

2010 Matching Gift Survey Data Summary

Collected for Blackbaud's Matching Gift Database Software

1,087 Active Parent Companies

GIFTS MATCHED BY INDUSTRY:

	2010	Average of Previous Years
Aerospace	0.9%	1.1%
Agriculture	0.3%	0.4%
Banking	2.8%	3.5%
Chemical	2.2%	2.8%
Computer	3.3%	3.2%
Construction	1.6%	2.0%
Electronics	2.4%	2.2%
Engineering & Science	1.1%	1.2%
Entertainment	0.9%	0.7%
Environmental	0.0%	0.0%
Financial Services	9.1%	8.6%
Food Products	2.6%	2.5%
Foundation	2.3%	1.3%
Insurance	8.4%	8.8%
Legal	1.4%	1.9%
Manufacturing	25.6%	24.9%
Medical/Pharmaceutical	4.0%	3.8%
Metals and Mining	1.2%	1.3%
Paper and Forest Products	1.0%	1.6%
Petroleum	2.7%	3.1%
Publishing	2.8%	3.3%
Retail	2.5%	2.6%
Service	4.7%	5.1%
Telecommunications	3.0%	2.3%
Textiles	0.5%	0.4%
Transportation	1.7%	1.8%
Utility	7.9%	6.8%
Wholesale	0.8%	1.1%
Other	2.2%	1.8%

EMPLOYEE AFFILIATION WITH NONPROFIT:

(Note: Totals add up to more/less than 100% because respondents could answer in more than one category or leave blank.)

	2010	Average of Previous Years
No affiliation required	73.6%	92.8%
Must be a graduate	2.5%	3.6%
Must be an alumnus/a	2.8%	3.4%
Must be a member	0.5%	0.6%
Must be a recipient of patient care	0.0%	0.0%
Child or spouse must be affiliated	0.7%	1.1%
Must be a member of the board of directors/trustees	0.3%	0.1%

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ELIGIBILITY OF EMPLOYEES:

(Note: Totals add up to more than 100% because respondents could answer in more than one category.)

	2010	Average of Previous Years
All full-time employees	75.1%	85.9%
All full-time, salaried employees	24.7%	33.0%
All part-time employees	28.2%	27.8%
Retired employees	24.0%	30.0%
Spouses of eligible employees	8.1%	9.0%
Outside directors	33.5%	37.2%
Retired directors	9.6%	11.3%
Employees completing one year of service	12.1%	14.5%

ELIGIBILITY OF EDUCATIONAL INSTITUTIONS:

(Note: Totals add up to more than 100% because respondents could answer in more than one category.)

	2010	Average of Previous Years
All educational institutions are eligible	38.5%	36.5%
Four year colleges and universities	42.3%	54.1%
Graduate and professional schools	38.2%	48.0%
Junior/Community colleges	36.2%	45.2%
Seminaries	17.0%	18.7%
Technical schools	26.1%	31.5%
Public secondary schools	14.3%	17.8%
Private secondary schools	18.6%	23.4%
Public elementary schools	9.9%	11.2%
Private elementary schools	11.3%	13.3%
United Negro College Fund (UNCF)	15.2%	16.3%
American Indian College Fund (AICF)	13.4%	13.5%
Hispanic Association of Colleges and Universities (HACU)	13.1%	12.8%
Educational institutions must be accredited	58.7%	56.4%

ELIGIBILITY OF OTHER NONPROFITS:

(Note: Totals add up to more than 100% because respondents could answer in more than one category.)

	2010	Average of Previous Years
All other nonprofits are eligible	14.2%	14.0%
Hospitals	26.4%	27.2%
Other healthcare organizations	25.4%	25.3%
Museums	31.6%	33.0%
Social Services	24.4%	23.6%
Cultural organizations	32.4%	33.7%
Public broadcasting	31.0%	32.7%
Religious organizations	8.7%	3.1%
Environmental/Conservation groups	26.3%	25.1%
Charities	20.6%	18.2%
United Way/federated fund drives	12.1%	10.9%
Other	9.2%	9.7%

TYPES OF GIFTS MATCHED:

(Note: Totals add up to more than 100% because respondents could answer in more than one category.)

	2010	Average of Previous Years
All gifts are matched	1.4%	2.0%
Gifts by check or cash	78.9%	88.3%
Gifts by credit card	65.4%	69.2%
Gifts of stock/securities	51.1%	54.8%
Gifts-in-kind	1.4%	1.9%
Deferred gifts	0.9%	2.7%
Volunteer time	18.5%	9.8%
Gifts to athletic programs	9.6%	7.6%
Gifts for scholarships	16.1%	15.0%
Gifts to building funds	12.8%	12.5%
Insurance policy premiums	1.9%	2.2%

MINIMUM AMOUNT OF EMPLOYEE GIFT TO BE MATCHED:

	2010	Average of Previous Years
Not specified or no minimum	15.18%	21.3%
\$1 - \$24	11.87%	8.9%
\$25 - \$49	50.23%	50.7%
\$50 - \$99	16.01%	14.8%
\$100 or more	6.72%	4.3%

MAXIMUM AMOUNT MATCHED PER EMPLOYEE, PER GIFT:

	2010	Average of Previous Years
Not Specified	10.03%	7.9%
Less than \$500	8.28%	11.6%
\$500 - \$999	10.21%	18.9%
\$1,000 - \$1,999	20.06%	14.2%
\$2,000 - \$2,999	14.90%	6.1%
\$3,000 - \$4,999	6.26%	15.4%
\$5,000 - \$9,999	16.84%	10.7%
\$10,000 or more	13.43%	14.9%

MATCHING GIFT RATIO:

(Company:Employee)

	2010	Average of Previous Years
Less than 1:1	3.50%	3.1%
1:1	80.59%	78.3%
1.5:1	0.64%	0.4%
2:1	6.35%	4.8%
3:1	1.10%	0.7%
More than 3:1	0.09%	0.1%
Not specified	7.73%	12.7%

MATCHING GIFT PROCEDURE:

(Note: Totals add up to more than 100% because respondents could answer in more than one category.)

	2010	Average of Previous Years
Filing company's matching gift form	75.1%	82.5%
Presenting company with gift receipt	16.9%	11.0%
Presenting company with acknowledgement letter	8.0%	7.6%
Presenting gift to company	4.1%	4.8%

DISTRIBUTION:

	2010	Average of Previous Years
Continuously	33.76%	43.0%
Monthly	6.53%	8.9%
Quarterly	26.59%	27.9%
Annually	5.52%	5.7%
Biannually	2.76%	4.0%
Not specified	24.84%	10.5%

DOES COMPANY REQUIRE MATCHING GIFT RECEIPT?

	2010	Average of Previous Years
Yes – per gift	24.93%	32.1%
Yes – per gift greater than \$250	5.98%	6.9%
Yes – annual receipt	2.85%	3.5%
No	30.73%	38.7%
Not specified	35.51%	18.8%



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