

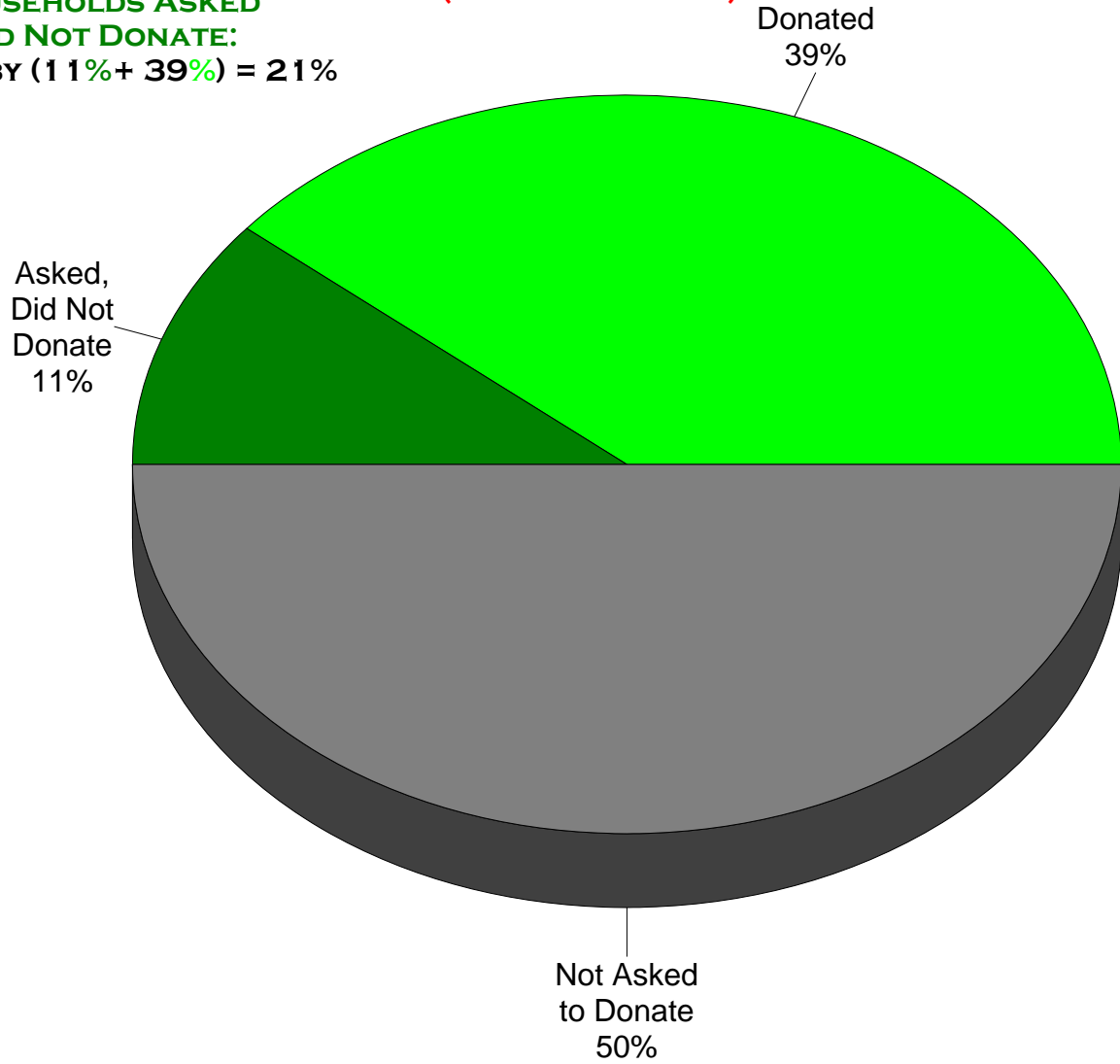
1

**Philanthropic Profile:
Jewish Federation Donations**

Jewish Federation Market Segments in the Past Year

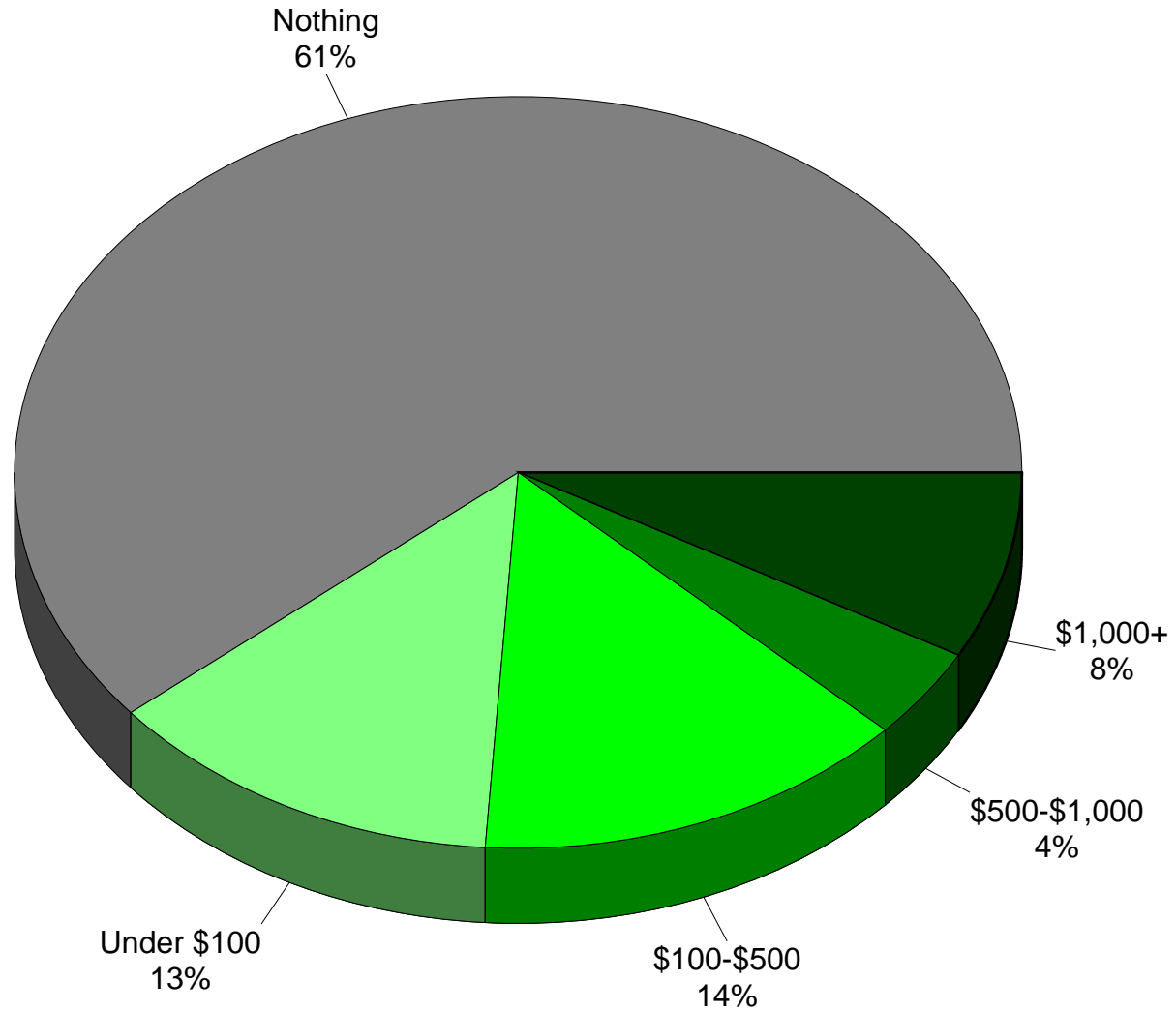
(Jewish Households)

**% OF HOUSEHOLDS ASKED
WHO DID NOT DONATE:
11% DIVIDED BY (11% + 39%) = 21%**



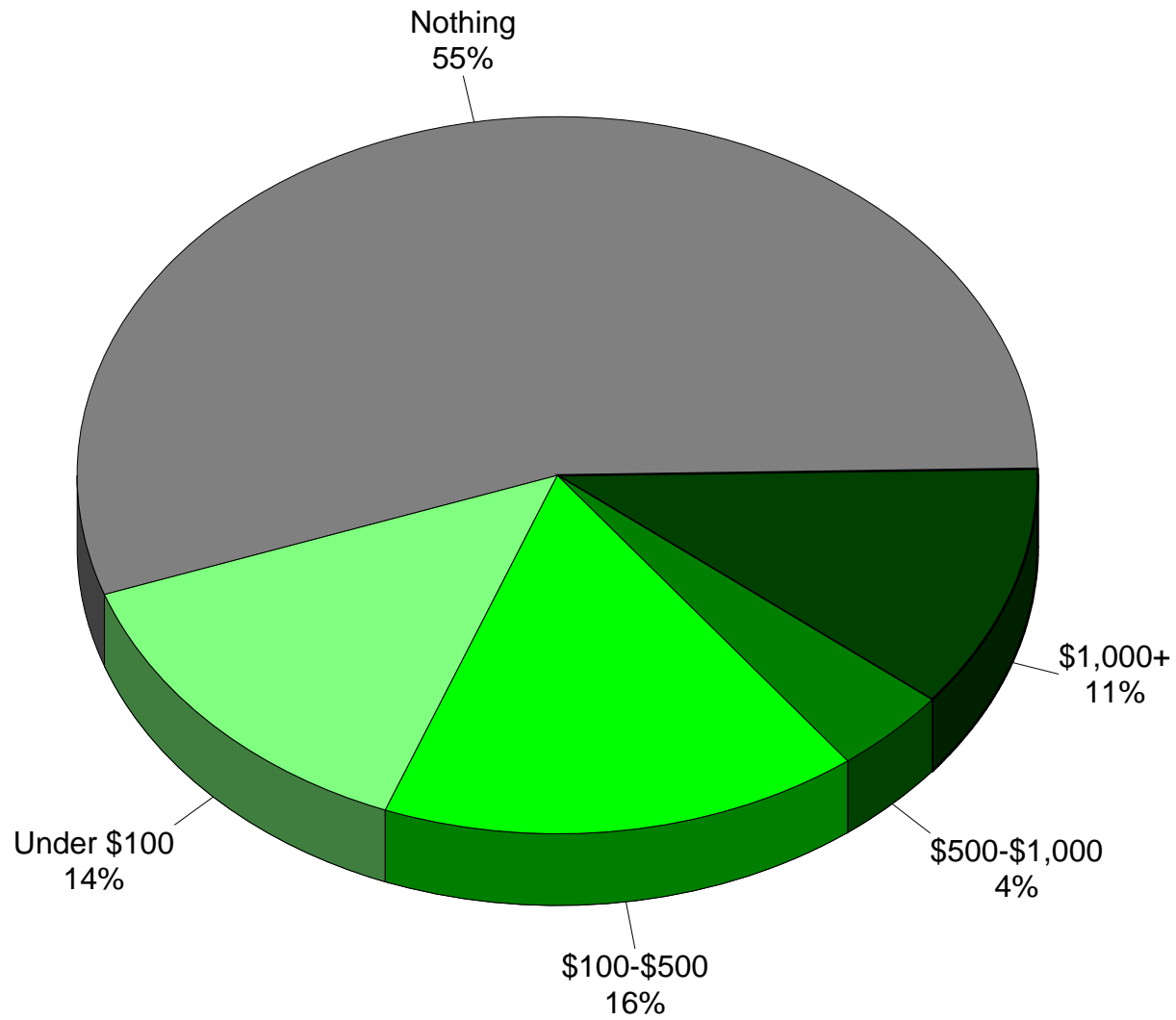
3

Donated to Jewish Federation in the Past Year (Jewish Households)



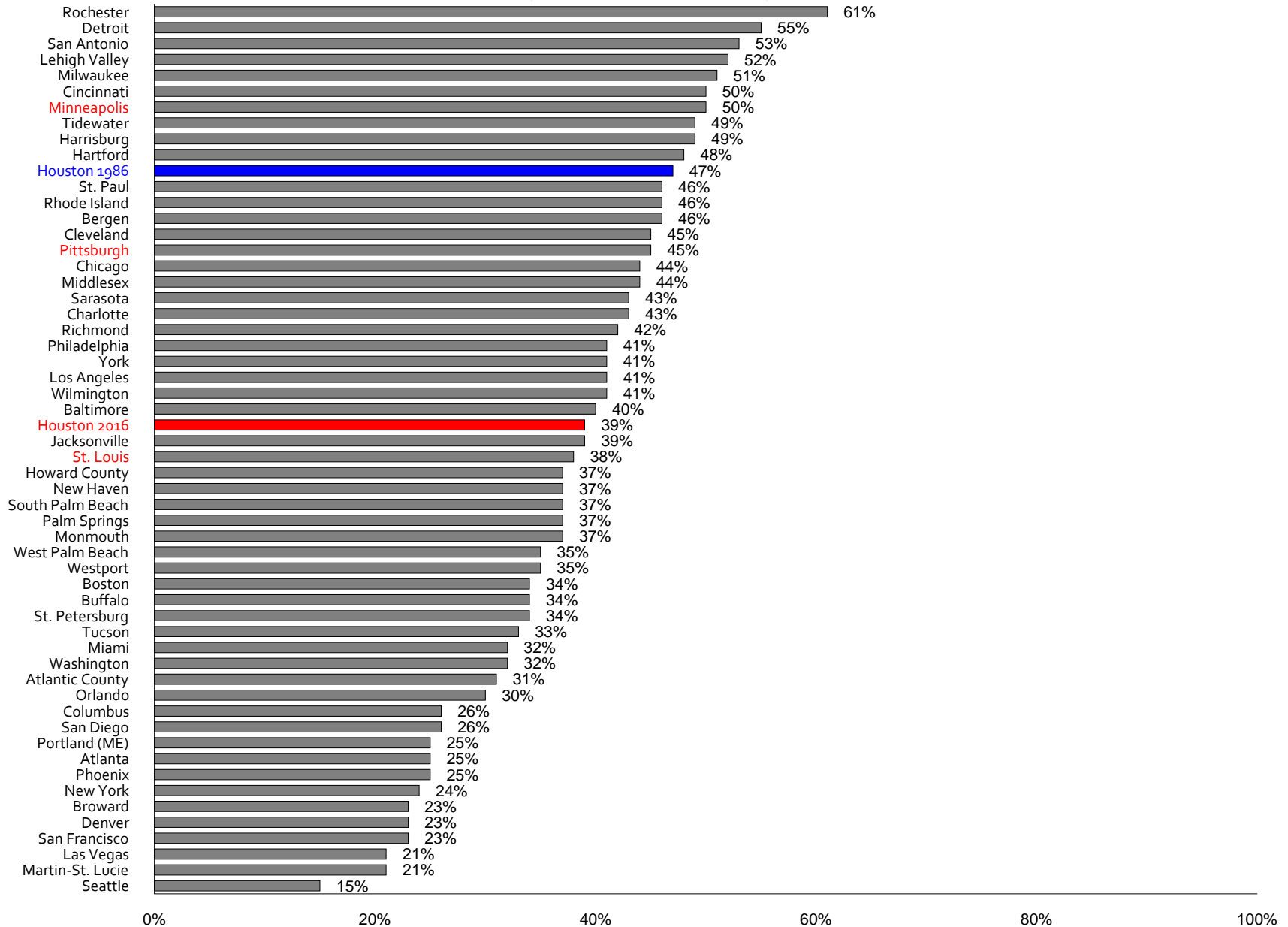
Donated to Jewish Federation in the Past Year

(Jewish Households Age 65 and Over)



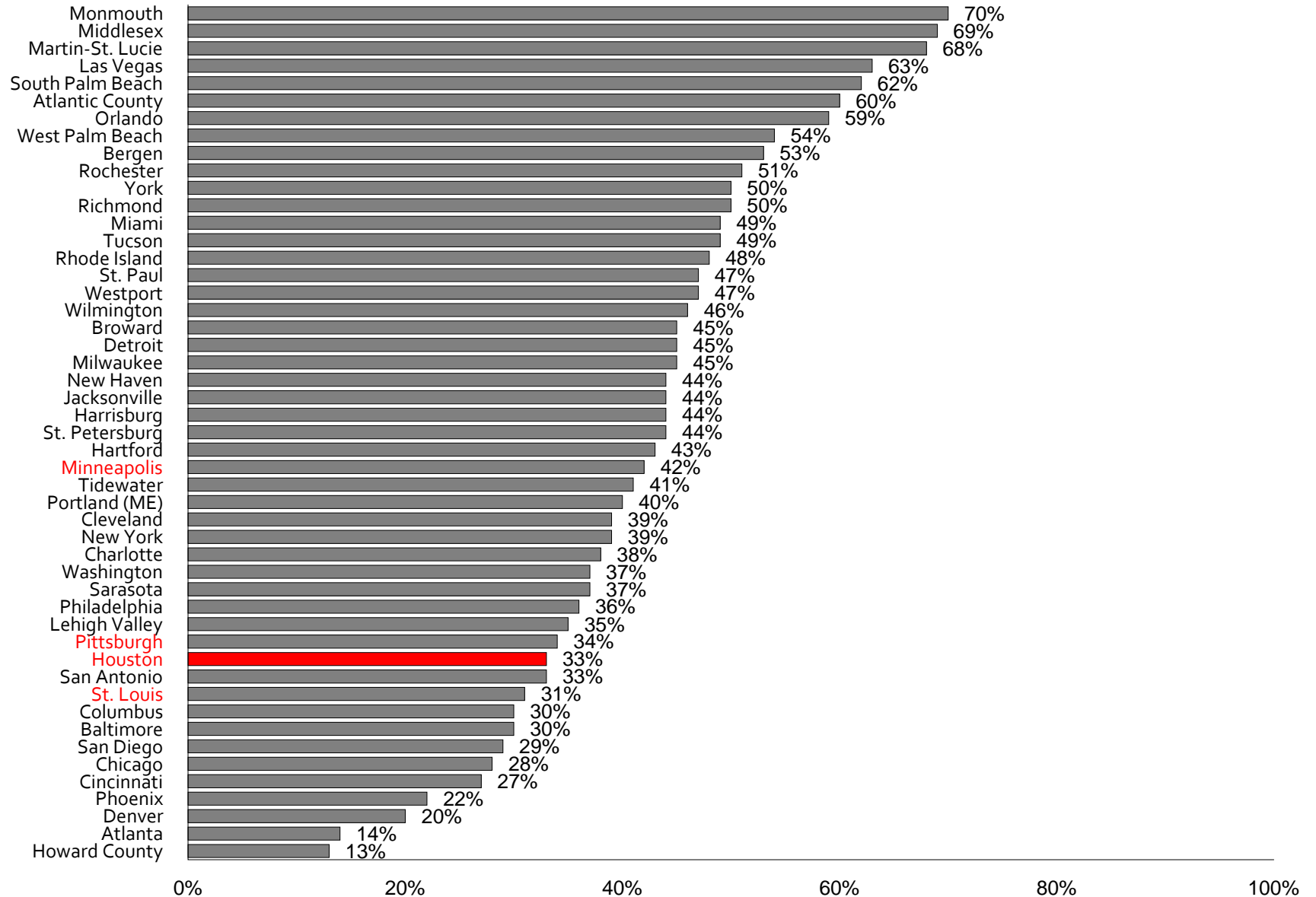
Donated to Local Jewish Federation in the Past Year

(Based upon the Telephone Survey)
(Jewish Households)

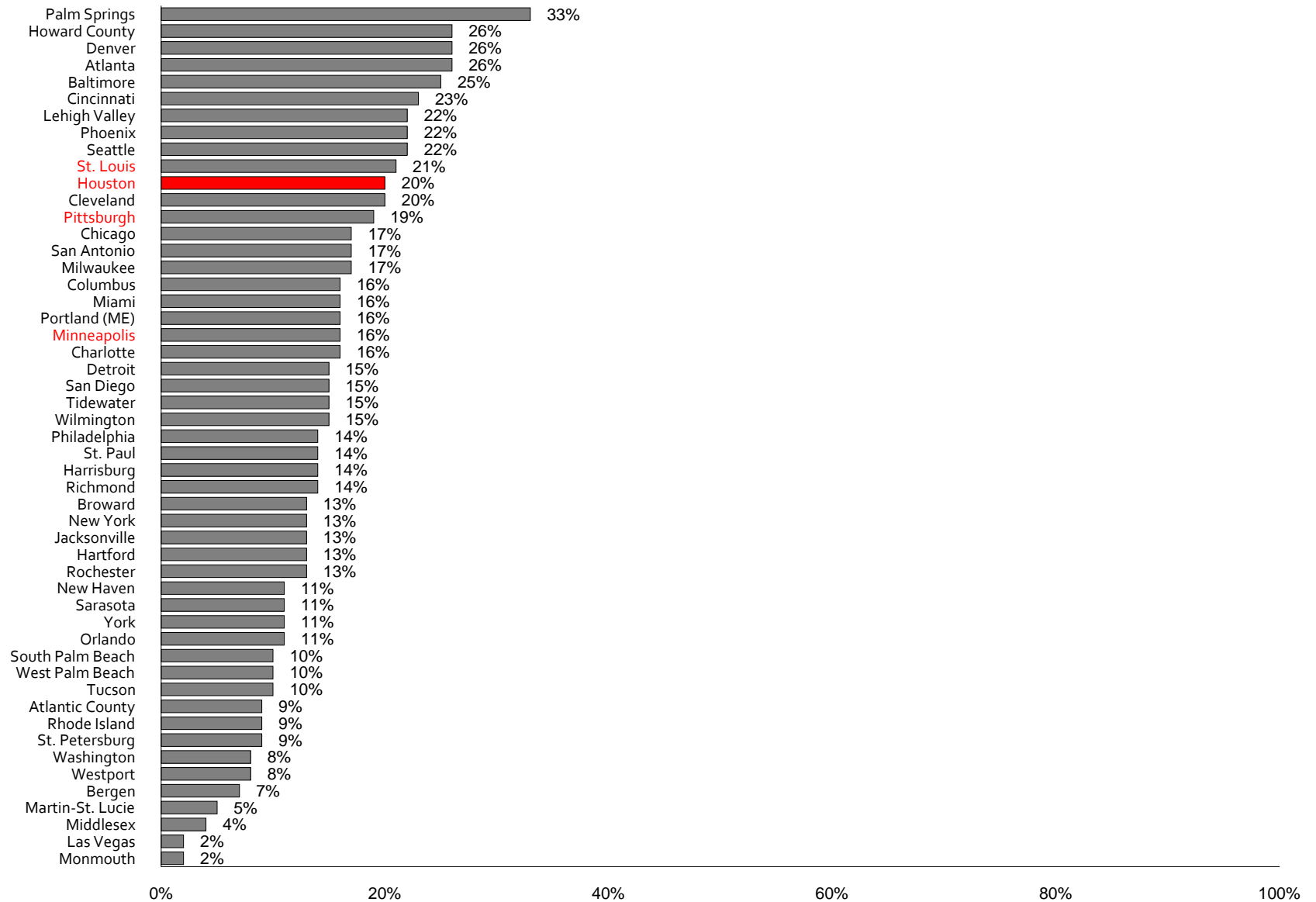


Donated Under \$100 to Local Jewish Federation

(Jewish Households Who Donated to the Jewish Federation in the Past Year)

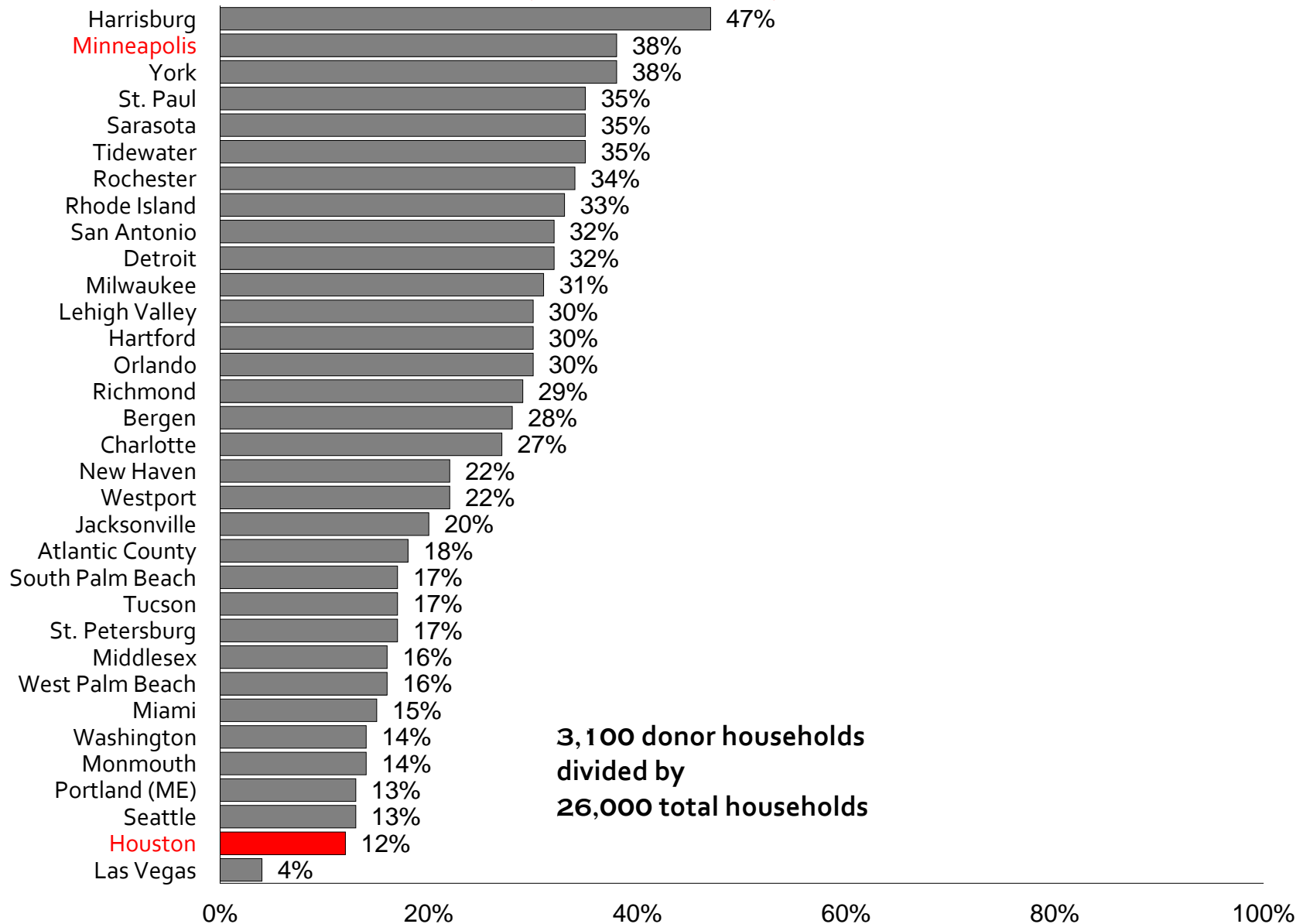


Donated \$1,000 and Over to Local Jewish Federation (Jewish Households Who Donated to the Jewish Federation in the Past Year)

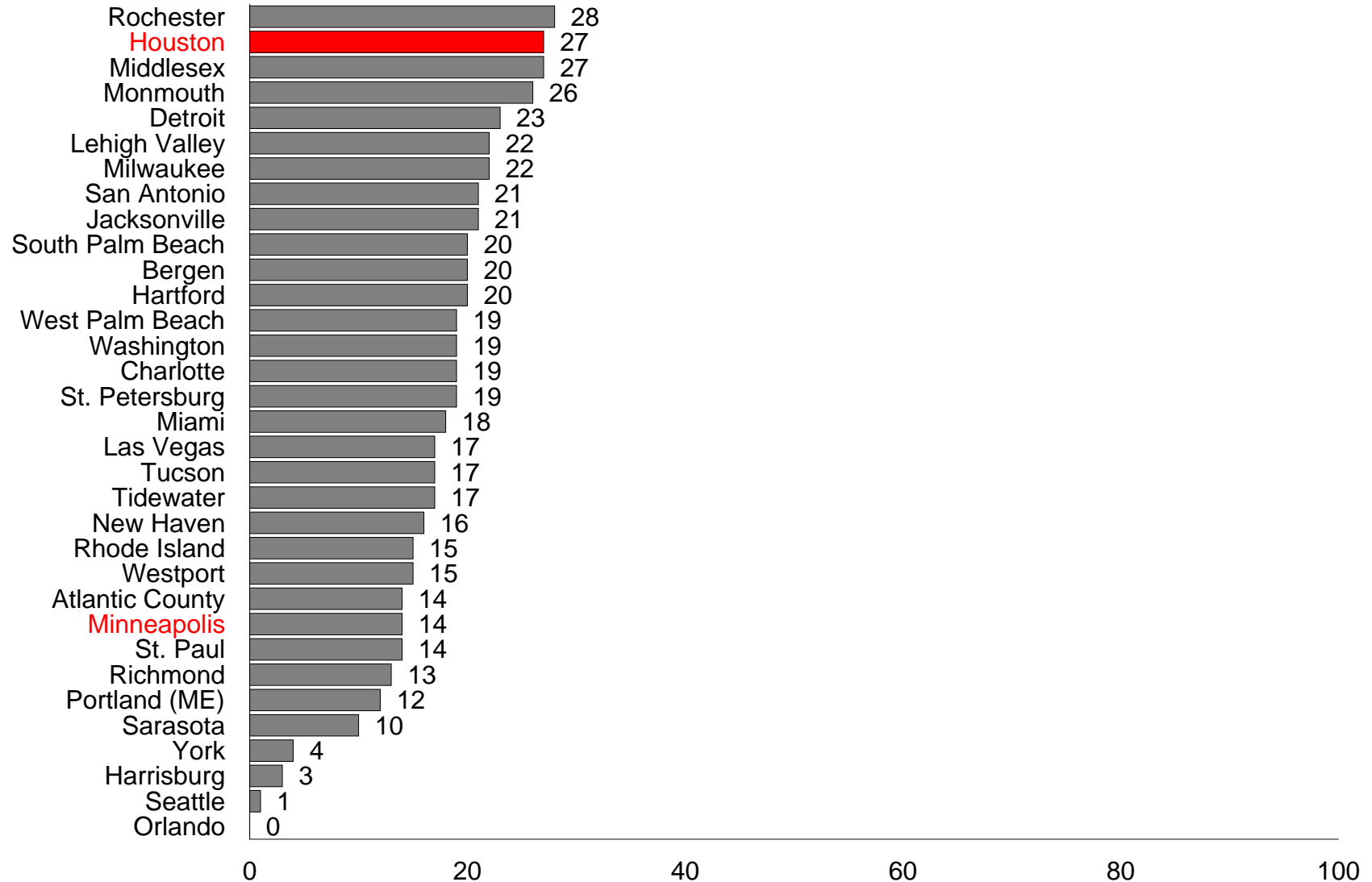


Donated to Local Jewish Federation in the Past Year

(Based upon the Jewish Federation Survey)
(Jewish Households)

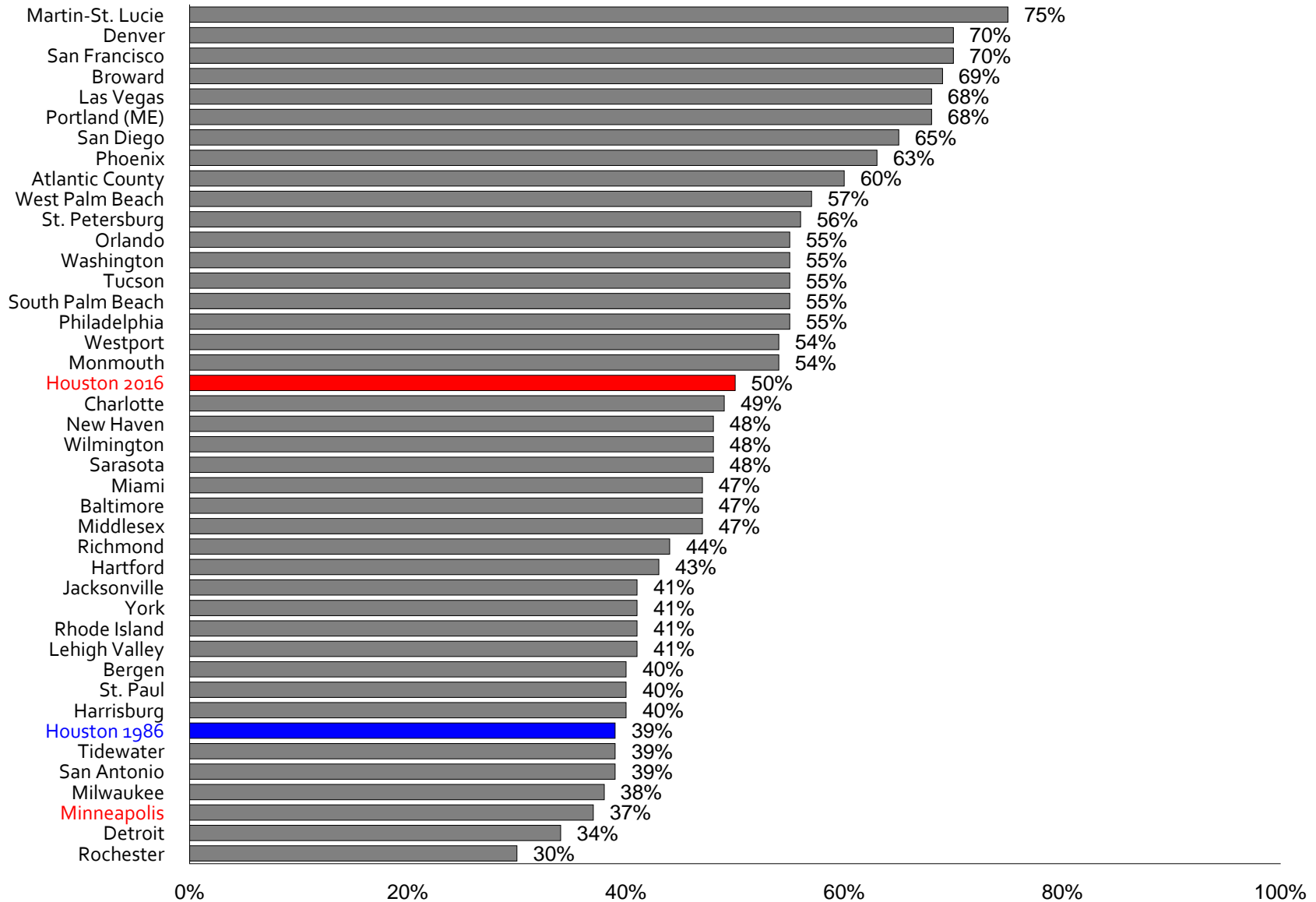


Telephone Survey's Over Estimation of Households Who Donated to Local Jewish Federation in the Past Year (In percentage points) (Jewish Households)



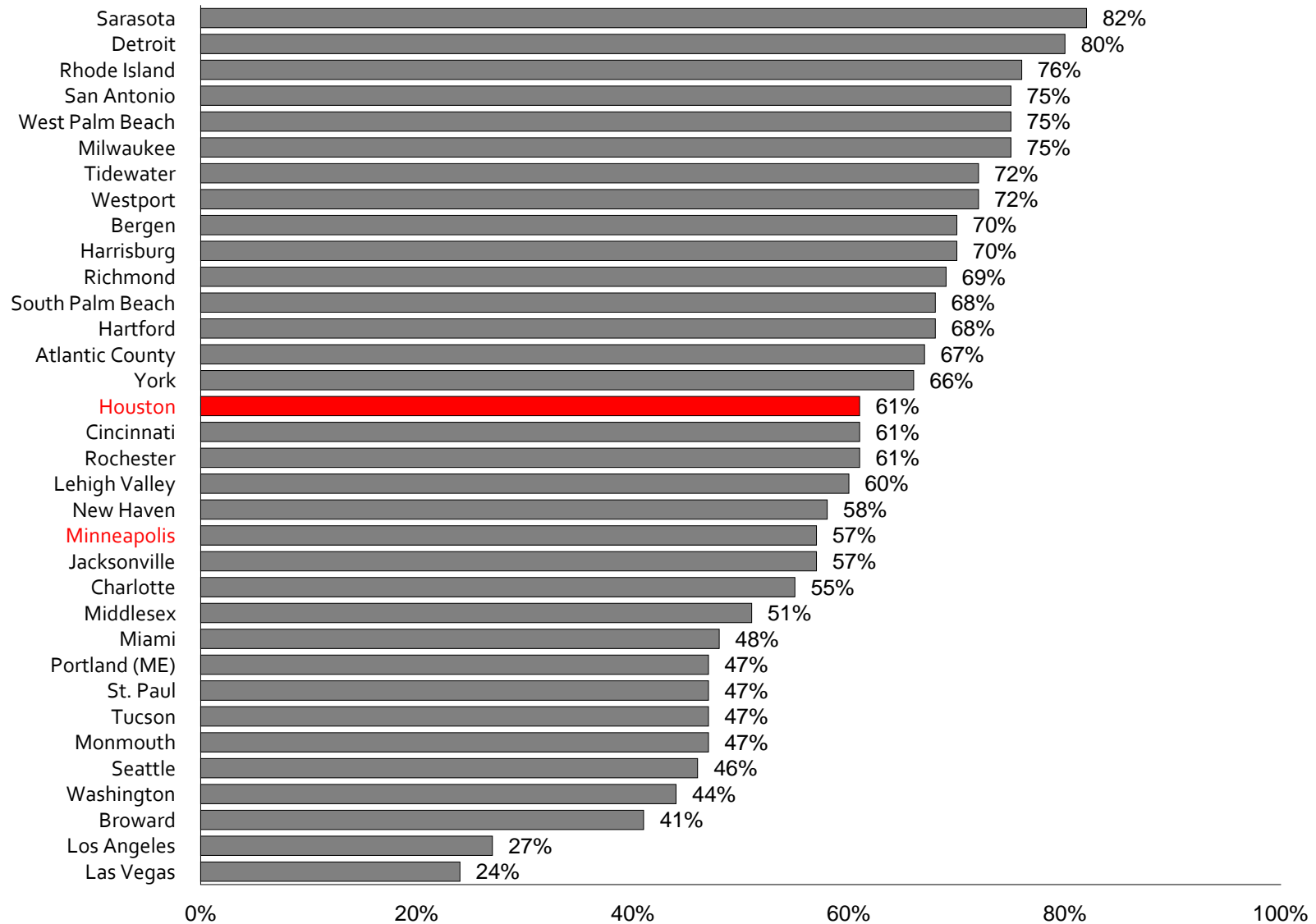
Not Asked to Donate to Local Jewish Federation in the Past Year

(Jewish Households)

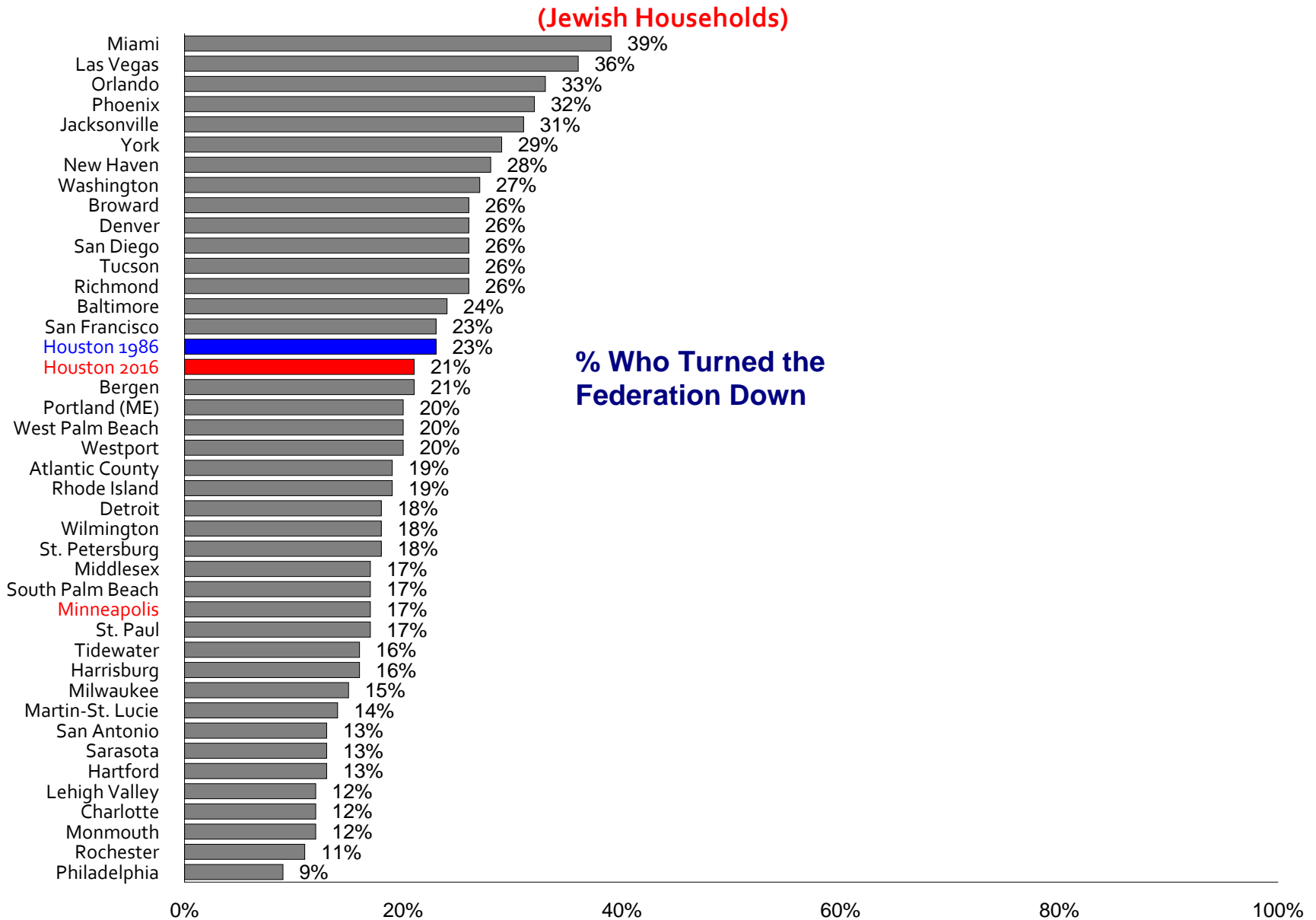


Households on Local Jewish Federation Mailing List

(Jewish Households)

