few years.
- ♦ Another 10% expressed interest in learning more to build one in the future.

**2. Are you actively participating in endowment-building activities?**

- YES - 28%
- NO - 72%

**3. Do you have a formal Planned Giving program?**

- YES (20%)
- NO - 80%

Of those organizations with a Planned Giving program:

<u>Age of PG Program</u>		<u>Number of Staff working on PG</u>	
0-5 yrs	==> 17	< 1 FTE	==> 14
6-10 yrs	==> 7	1 - 1.5	==> 15
11-15 yrs	==> 6	2	==> 5
16-20 yrs	==> 4	3+	==> 7
21+ yrs	==> 6	Unk	==> 4
Unknown	==> 5		

**4. Do you have your Charitable Gift Annuity license?**

- YES - 7%
- NO - 93%

**5. Do you have an established mechanism to accept gifts of real estate?**

- YES - 18%
- NO - 82%