

LISTEN WITH YOUR HEART, GIVE WITH YOUR HEAD

AARP FOUNDATION 2016 COLORADO SURVEY ON CHARITABLE GIVING

Report Prepared by
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AARP Research
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AARP Foundation Elder Watch™
In Partnership with the Colorado Attorney General

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EXECUTIVE SUMMARY

As of May 1, 2016, there are over 13,000 registered charities soliciting contributions in Colorado – three times the number registered in 2006.¹ Of these, 2,000 are suspended and prohibited from soliciting contributions. There are also more than 69,000 foreign and domestic nonprofit corporations authorized to transact business in the state, of which 19,000 (27%) are either delinquent or in noncompliant status.² At the federal level, the IRS lists over 23,000 organizations currently exempt from federal income tax under section 501(c)(3) as public charities with a principal address in Colorado. In addition, there are 7,276 formerly tax-exempt 501(c)(3) organizations whose exemption has been automatically revoked due to their failure to file a federal Form 990 for three consecutive years.³

These numbers suggest the volume of charitable activity in Colorado, and they also suggest that many charitable organizations, nonprofits, and tax-exempt organizations are not current with their reporting obligations. If an organization's leaders are failing to meet such basic requirements, how likely are they to be good stewards of donors' financial contributions? Can and should donors push these organizations to keep their information more up-to-date?

Most people would agree that charities provide vital services that neither the marketplace nor government provide. Therefore, it is necessary to encourage charitable giving and increase the level of giving. One of the biggest factors driving the level of giving is public trust in charities, and a key element in maintaining and building that trust is knowing that charities are accountable, operating transparently and not wasting valuable charitable assets. One route to such waste is through simple neglect; another is through fraud and theft.

With generous Americans opening their wallets for natural disaster relief, the holiday season, or economic situations, growing numbers of scammers lurk in the shadows waiting to steal their share of the contributions. Many states tightening regulations around charity fraud as well as increasing donor awareness of likely scams or poorly run organizations, where to report them, and where to get information on legitimate charities and fundraisers. In their efforts to support the Colorado Secretary of State's office and the State Attorney General's office to protect donors and stop charity fraud, the AARP Foundation conducted a research study in March 2016 among the adult general population in Colorado ages 18 and older. This survey explored charitable giving behavior, knowledge of charity fraud and prevention, concerns about charities, and where to report potential charity fraud. This survey of 1,003 adult Coloradans yielded a ±3.1 percent margin of sampling error.

¹ January 2016, State of Colorado Department of State, Annual Report on Charitable Solicitations in Colorado for the Year 2015.

<http://www.sos.state.co.us/pubs/charities/reports/2015/2015AnnualReport.pdf>

² IRS Business Master File for Colorado (<https://www.irs.gov/charities-non-profits/exempt-organizations-business-master-file-extract-ee-bmf>)

³ IRS list of auto-revoked organizations (<https://apps.irs.gov/app/eos/forwardToRevokeDownload.do>)

KEY SURVEY FINDINGS

Charitable Giving Behavior:

- Most (81%) Colorado adults ages 18 and older have donated to a charity or cause. Among those who have ever donated, most (74%) say they have made recent contributions in the 12 months prior to taking this survey. Among these donors:
 - ✓ Over half (54%) contributed up to \$100 in donations to a charity or cause, and other quarter (28%) gave between \$100 and \$499. One in ten (9%) gave \$500 or more.
 - ✓ Three in five (59%) made contributions without asking what percentage of their donation went to the fundraiser versus the charity itself.
 - ✓ Almost half (46%) made contributions without verifying that all charities they donated to were legally authorized to raise money in their state.

Knowledge of Legitimate Charities and Protection Measures

- In a short battery of true or false statements about evaluating fundraising and charities, most (77%) Coloradans failed the 'quiz' by answering three or fewer of the six questions correctly.
- Most respondents *incorrectly answered* or were *unsure* of the government office that registers professional fundraisers (84%) or if financial history and performance exposes charity fraud (81%).
- Half (52%) *incorrectly answered* or were *unsure* if professional fundraisers can keep most of the money raised as long as they don't lie about how much they keep.
- Most Colorado adults would turn to a variety of sources with concerns about a charity or person requesting donations, but few seem to know the appropriate authorities to contact. Just 13 percent would contact the state Attorney General's office or Better Business Bureau, and just 3 percent would contact the Secretary of State's office. One in five (20%) actually say they don't know where to turn.
- Most (80%) respondents report a lack of familiarity with the Secretary of State's office and its efforts to prevent charity fraud and protect donors.

Charity Fraud Concerns and Experience

- Among Colorado adults who made charitable donations, the misuse of funds or services, and fraud or theft of funds, are key concerns – 61 percent and 60 percent, respectively, are very concerned.
- Just under two-thirds (61%) believe that some or most of the requests they received for donations were from fake charities or phony fundraisers.