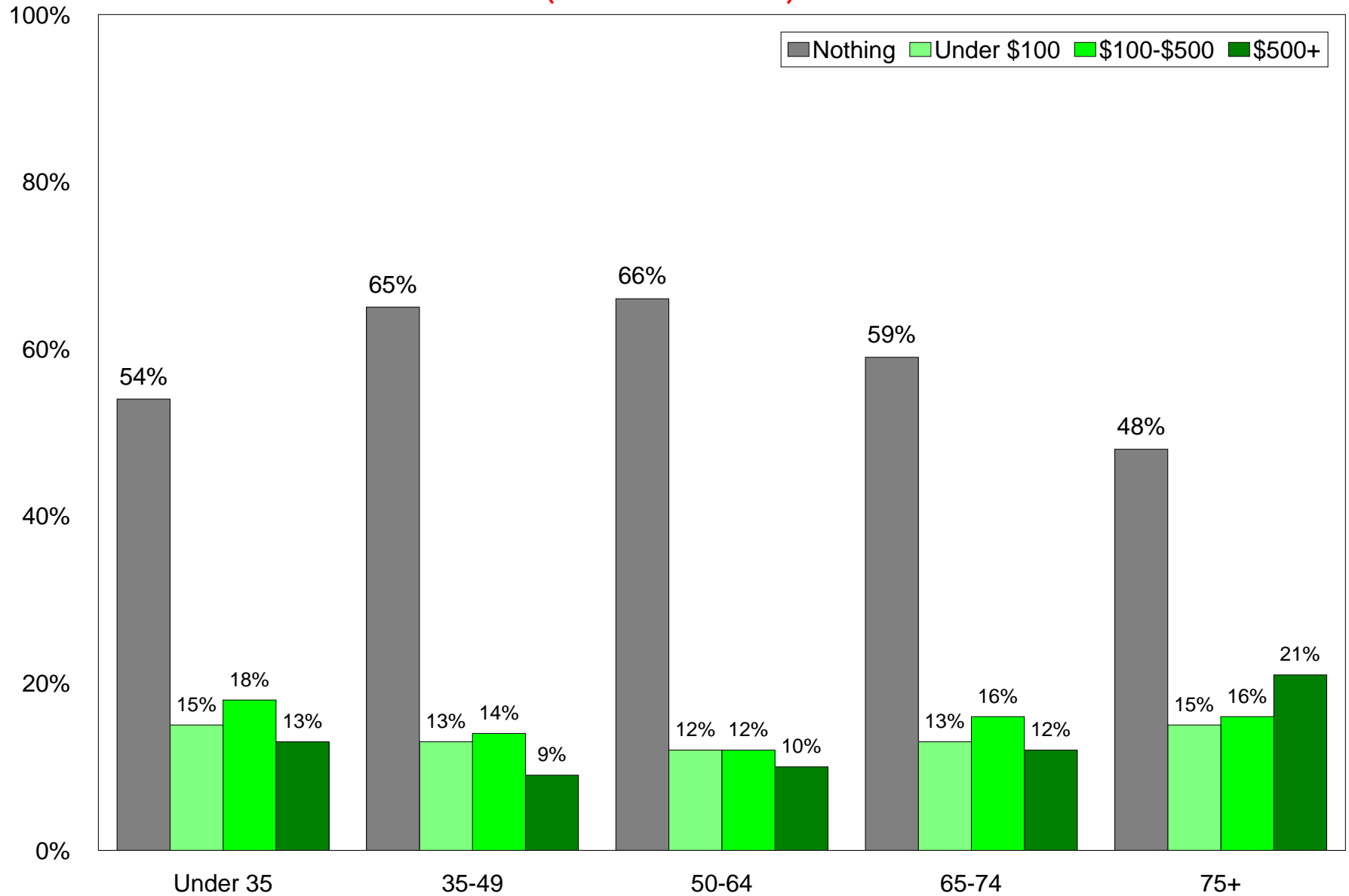


% of Households Asked Who Did Not Donate to Local Jewish Federation in the Past Year



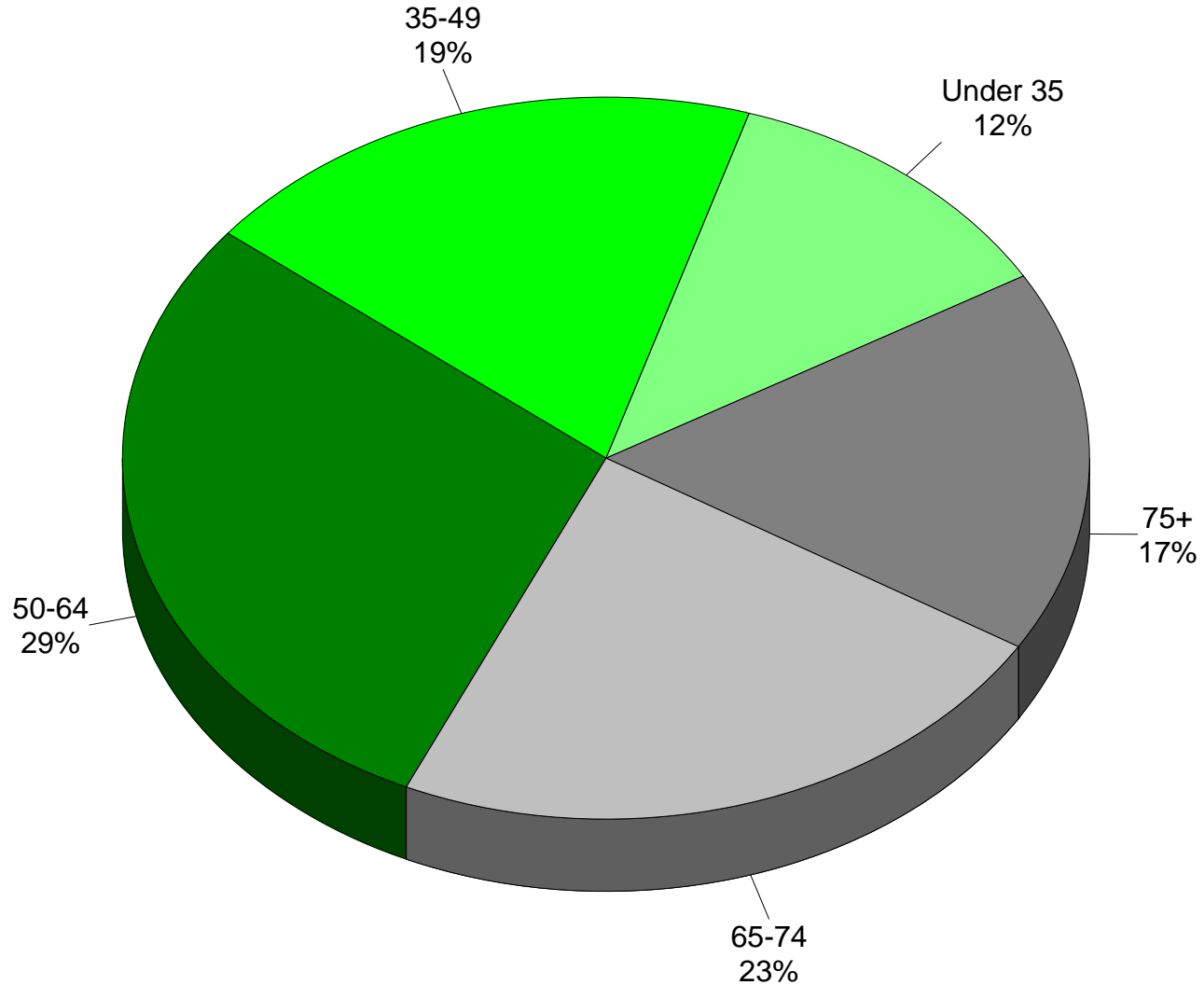
Donated to Jewish Federation in the Past Year by Age

(Jewish Households)



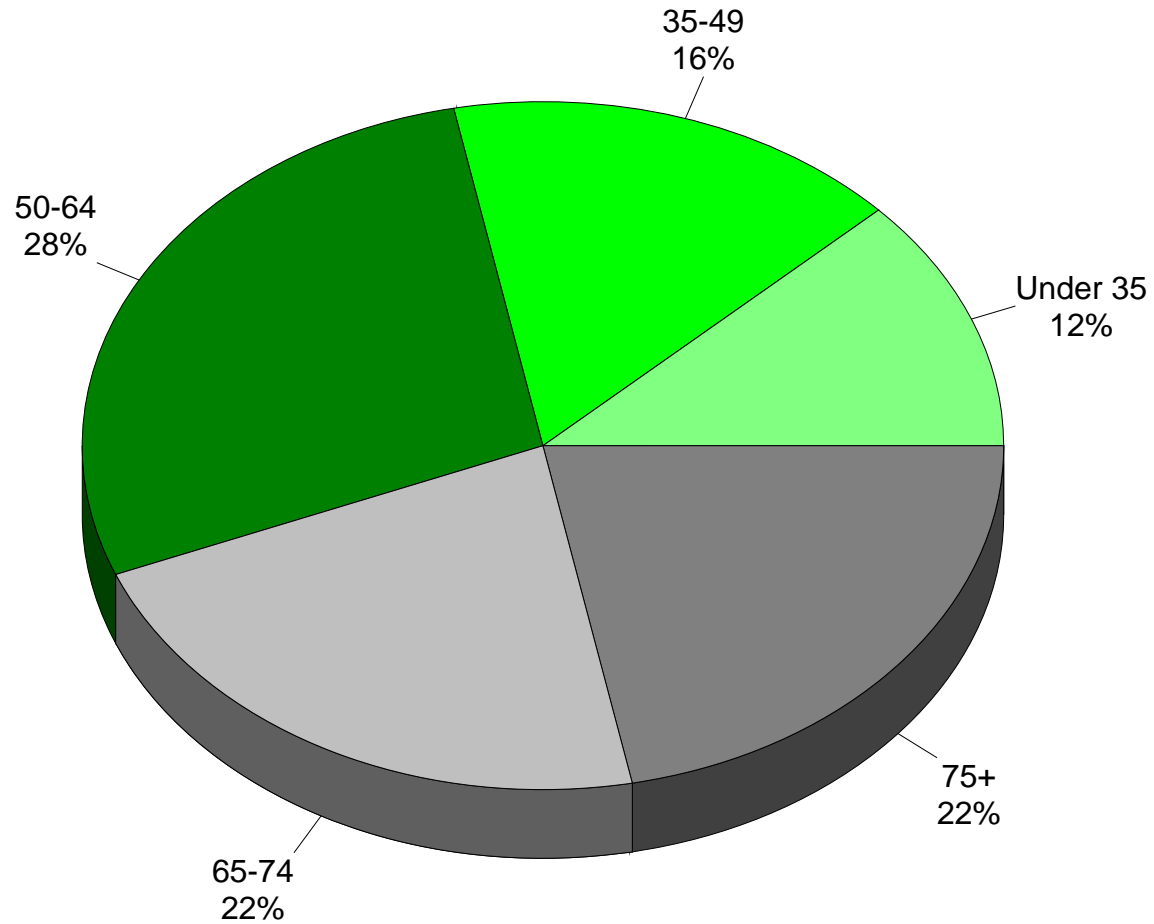
Age of Households Who Donated to Jewish Federation in the Past Year

(Jewish Households Who Donated)



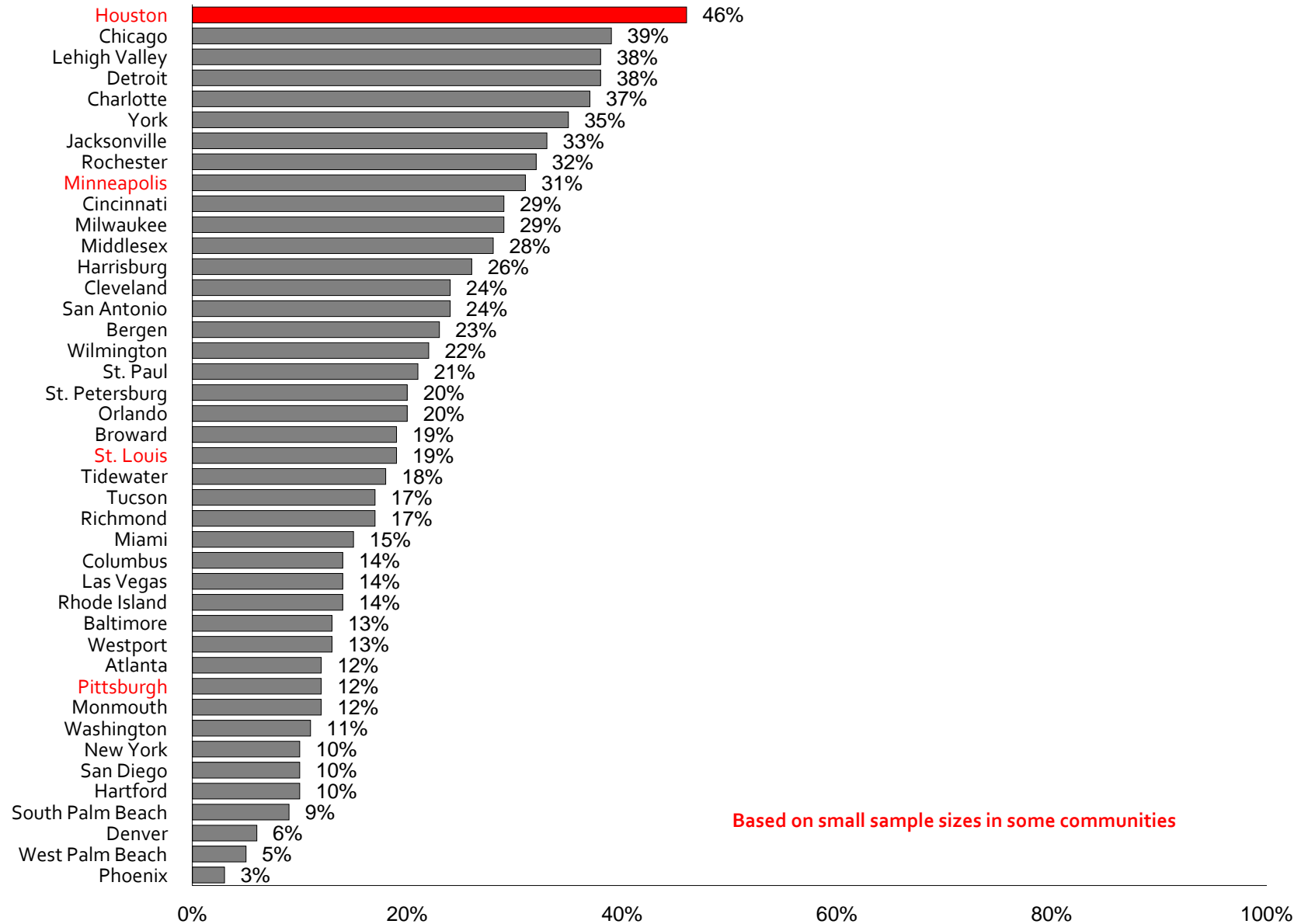
Age of Households Who Donated \$500 and Over to Jewish Federation in the Past Year

(Jewish Households Who Donated \$500 and Over)



Donated to Local Jewish Federation in the Past Year

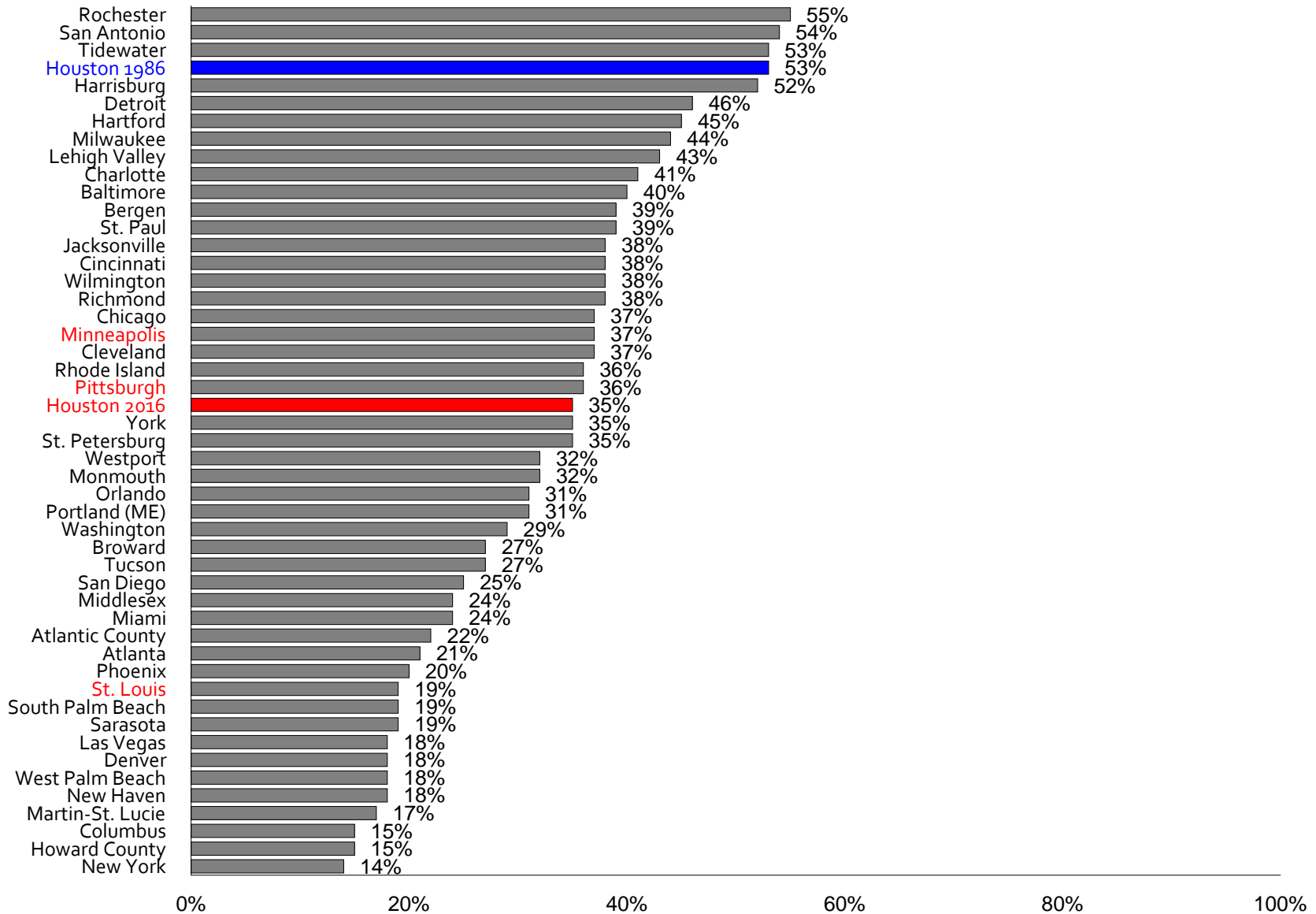
Head of Household Under Age 35 (Jewish Households)



Donated to Local Jewish Federation in the Past Year

Head of Household Age 35-49

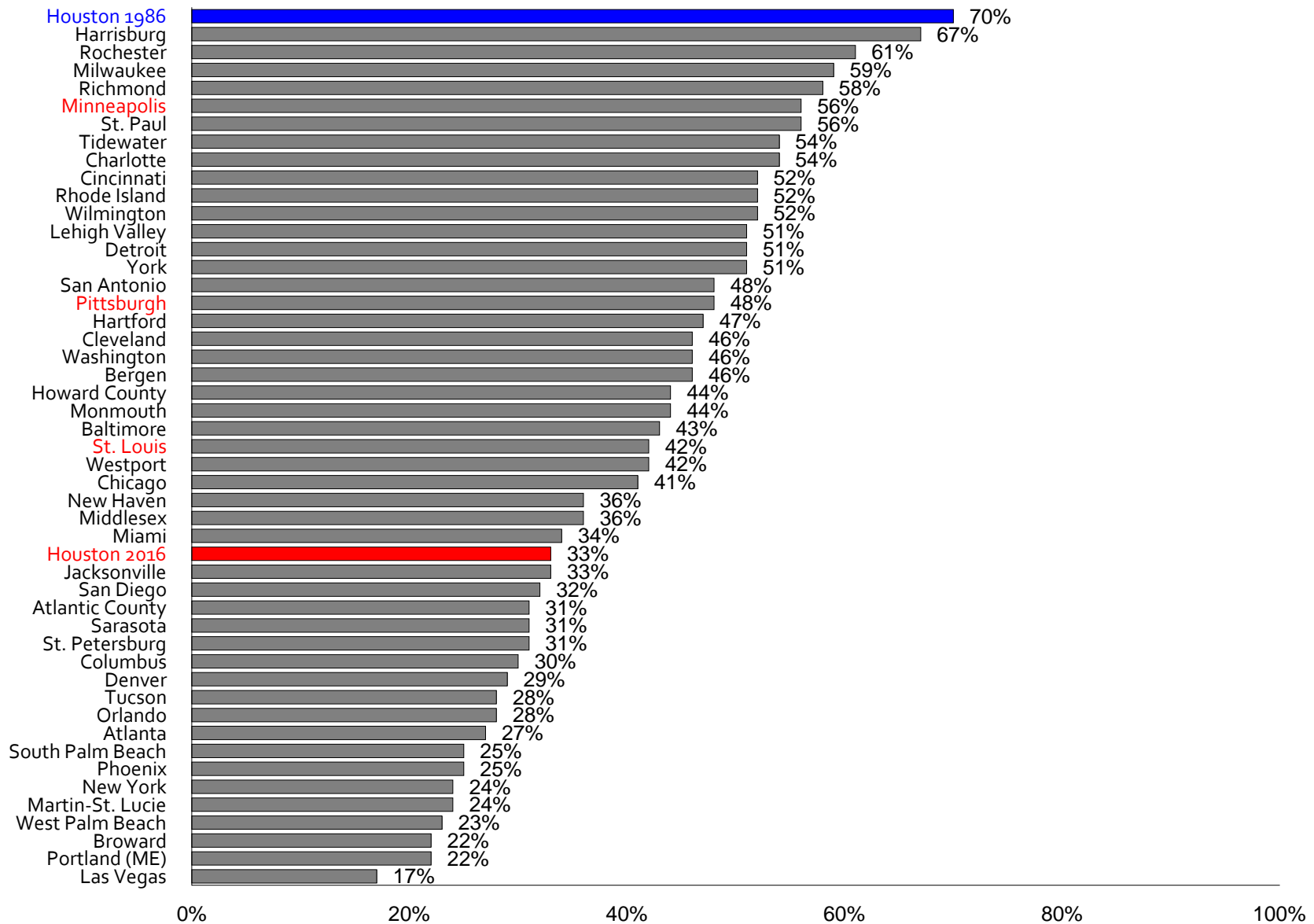
(Jewish Households)



Donated to Local Jewish Federation in the Past Year

Head of Household Age 50-64

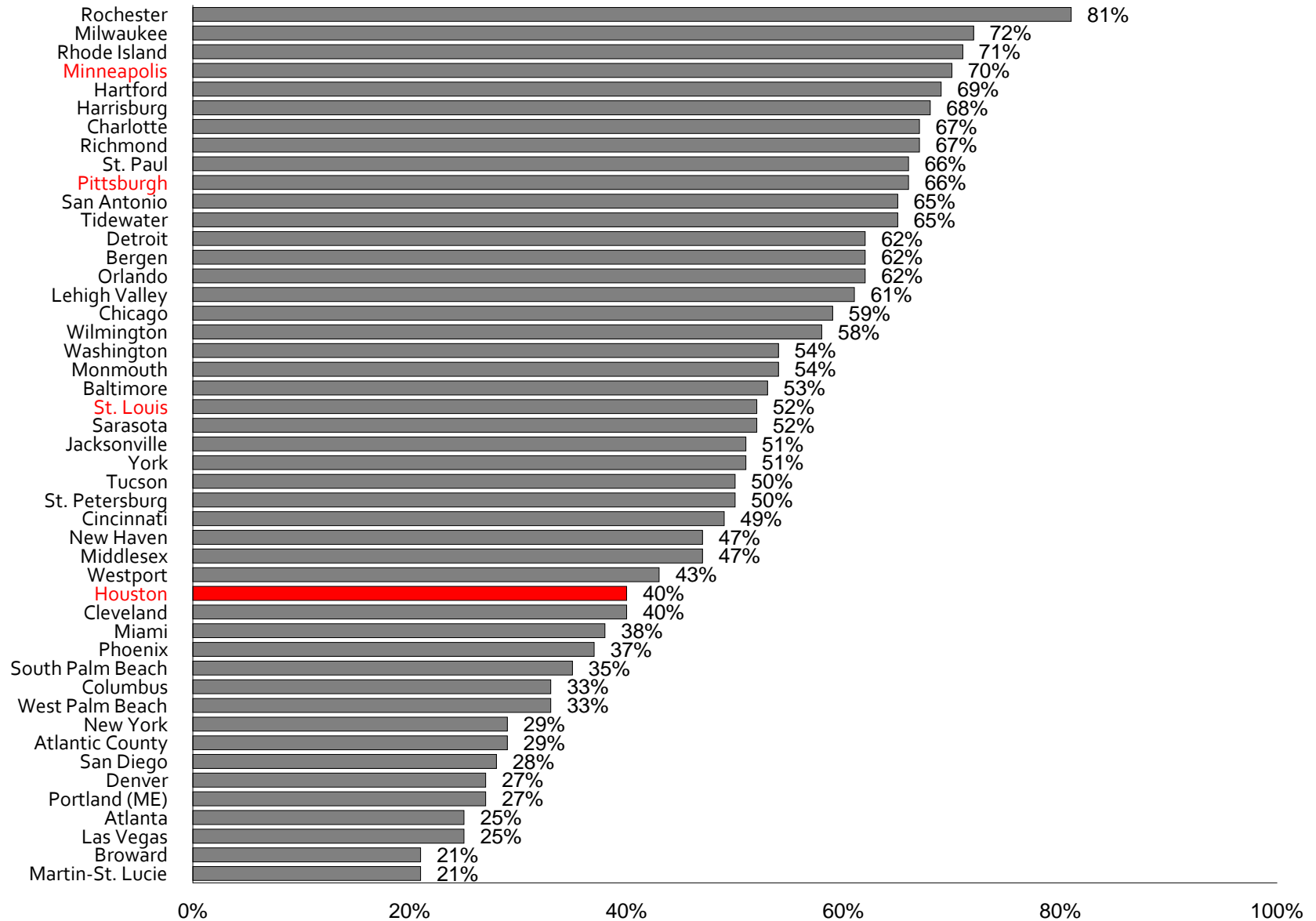
(Jewish Households)



Donated to Local Jewish Federation in the Past Year

Head of Household Age 65-74

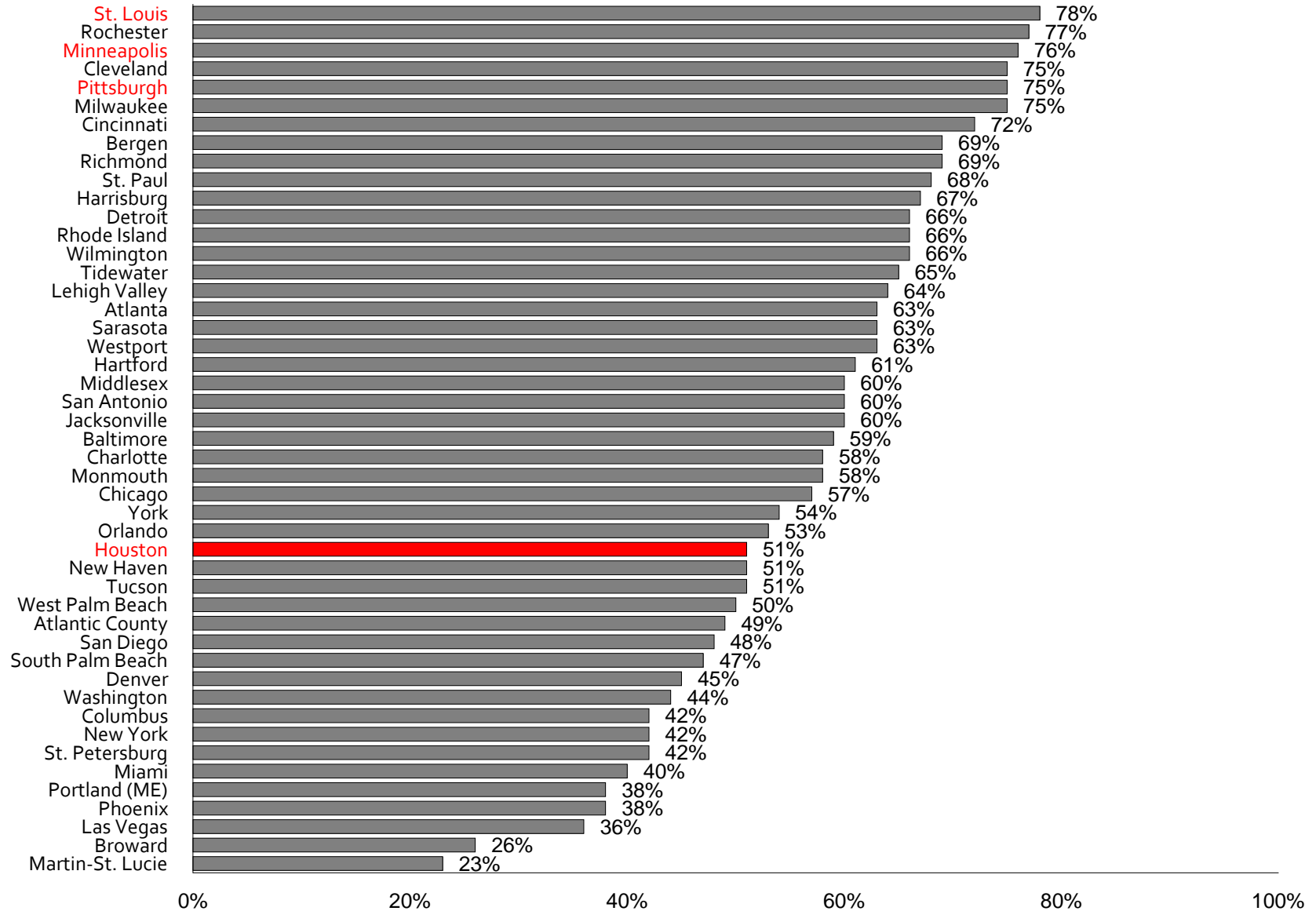
(Jewish Households)



Donated to Local Jewish Federation in the Past Year

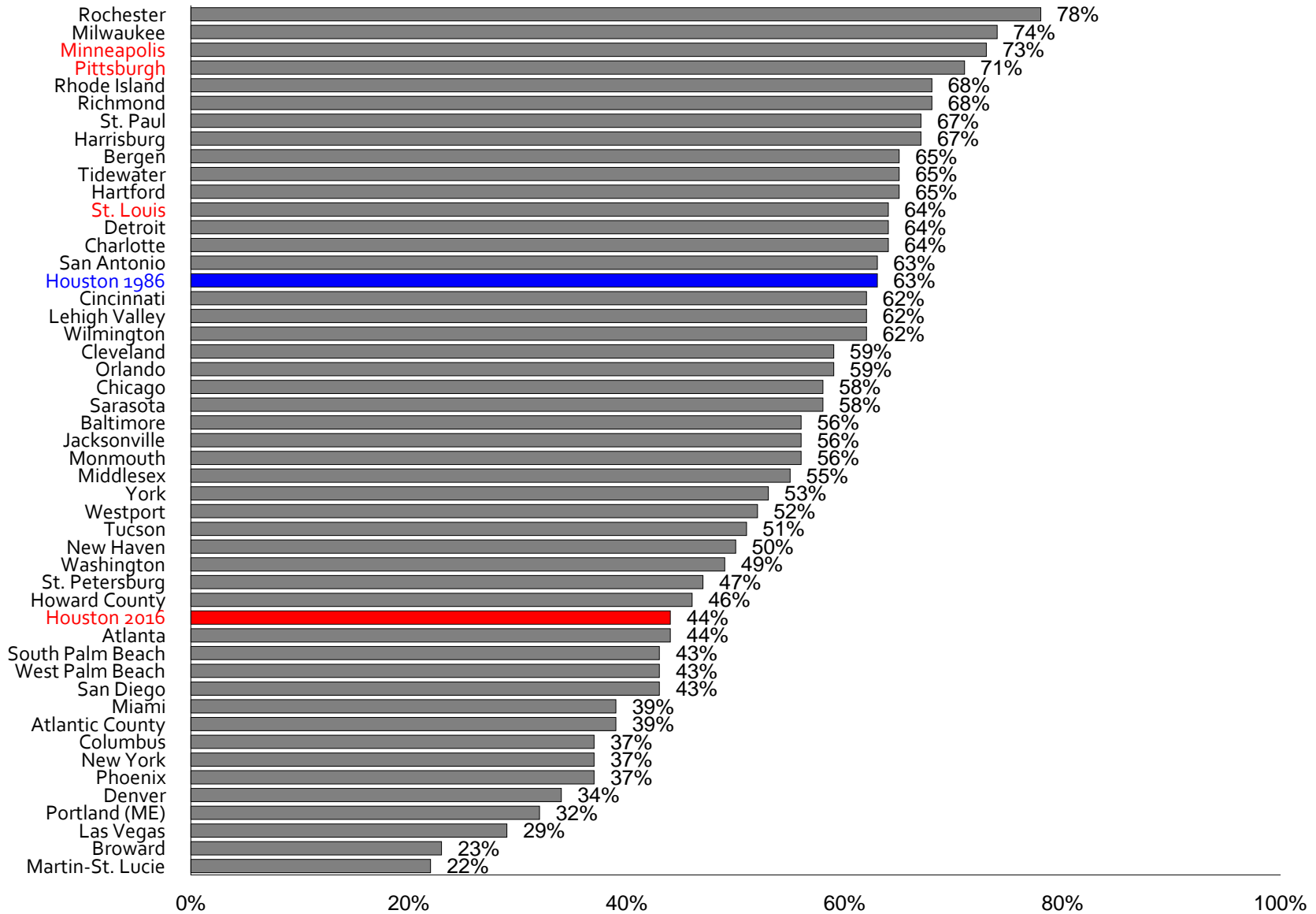
Head of Household Age 75 and Over

(Jewish Households)



Donated to Local Jewish Federation in the Past Year Head of Household Age 65 and Over

(Jewish Households)



Profile of Households Who Were Asked But Did Not Donate to Jewish Federation in the Past Year

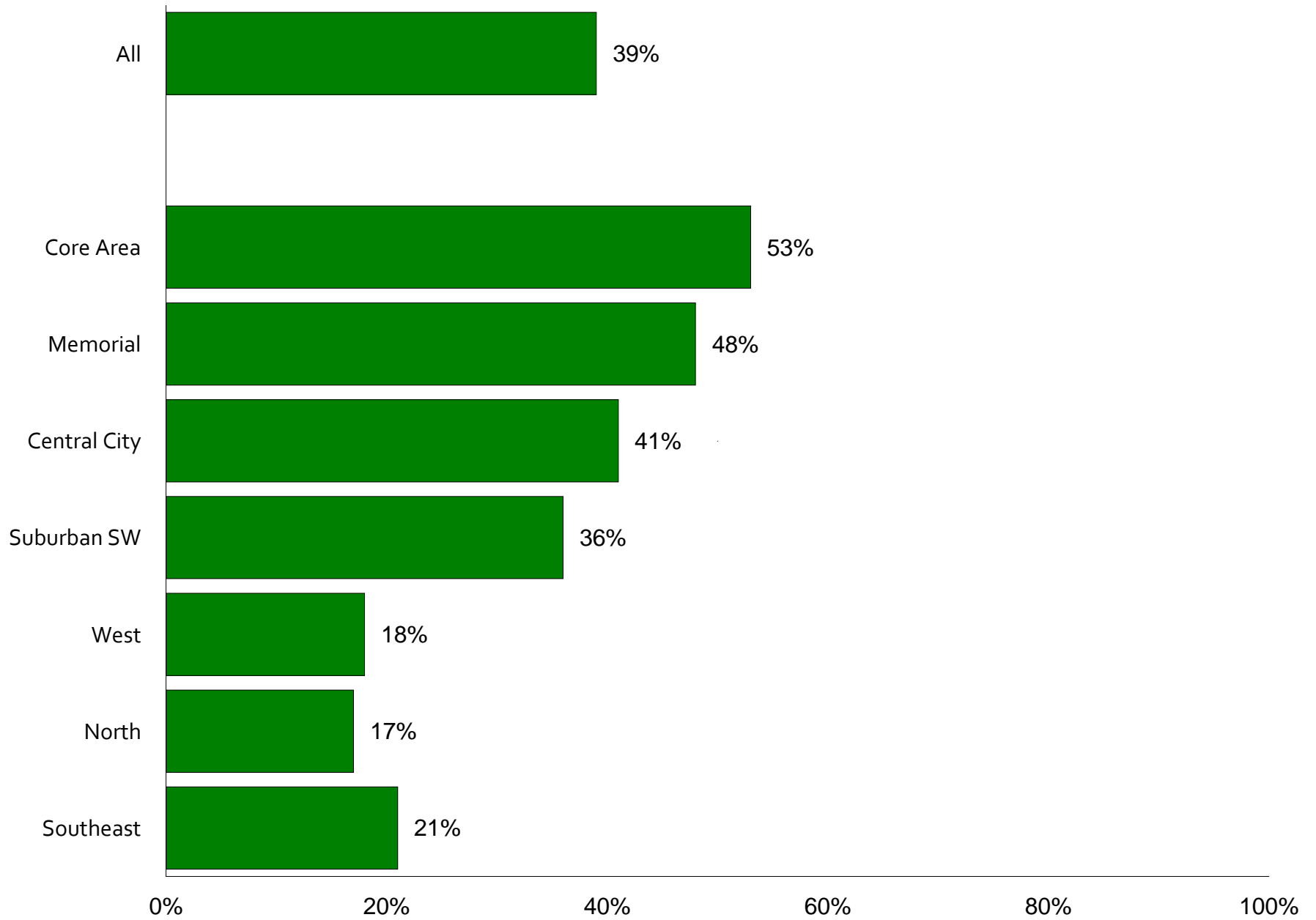
- 33% live in the Core Area and 21%, in the Suburban SW
- 73% are in residence in Houston for 20+ years
- 36% are age 50-64 and 31% are age 65 and over
- 17% are households with children; 17% are elderly couple households; 16% are non-elderly single households; and 10% are elderly single households
- 19% earn an annual income under \$25,000 and 44% earn \$100,000 and over
- 46% of Jewish respondents are Reform; 36% are Just Jewish; 14% are Conservative; and 2% are Orthodox
- 65% always or usually participate in a Passover Seder
- 13% of Jewish respondents attend synagogue services once per month or more
- 49% of married households are intermarried
- 33% are synagogue members; 12% attended Chabad; and 6% are JCC members
- 34% participated in a JCC program in the past year
- 20% are Jewish organization members
- 66% contain an adult who visited Israel
- 18% of Jewish respondents are extremely emotionally attached to Israel; 32% are very attached; 33% are somewhat attached; and 17% are not attached
- 42% donated to other Jewish charities in the past year, including 13% who donated \$500 and over
- 82% donated to non-Jewish charities in the past year, including 35% who donated \$500 and over

Profile of Households Who Donated **\$500 and over** to the Jewish Federation in the Past Year

- 43% live in the Core Area; 25%, in Memorial; and 14%, in Central City
- 81% are in residence in Houston for 20+ years
- 44% are age 65 and over
- 20% are households with children and 33% are elderly couple households
- 0% earn an annual income under \$25,000 and 85% earn \$100,000 and over
- 39% of Jewish respondents are Reform; 35% are Conservative; 18% are Just Jewish; and 6% are Orthodox
- 96% always or usually participate in a Passover Seder; 87% have a Mezuzah on the front door; and 87% always/usually light Chanukah candles
- 51% of Jewish respondents attend synagogue services once per month or more
- 8% of married households are intermarried
- 77% are synagogue members; 34% attended Chabad; and 47% are JCC members
- 82% participated in a JCC program in the past year
- 57% are Jewish organization members
- 91% contain an adult who visited Israel
- 33% of Jewish respondents are extremely emotionally attached to Israel; 30% are very attached; 35% are somewhat attached; and 3% are not attached
- 83% donated to other Jewish charities in the past year, including 64% who donated \$500 and over
- 92% donated to non-Jewish charities in the past year, including 68% who donated \$500 and over

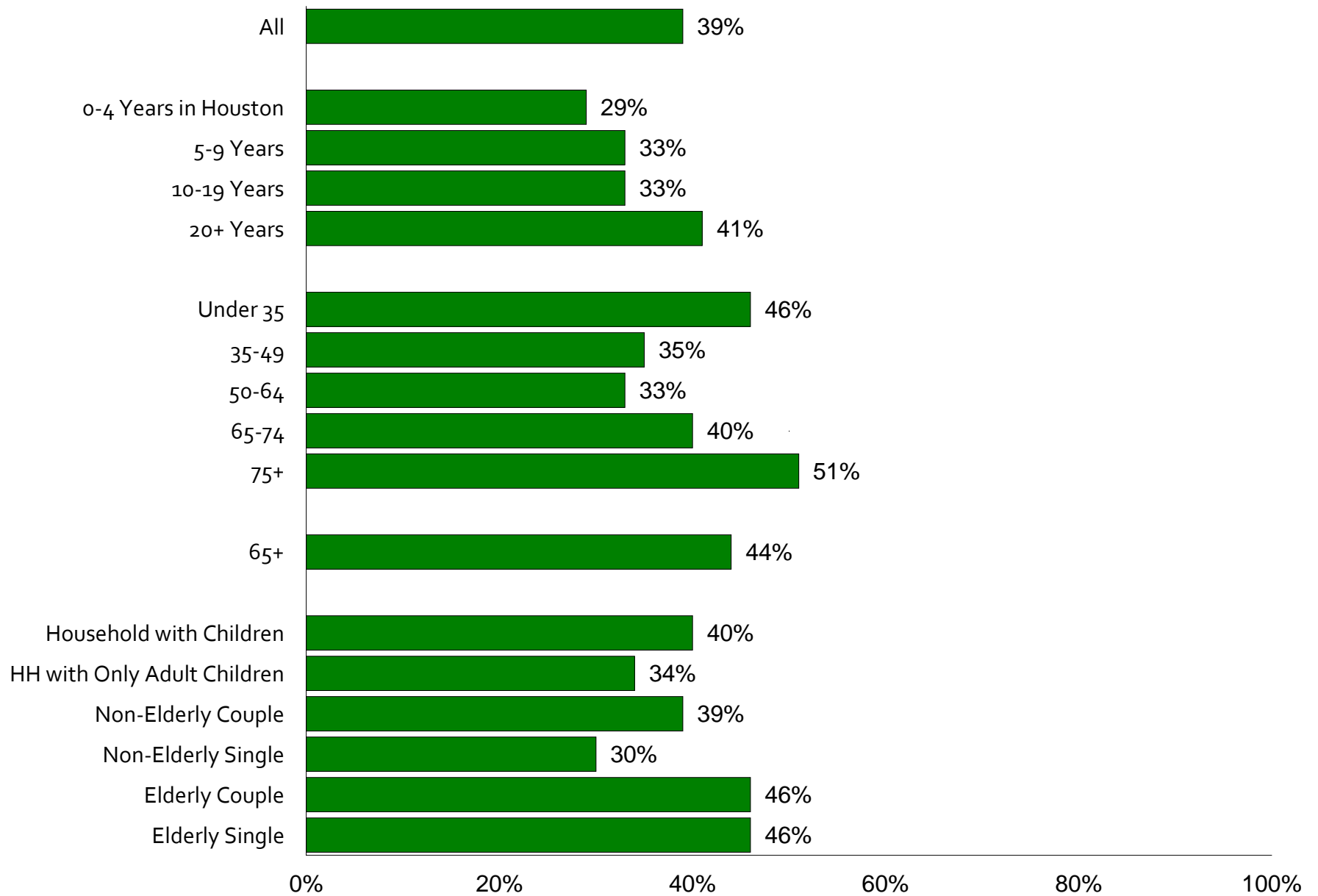
Donated to Jewish Federation in the Past Year

