

Alliance Magazine: Super donors continue contributions despite economic woes

A new survey, released in October 2008, shows that committed donors aim to stay the course despite the financial climate. Bolder Giving in Extraordinary Times, a US non-profit initiative committed to inspiring and supporting people to give at their full potential, conducted the survey to gauge how their constituents are responding to tough financial times. Of their respondents, 52 per cent planned to maintain their personal giving, 21 per cent intended to increase it, and 17 per cent expected their personal giving to decrease. The 1,300 givers surveyed (of whom around 10 per cent responded) came from across the US and from all donation levels, from high-net-worth philanthropists to donors of modest means. ■