Charity Regulation and Donor Protection

- Colorado adults think that the state government (45%) and charity watchdog groups (23%) should be responsible for monitoring and regulating charities and protecting those who donate.
- If they wanted to learn more about a charity, most would turn to a variety of sources with nearly half (47%) simply saying they would conduct an Internet search about the charity. One in ten (10%) say they would turn to the Better Business Bureau.

METHODOLOGY

AARP Foundation engaged Alan Newman Research to conduct a research study among the general population in Colorado concerning charity fraud. ANR completed a total of 1,003 interviews. Interviews took place February 29, 2016 through March 14, 2016 and yielded a ± 3.1 percent margin of error. All data have been weighted by age and sex according to 2013 Census estimates from the American Community Survey (ACS) to accurately reflect the state of Colorado's adult population. For more information on the study methodology, see page 11 of full report or contact Jennifer Sauer jsauer@aarp.org. For questions or information regarding the AARP Foundation's anti-fraud initiative in Colorado, contact Amy Nofziger at anofziger@aarp.org or Mark Fetterhoff at mfetterhoff@aarp.org.

AARP Foundation is working to win back opportunity for struggling Americans 50+ by being a force for change on the most serious issues they face today: housing, hunger, income and isolation. By coordinating responses to these issues on all four fronts at once, and supporting them with vigorous legal advocacy, the Foundation serves the unique needs of those 50+ while working with local organizations nationwide to reach more people, strengthen communities, work more efficiently and make resources go further. AARP Foundation is AARP's affiliated charity. Learn more at www.aarpfoundation.org.

State Research brings the right knowledge at the right time to our state and national partners in support of their efforts to improve the lives of people age 50+. State Research consultants provide strategic insights and actionable research to attain measurable state and national outcomes. The views expressed herein are for information, debate, and discussion, and do not necessarily represent official policies of AARP.

AARP Foundation staff that contributed to the design and implementation of this study includes Amy Nofziger, Director of Regional Operations and Mark Fetterhoff, Sr. Program Specialist. Colorado Attorney General's Office, Chris Cash, Charities Program Manager, Colorado Department of State AARP National Office staff include Rachelle Cummins, Director, State Research; Kadeem Thorpe, Cheryl Barnes, and Terri Guengerich of State Research; Willieree Murray, Web Analyst, Library. Alan Newman Research (ANR) fielded, entered, tabulated, and weighted the data. Special thanks go to Alan Newman, Amanda Frail, Gail Chudoba Prestwood at ANR. Jennifer H. Sauer, Sr. Research Advisor, State Research designed the survey and authored this report. For more information about this survey or research methodology contact Jennifer Sauer, MA, at jsauer@aarp.org. For questions or information regarding the issue of charity fraud in Colorado, please contact Amy Nofziger at anofziger@aarp.org or Mark Fetterhoff at mfetterhoff@aarp.org.

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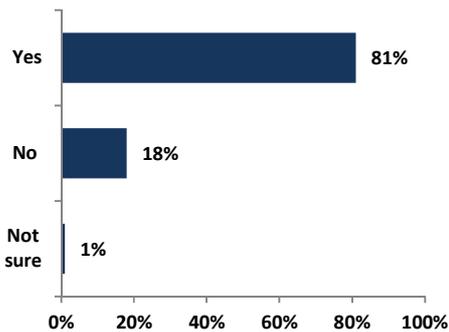


DETAILED SURVEY FINDINGS

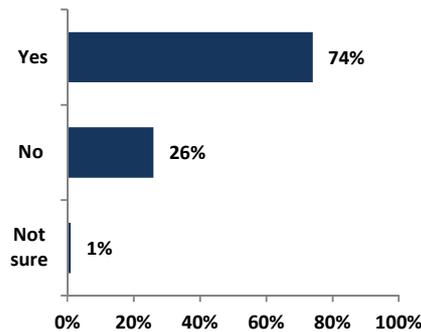
CHARITABLE GIVING – MILE-HIGH GENEROSITY AMONG COLORADO ADULTS

Similar to most Americans, Colorado adults ages 18 and older have donated to a charity or cause at some point.^{4,5} Among those who have ever donated, most have made recent contributions in the 12 months prior to taking this survey. Among those who say they haven't donated to a charity or cause in recent months, nearly half say it's because they can't afford to give. Another one in ten says no one asked them.

Ever Donated Money to Charitable Organization or Cause
(n=1,003 CO Adults 18+)



Donated Money to Charitable Organization/Cause in Past 12 Months
(n=1,003 CO Adults 18+)



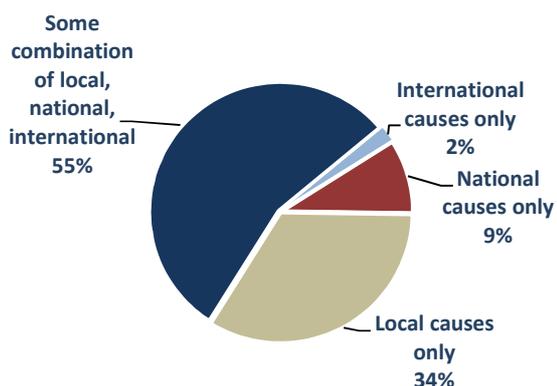
Main Reason for Not Donating in Past 12 Months
(n=215 CO Adults 18+)