(Jewish Households)



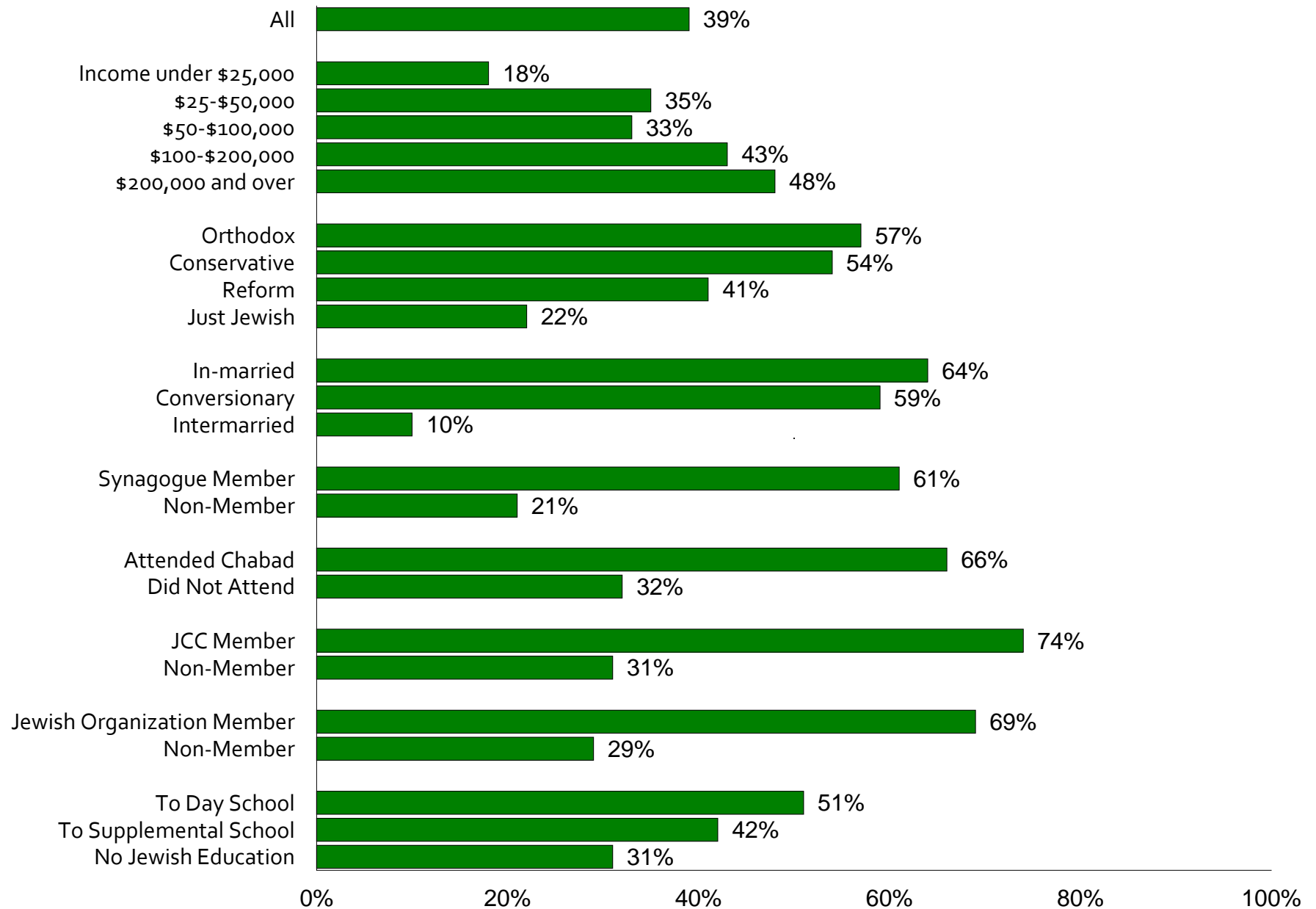
Donated to Jewish Federation in the Past Year

(Jewish Households)



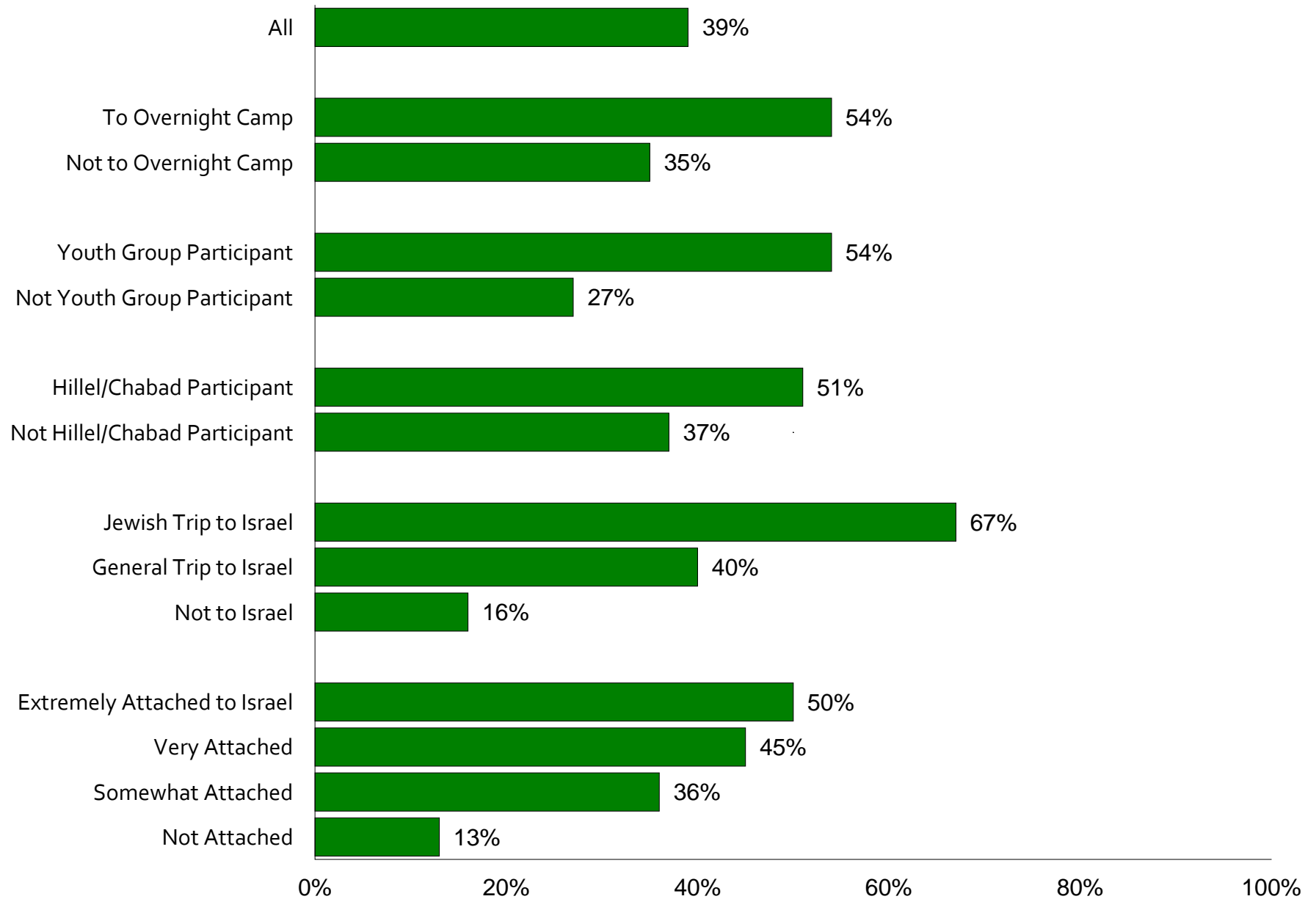
Donated to Jewish Federation in the Past Year

(Jewish Households)



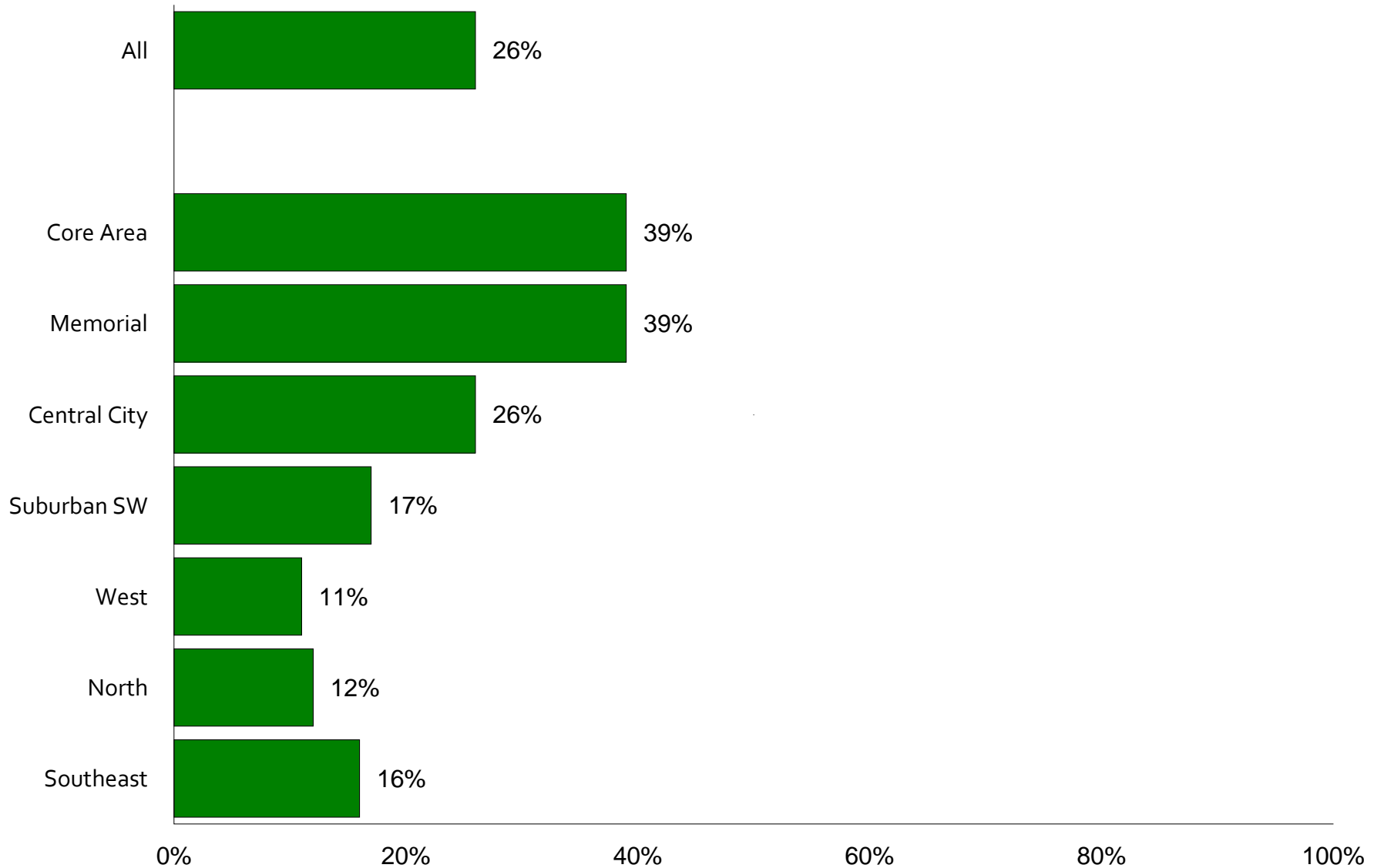
Donated to Jewish Federation in the Past Year

(Jewish Households)



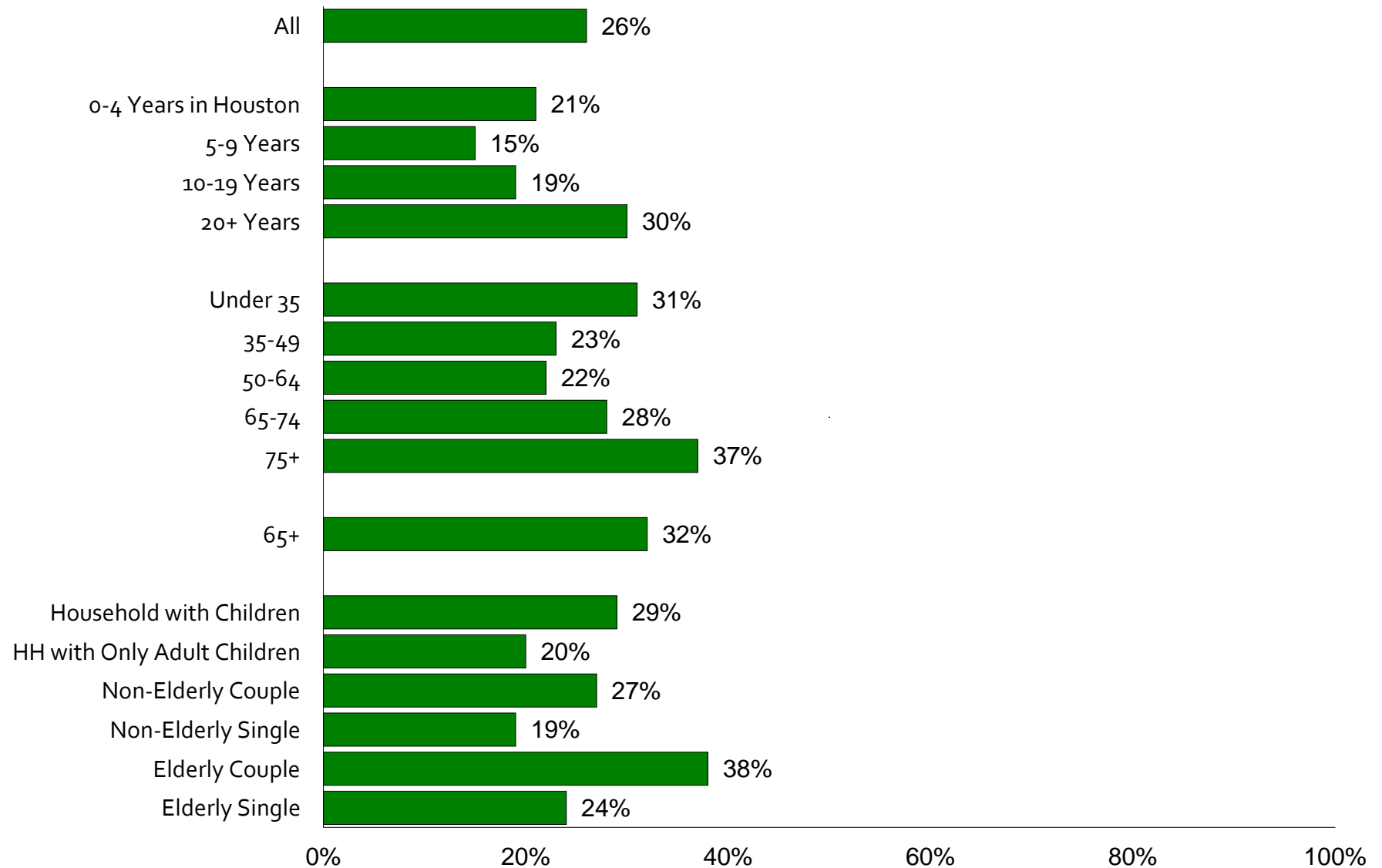
Donated \$100+ to Jewish Federation in the Past Year

(Jewish Households)



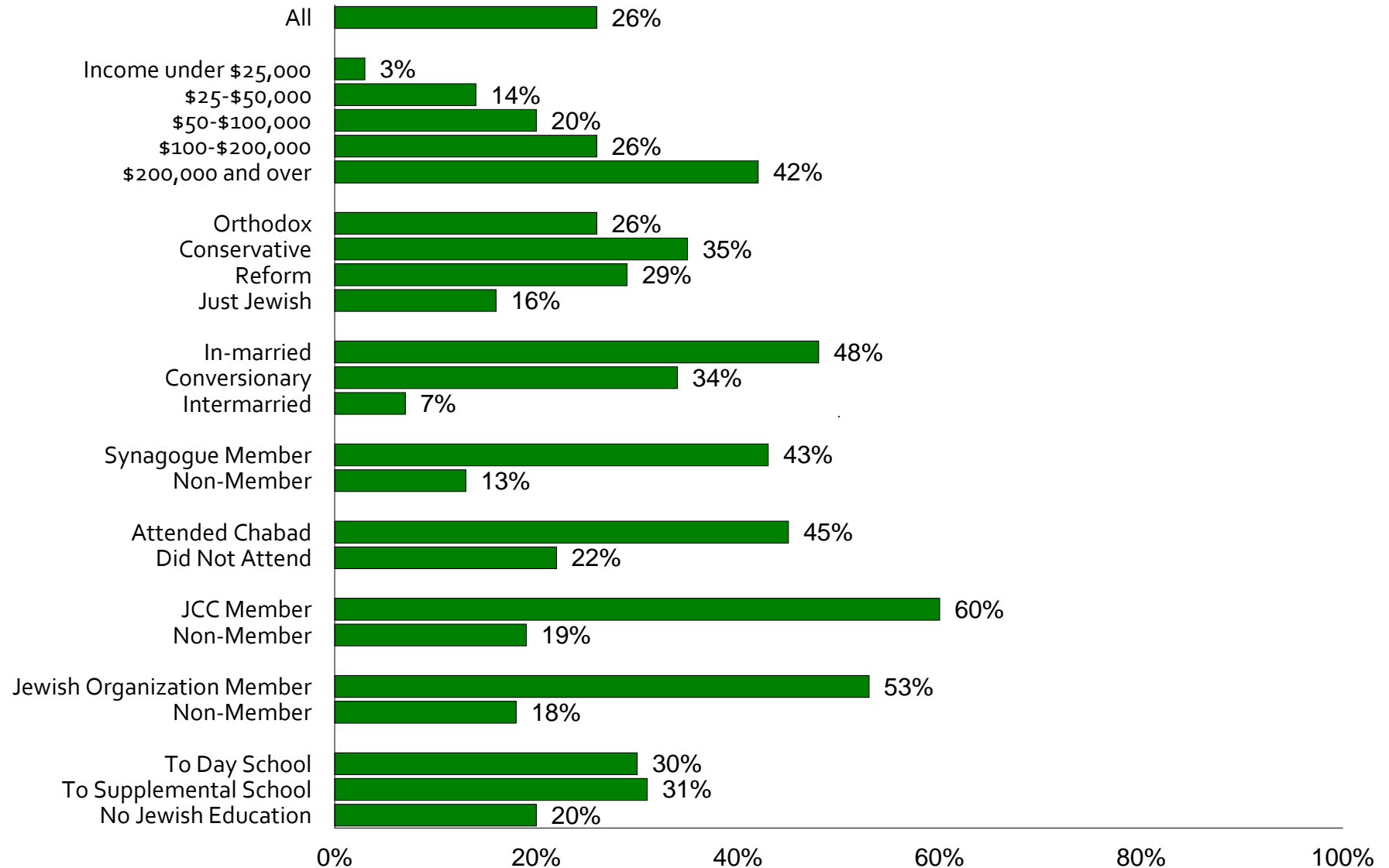
Donated \$100+ to Jewish Federation in the Past Year

(Jewish Households)



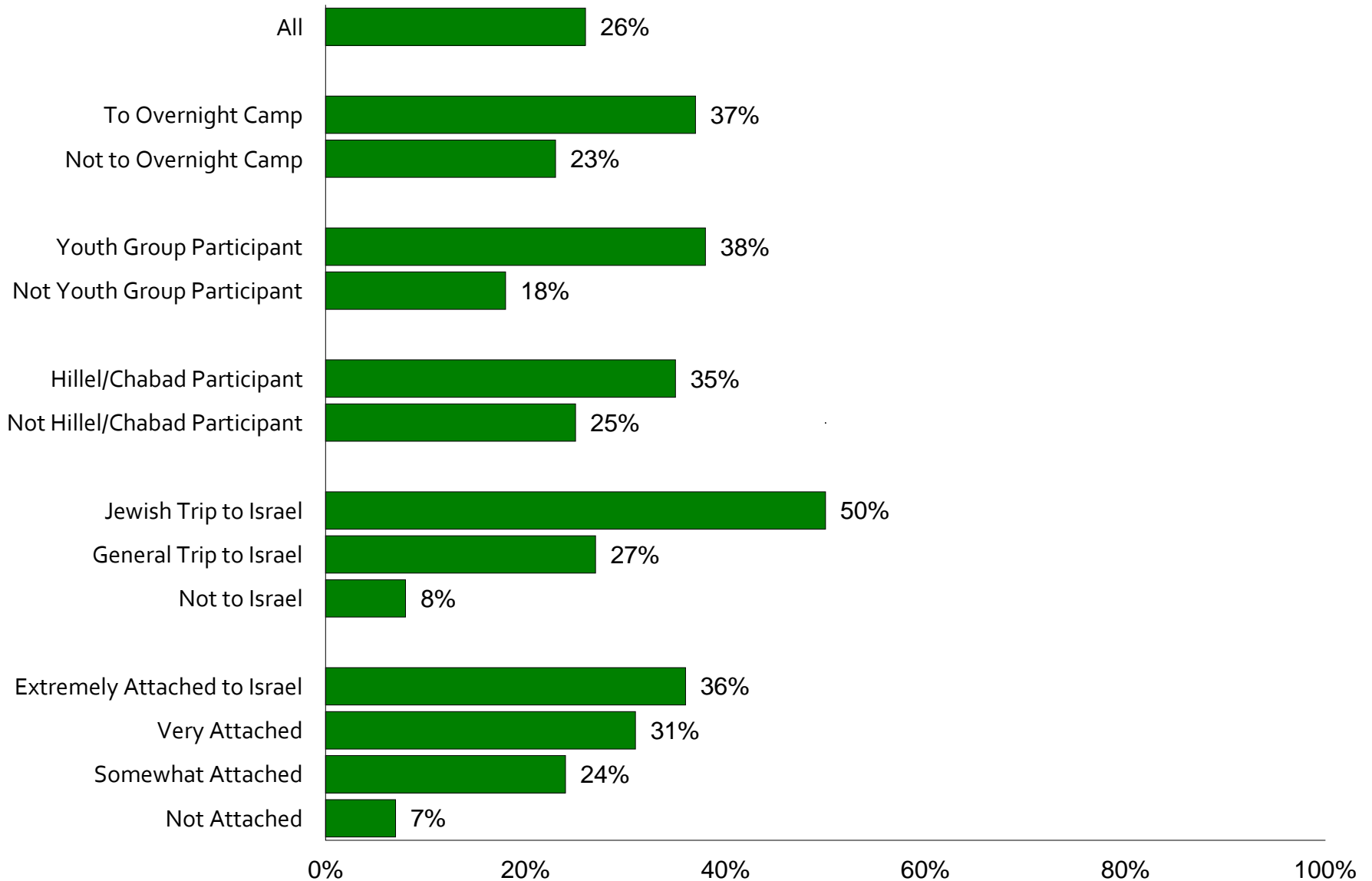
Donated \$100+ to Jewish Federation in the Past Year

(Jewish Households)



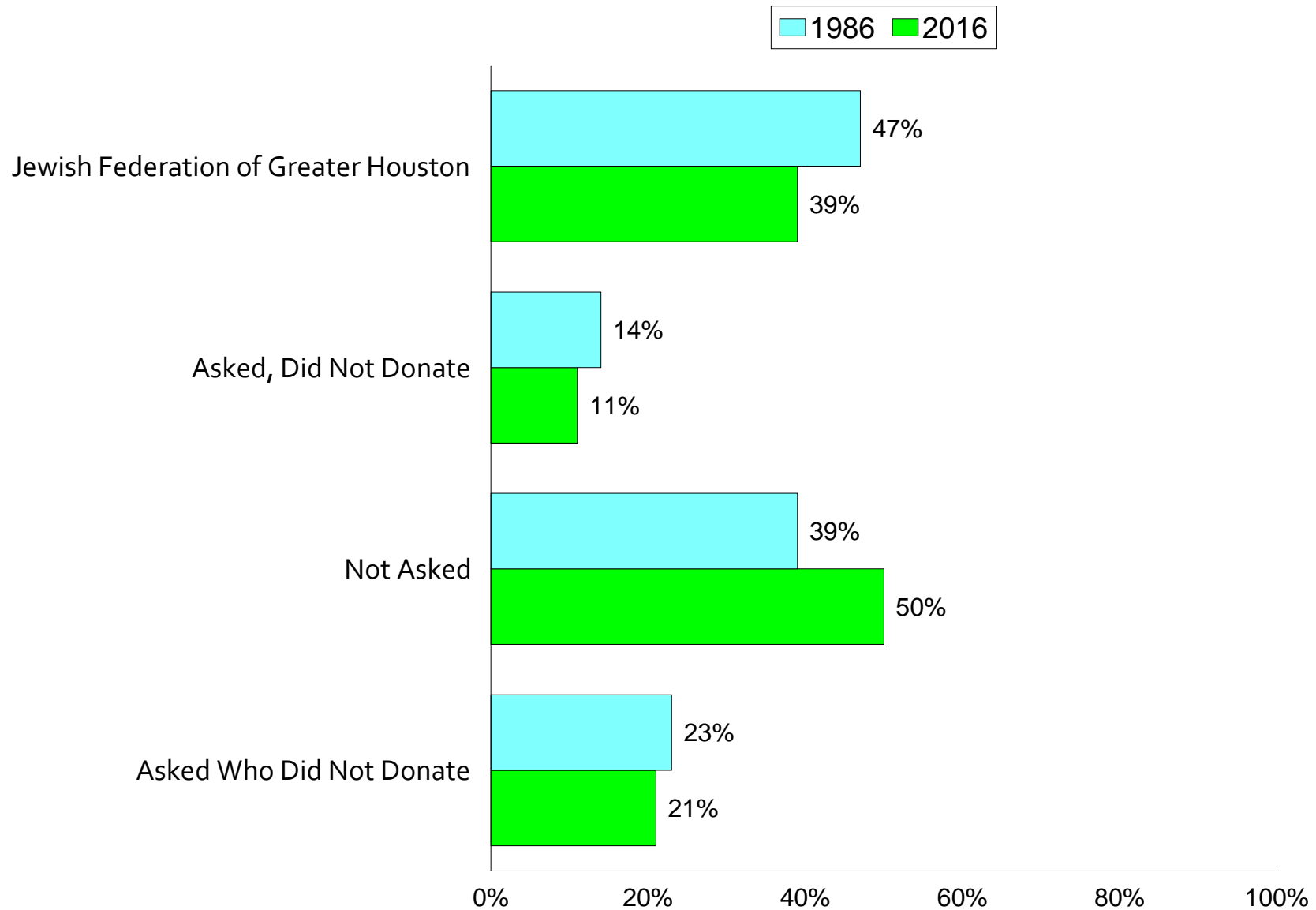
Donated \$100+ to Jewish Federation in the Past Year

(Jewish Households)



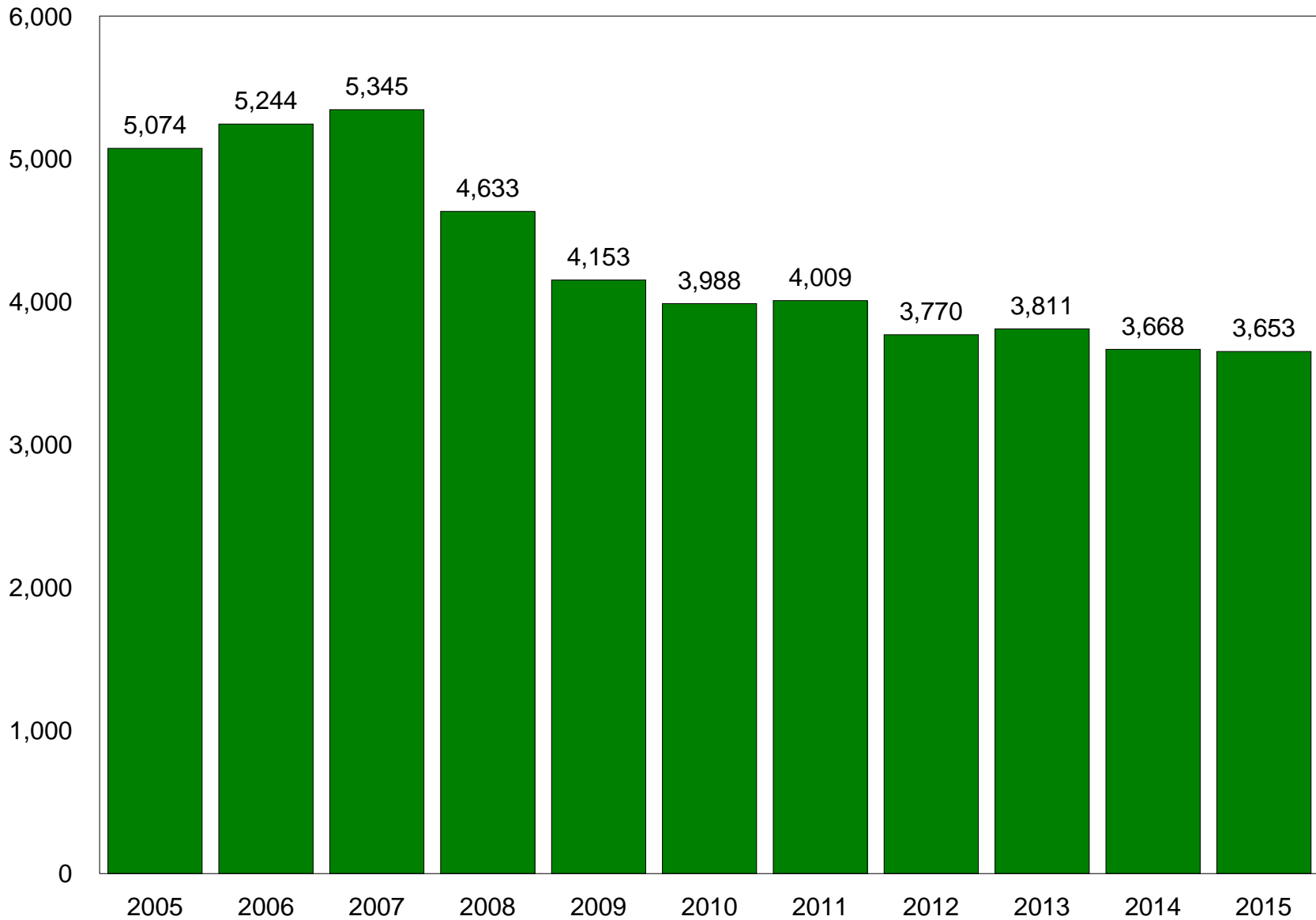
Summary of Donations, 1986-2016

(Jewish Households)



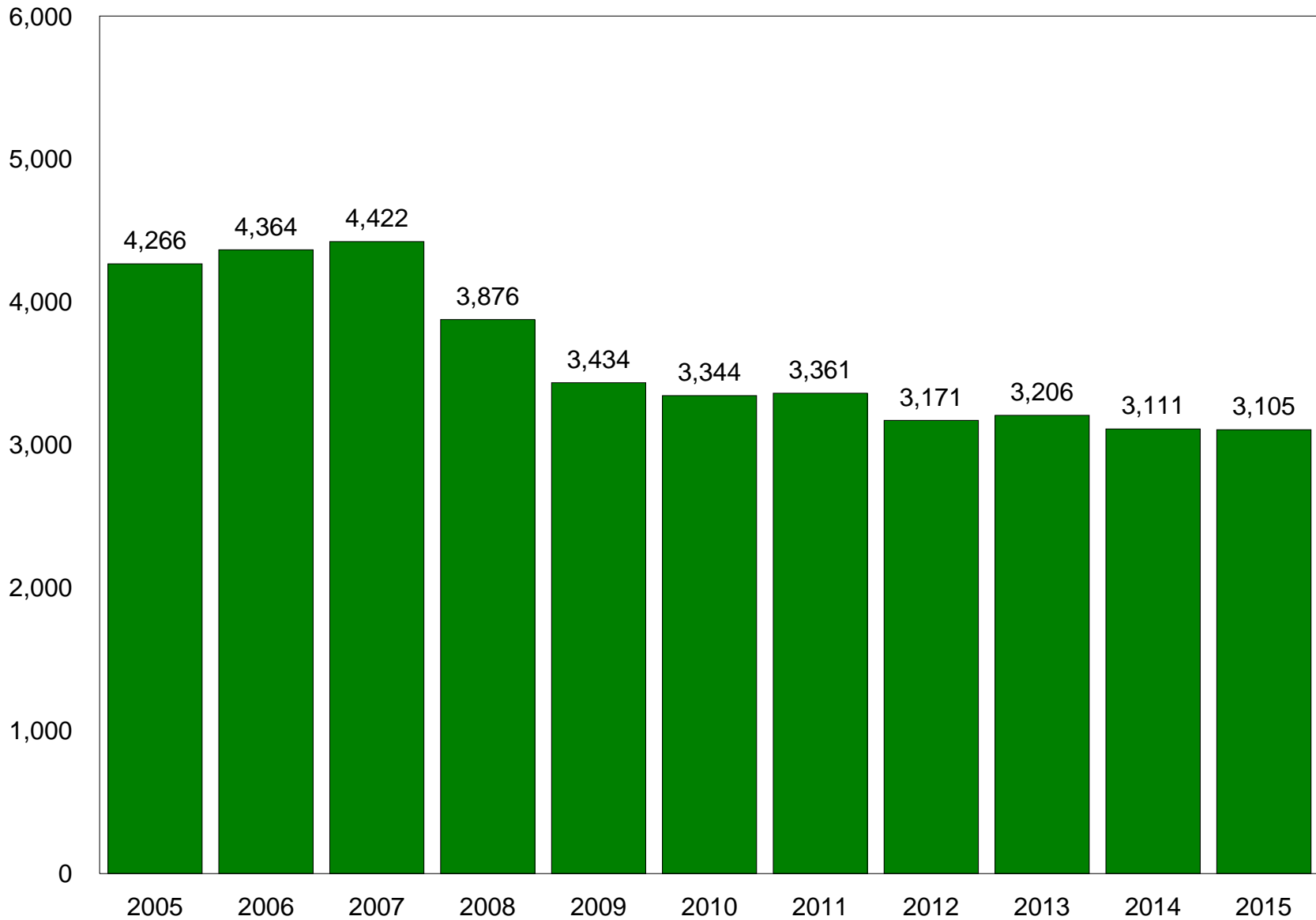
**Philanthropic Profile:
Annual Campaign Data**

Number of Donors to Jewish Federation Annual Campaign



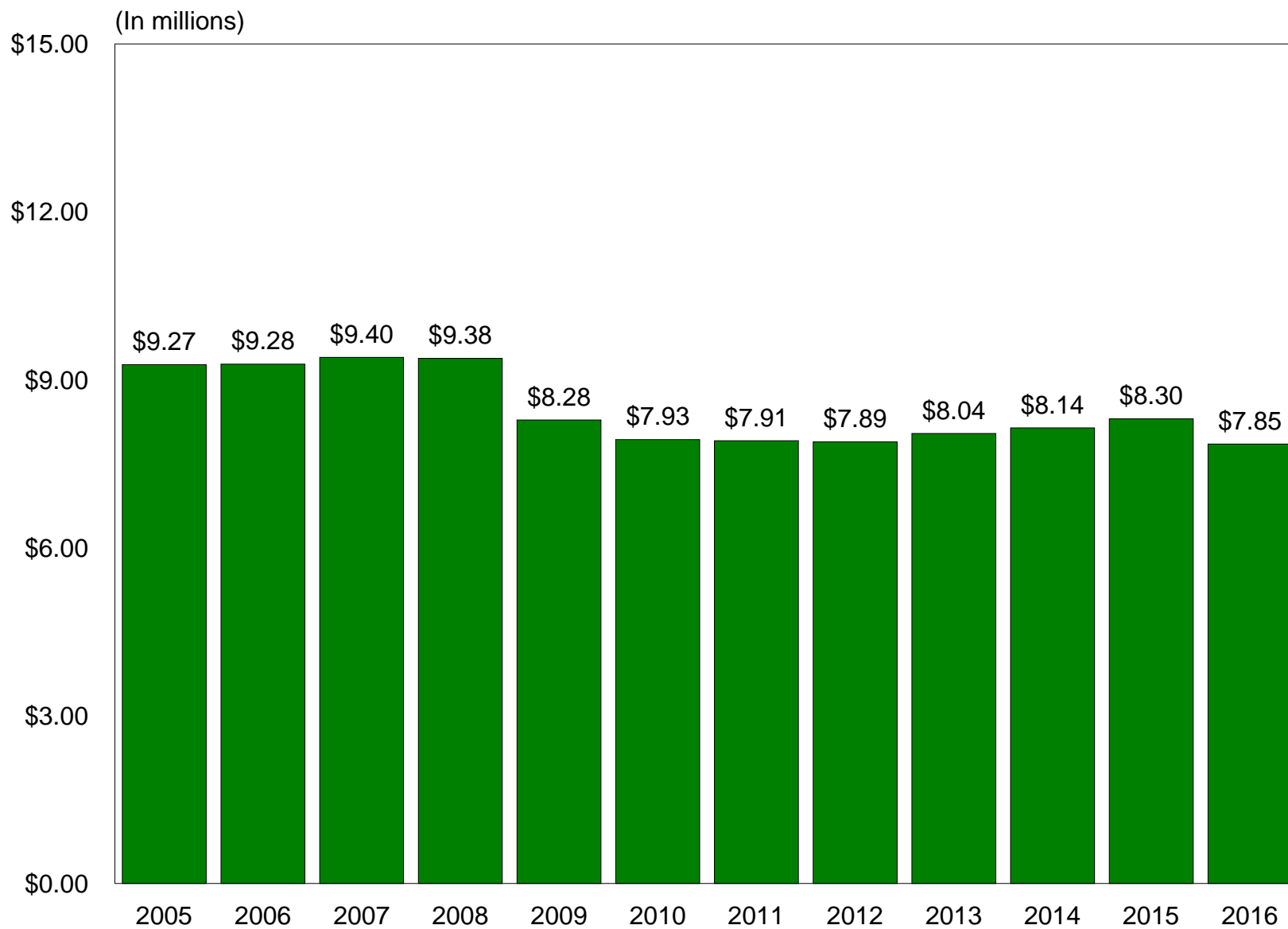
35

Number of Households Who Donated to Jewish Federation Annual Campaign



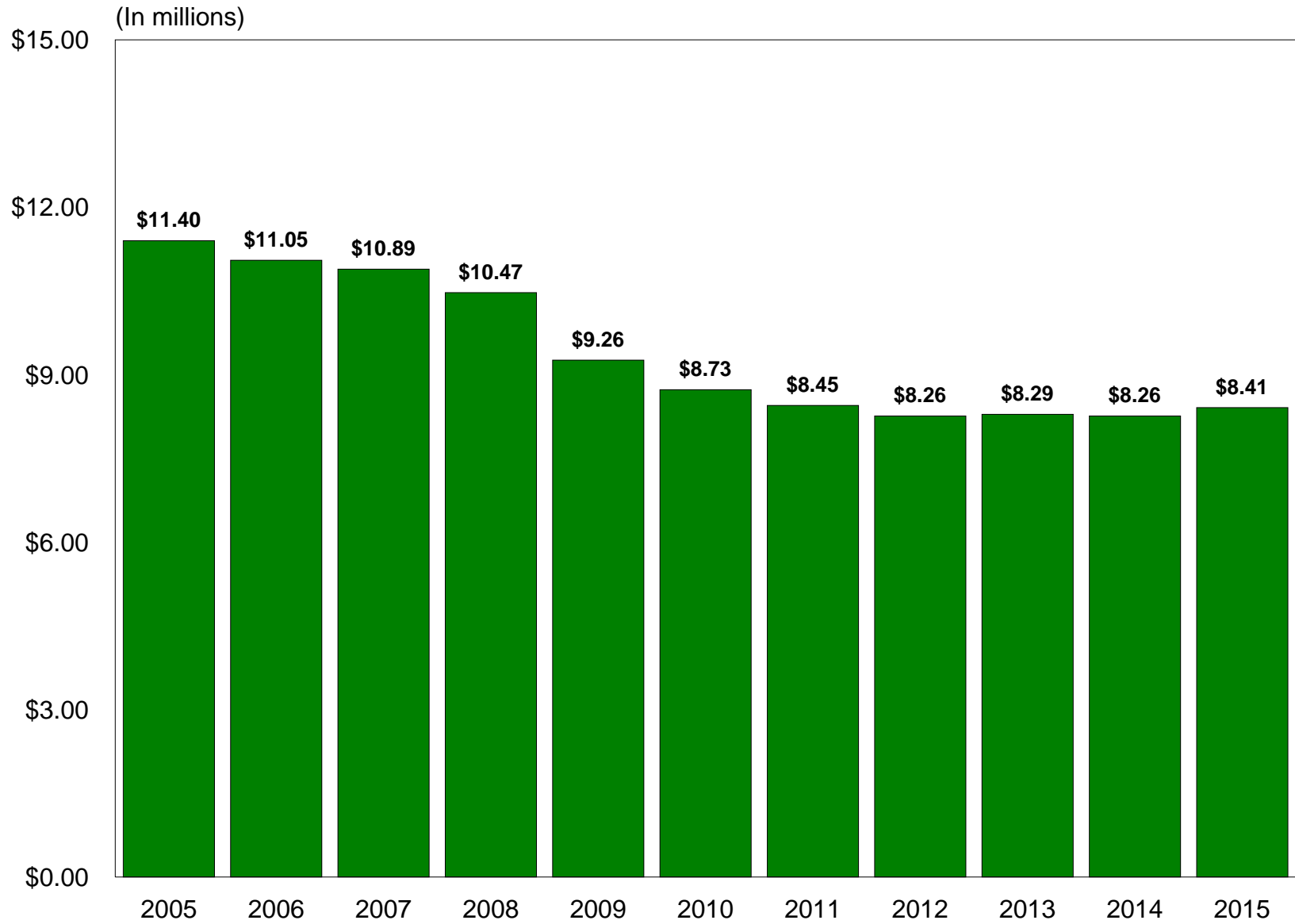
Jewish Federation Annual Campaign

(NOT Adjusted for Inflation)



Jewish Federation Annual Campaign

(Adjusted for Inflation to 2016 Dollars)



Average Donation to Jewish Federation

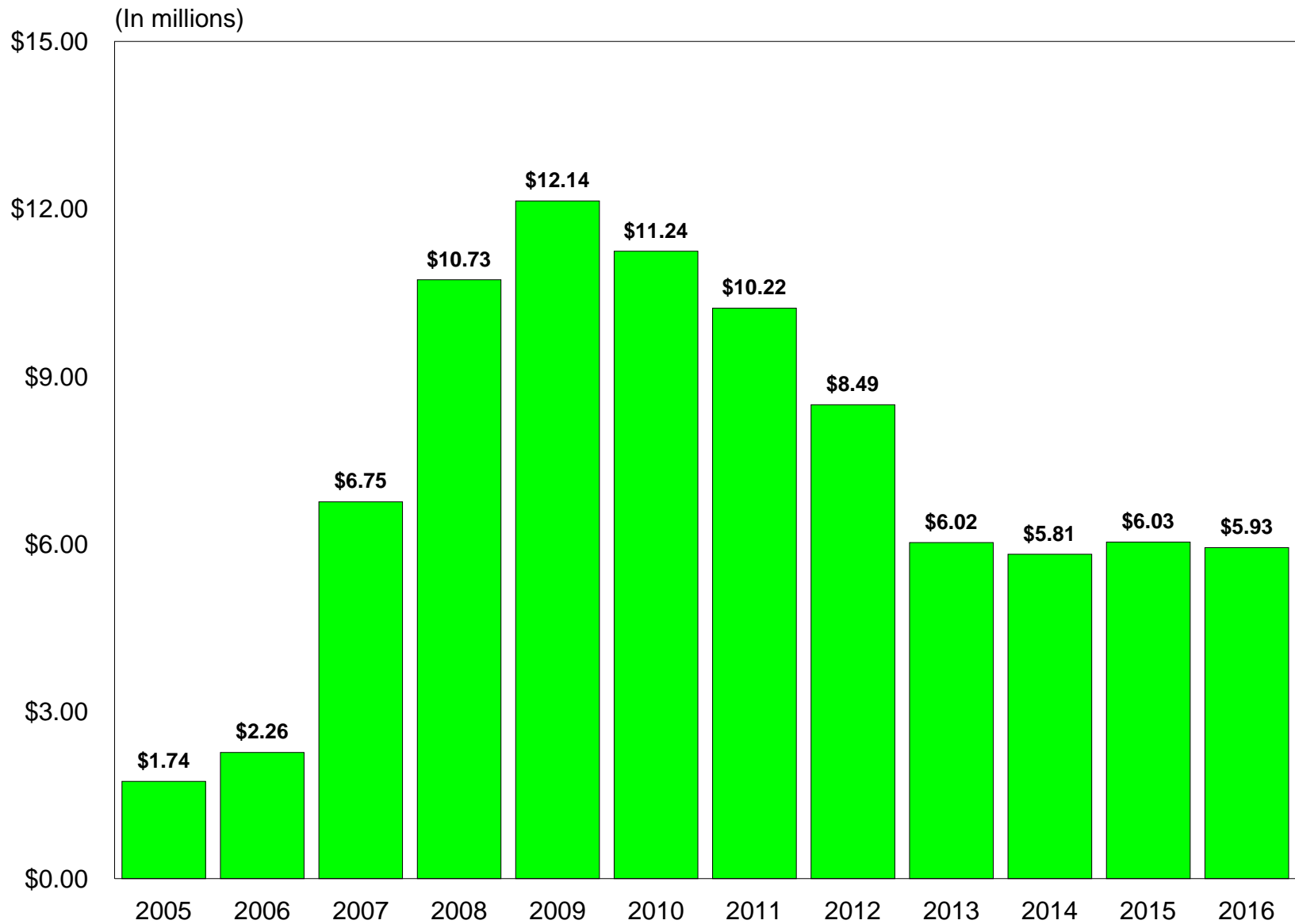
PER Jewish Household Who Donated

(Adjusted for Inflation to 2016 Dollars)



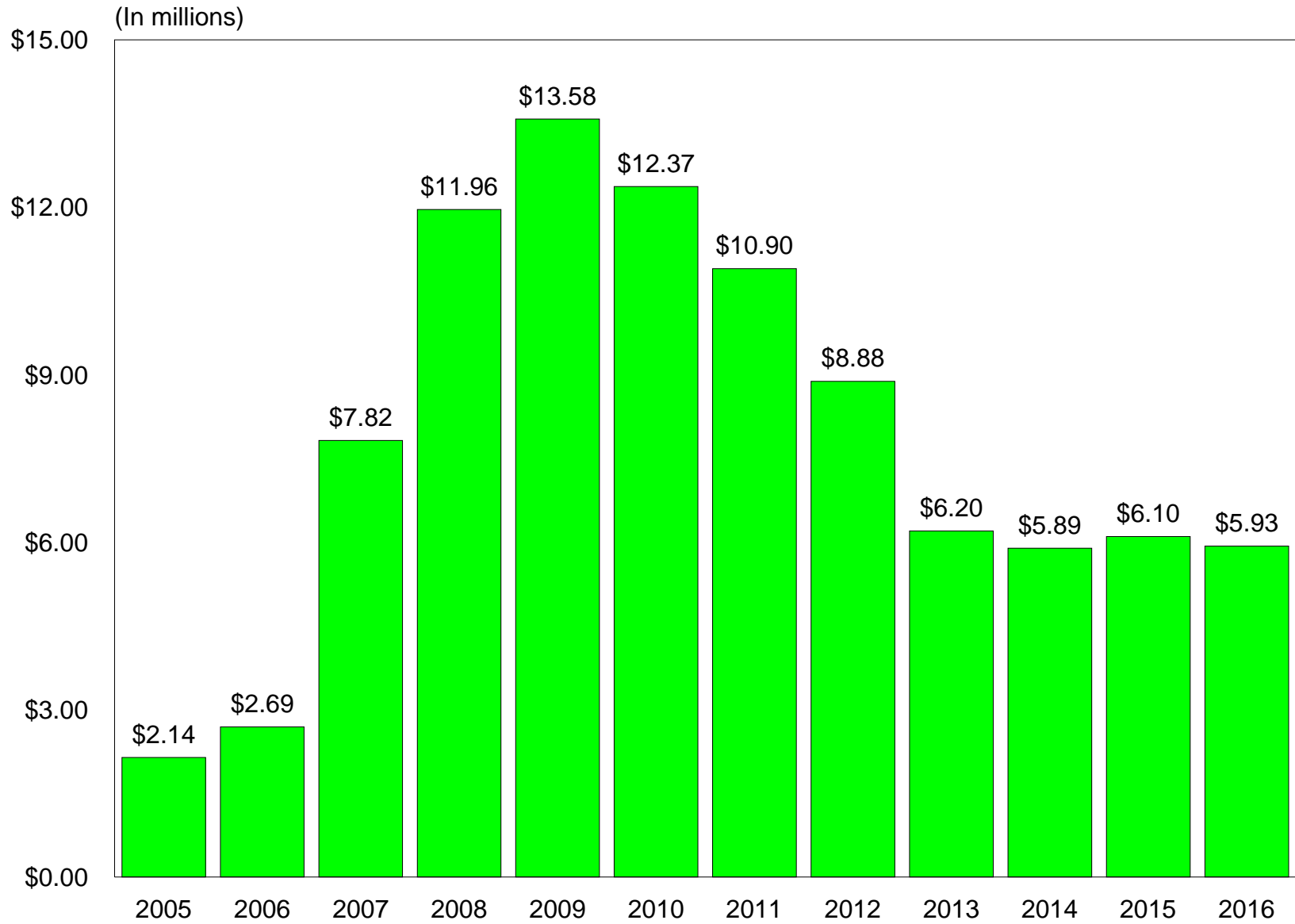
Jewish Federation Supplemental Campaigns

(NOT Adjusted for Inflation)



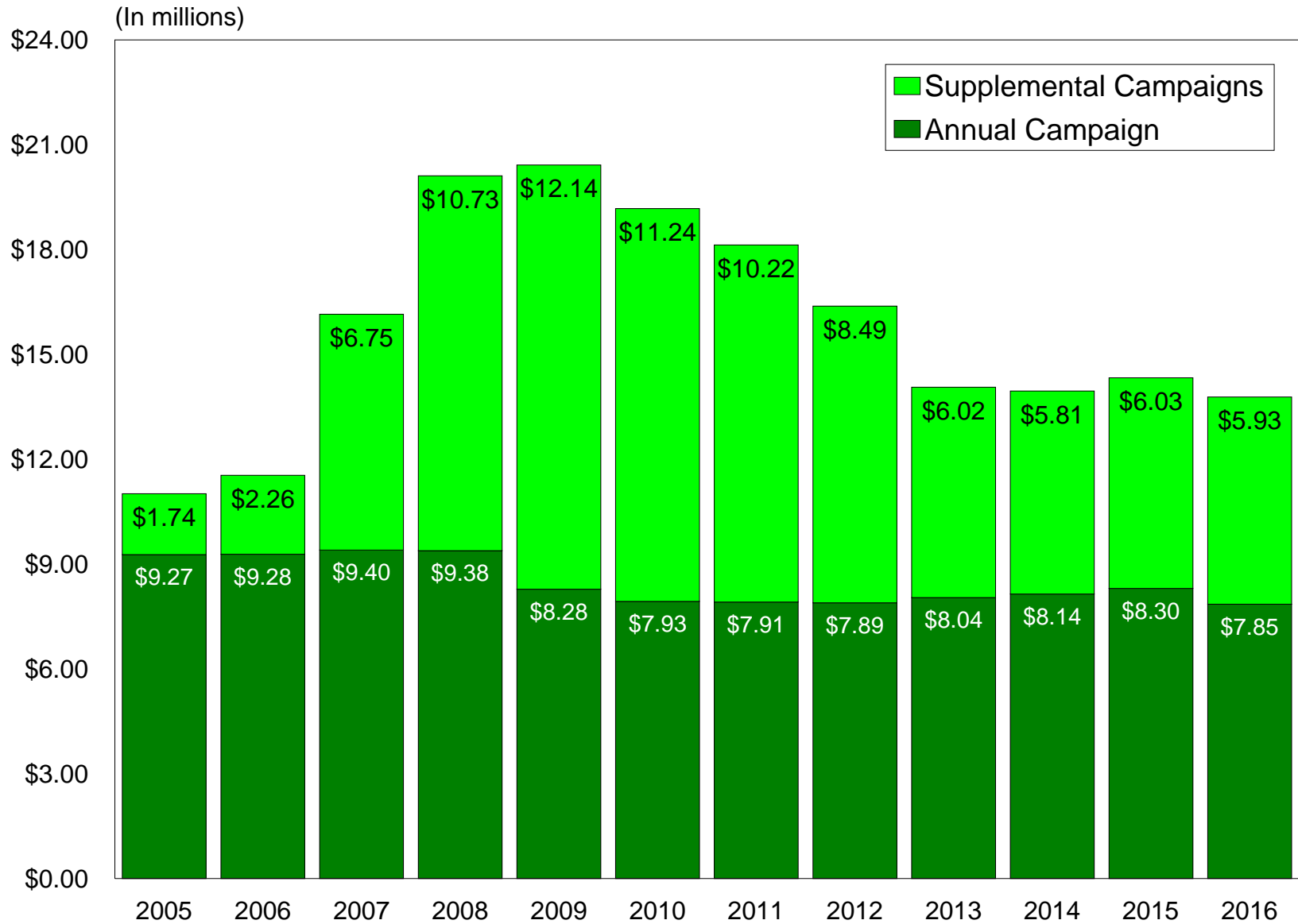
Other Jewish Federation or Agency Campaigns

(Adjusted for Inflation to 2016 Dollars)



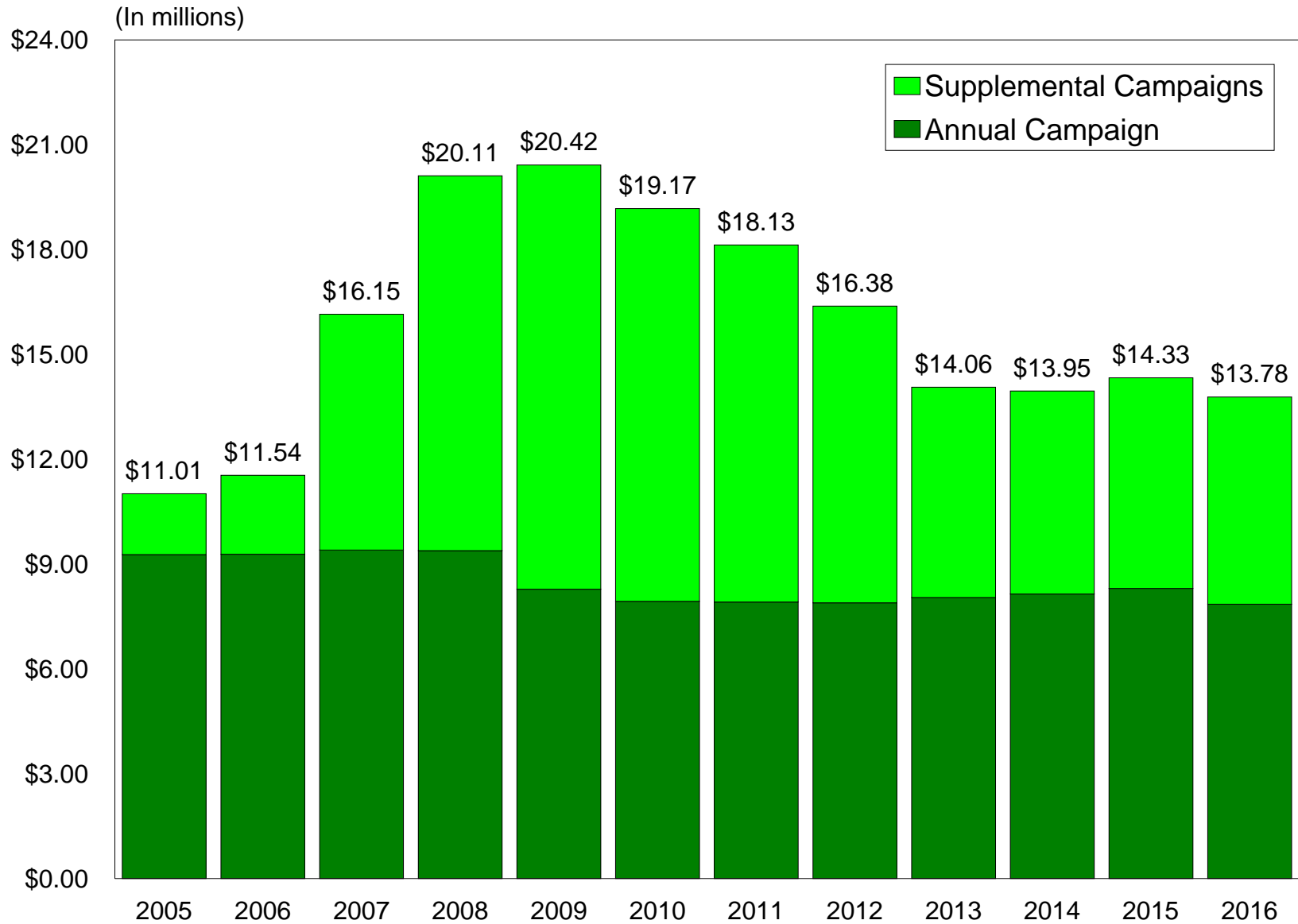
Total Resource Development

(NOT Adjusted for Inflation)



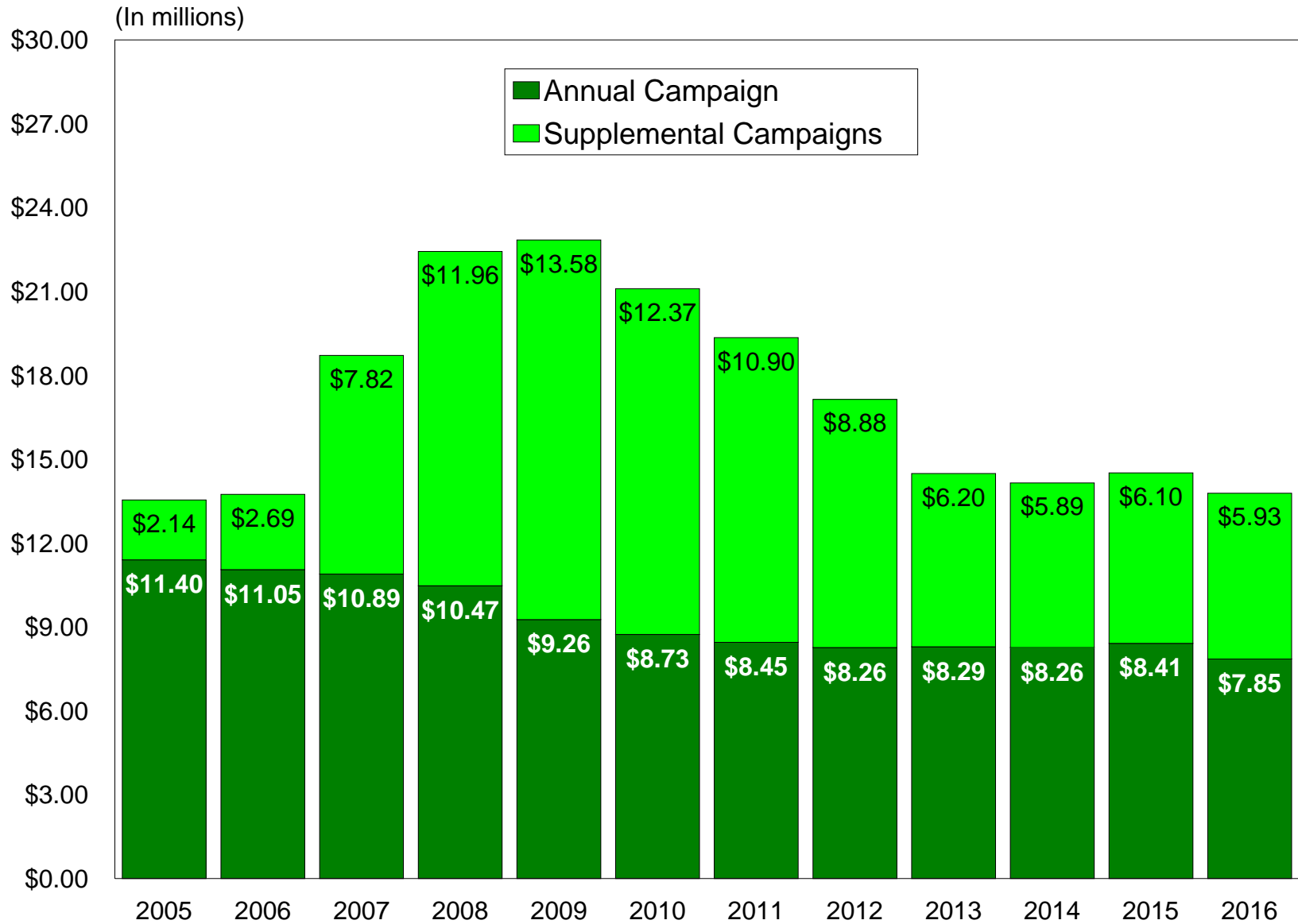
Total Resource Development

(NOT Adjusted for Inflation)



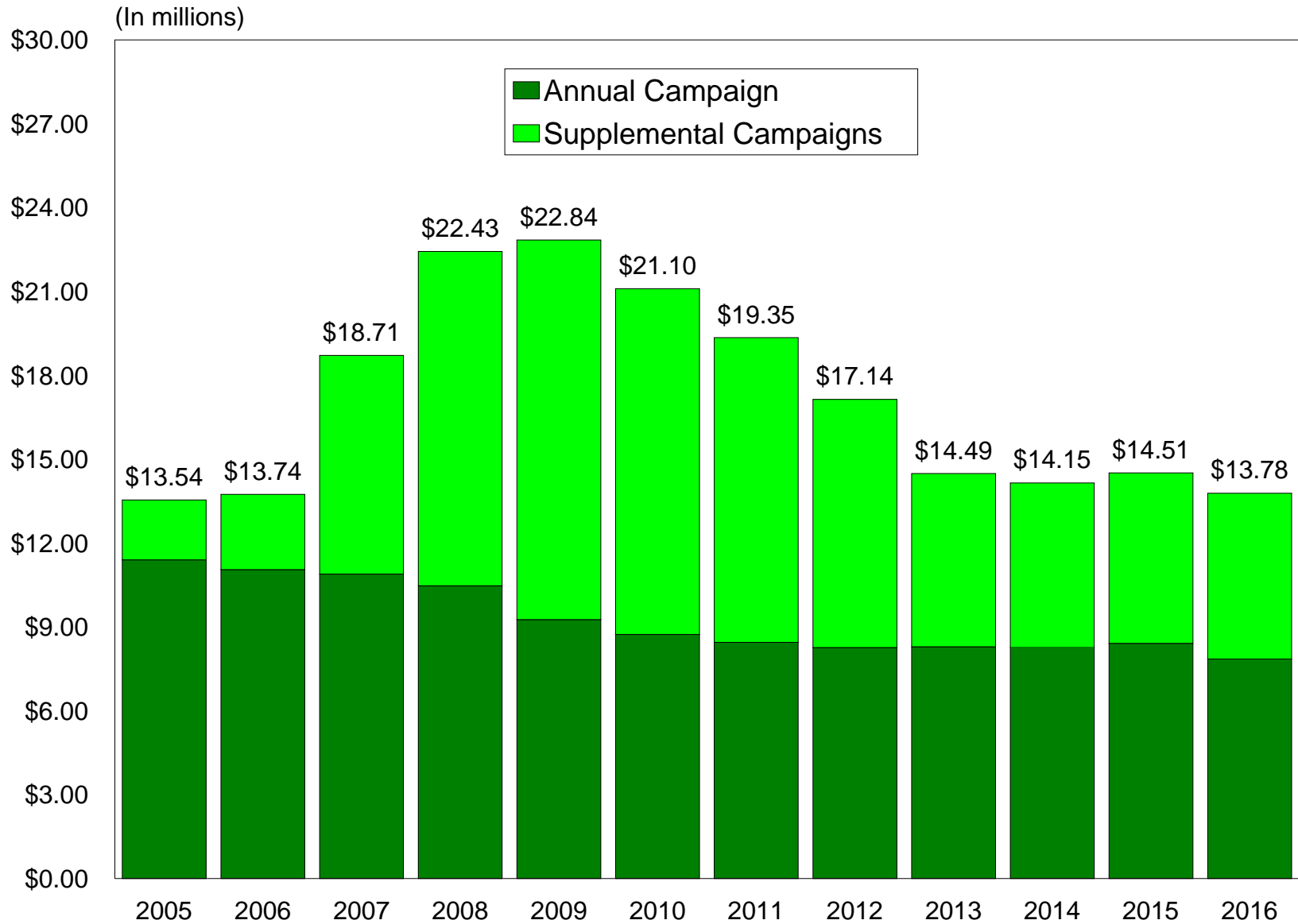
Total Resource Development

(Adjusted for Inflation to 2016 Dollars)



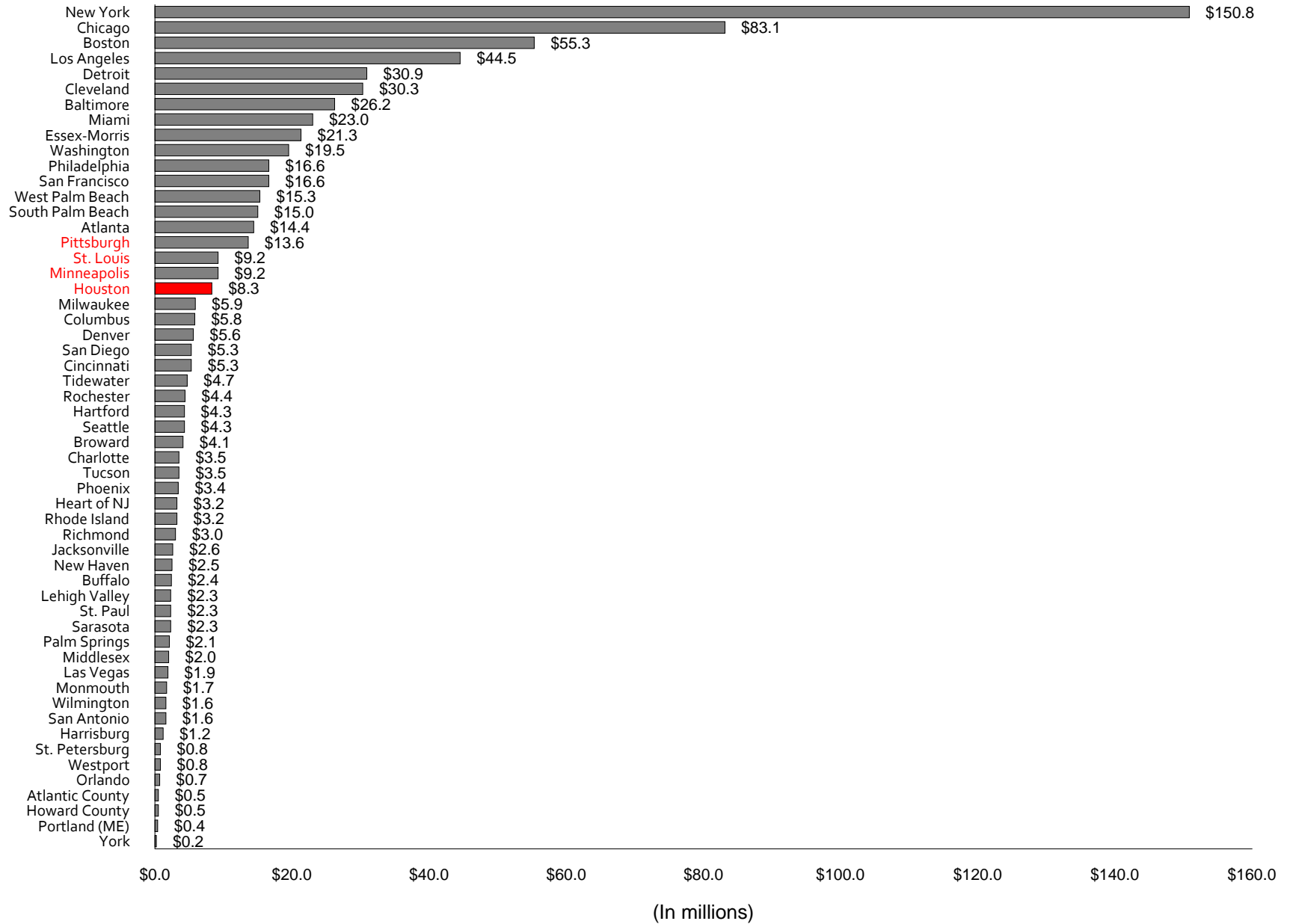
Total Resource Development

(Adjusted for Inflation to 2016 Dollars)

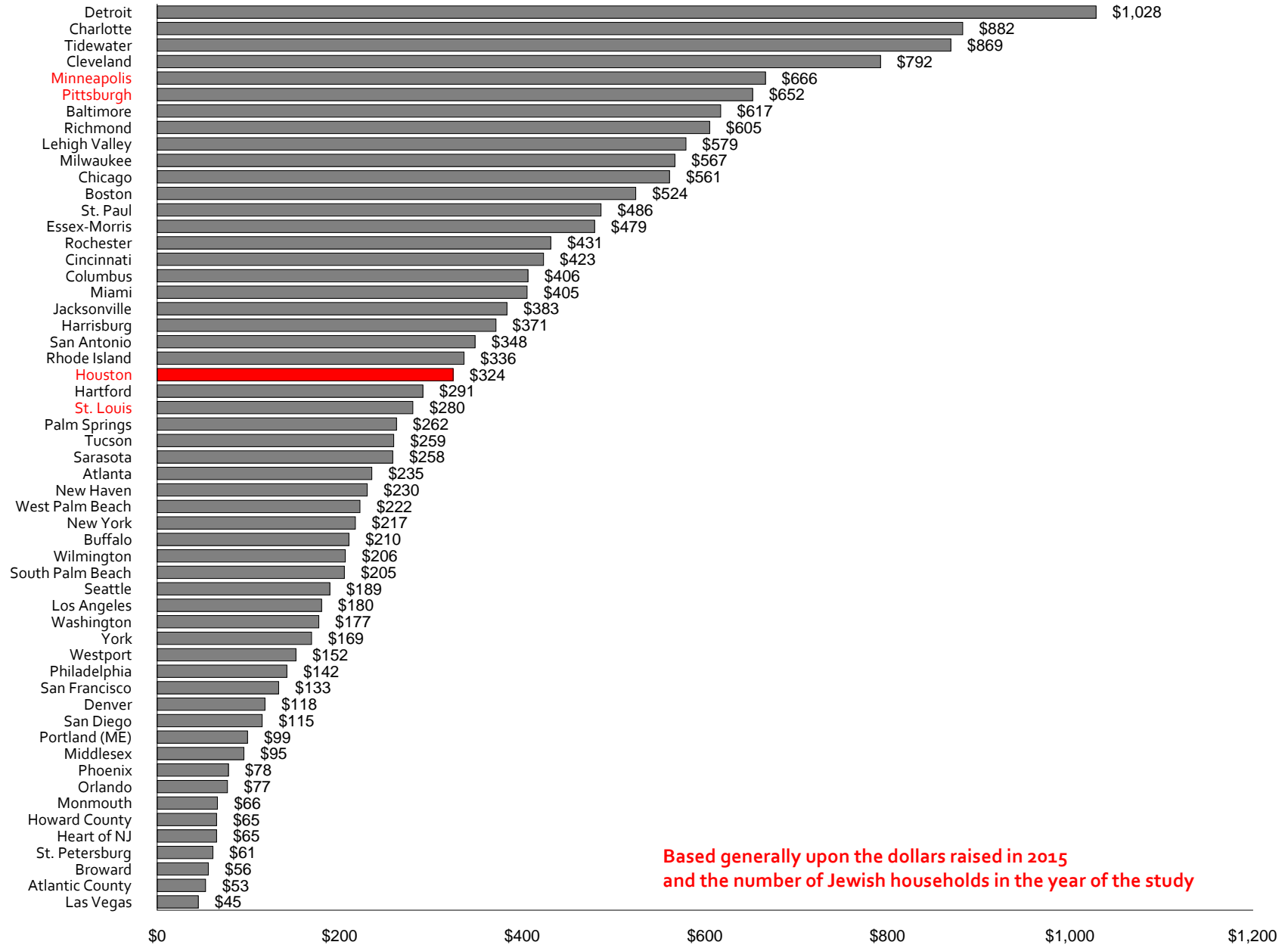


Local Jewish Federation Annual Campaign

(In millions)



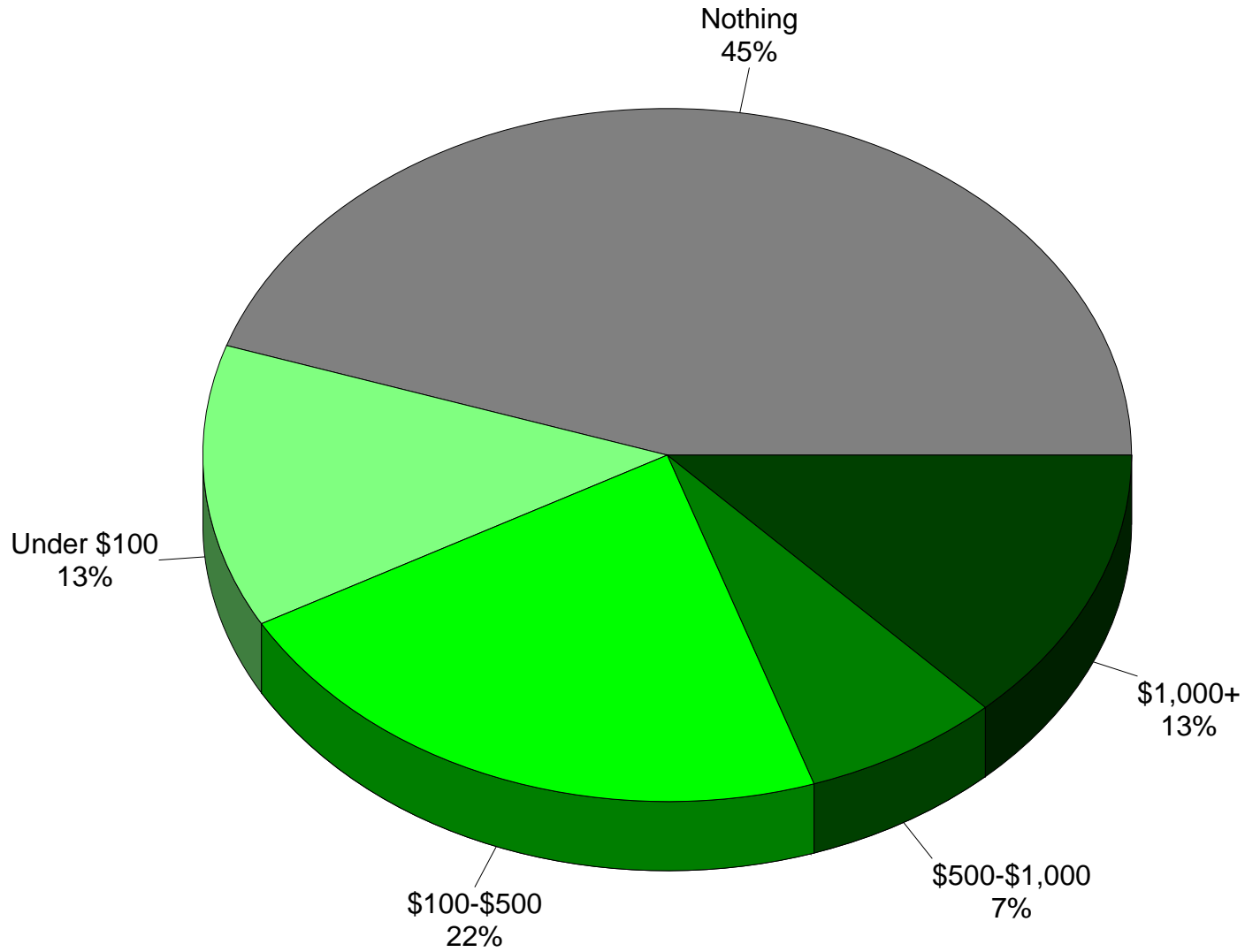
Average Donation to Local Jewish Federation Per Jewish Household



**Philanthropic Profile:
Other Charities**

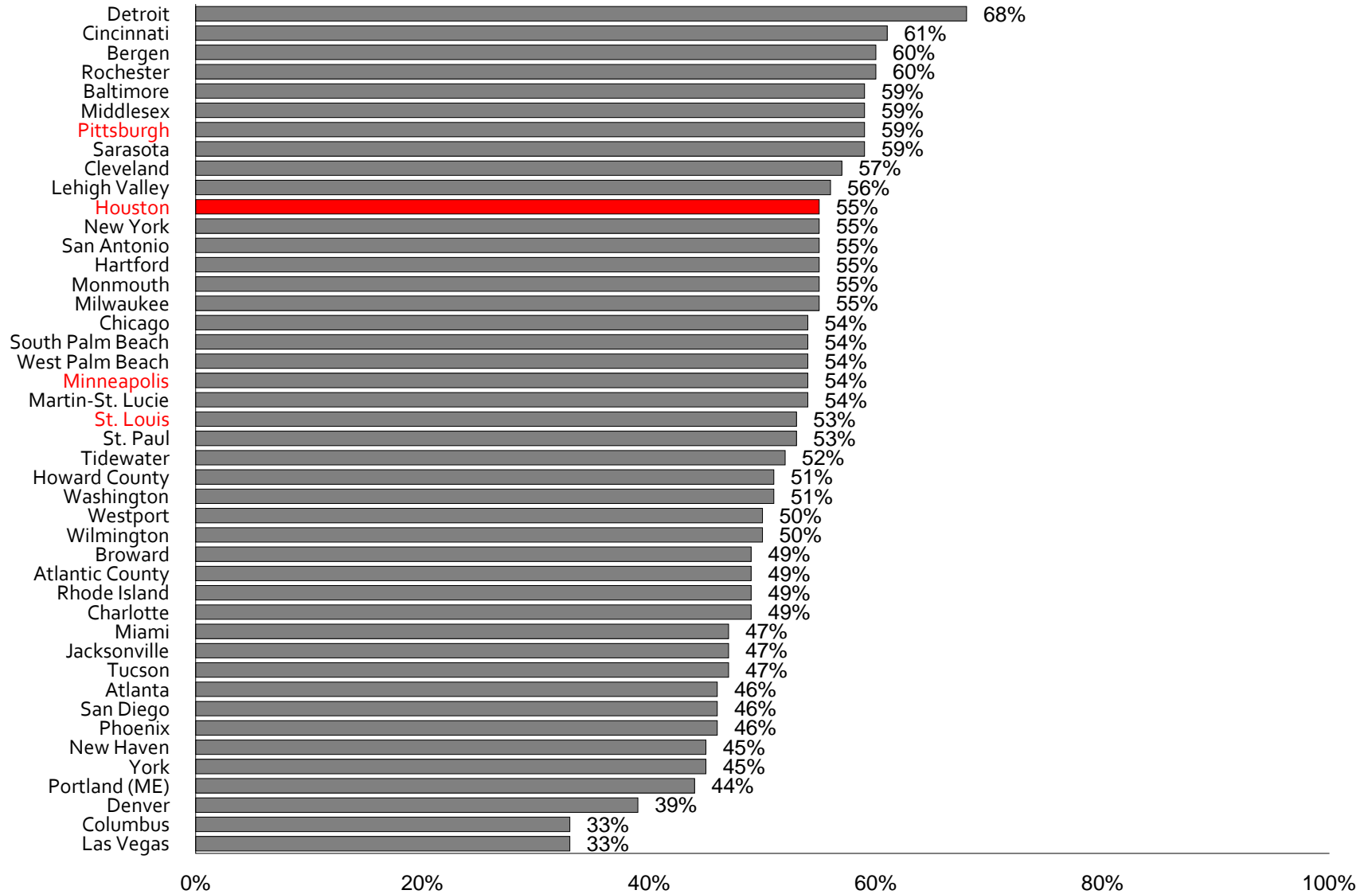
Donated to Other Jewish Charities in the Past Year

(Excluding Jewish Federations)
(Jewish Households)



Donated to Other Jewish Charities in the Past Year

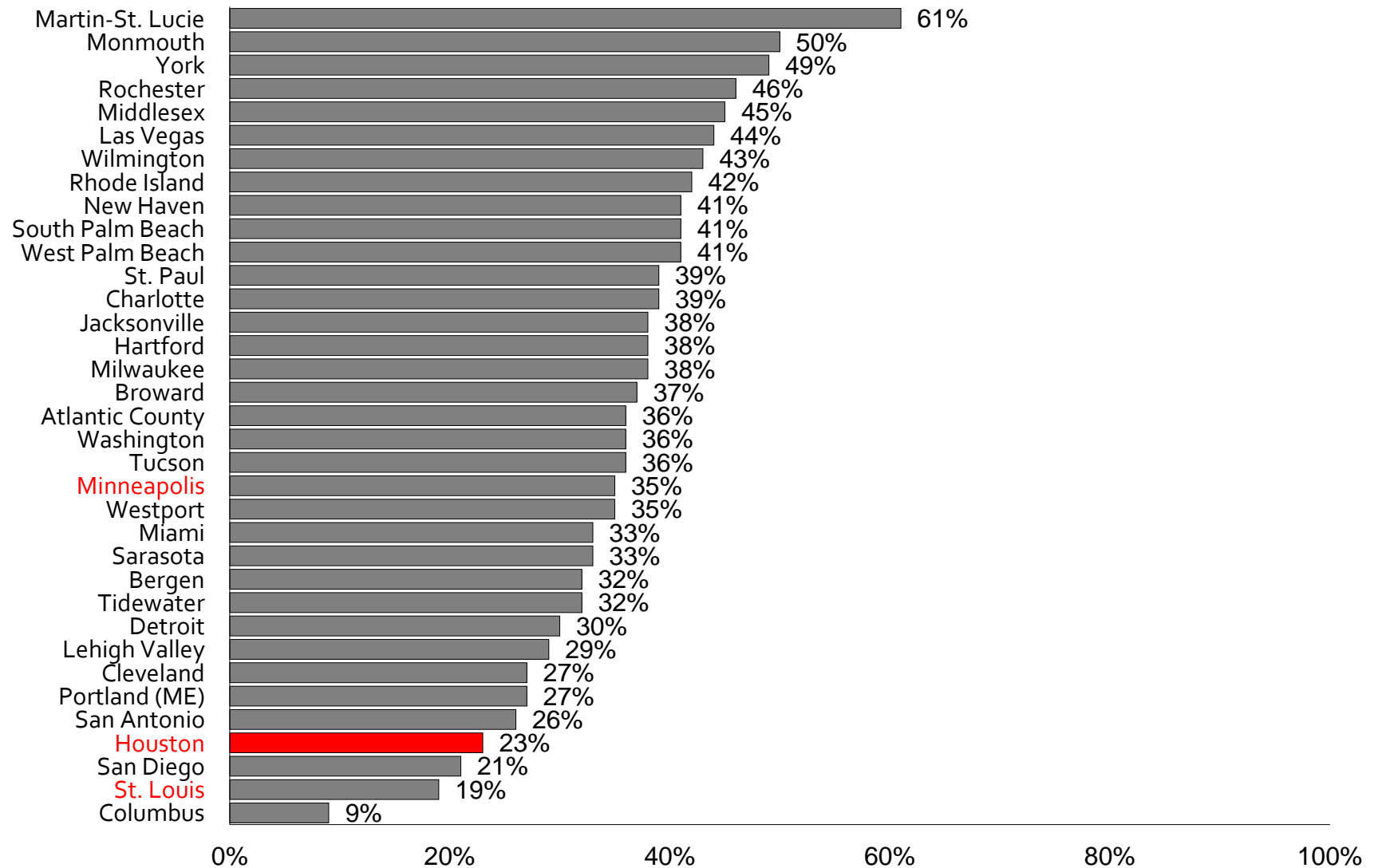
(Excluding Jewish Federations)
(Jewish Households)