Can't afford to give more	48%
No one asked	12%
Rather spend money other ways	8%
Don't know enough about charities	4%
I give money to family and friends	4%
Don't trust most charities	4%
Volunteer time instead	2%
Other	9%
Not sure	8%

COLORADANS SPREAD THEIR DONATIONS WIDE AND FAR

While many adult donors in Colorado say they typically contribute money to charities that support a combination of local, national and international charities or causes, one third say they only give to local causes. About half indicate they donate money to health related causes like cancer, chronic diseases, or physician's causes or to human services such as elderly, homelessness or hunger. A third donated money to education, youth or child-protection or development, or veterans' causes, and about one-quarter gave to animal welfare, international causes, onetime natural disaster relief funds, or local rescue departments.

Location of Charities (Ever) Donated To
(n=814 CO Adults 18+ who have ever donated)



Types of Charities/Causes Donated To in Past 12 Months
(n=599 CO Adults 18+ who donated in past 12 months)

Human services – elderly, homeless, hunger	52%
Health – cancer, chronic disease, physician's causes	47%
Religion	39%
Private or community foundations	37%
Youth or children protection or development	36%
Education	34%
Veterans or military	34%
Animal welfare	29%
One-time natural disaster relief or causes	23%
International or foreign programs or causes	23%
Fire, police, or sheriff's departments	22%
Arts and culture	19%
Environment	19%
Not sure	3%

Over half (54%) of Coloradans who made recent donations report contributing up to \$100 to a charity or cause and one in four (28%) have given between \$100 and \$500. A notable one in ten (9%) gave \$500 or more.

⁴ December 2013, Gallup, Most Americans Practice Charitable Giving, Volunteerism <http://www.gallup.com/poll/166250/americans-practice-charitable-giving-volunteerism.aspx>

⁵ National Center for Charitable Statistics <http://nccs.urban.org/nccs/statistics/charitable-giving-in-america-some-facts-and-figures.cfm>

COLORADANS PREFER POSTAL MAIL AND PERSONAL INTERACTION WITH CHARITIES AND FUNDRAISERS

Though growing in popularity among many legitimate charities, giving via email, social media, or texts still warrants some skepticism and research on the part of the potential donor.⁶ Not only are these modes of solicitation and donation easy and cost efficient for the charity, they are easy and cost efficient for scammers.

Among those Colorado donors who contributed money to a charity in the 12 months prior to completing the survey, most prefer to receive donation requests via the postal mail in a letter or flyer or via an email letter from the charity. And over one-quarter would prefer being asked for a donation in person. Correspondingly, Colorado donors indicate a preference for actually *giving* money to charities or causes in which they are interested by mailing a check, giving cash or credit card information in person, or completing an online donation form.

Ways Coloradans Prefer *To Be Asked* for Donation (n=599 Colorado Adults 18+)

In a letter or flyer via postal mail	45%
In an email	35%
In person – at the door or on the street	27%
Through social media – pop-up/ad/message	15%
A phone call	13%
Not sure	7%
Depend on situation/organization	6%
Via text message	3%

Ways Coloradans Prefer *To Give* Money to Charities (n=599 Colorado Adults 18+)

By mailing a check	54%
Giving cash, credit card information in person to charity representative/fundraiser	36%
Completing an online donation form	30%
Sending donation through payment service like Paypal	24%
Providing credit or debit card information via email/text	9%
Providing credit or debit card information via phone	7%
Depends on situation/organization	2%
Not sure	1%

In the 12 months prior to completing this survey, well over half of Colorado donors made donations as a result of being asked in person by someone they know, and another two in five made donations as a result of being asked in person by someone other than family or friends. A similar proportion says they made a donation as a result of attending a specific event.

What Influenced Coloradans To Make a Recent Donation In Past 12 Months?

(n=599 Colorado Adults 18+)

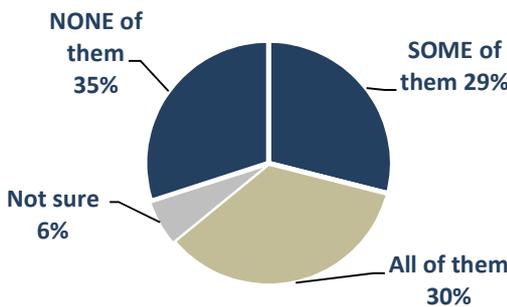
	% Yes
Being asked <i>in person</i> by someone they know- family/friends	58%
By attending a special or specific event	43%
Being asked <i>by someone</i> who is not family/friend	40%
Reading/hearing advertisement for a cause	31%
Reading/hearing a news story	29%
An email request from a charity/fundraiser	27%
Seeing social media post	21%
Phone request from charity or fundraiser	17%
Text request from charity or fundraiser	6%

⁶ Charity Navigator, Protecting Yourself from Online Scams <https://www.charitynavigator.org/index.cfm?bav=content.view&cpid=313#.Vve3LPkrKM8>