Donated Under \$100 to Other Jewish Charities

(Excluding Jewish Federations)

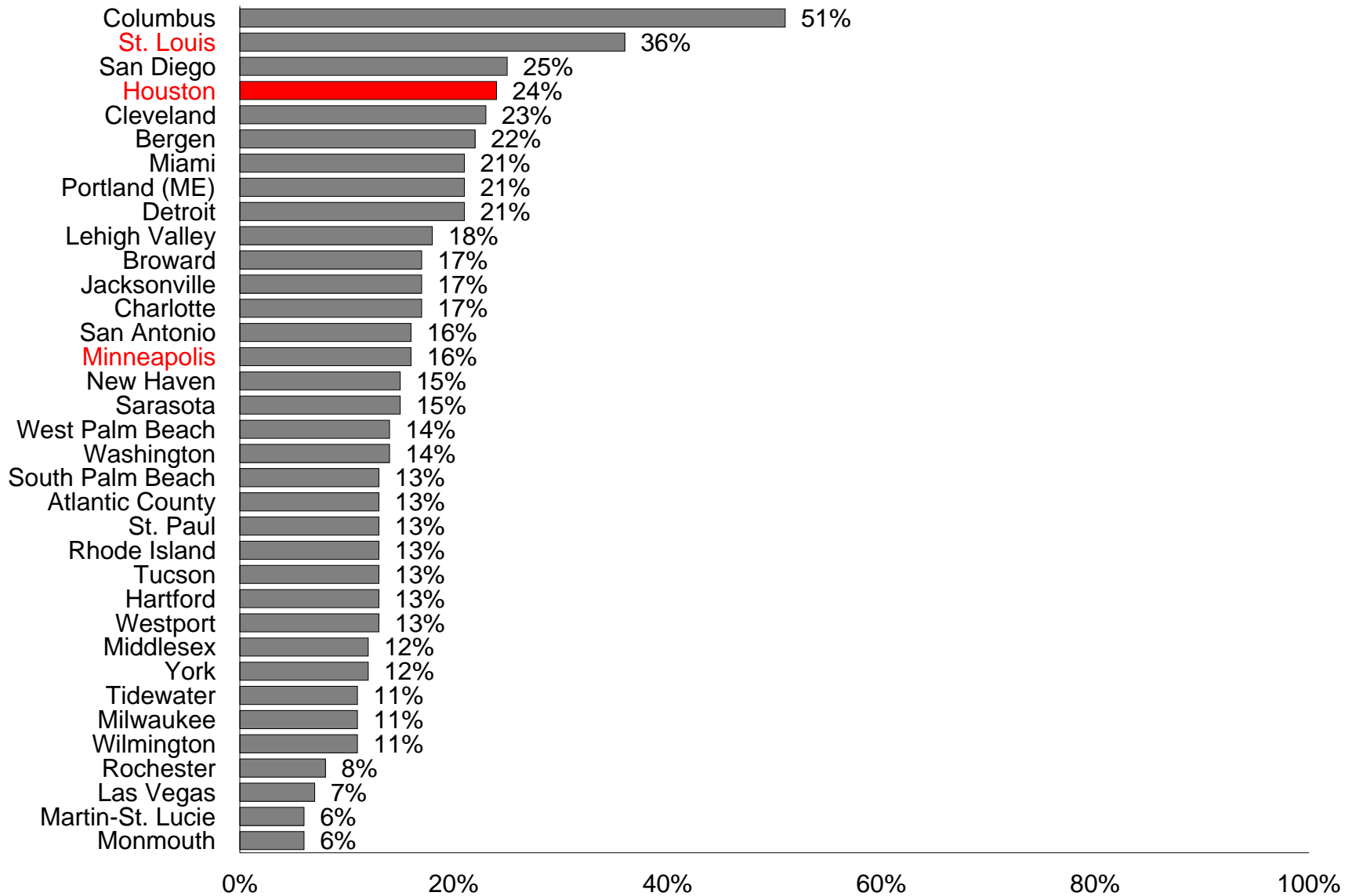
(Jewish Households Who Donated to Other Jewish Charities in the Past Year)



Donated \$1,000 and Over to Other Jewish Charities

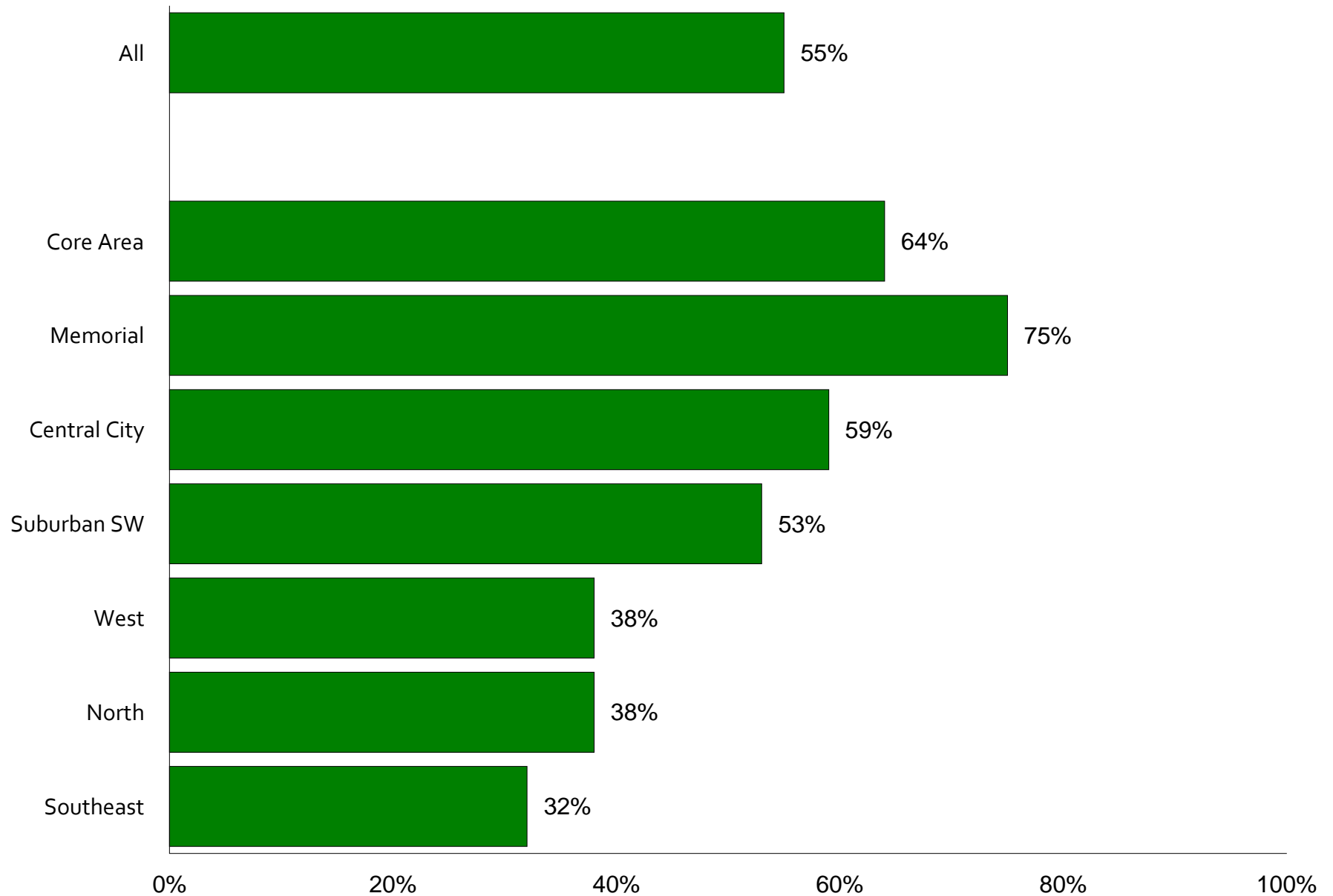
(Excluding Jewish Federations)

(Jewish Households Who Donated to Other Jewish Charities in the Past Year)



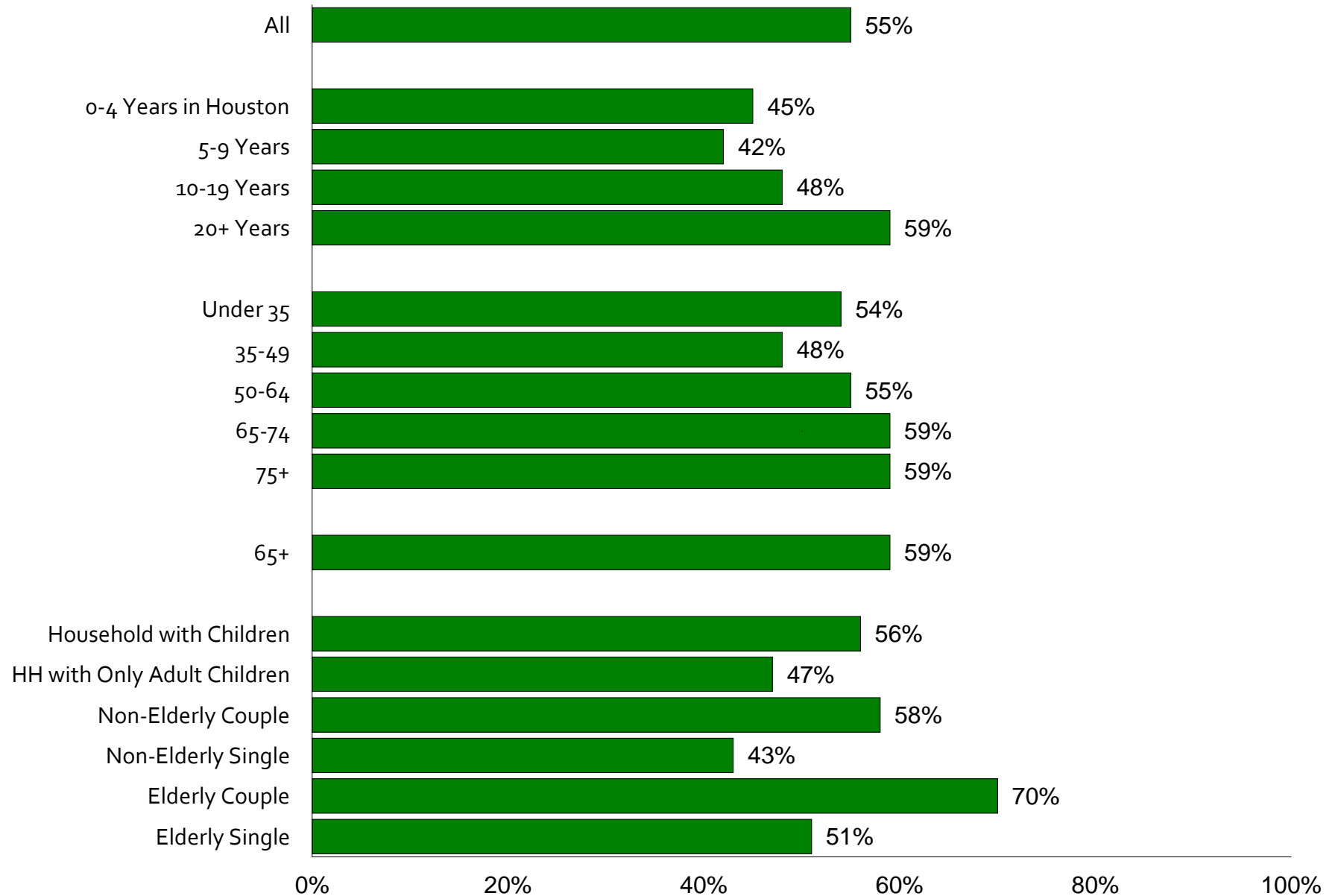
Donated to Other Jewish Charities in the Past Year

(Jewish Households)



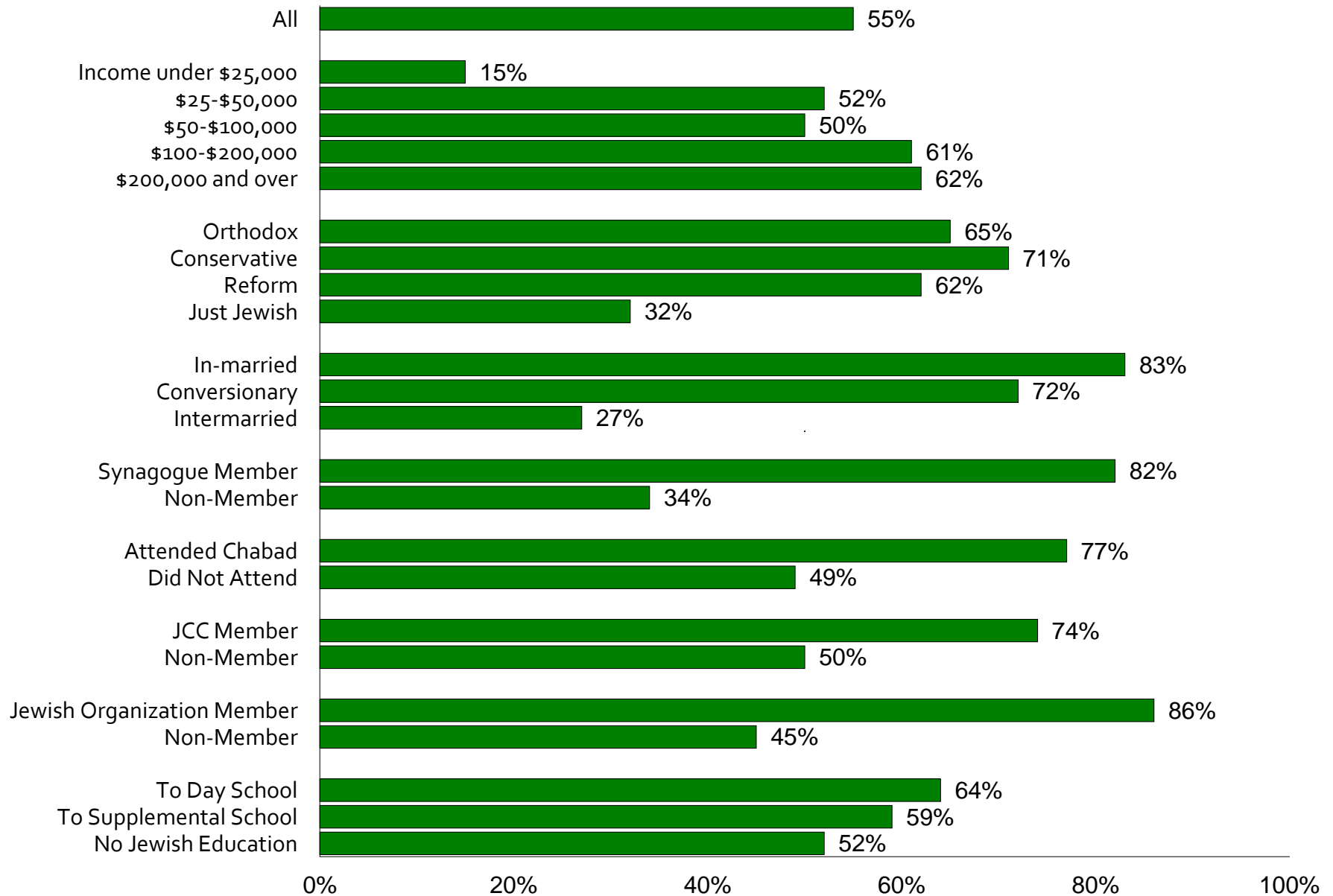
53 Donated to Other Jewish Charities in the Past Year

(Jewish Households)



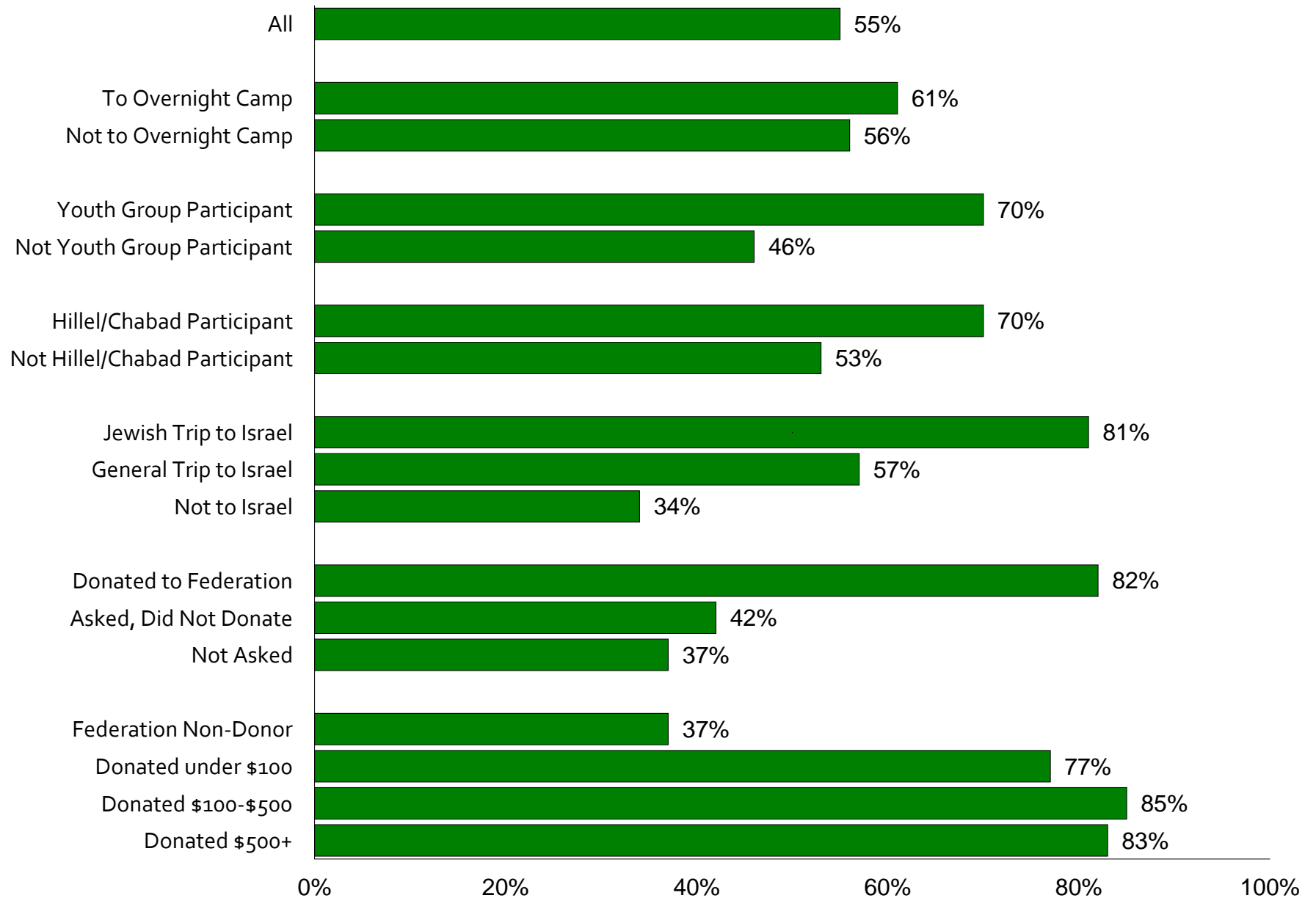
Donated to Other Jewish Charities in the Past Year

(Jewish Households)

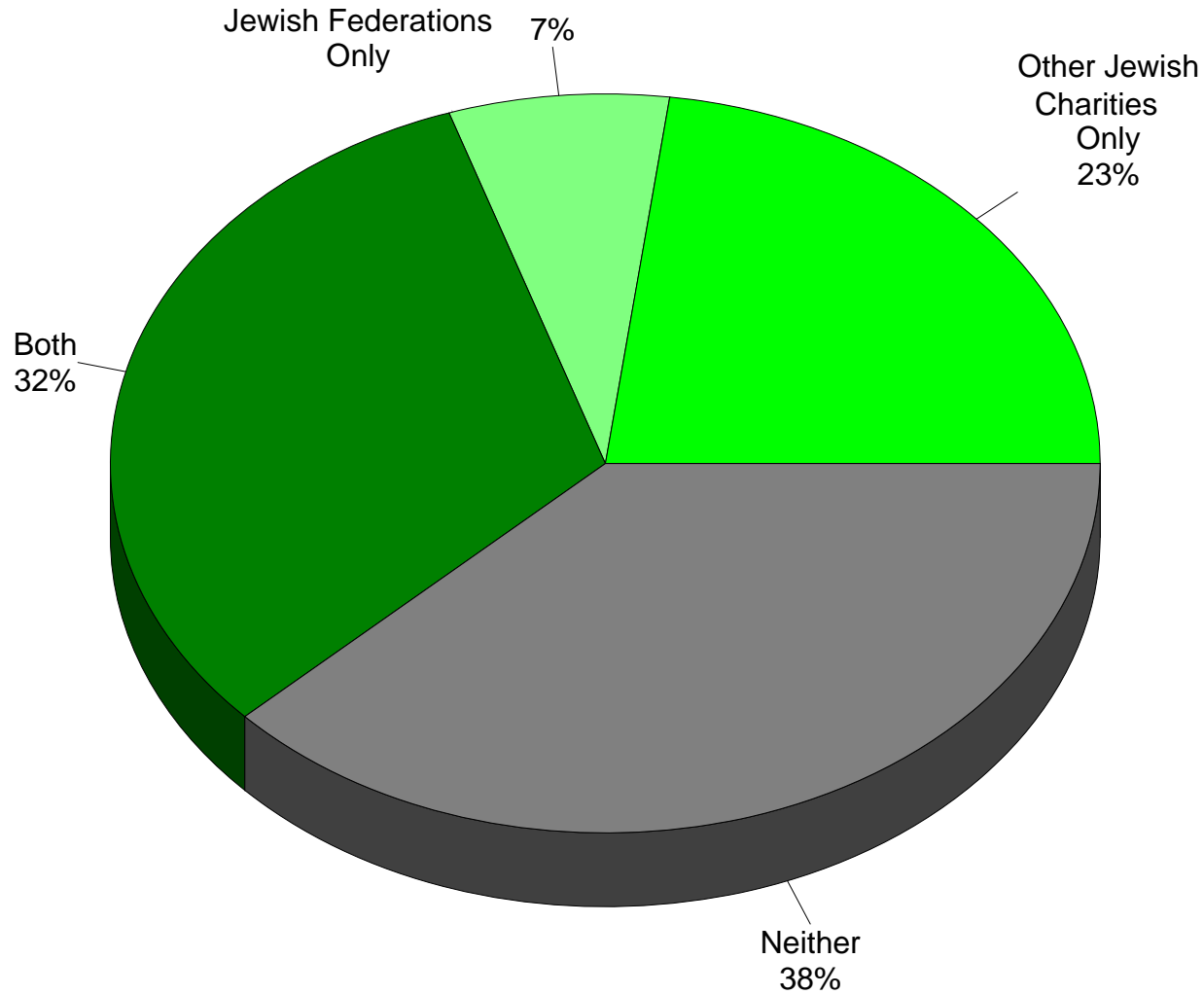


55 Donated to Other Jewish Charities in the Past Year

(Jewish Households)

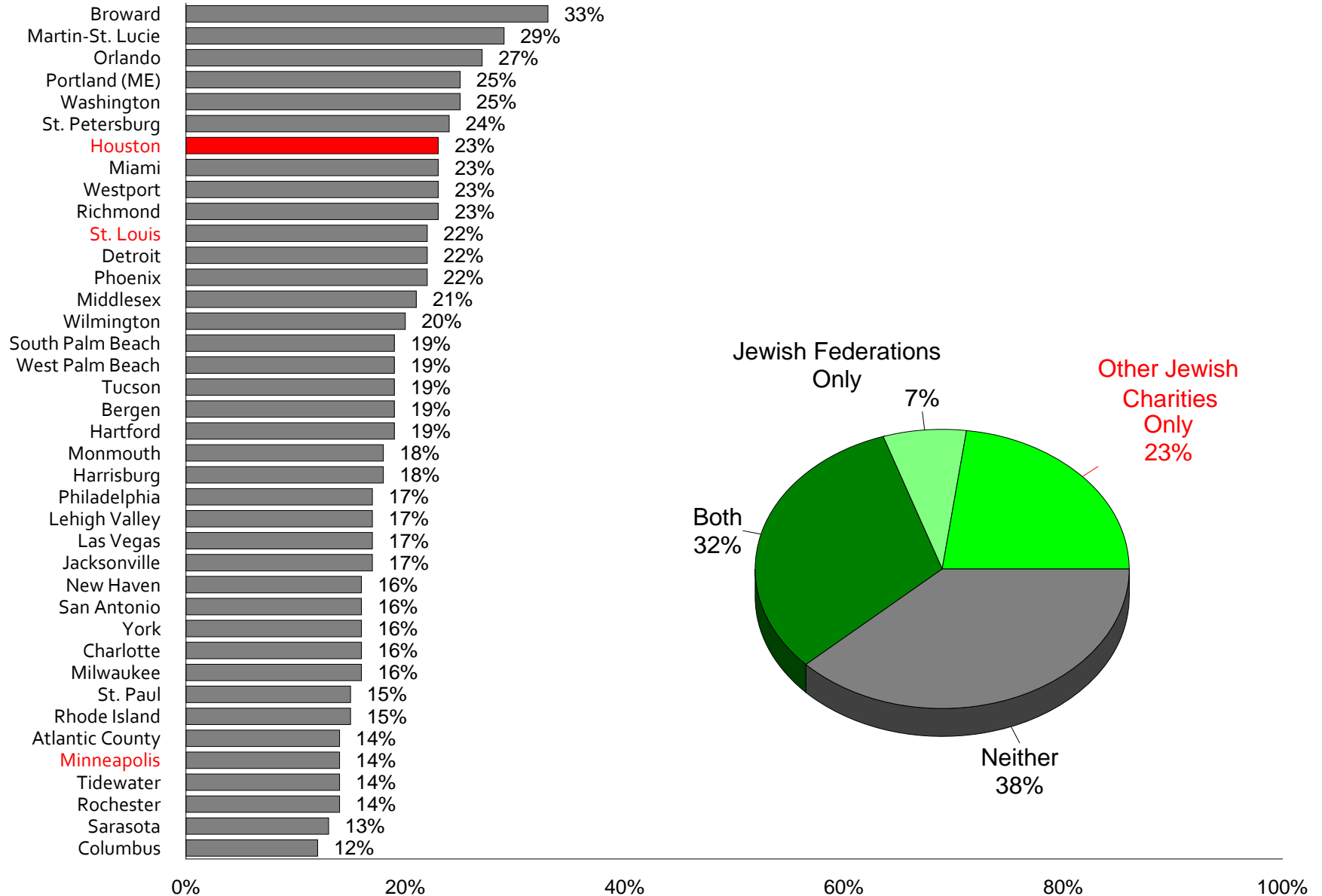


Overlap Between Households Who Donated to other Jewish Charities and Jewish Federations in the Past Year (Jewish Households)



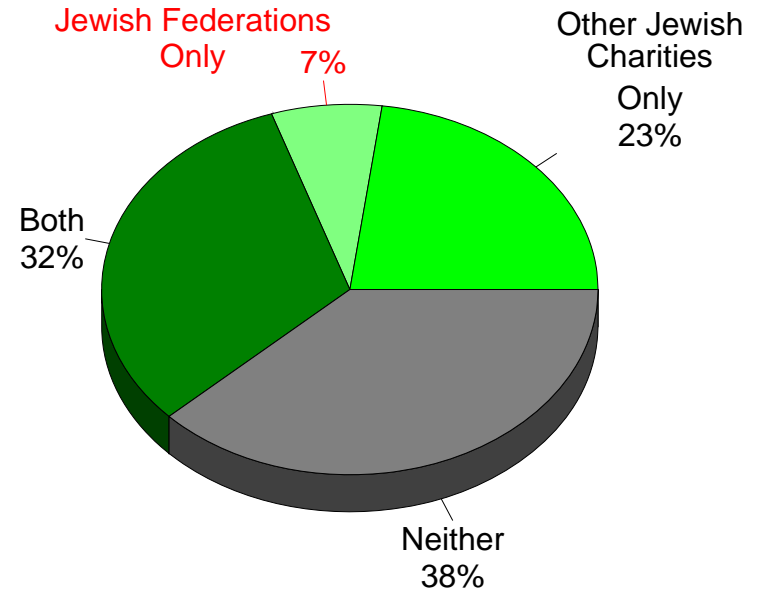
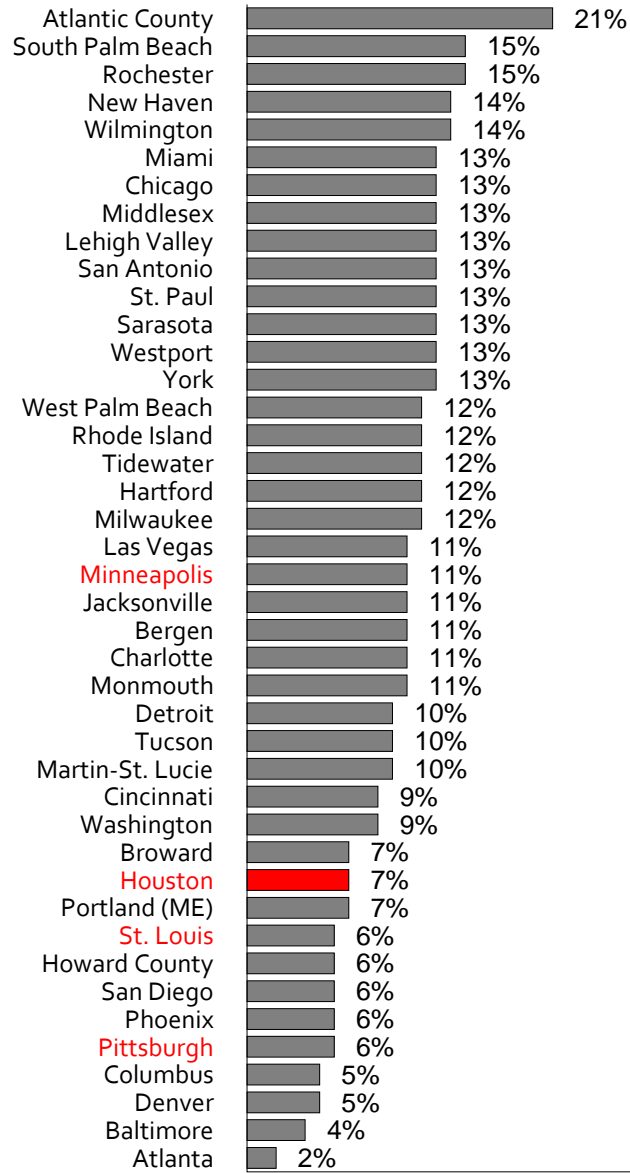
Donated to Other Jewish Charities Only in the Past Year

(Jewish Households)



Donated to Jewish Federations Only in the Past Year

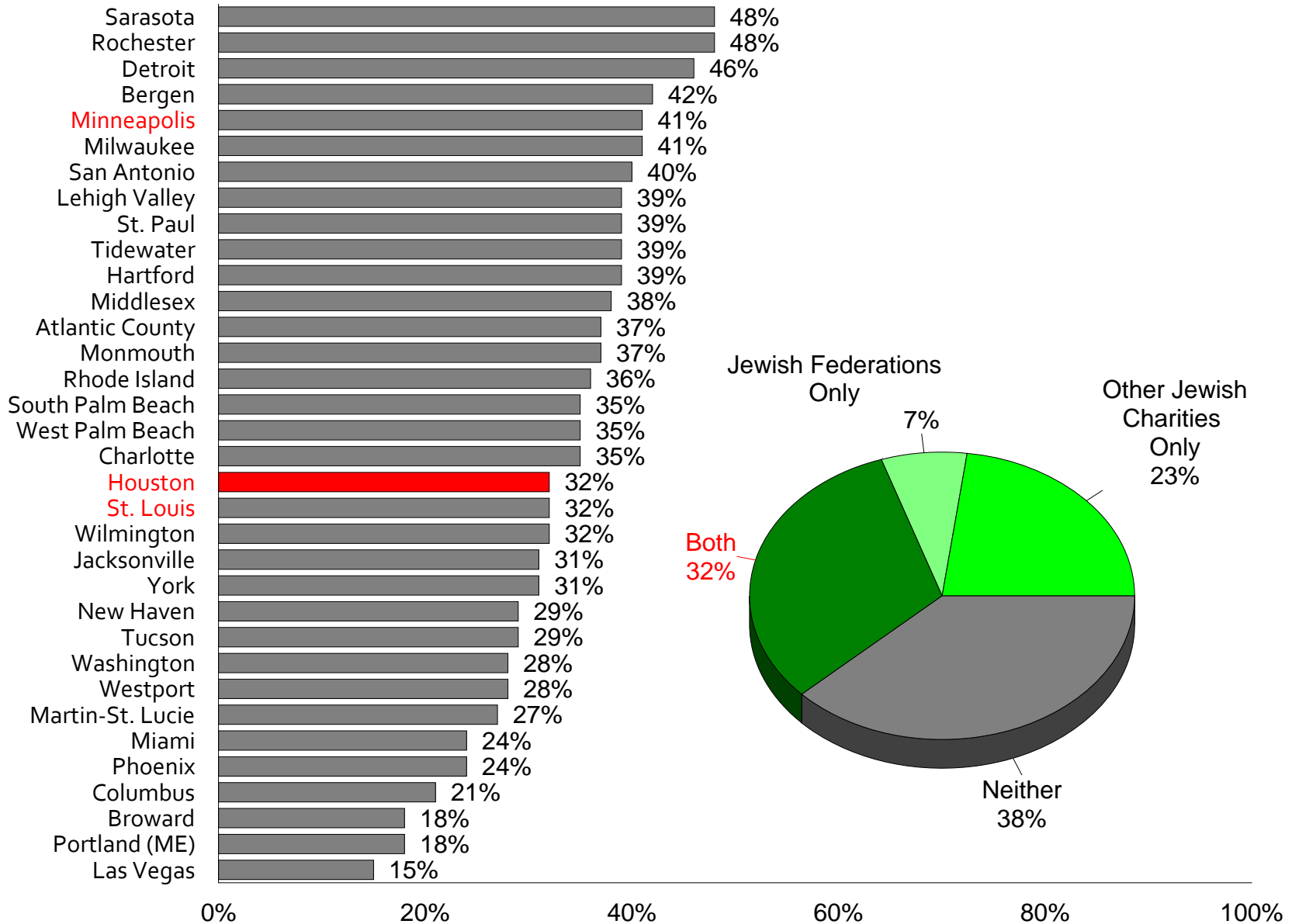
(Jewish Households)



0% 20% 40% 60% 80% 100%

Donated to Both Jewish Federations and Other Jewish Charities in the Past Year

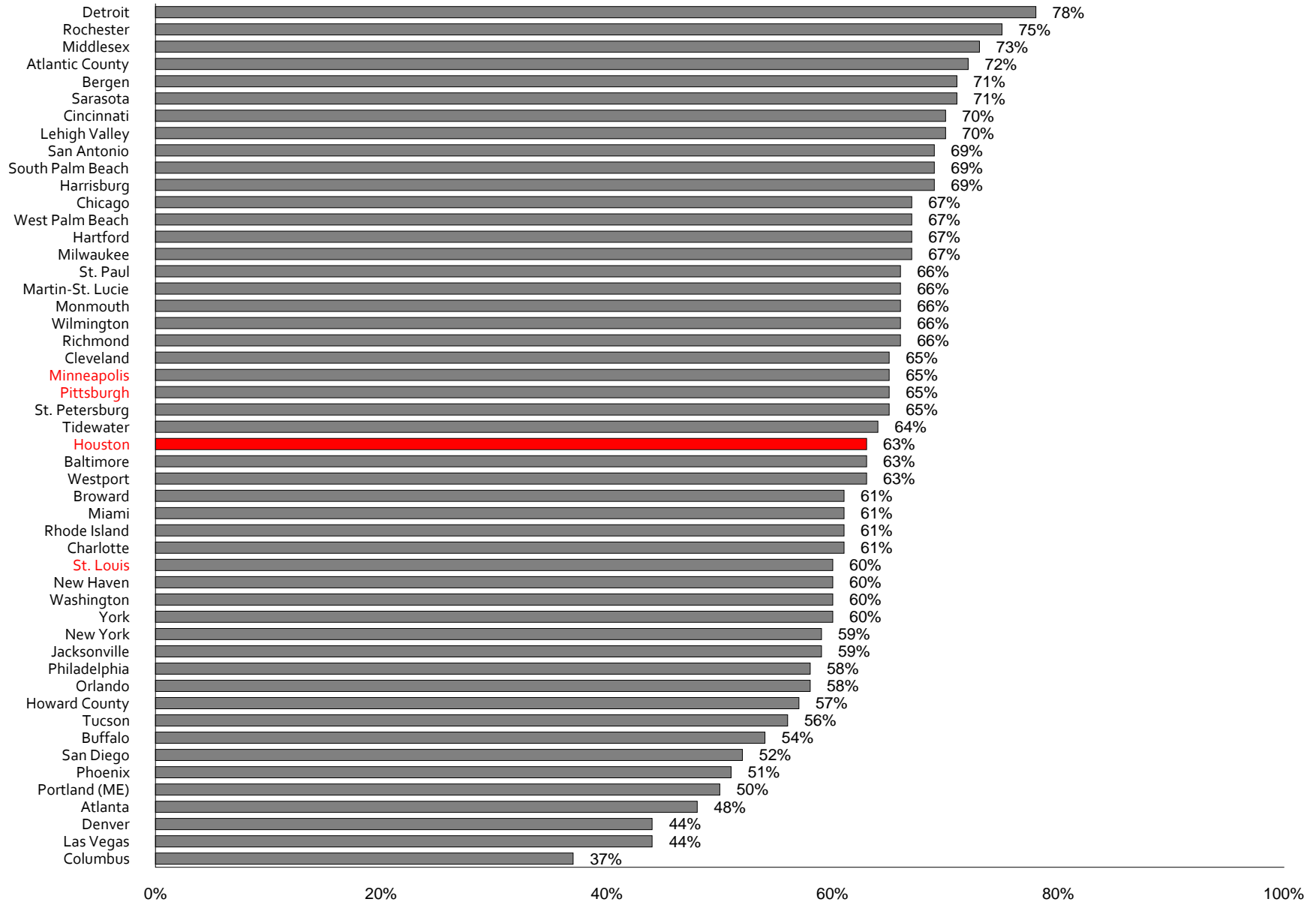
(Jewish Households)



Donated to Any Jewish Charity in the Past Year

(Including Jewish Federations and Other Jewish Charities)

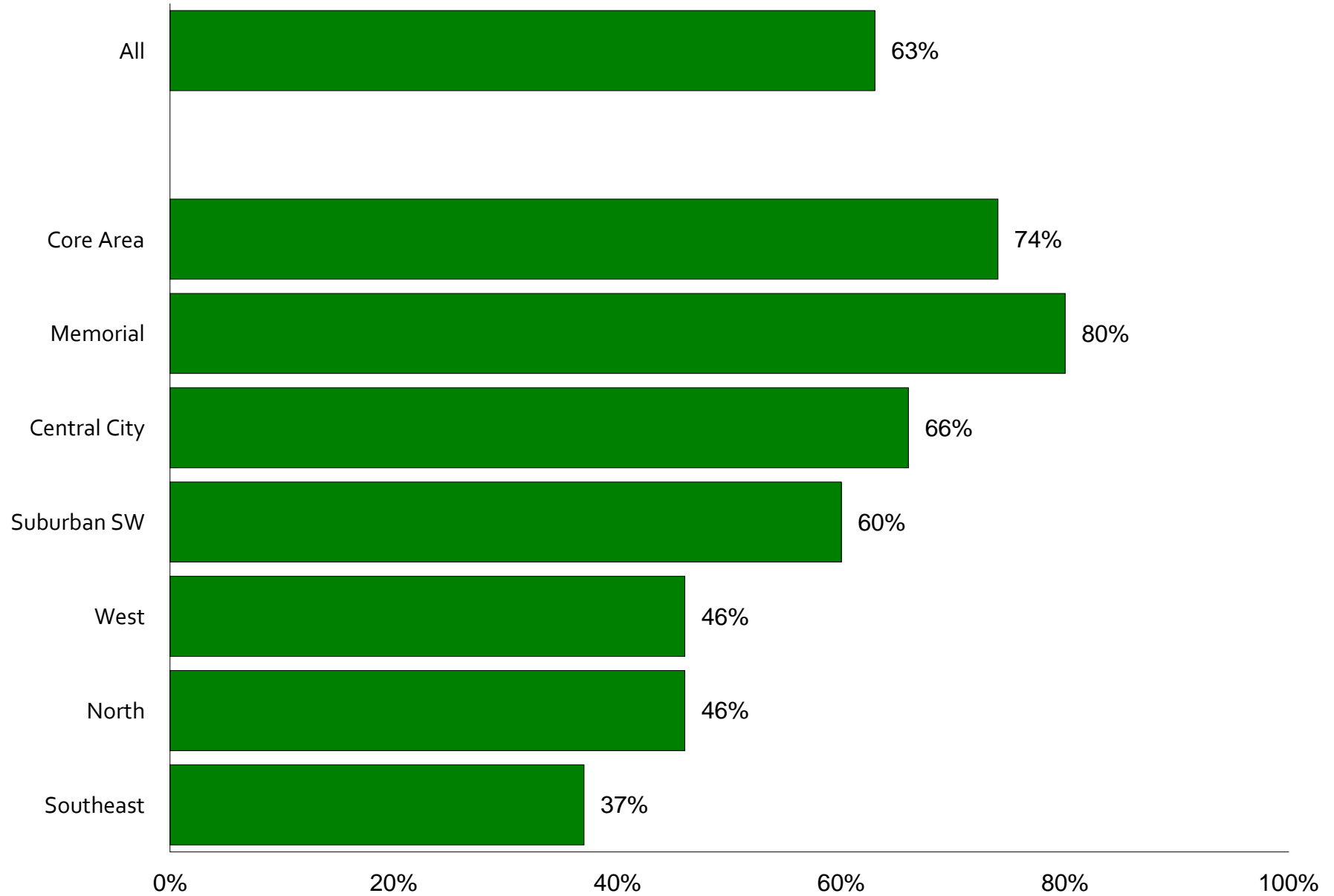
(Jewish Households)



61

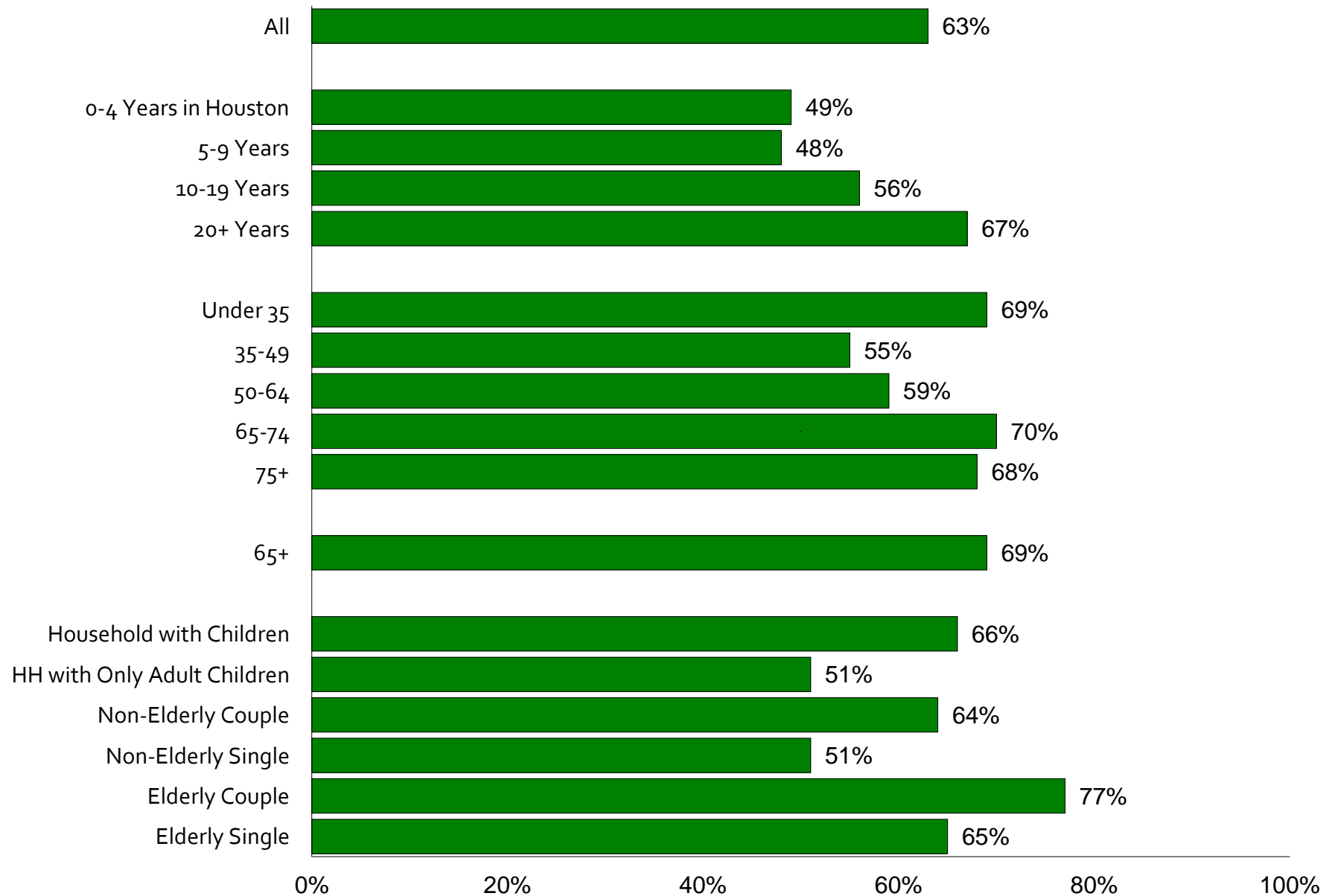
Donated to Any Jewish Charity in the Past Year

(Jewish Households)

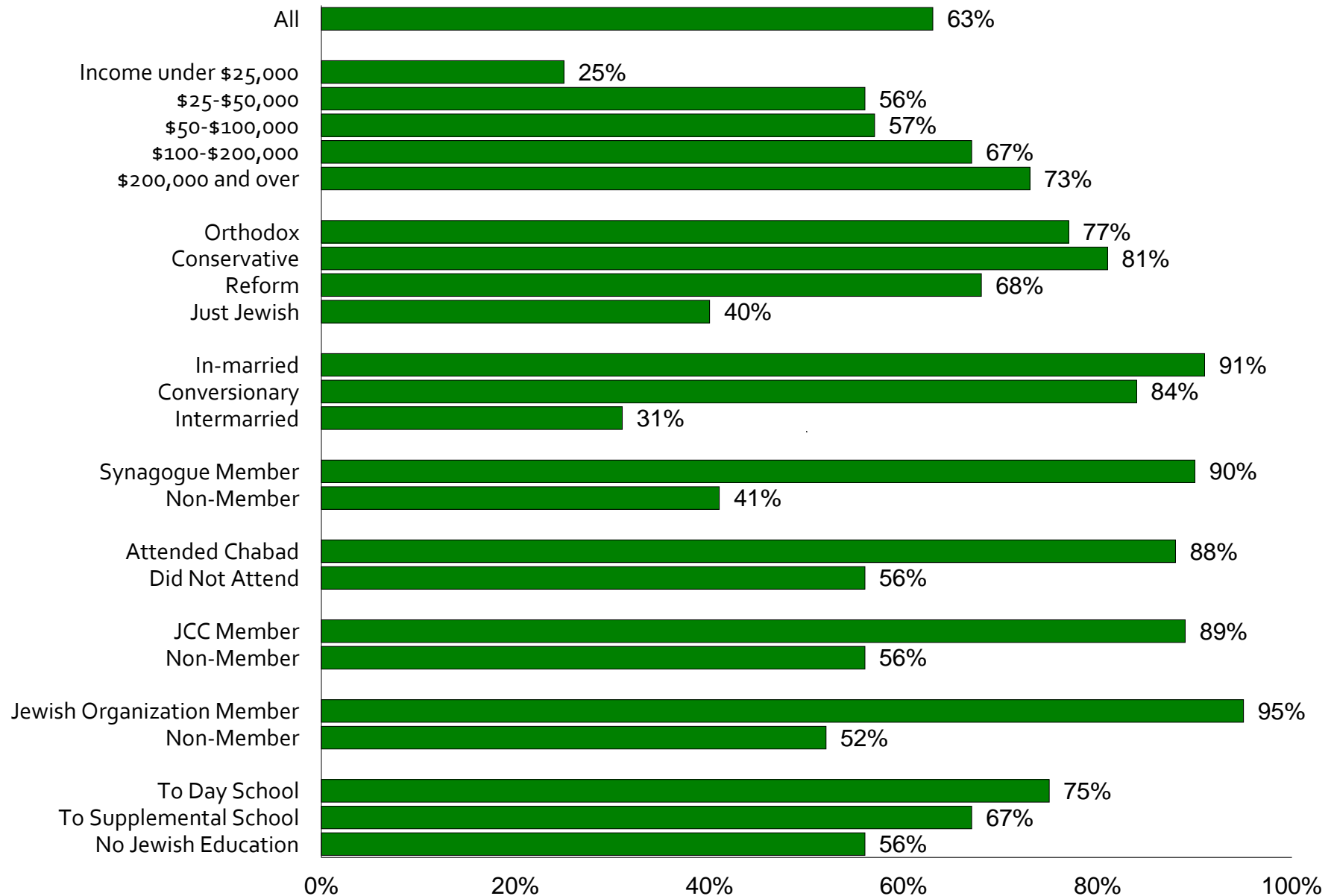


Donated to Any Jewish Charity in the Past Year

(Jewish Households)

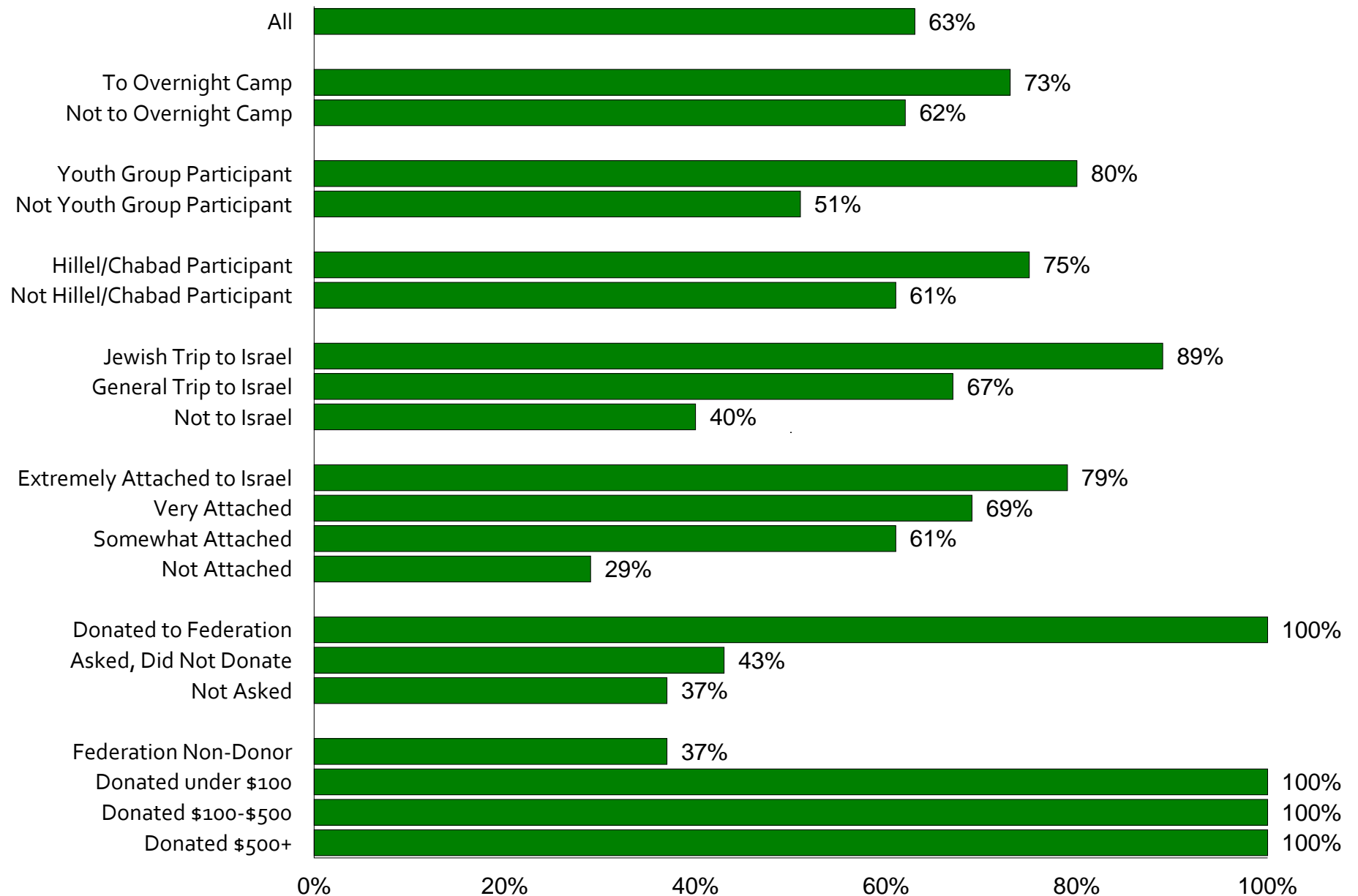


Donated to Any Jewish Charity in the Past Year (Jewish Households)



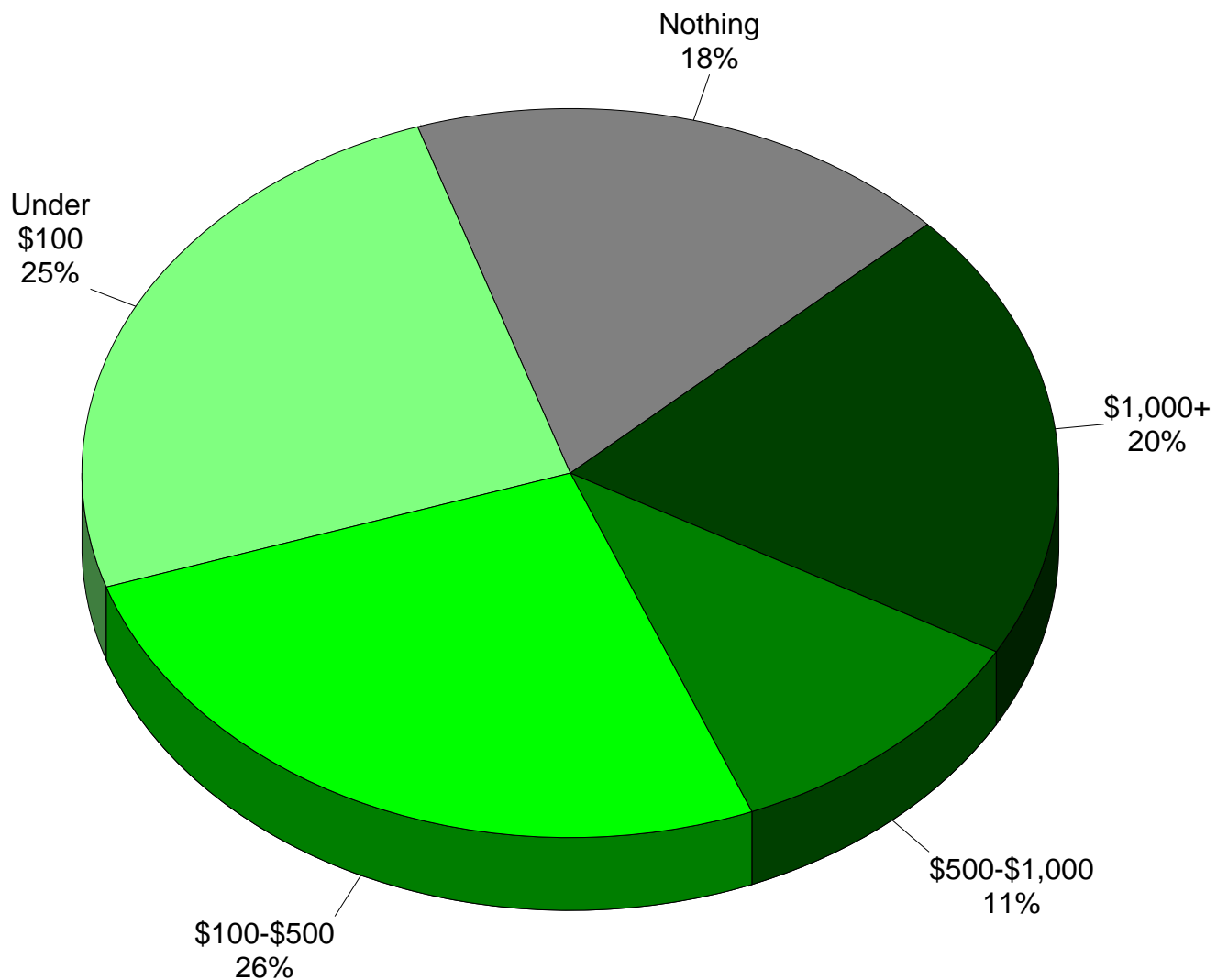
Donated to Any Jewish Charity in the Past Year

(Jewish Households)



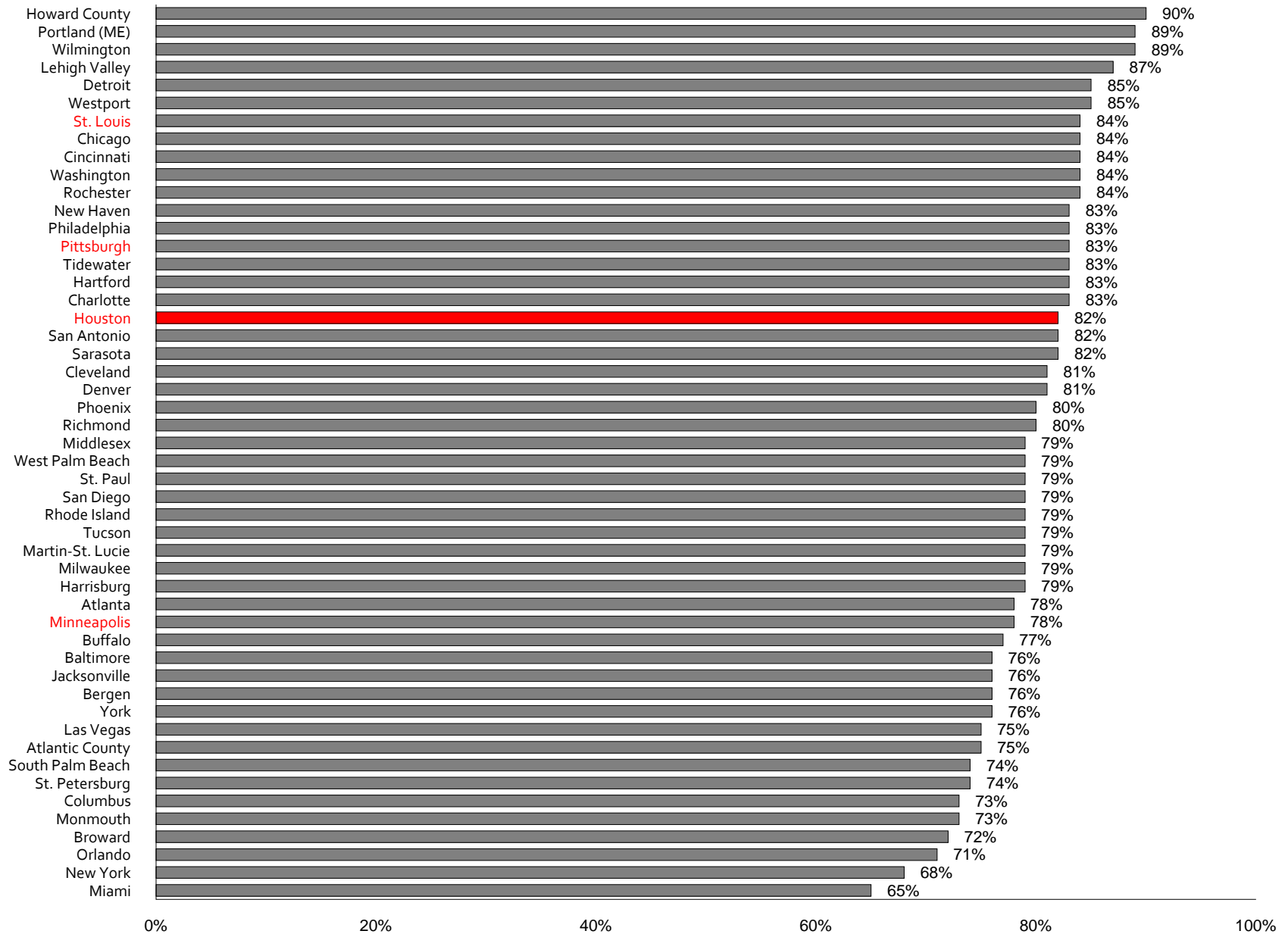
Donated to Non-Jewish Charities in the Past Year

(Jewish Households)



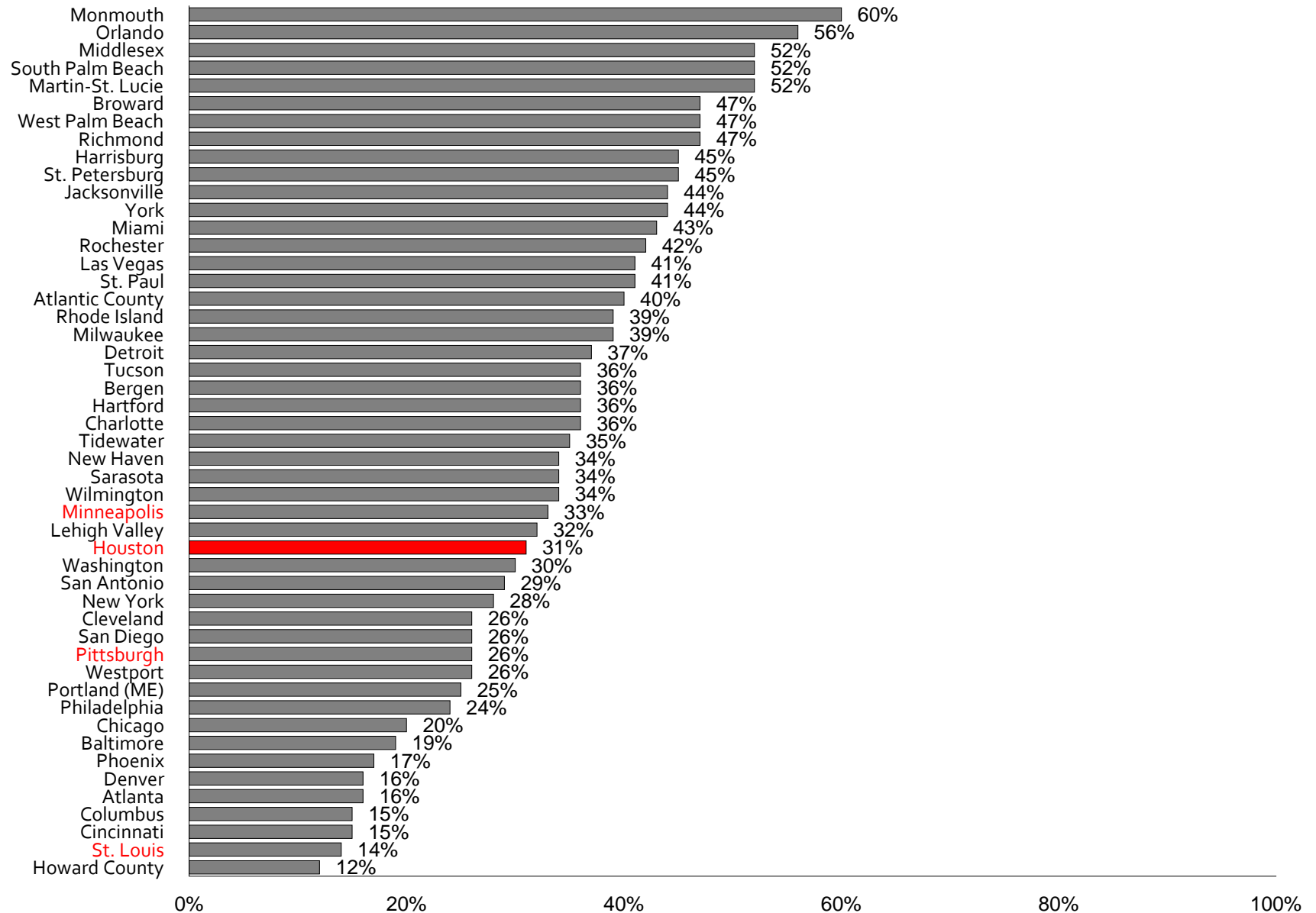
Donated to Non-Jewish Charities in the Past Year

(Jewish Households)



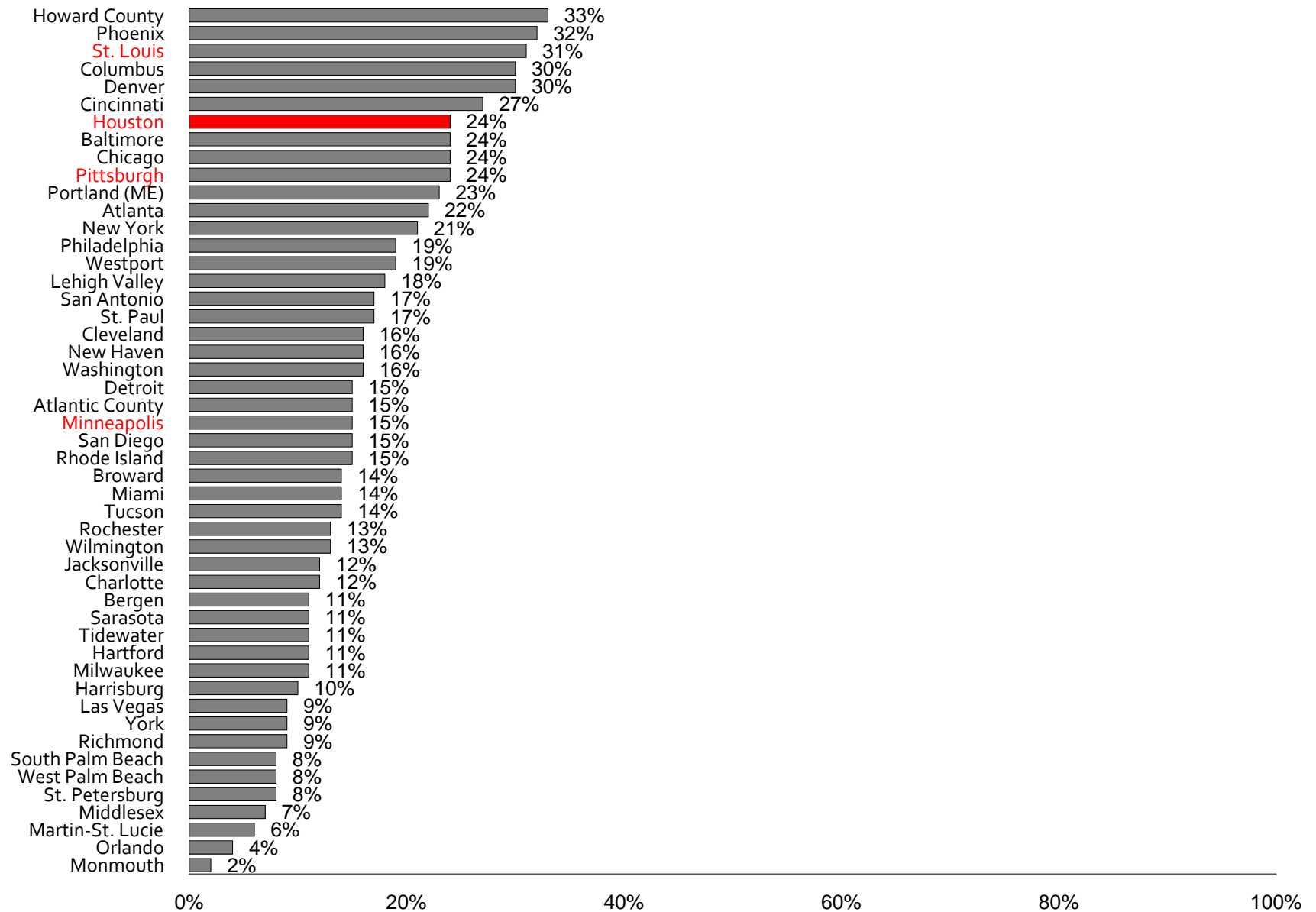
Donated Under \$100 to Non-Jewish Charities

(Jewish Households Who Donated to Non-Jewish Charities in the Past Year)



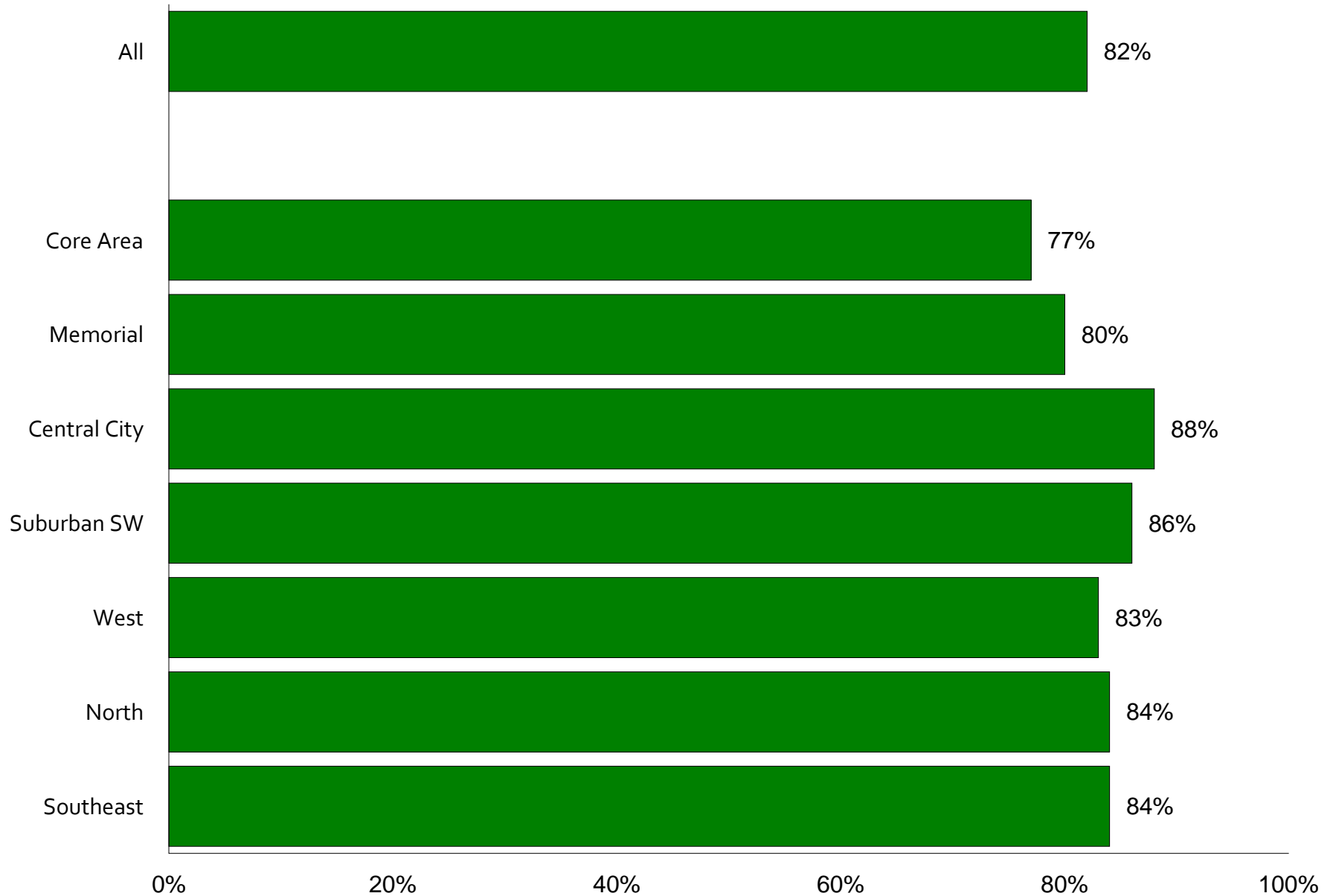
Donated \$1,000 and Over to Non-Jewish Charities

(Jewish Households Who Donated to Non-Jewish Charities in the Past Year)



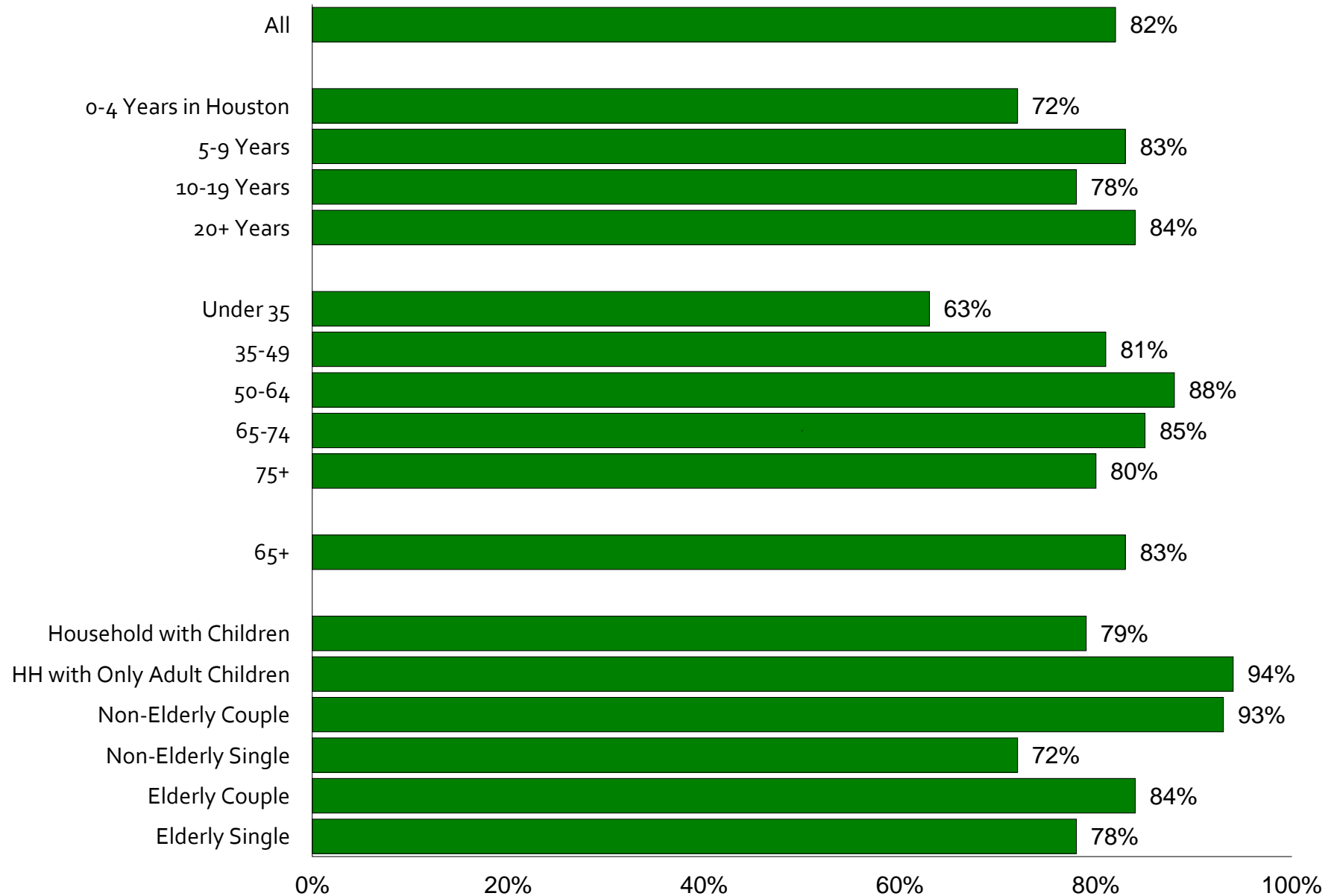
69 Donated to Non-Jewish Charities in the Past Year

(Jewish Households)



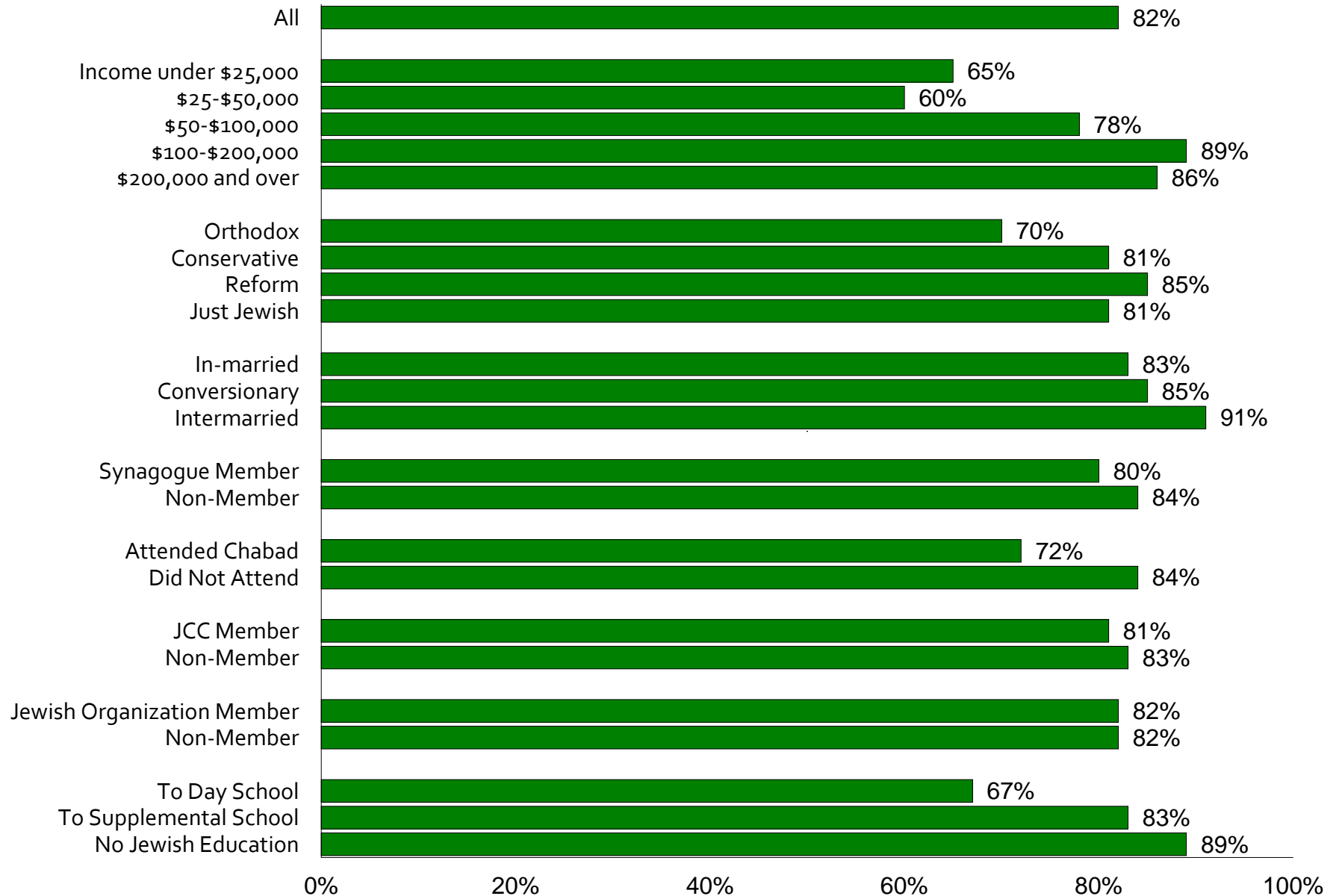
Donated to Non-Jewish Charities in the Past Year

(Jewish Households)



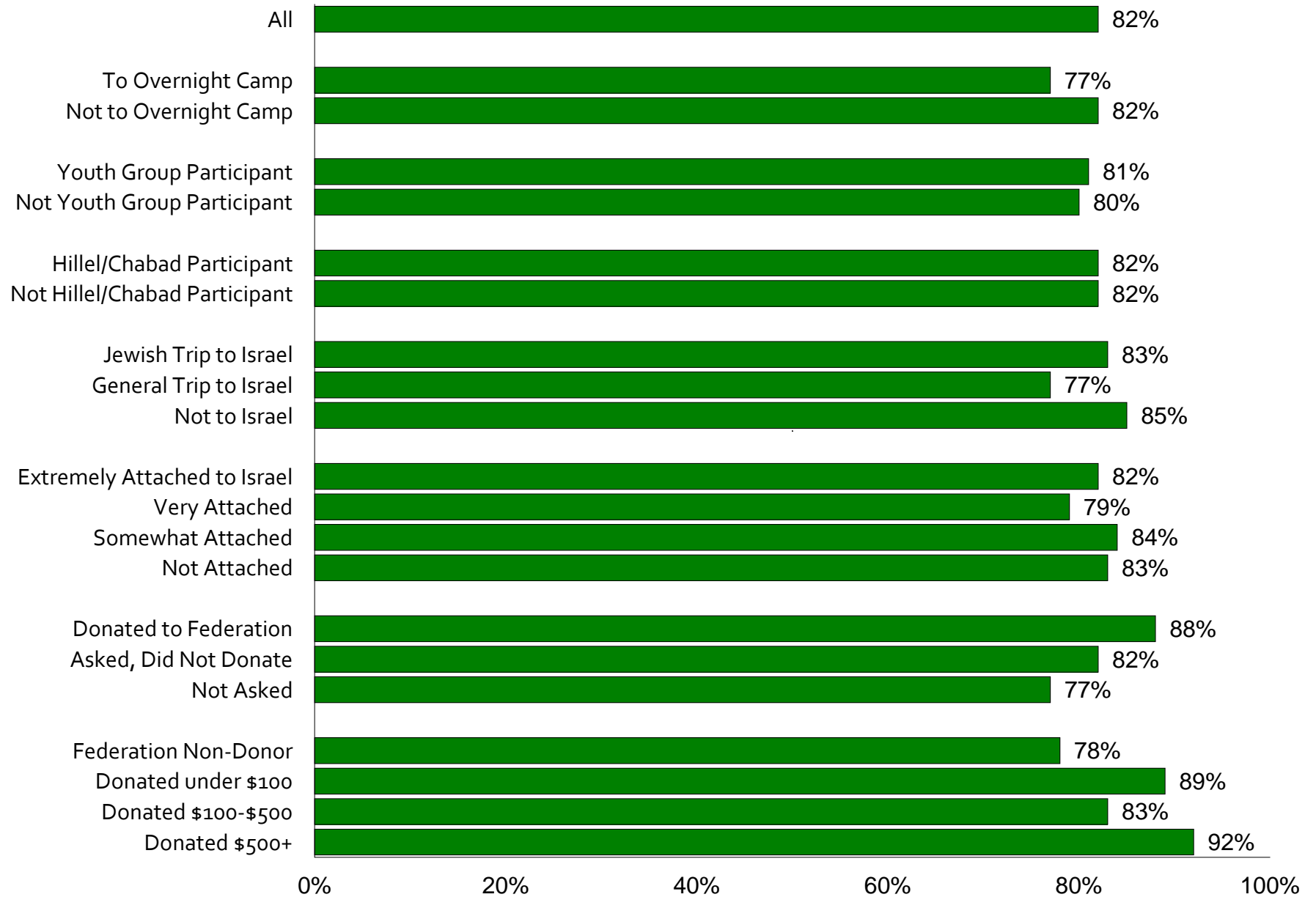
71 Donated to Non-Jewish Charities in the Past Year

(Jewish Households)