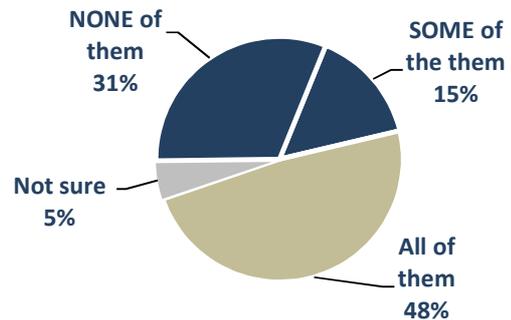
KNOWLEDGE OF LEGITIMATE CHARITIES AND FRAUD – COLORADO DONORS NEED INFORMATION

Unfortunately, professional fundraisers are permitted to keep a substantial portion of money they raise for themselves in the name of charity – in Colorado this can be about half of the money raised.⁷ Many Colorado donors are not adequately protecting themselves from potential financial losses when they give to a fundraiser or cause. Three in five (64%) recent Colorado donors say they do NOT ask ALL charities or fundraisers how much of their contribution goes to them and how much goes to the cause itself. In fact, almost one third says they asked NONE of the fundraisers or charities this question before making a donation. Likewise, nearly half (46%) of recent Colorado donors say they did NOT verify the legitimacy of ALL charities or fundraisers to which they donated. Again, almost one-third verified NONE before giving.

Number of Donation Made AFTER Asking How Much Money Goes to Fundraiser and Cause
(n=599 Colorado Adults age 18+)



Number of Donations Made AFTER Verifying Fundraiser/ Charity Were Legally Allowed To Raise Money in CO
(n=599 Colorado Adults age 18+)



Additionally, half (49%) of Coloradans who made donations in the 12 months prior to taking this survey admit to not *always* researching the charity or cause before making a donation, and over a quarter (27%) say they tend to make *spur-of-the-moment decisions* rather than do a lot of research before donating to a charity. Charity watchdog and consumer groups strongly recommend that potential donors do homework. Checking to see if they are registered in the state and how much of the donation will be used for programs and services will likely spare donors from an inefficient or fraudulent use of their money.^{8,9,10}

COLORADANS ARE SMART BUT SCAMMERS COULD OUTSMART THEM

Colorado adults were asked six true or false questions about staying safe from charity or fundraising scams. The average score of all 1,003 respondents regardless of whether they donated recently or not is 3 correct out of 6 questions. In other words, most (77%) failed the quiz, answering 3 or fewer of the 6 questions correctly.

Survey Quiz:
Knowledge of Potential Scams and Scam Prevention
(n=1,003 Colorado Adults age 18+)

# Questions Correct	# of Respondents	% of Respondents
0	47	4.7
1	173	17.2
2	259	25.8
3	290	29.0
4	170	16.9
5	58	5.8
6	6	.6

⁷ Charity Navigator, <http://www.charitynavigator.org/index.cfm?bay=content.view&cpid=400#.VyV9vvrKM->

⁸ Charity Navigator <http://www.charitynavigator.org/>

⁹ National Crime Prevention Center <http://www.ncpc.org/resources/files/pdf/fraud/Preventing-Charity-Fraud-Brochure.pdf>

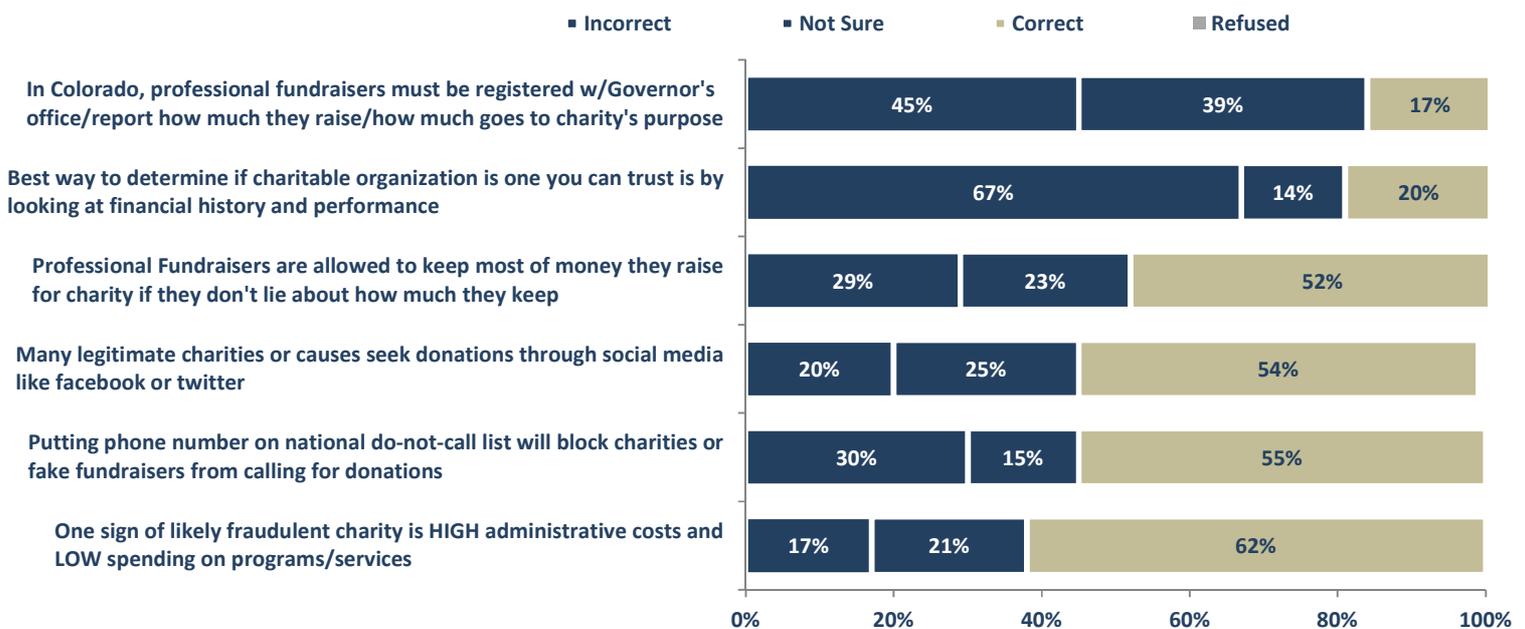
¹⁰ Federal Trade Commission, Before Giving To A Charity <https://www.consumer.ftc.gov/articles/0074-giving-charity>