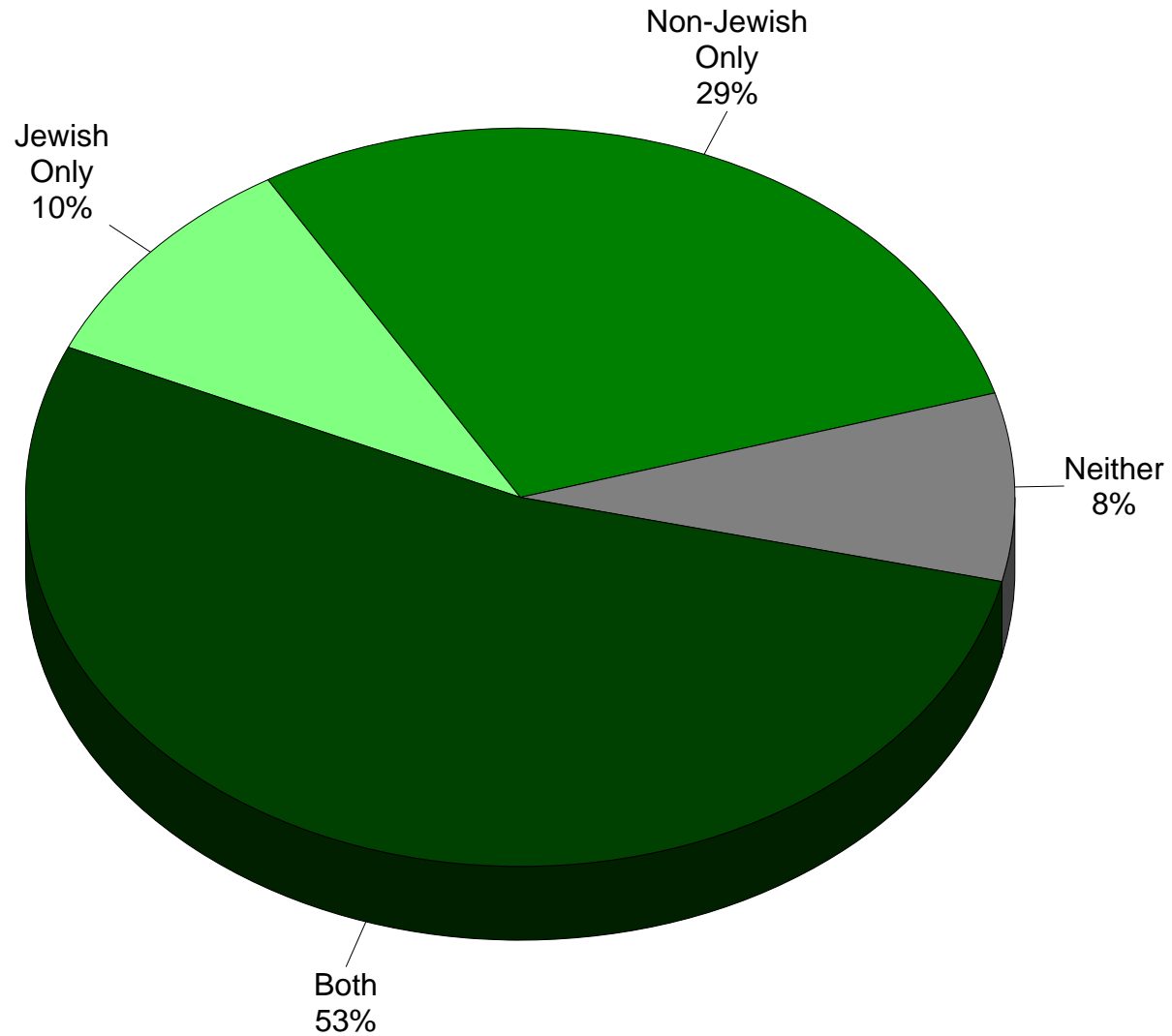
72 Donated to Non-Jewish Charities in the Past Year

(Jewish Households)

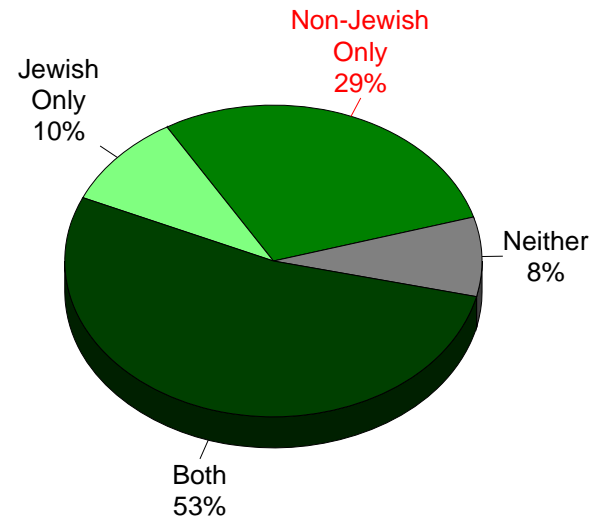
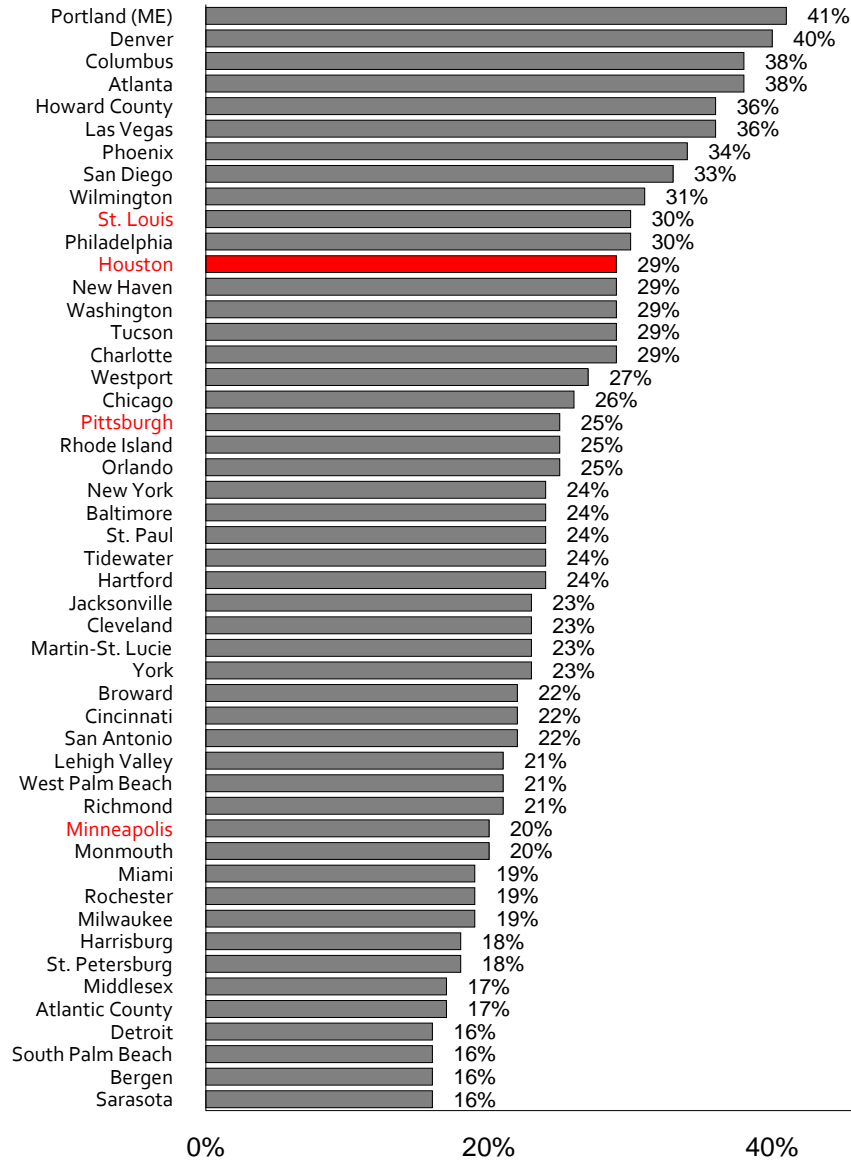


Overlap Between Households Who Donated to Non-Jewish and Jewish Charities in the Past Year

(Jewish Households)

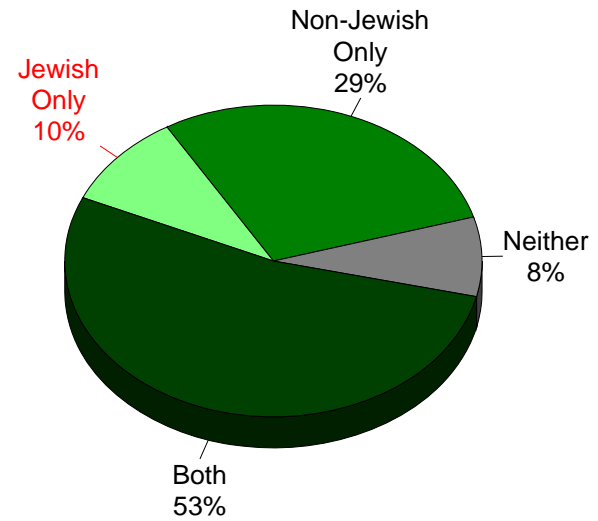
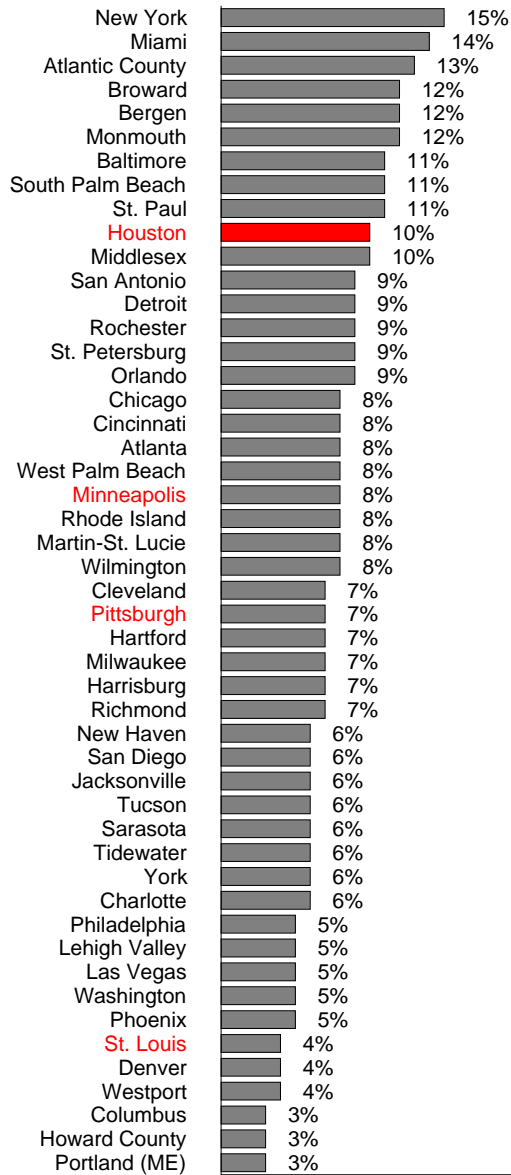


Donated to **Non-Jewish Charities Only** in the Past Year (Jewish Households)



Donated to Jewish Charities **Only** in the Past Year

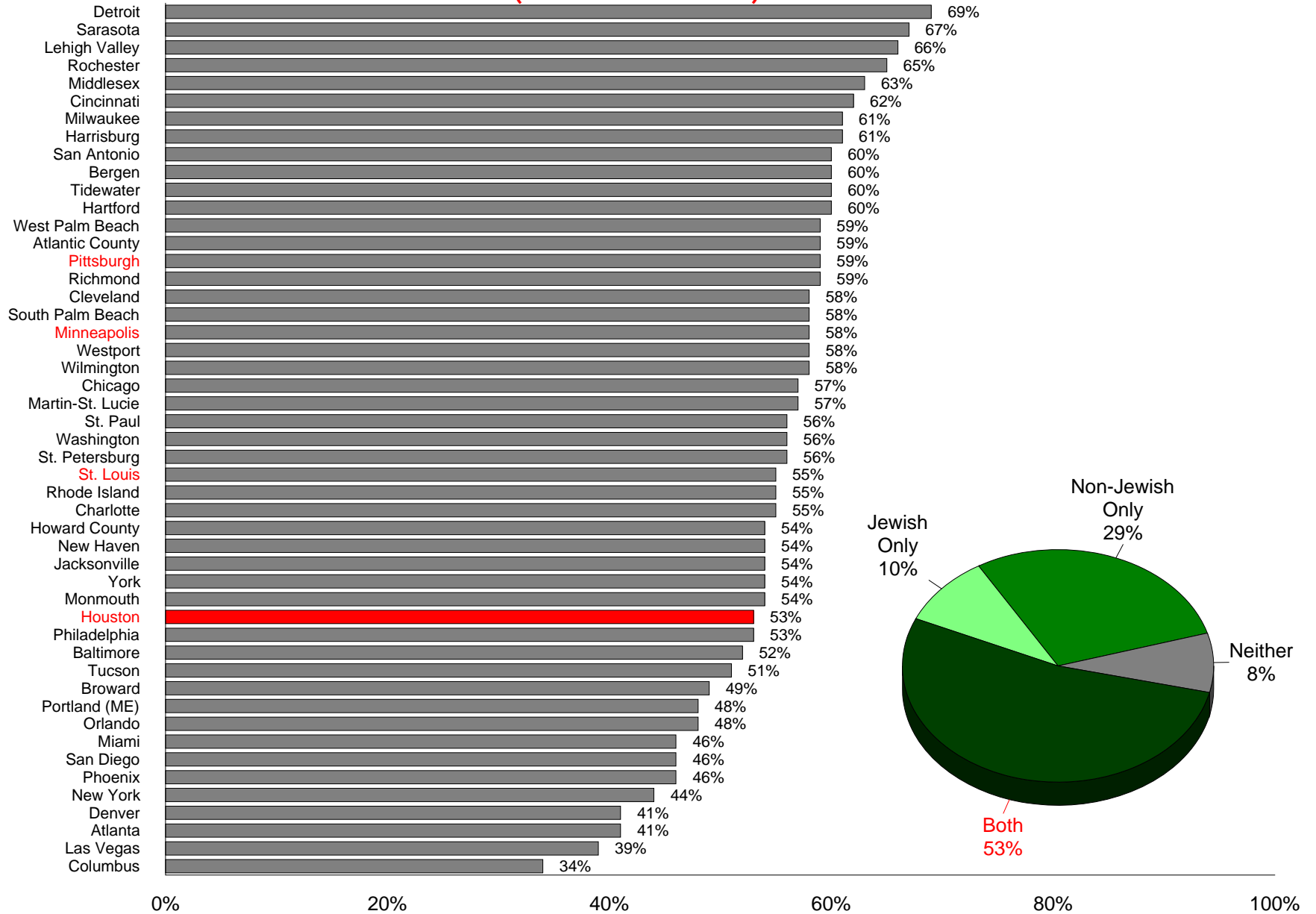
(Jewish Households)



0% 20% 40% 60% 80% 100%

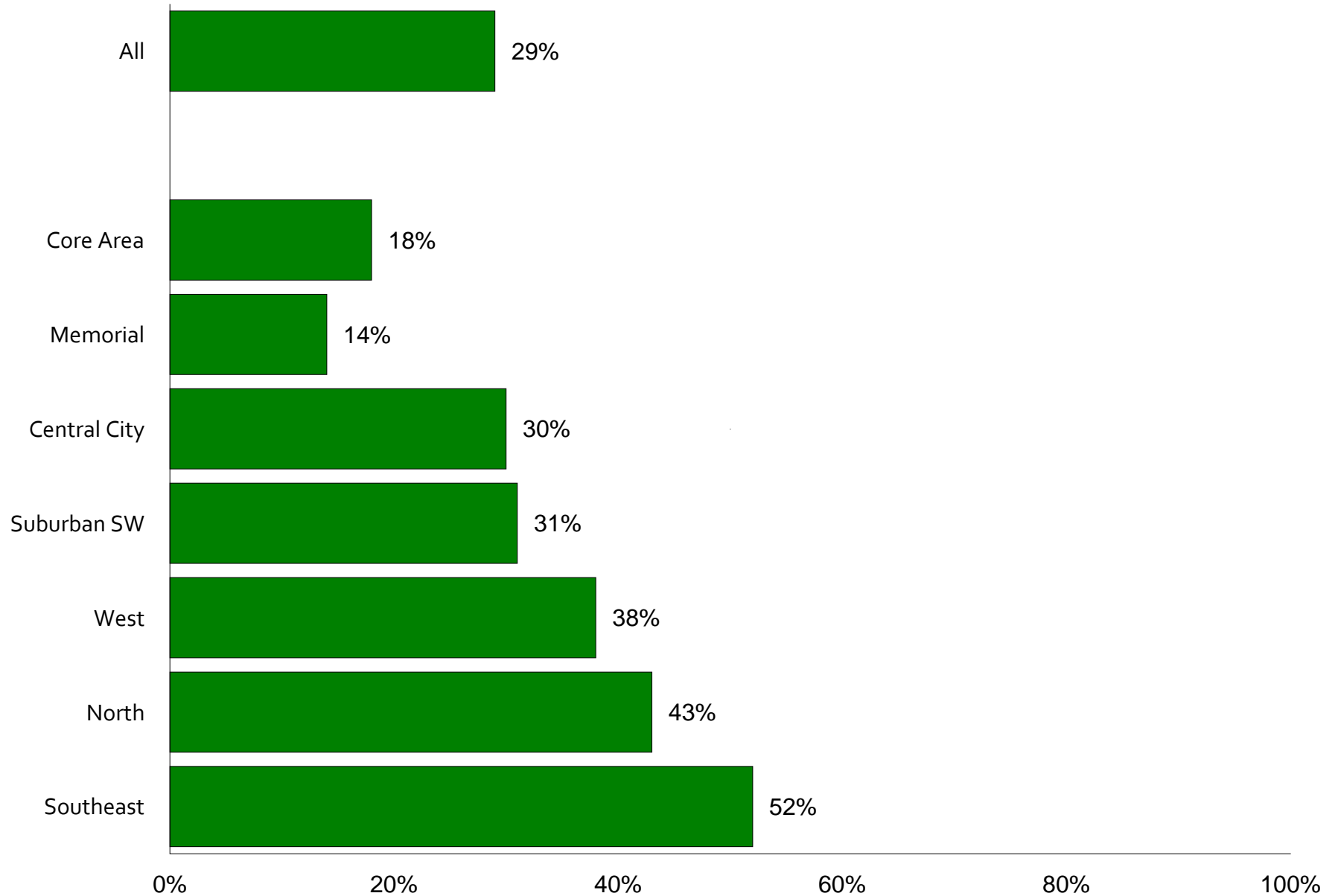
Donated to Both Jewish and Non-Jewish Charities in the Past Year

(Jewish Households)



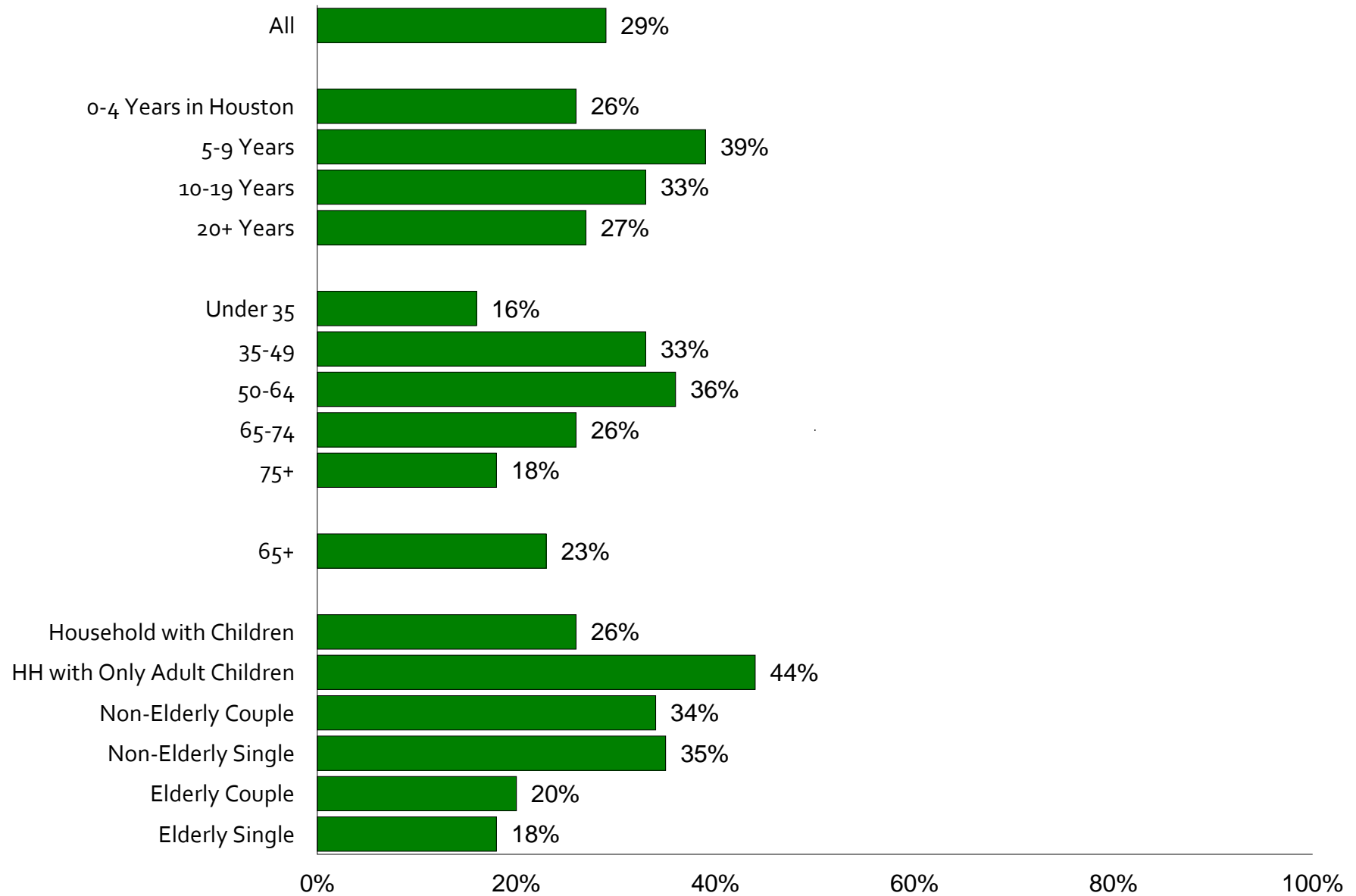
Donated to Non-Jewish Charities Only in the Past Year

(Jewish Households)



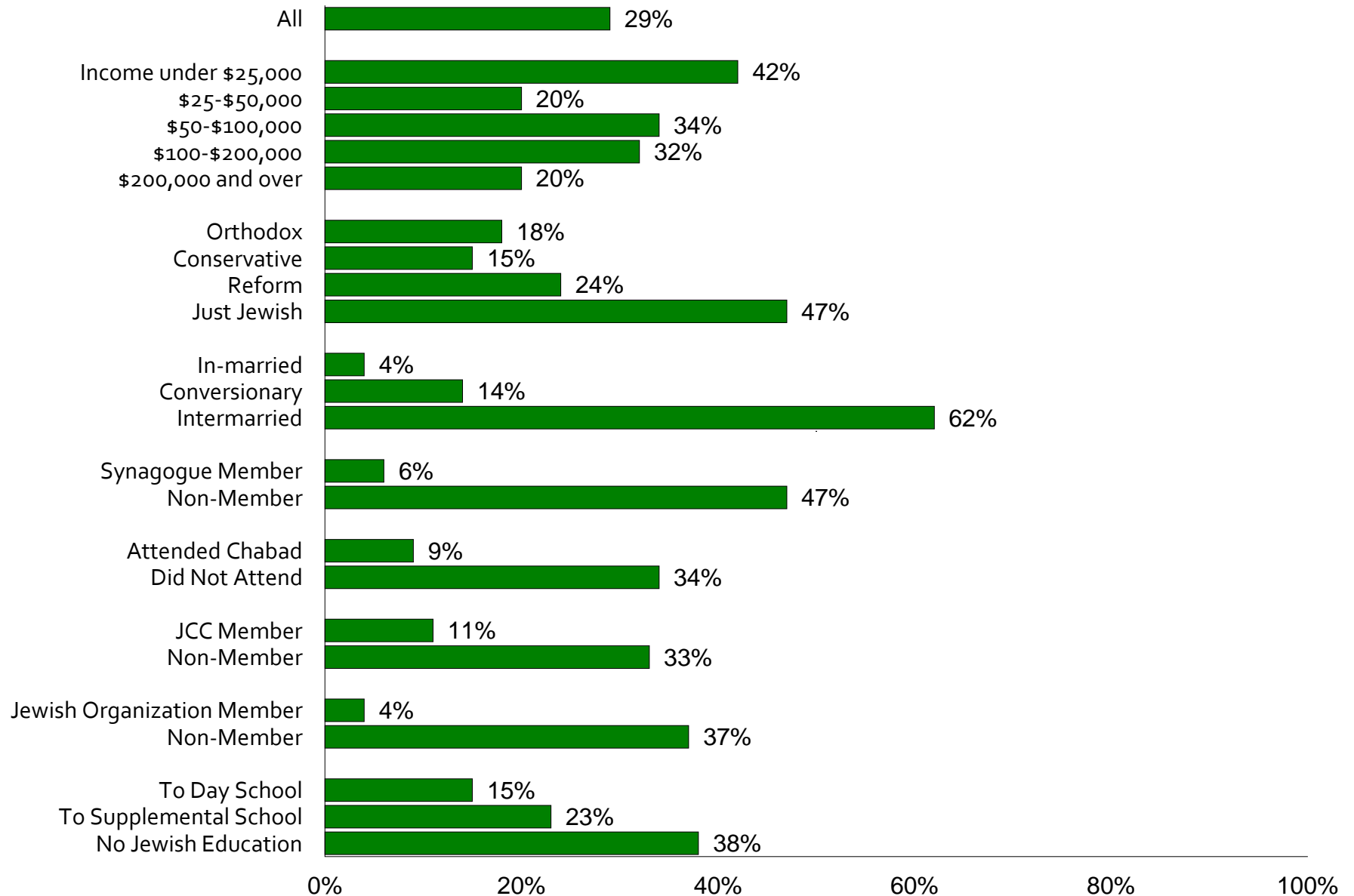
Donated to Non-Jewish Charities Only in the Past Year

(Jewish Households)



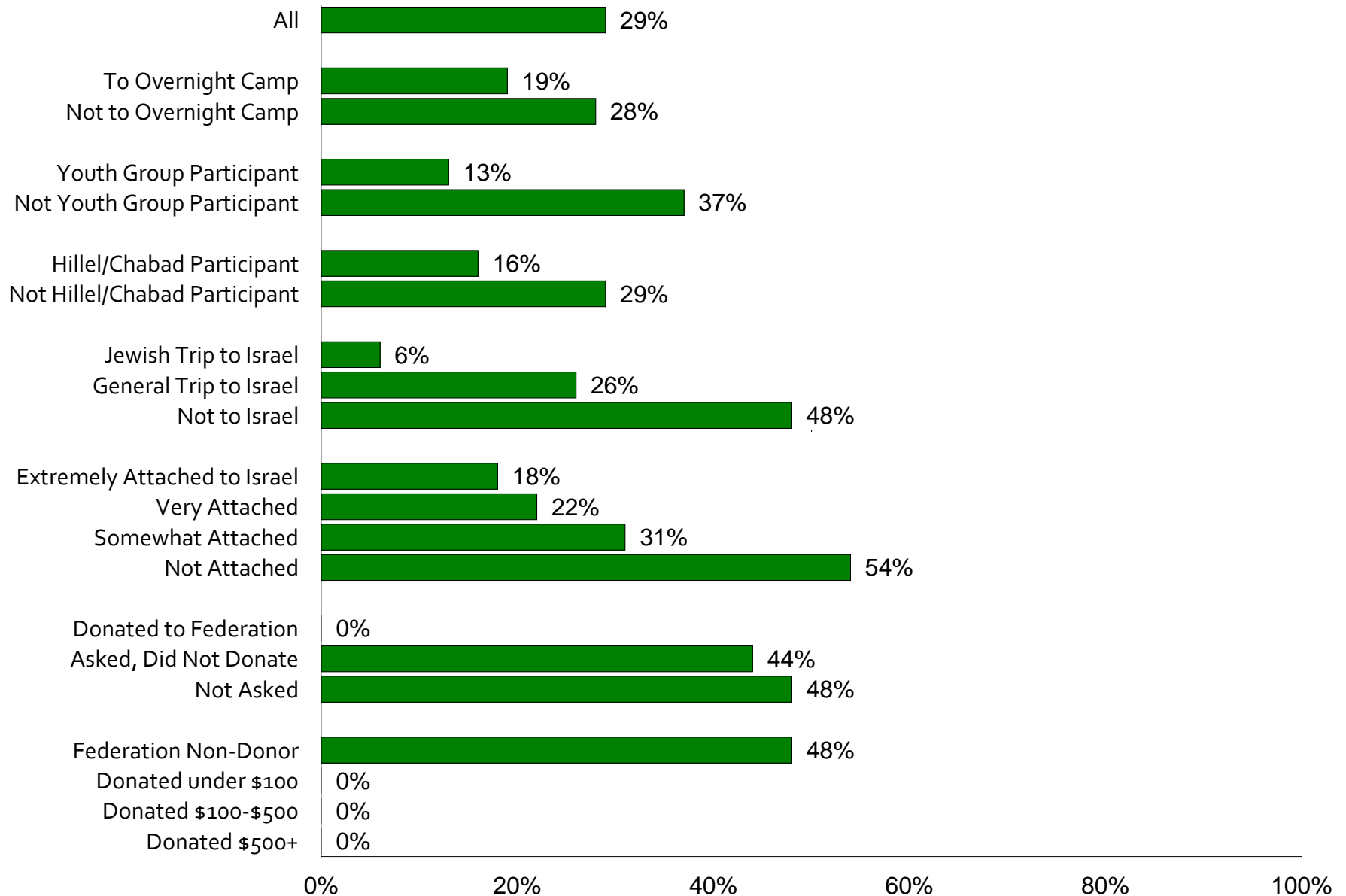
Donated to Non-Jewish Charities Only in the Past Year

(Jewish Households)



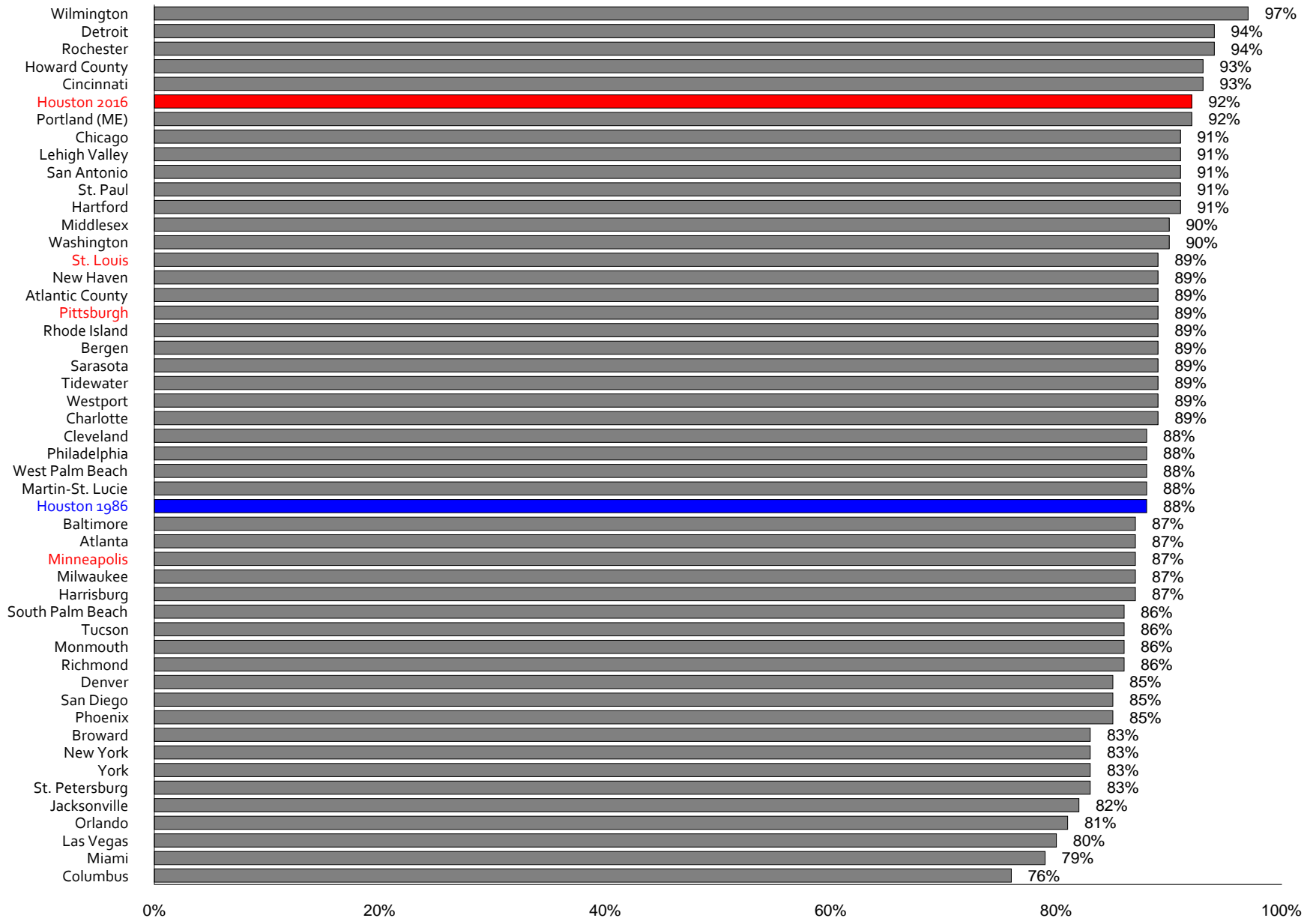
Donated to Non-Jewish Charities Only in the Past Year

(Jewish Households)



Donated to Any Charity in the Past Year

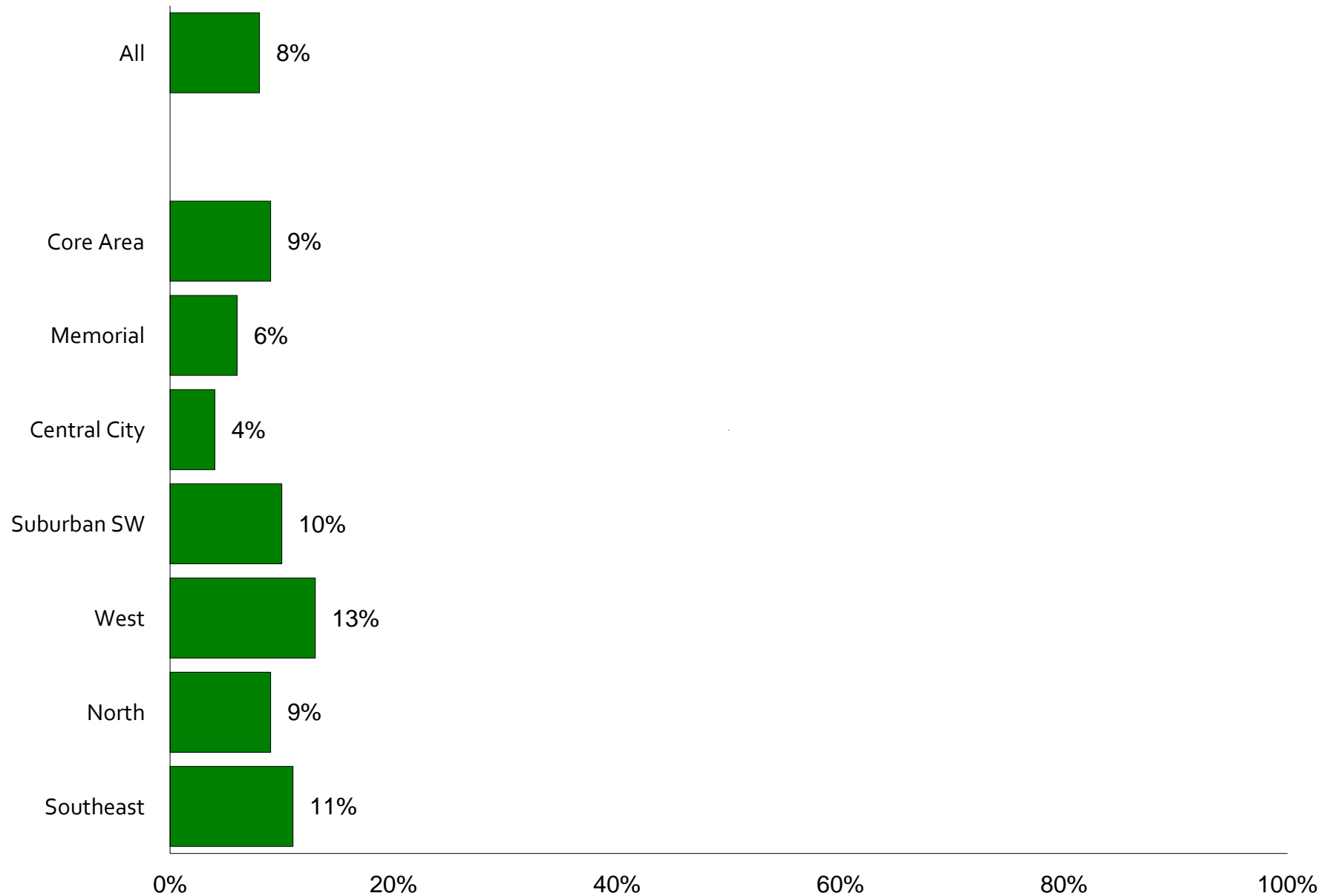
(Jewish Households)



82

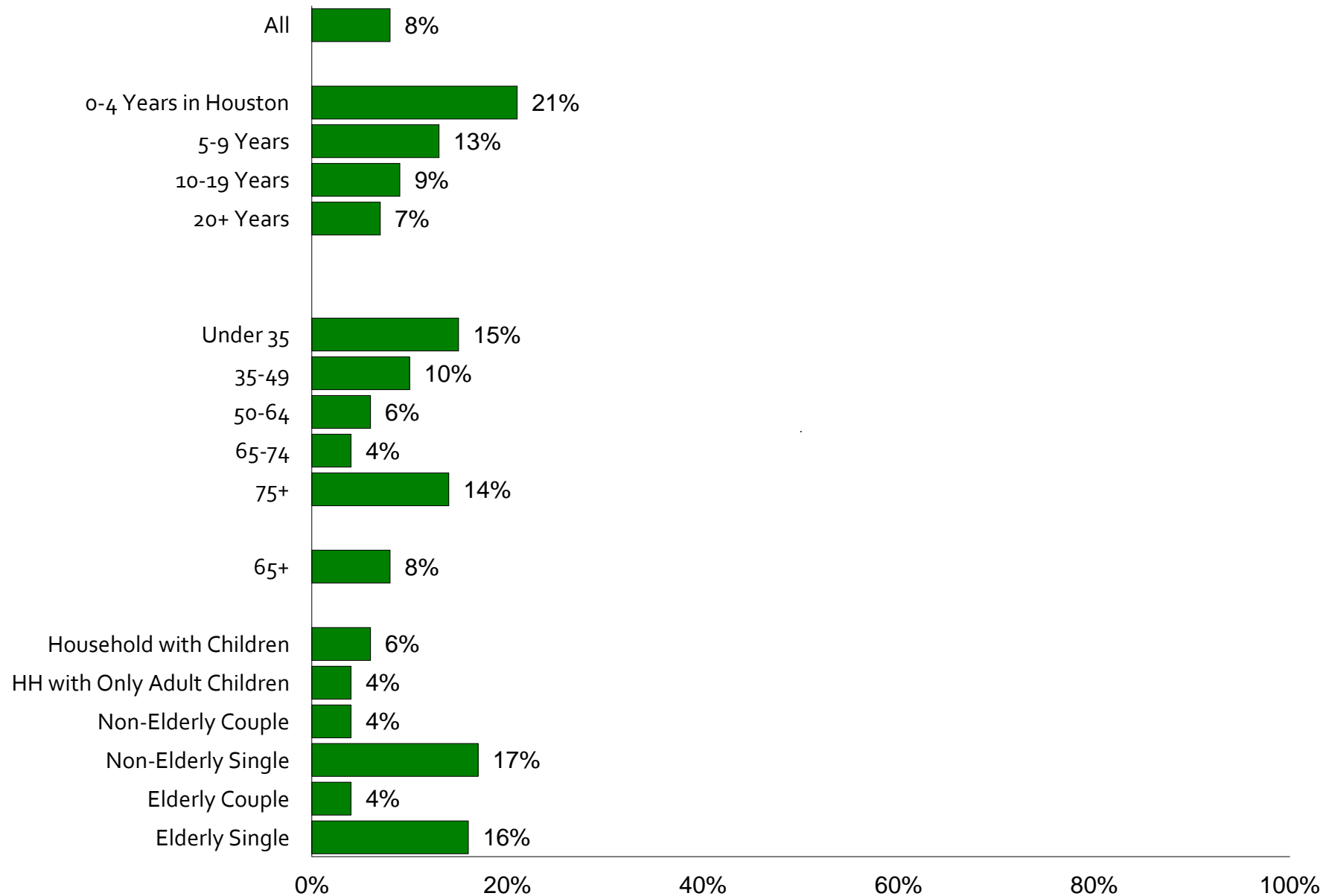
Did Not Donate to Any Charity in the Past Year

(Jewish Households)