Many Americans confess they don't know where professional fundraisers must be registered in a state in order to legitimately solicit for donations to a charity or cause.¹¹ Colorado adults are most mistaken or unsure of where professional fundraisers must be registered in the state (with the Secretary of State's office) and how to best determine if a charitable organization is one they can trust (financials are an important determinant but not the best indicator of trustworthy charity – ethics, governance, results are key indicators noted by the Better Business Bureau's (BBB) Wise Giving Alliance).¹²

While more Coloradans indicate knowing that professional fundraisers are allowed to keep most of the money they raise and under what condition, over half did NOT know this. Again, not unlike findings from AARP's recent national survey on holiday scams. Almost half indicate NOT knowing that legitimate charities or causes can seek donations through social media or that putting your phone number on a national do-not-call list will not block charities or fake fundraisers from calling for donations.

Again, financials can be a deceptive measure of a trustworthy charity – high administrative costs and low spending on charity programs and services are a likely sign of a poorly run charity or even a fraudulent one. Well over a third of Coloradans indicated thinking just the opposite.

Charity and Fraud Safety Quiz
(n=1,003 Colorado Adults age 18+)

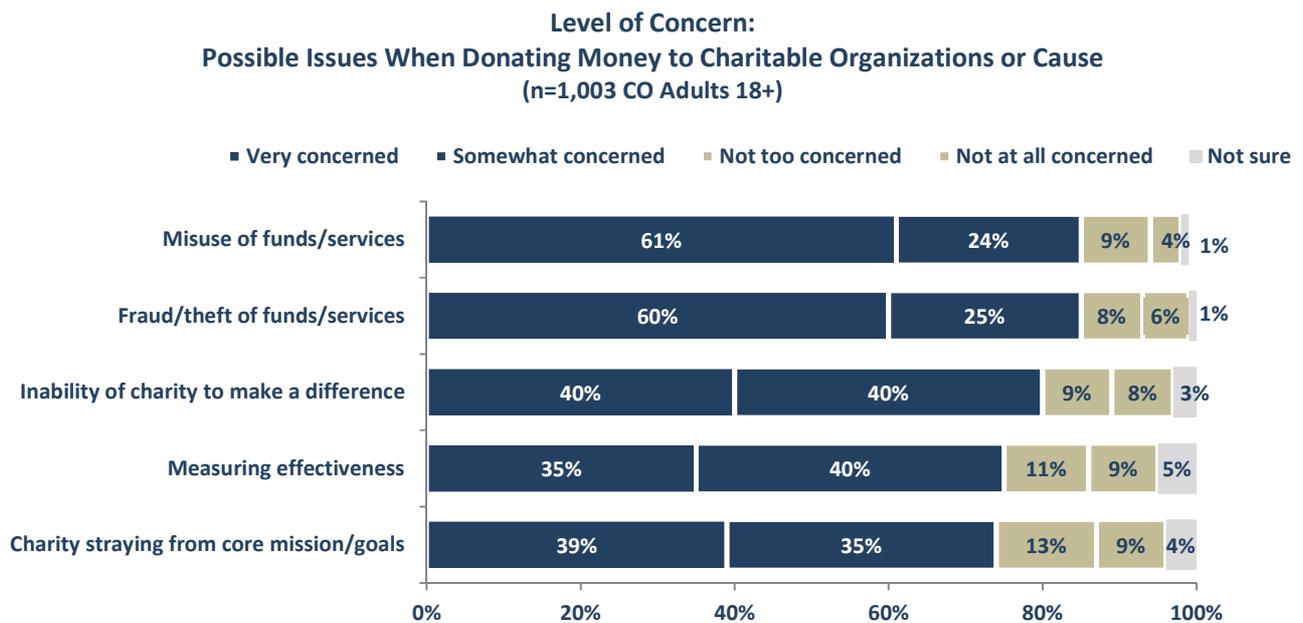


¹¹ AARP (2015), Beware the Grinch: American Consumers At Risk Of Being Scammed During The Holidays <http://www.aarp.org/research/topics/economics/info-2015/national-holiday-scam-survey.html> See p.4-5

¹² BBB Give.org, 2014 <http://www.give.org/news-updates/news/2014/10/new-study-americans-misinformed-before-donating-to-charities/>

CONCERNS ABOUT CHARITIES

A 2015 poll conducted by the Chronicle of Philanthropy reported that over a third (37%) of Americans had little or no faith in charities in general and showed little confidence in their management of funds – just 13 percent indicated charities did a *very good job of spending money wisely*.¹³ When asked to consider possible issues people may experience when donating to a charitable organization or cause, Colorado adults indicated high concern around the misuse of funds or services and fraud or theft involving funds or services. Still, about two in four are very concerned about the inability of an organization or cause to make a difference or straying from their core mission or goals. Over two-thirds are very concerned about how a charity or cause is measuring their effectiveness.



THE INTERNET – TOP SOURCE OF INFORMATION ON CHARITY FOR COLORADANS¹⁴

When asked where they would turn for reliable information if they wanted to learn more about a charity, nearly half (47%) of all Coloradans say they would turn to the Internet. One in ten (10%) mention the Better Business Bureau, and another one in eight mention they would turn to a specific charity’s website (9%), Secretary of State (4%), or the Charity Watchdog site (4%). Others mention they would seek reliable information about a charity of interest from sources such as the local library, family or friends, charity representative, Federal Trade Commission, or word of mouth.

	% Unassisted Mentions
Internet	47%
Better Business Bureau	10%
Charities website	9%
Family/friends	6%
Not sure	6%
Charity/cause representative	5%
Charity Watchdog site	4%
Secretary of State	4%
Other	9%

¹³ Perry, S. (2015) 1 in 3 Americans Lacks Faith in Charities, Chronicle, Chronicle of Philanthropy <https://philanthropy.com/article/1-in-3-Americans-Lacks-Faith/233613>

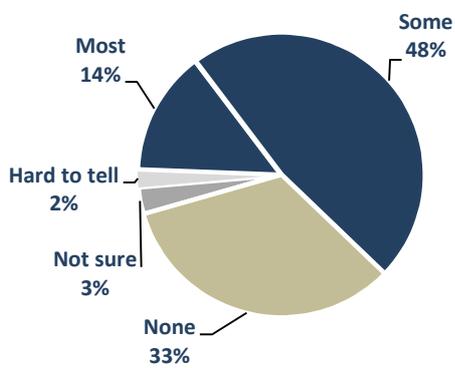
¹⁴ This question was not list-assisted but open-ended. Please see question 27 in annotated questionnaire. Respondents who mention ‘internet’ could have gone to the best sources for charity information through their search. This survey did not probe that response further.

COLORADANS SUSPECTING POTENTIAL CHARITY FRAUD DON'T KNOW WHERE TO TURN FOR HELP

In the 12 months prior to completing this survey, adult Coloradans believe that some or most of the requests they received for donations to charities or causes were from fake charities or phony fundraisers. In Colorado, residents who suspect a fraudulent solicitation or feel they were scammed into donating to a charity can report the incident to the Secretary of State's office or state's Attorney General's office.

A recent AARP survey also found that few Americans know where to turn to verify a fundraiser or charity.¹⁵ When asked Coloradans where they would turn if they had concerns about a charity or fundraiser, just 3 percent say they would turn to the Secretary of State's office and 13 percent mention the Attorney General's offices.¹⁶ In fact, over one in four would turn to police or related law enforcement, and another 13 percent would turn to the Better Business Bureau. A full one in five says they are *not sure* where to turn for help.

How Many Requests for Donations in Past 12 Months Believed To Be From Fake Charities or Phony Fundraisers
(n=1,003 Colorado Adults 18+)

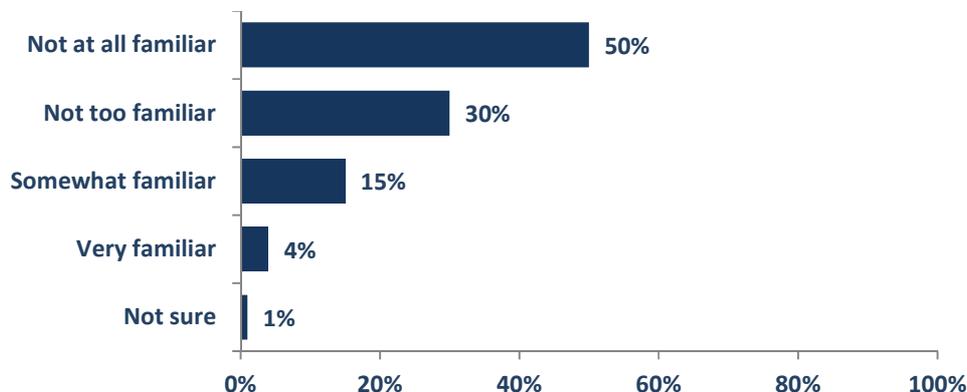


Where Would Coloradans Turn With Concerns About a Charity or Fundraiser?
(n=1,003 Colorado Adults 18+)