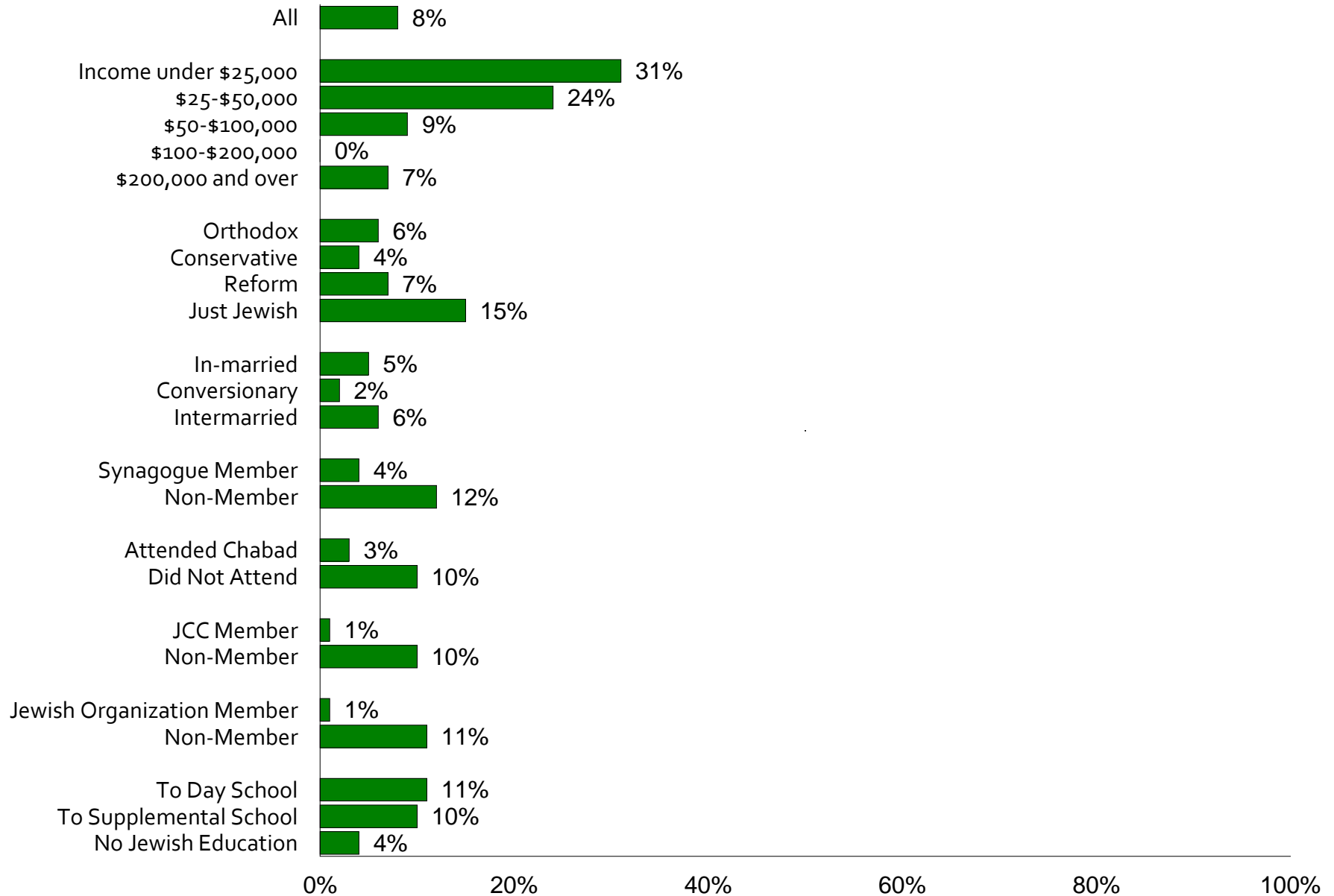
Did Not Donate to Any Charity in the Past Year

(Jewish Households)



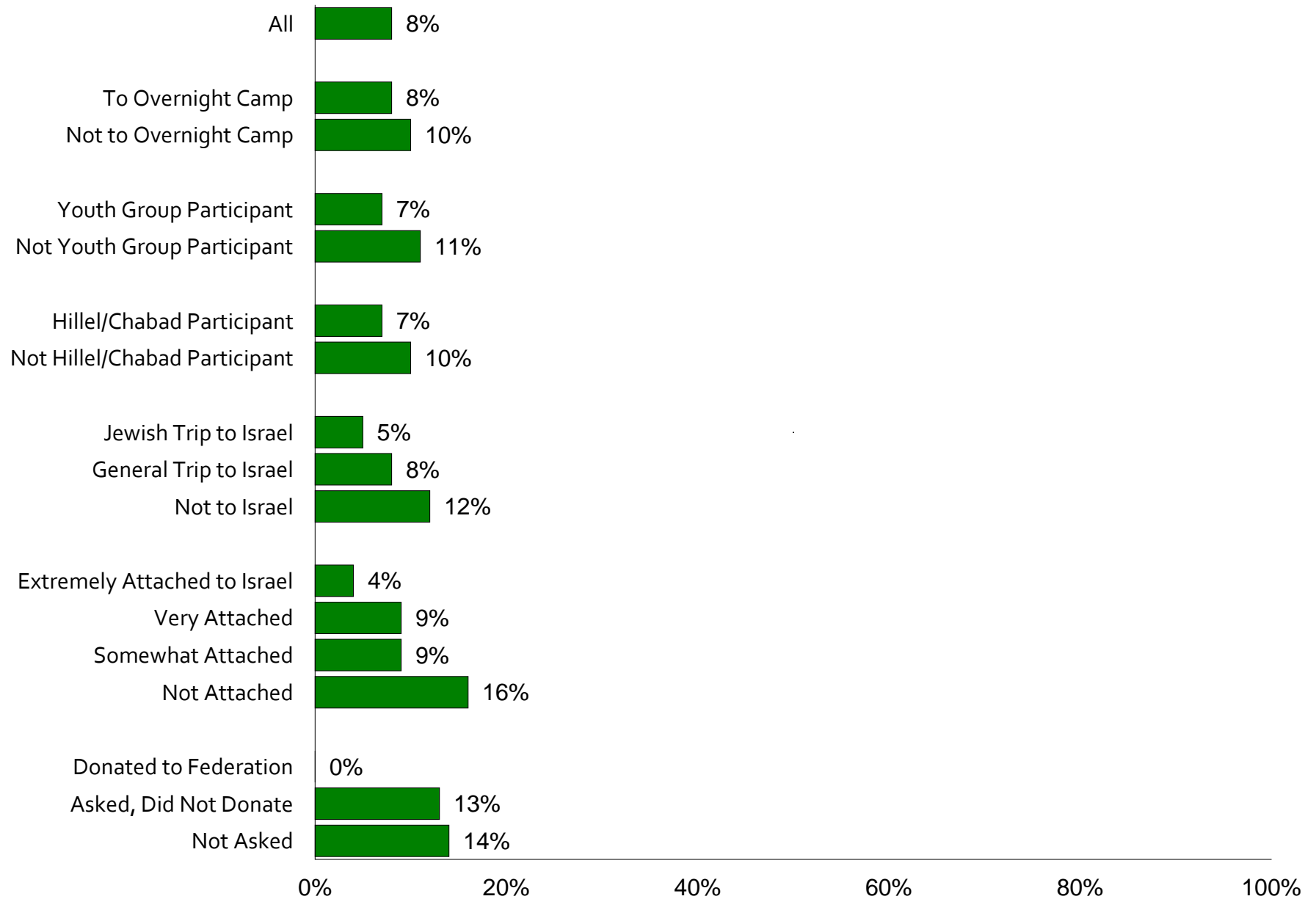
Did Not Donate to Any Charity in the Past Year

(Jewish Households)



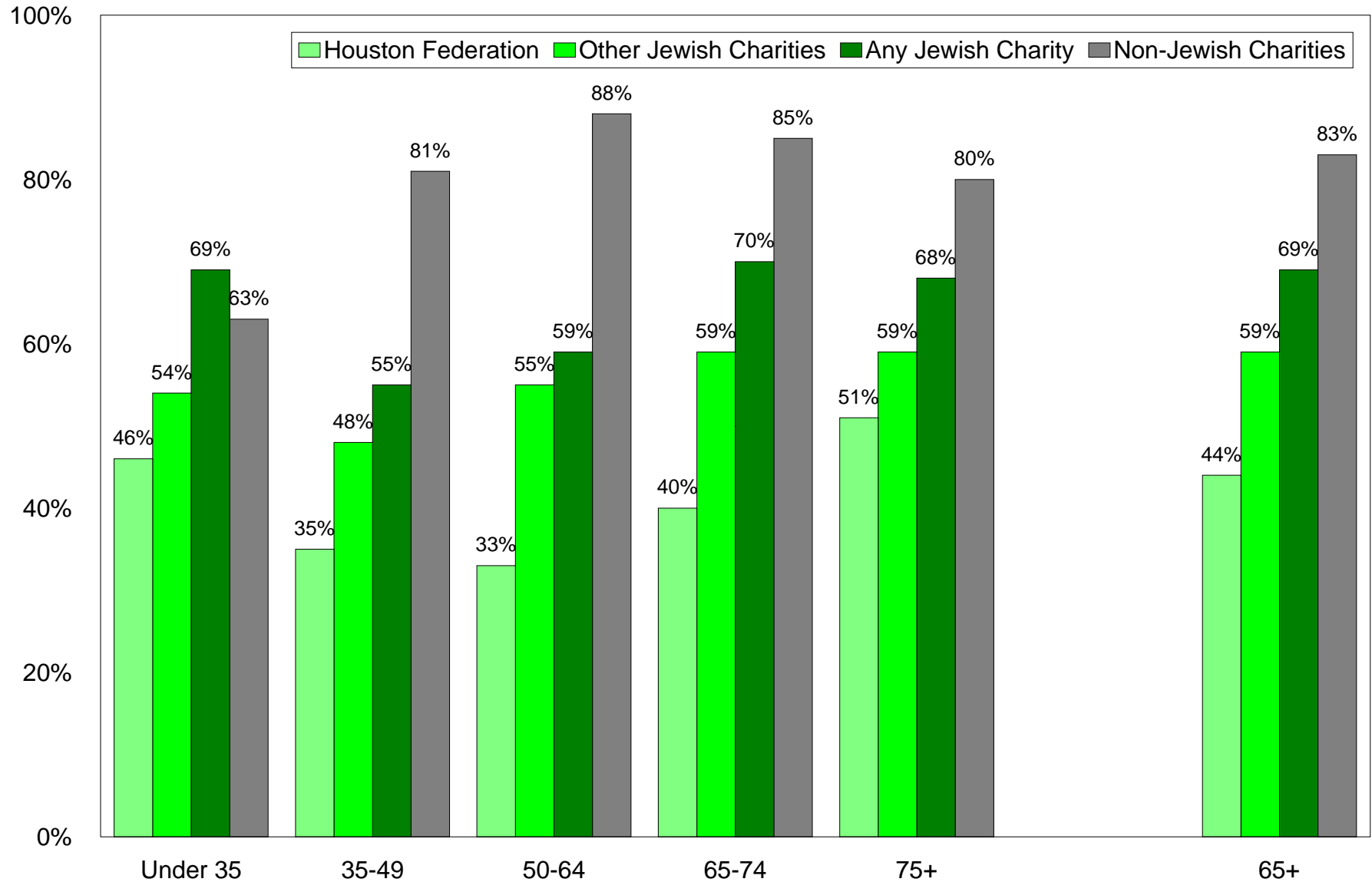
Did Not Donate to Any Charity in the Past Year

(Jewish Households)



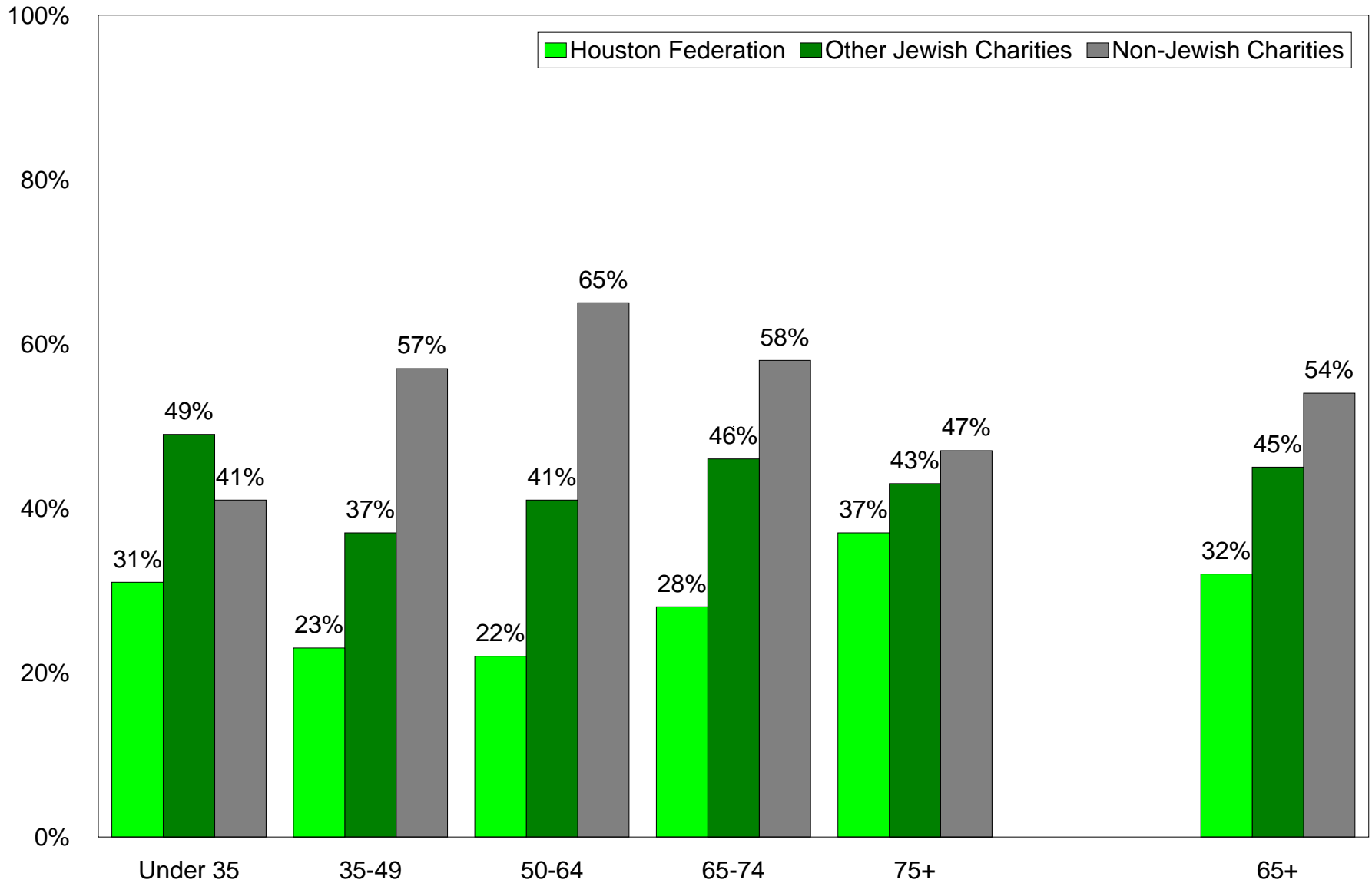
Donated to Charities in the Past Year by Age

(Jewish Households)



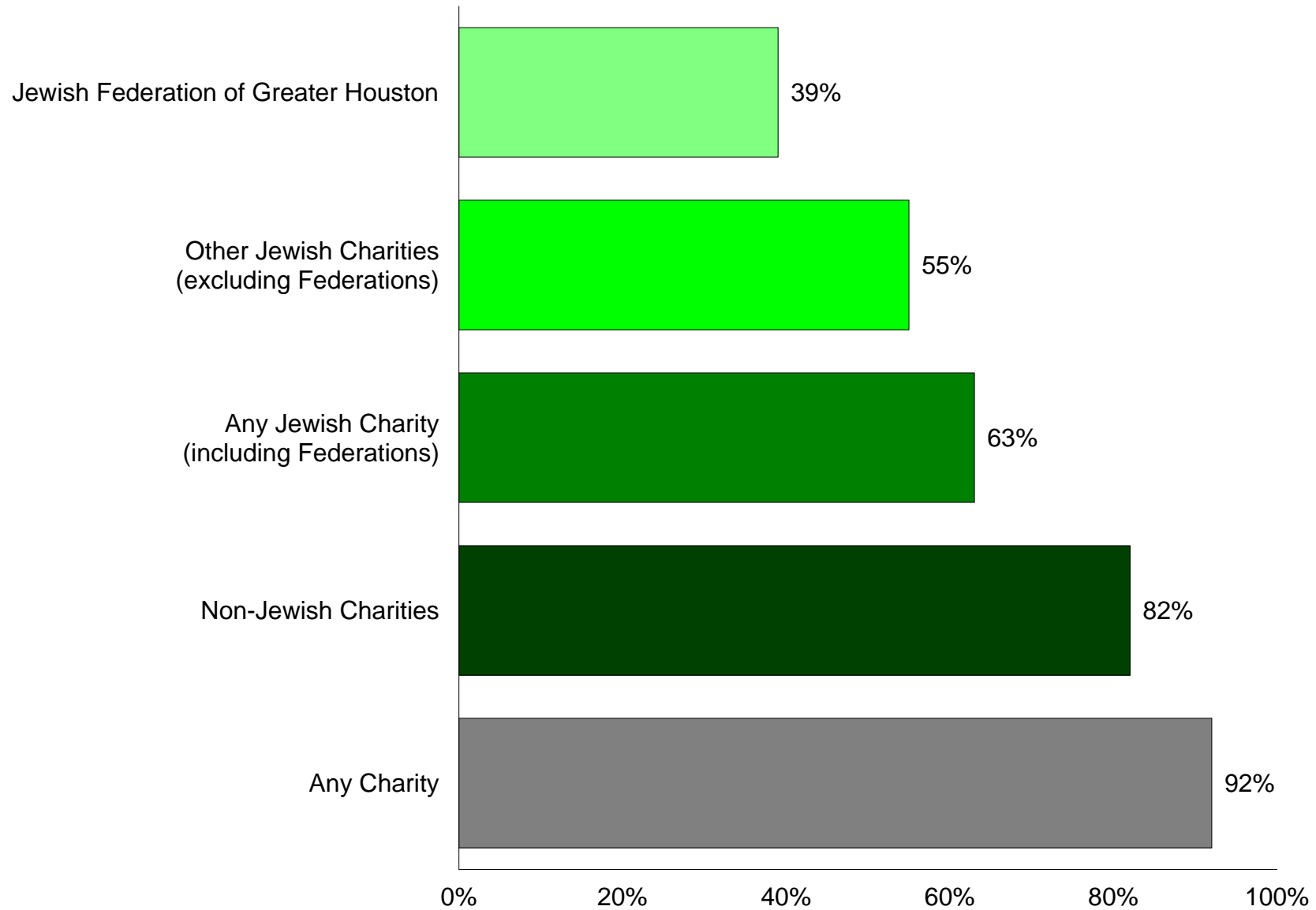
87

Donated **\$100 and Over** in the Past Year by Age (Jewish Households)



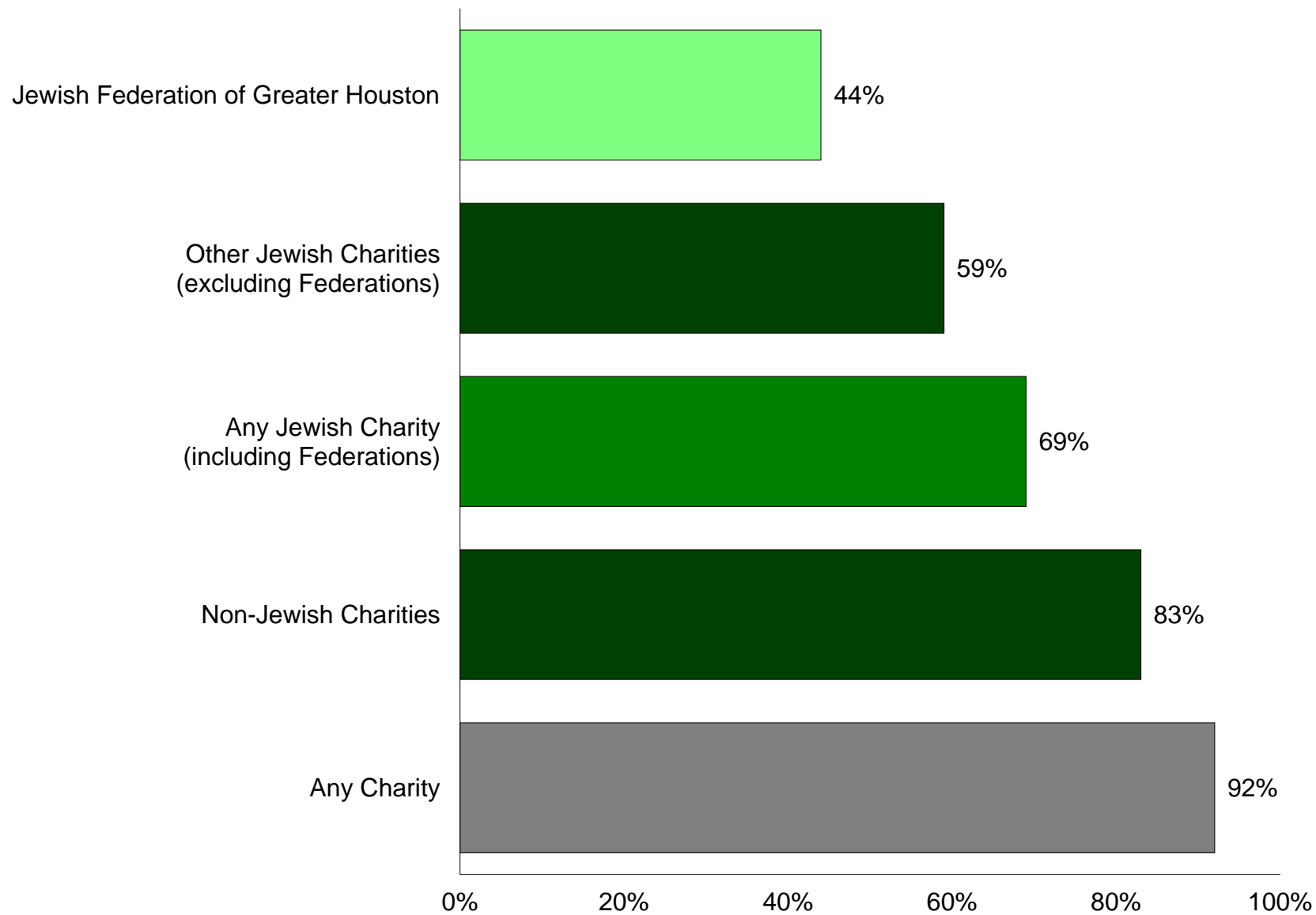
Summary of Donations

(Jewish Households)



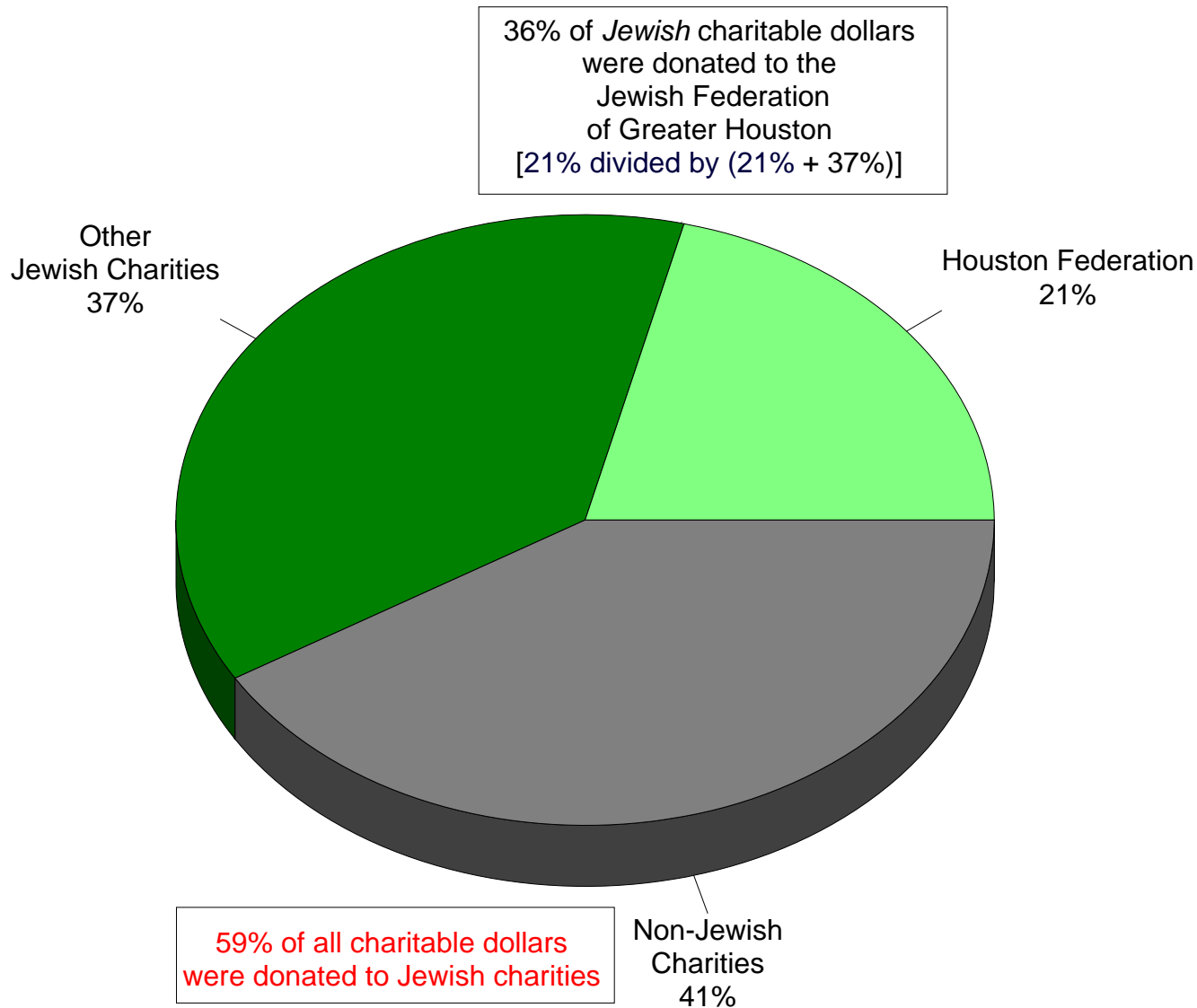
Summary of Donations

(Jewish Households Age 65 and Over)



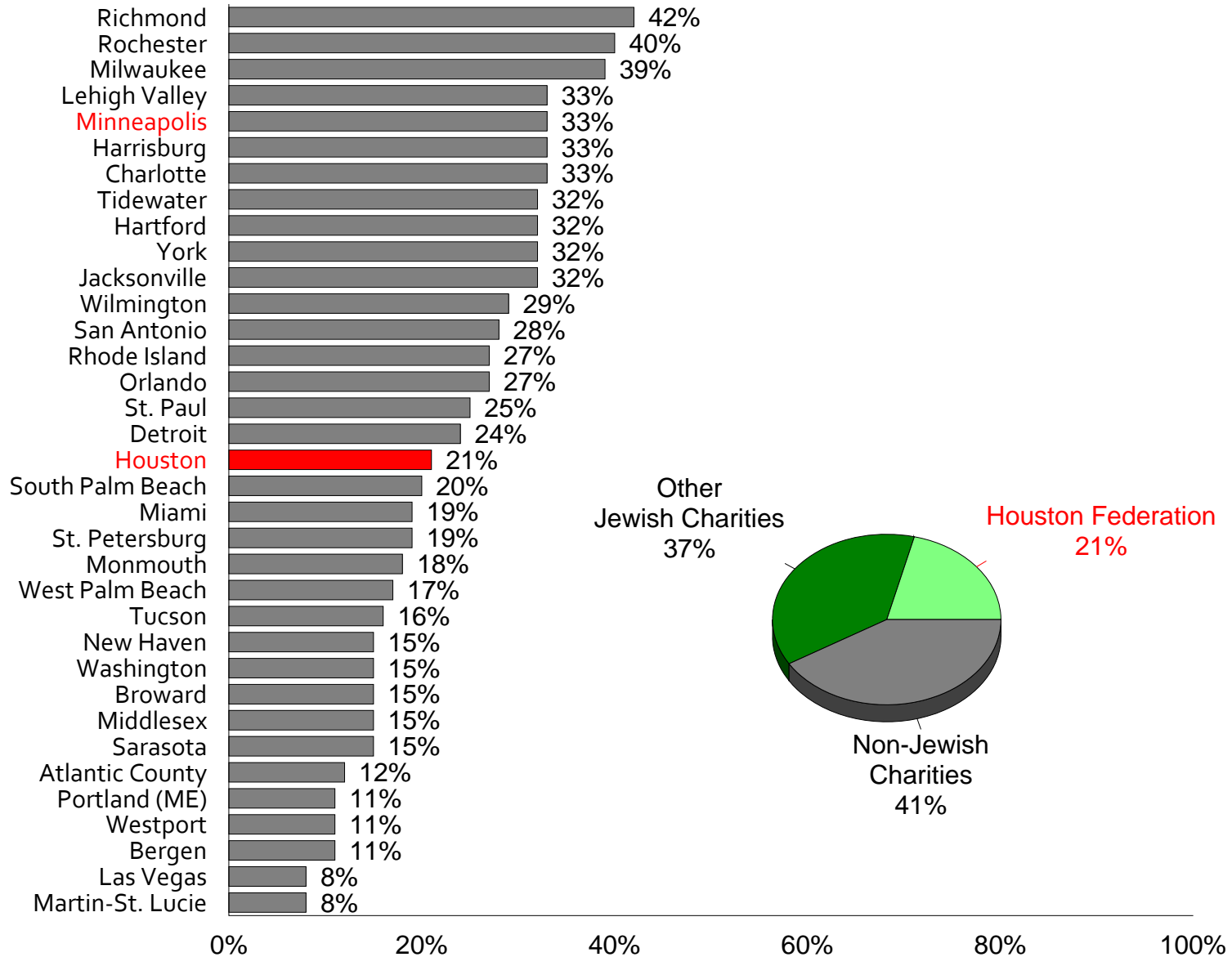
Percentage of Charitable Dollars Donated to Each Philanthropic Sector in the Past Year

(Charitable Dollars Donated by Jewish Households)



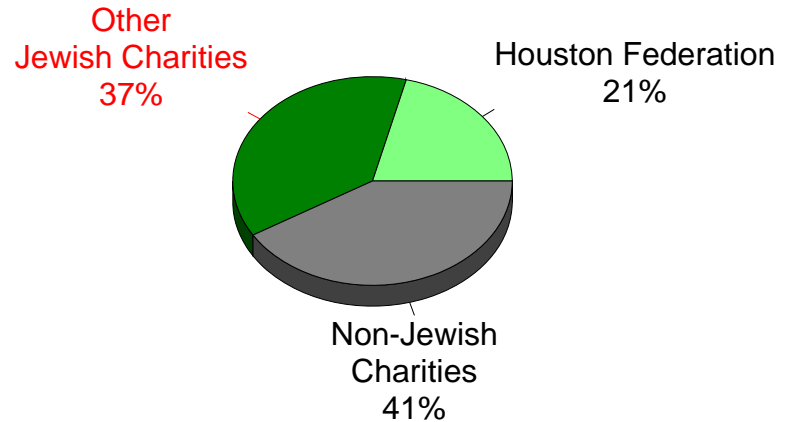
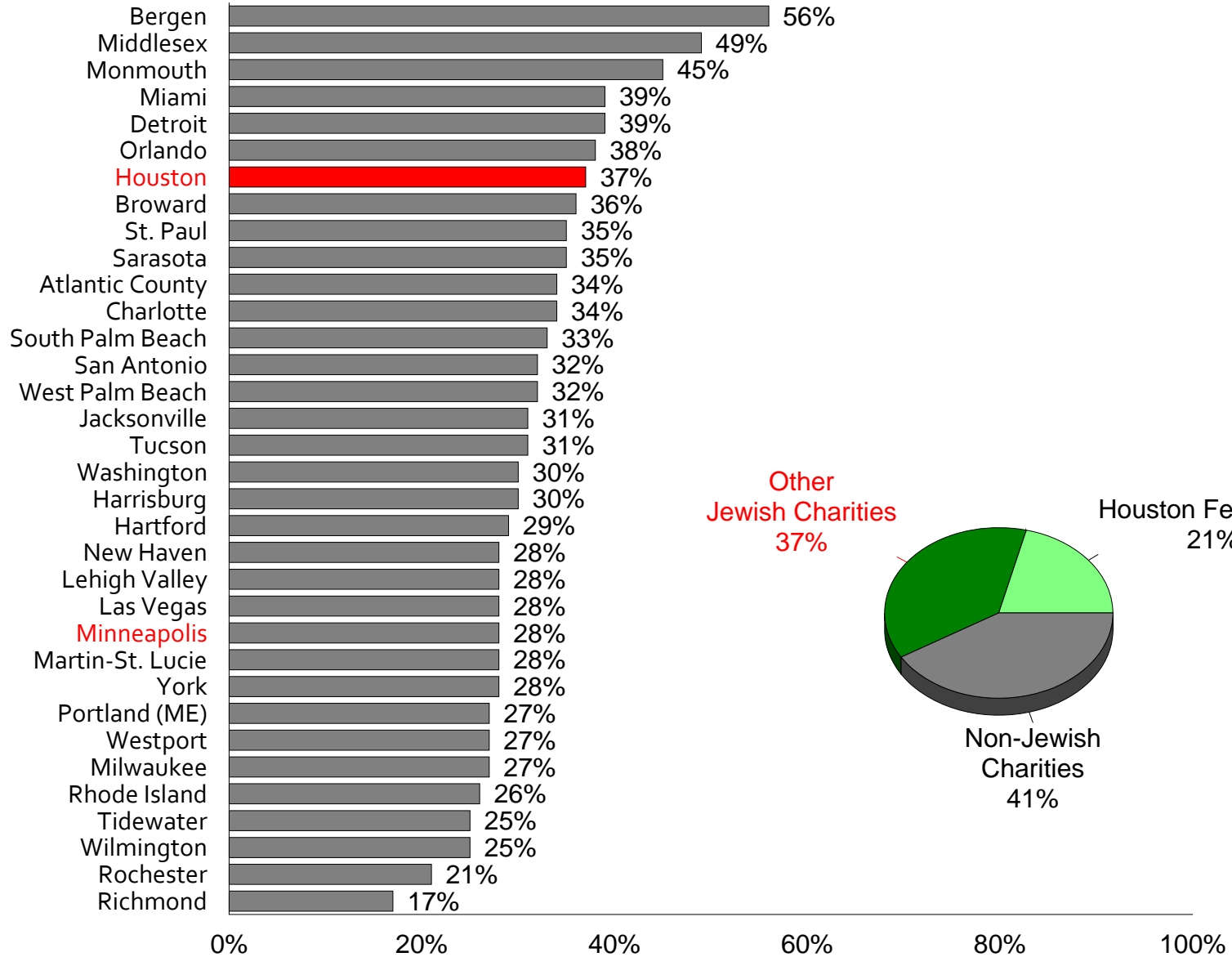
Local Jewish Federation's Share of Charitable Dollars in the Past Year

(Charitable Dollars Donated by Jewish Households)



Other Jewish Charities' Share of Charitable Dollars in the Past Year

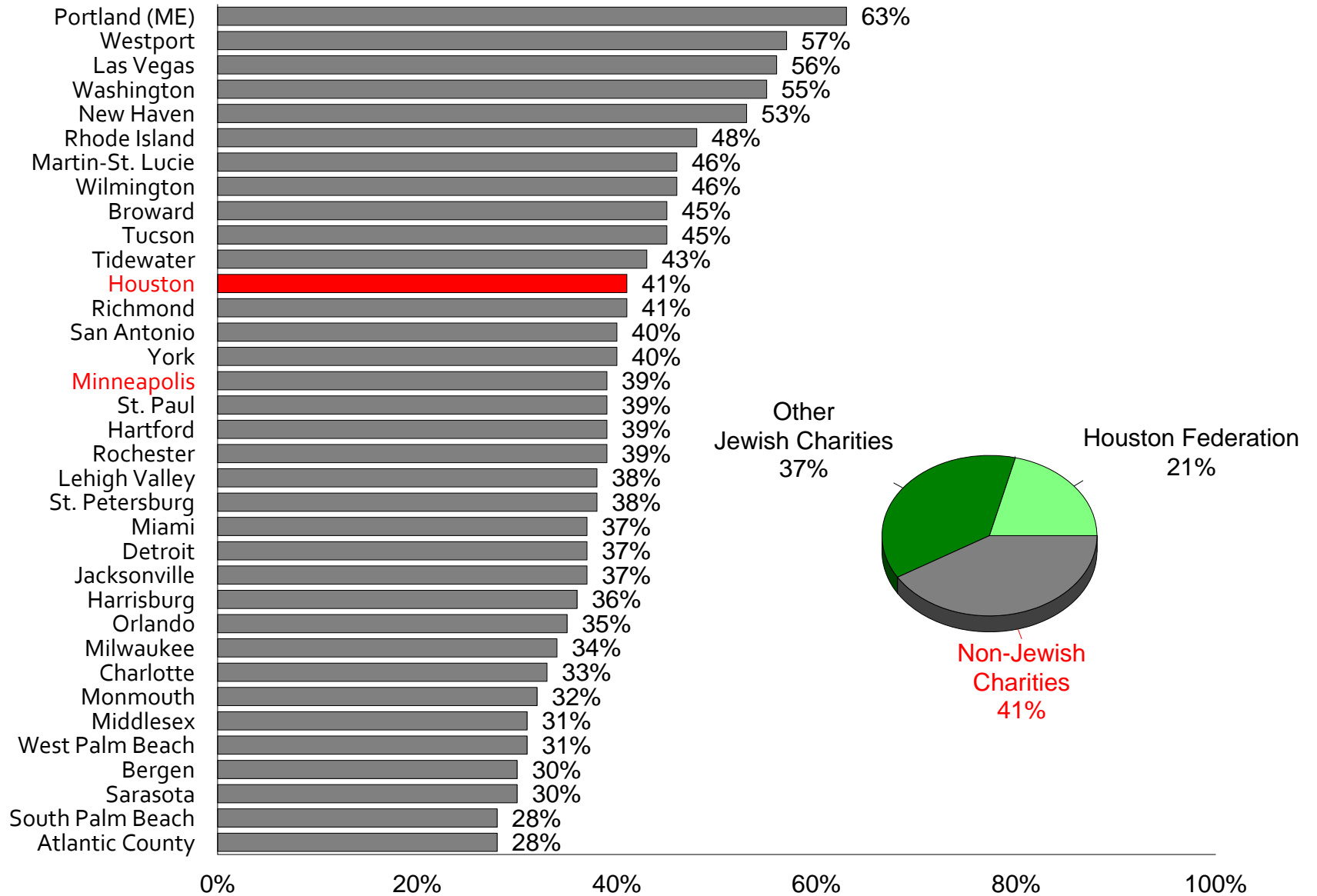
(Charitable Dollars Donated by Jewish Households)



Non-Jewish Charities'

Share of Charitable Dollars in the Past Year

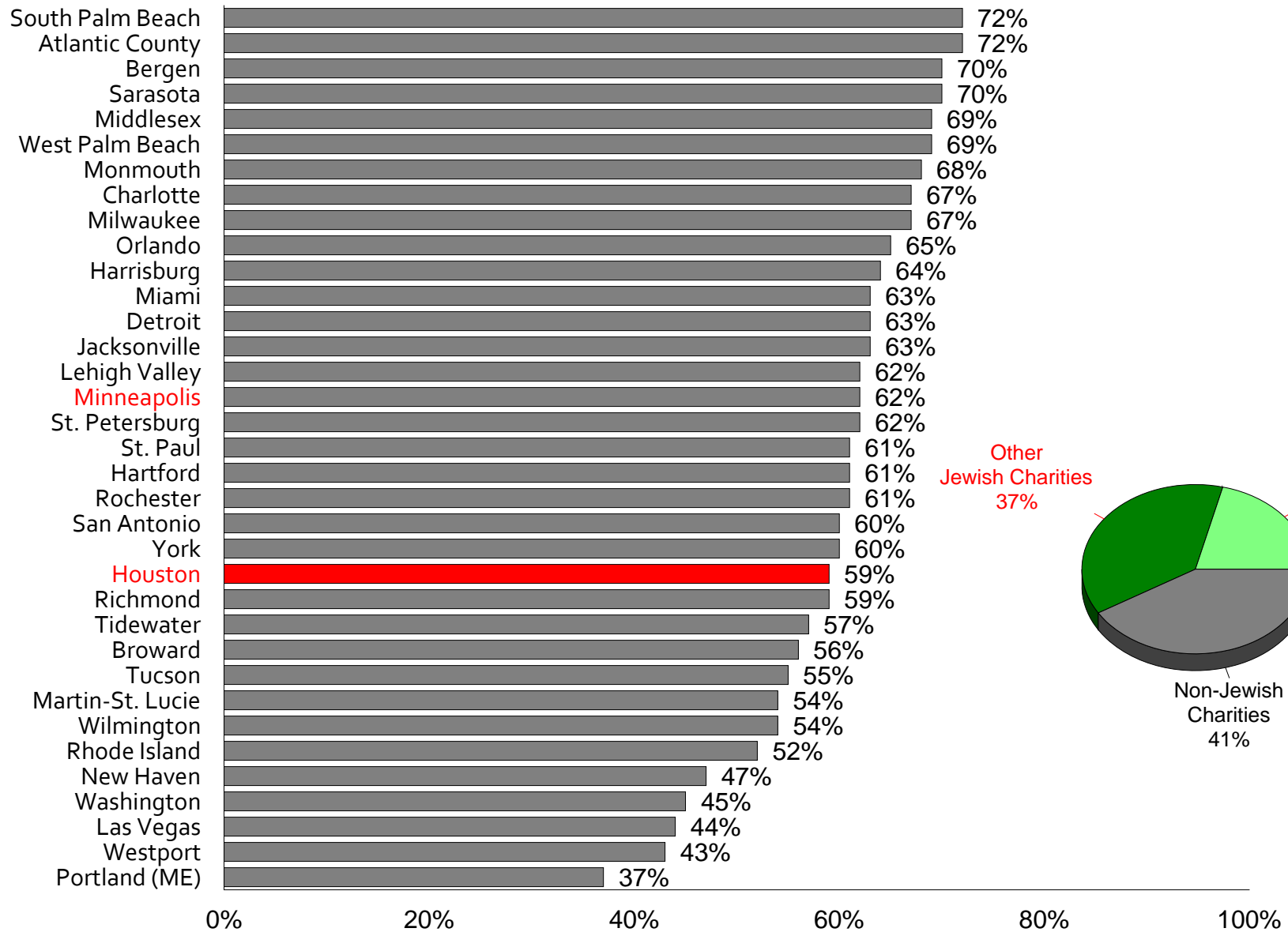
(Charitable Dollars Donated by Jewish Households)



Jewish Charities'

Share of Charitable Dollars in the Past Year

(Charitable Dollars Donated by Jewish Households)



Local Jewish Federation's Share of Jewish Charitable Dollars in the Past Year

(Jewish Charitable Dollars Donated by Jewish Households)