Police or related law enforcement	28%
State Attorney General's office	13%
Better Business Bureau	13%
Other source or agency	11%
State or local leader's office like governor or mayor	6%
Consumer protection agency like FTC	4%
Secretary of State's office	3%
Personal lawyer	1%
Not sure	20%

Correspondingly, Colorado adults admit they are not familiar with the Secretary of State's offices' efforts to prevent charity fraud and protect donors – fully 80 percent say they are not too familiar (30%) or not familiar at all (50%).

Level of Familiarity: Secretary of State's Office Efforts to Prevent Charity Fraud
(n=1,003 Colorado Adults age 18+)

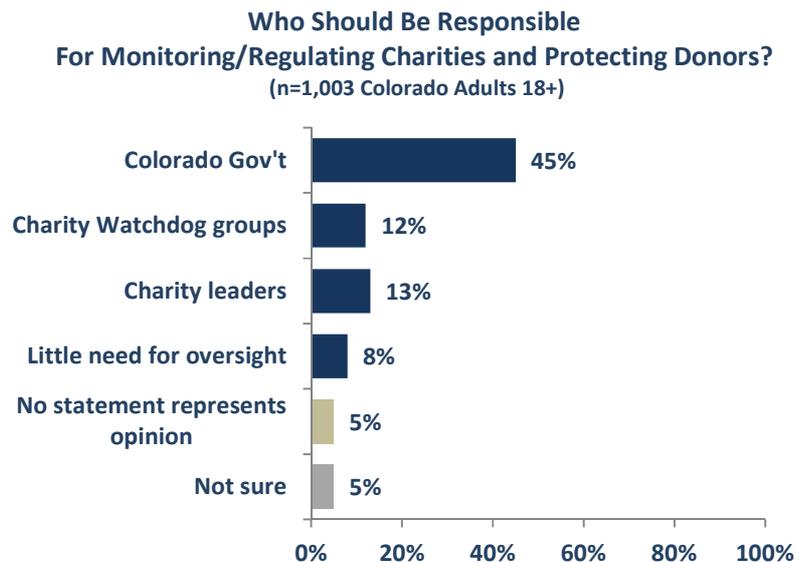


¹⁵ AARP (2015), Beware the Grinch: American Consumers At Risk Of Being Scammed During The Holidays <http://www.aarp.org/research/topics/economics/info-2015/national-holiday-scam-survey.html> (see Q14 and 14a in annotated survey).

¹⁶ See Q.28 in annotated survey – question was open-ended and not list assisted.

COLORADO NEEDS TO MAINTAIN CHARITY REGULATION AND DONOR PROTECTION

Preventing and regulating fraud continues to be a high priority for Colorado's State Attorney General and Secretary of State. Results of this survey show that Coloradans agree that the state government should be responsible for monitoring and regulating charities and protecting donors. However, nearly one-quarter think that charity watchdog groups should also provide oversight and protection, and another one in ten think leaders of charity organizations should be more responsible. Very few feel there is little need for any oversight



SUMMARY

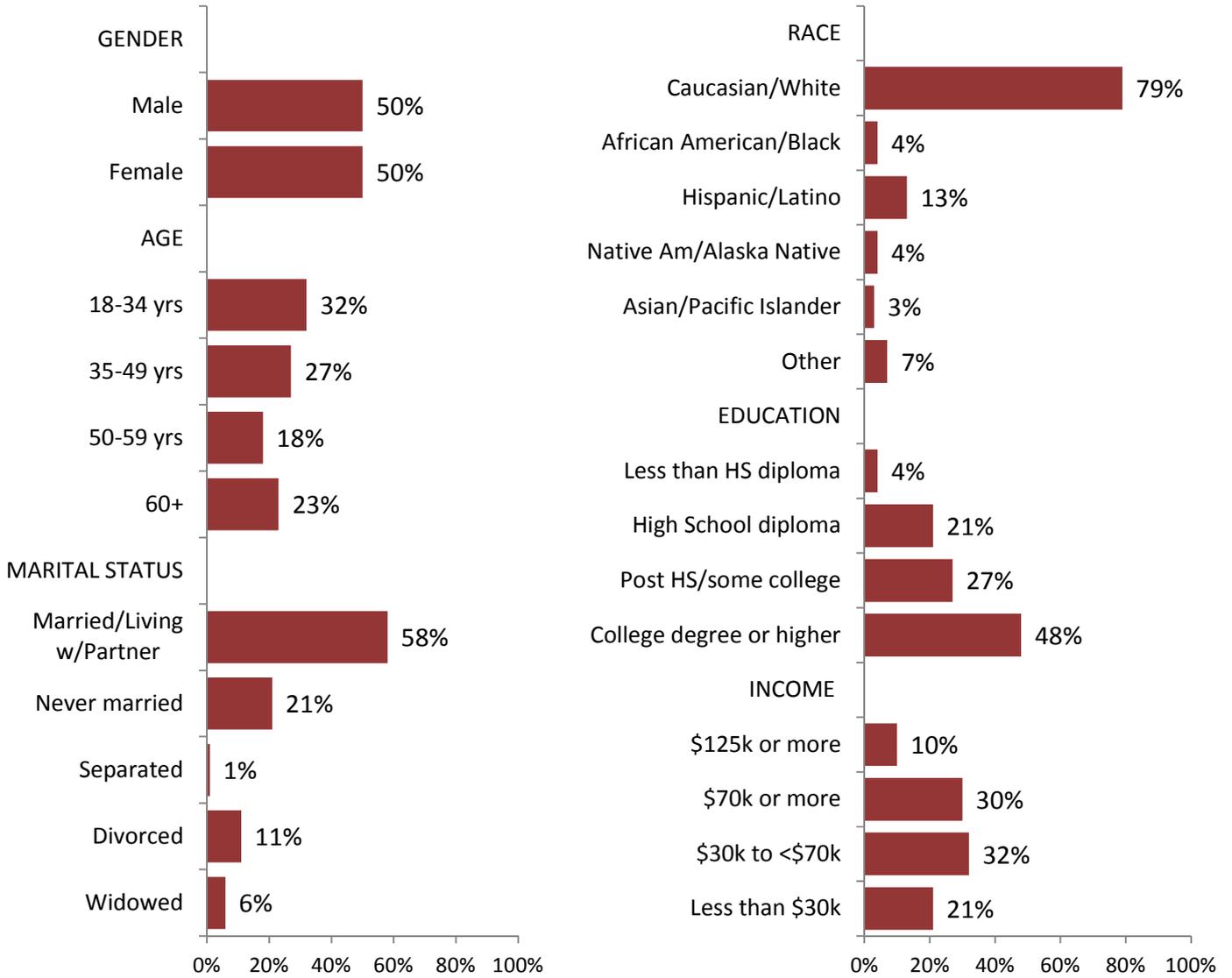
Data from this survey show that while most Coloradans give generously to a wide variety of charities and causes that are likely legitimate and well-run, their concerns are high about the misuse of funds and fraud. This isn't too surprising given that nearly two-thirds believe that some or most of their recent requests for a donation came from a fake charity or a phony fundraiser.

With the increasing numbers of charities and fundraisers facing suspension or delinquent and non-compliant status, donors are at a higher risk for contributing to an organization or cause that reflects their key concerns. In preventing the misuse or unintended use of charitable contributions or fraud, the data points to both the donor and those designated to regulate charities and fundraisers to increase awareness of information and resources that can protect against fraud.

Well over 3 in 4 Coloradans who made a recent donation failed a short in-survey quiz aimed at knowledge of charities and protective measures. And, about half made a donation without verifying the legitimacy of the charity or without knowing how their donation would be used with the charity. Moreover, half of recent Colorado adult donors indicate they don't always research the charity or cause before making a donation. Concurrently, most Coloradans are unaware of the best or correct consumer resources and protections available to research a charity's financials or active programs and services, or verify the legitimacy of a charity.

There is a tremendous opportunity for those dedicated to preventing charity fraud in Colorado and protecting those who financially support and encourage the vital and enhancing work provided by the many legitimate and beneficial organizations and causes. The data strongly suggest the need for apparent and consistent public information and education about donating to charities and causes and where to turn to report concerns about a charity or fundraiser.

DEMOGRAPHICS OF SURVEY RESPONDENTS (n=1,003 COLORADO ADULTS AGE 18+)



METHODOLOGY

In January 2016, AARP engaged Alan Newman Research to conduct a research study among the general population in Colorado concerning charity fraud. ANR completed a total of 1,003 interviews. Interviews took place February 29, 2016 through March 14, 2016

Respondents were screened for being aged 18 or older and living in Colorado. Both landline (RDD) and cell phone sample were used for this research. A total of 10,800 records were dialed (574 by landline and 429 by cell phone). The total statewide sample of 1,003 respondents yields a maximum statistical error of $\pm 3.1\%$ at the 95% level of confidence.¹⁷ Percentages of some questions may exceed 100% due to rounding or the use of multiple response question formats. Statistical tests have been performed to determine whether observed differences in the tables are statistically significant. All data have been weighted by age and sex according to 2013 Census estimates from the American Community Survey (ACS). Results were weighted to accurately reflect the state of Colorado's distribution of age and sex according to Census estimates.

	Landline	Cell
NUMBER OF FULL COMPLETES	574	429
TOTAL NUMBERS RELEASED	5800	5000
COOPERATION RATE (COOP3)		
	55.80%	51.00%
REFUSAL RATE (REF3)		
	19.40%	21.50%
RESPONSE RATE (RR3)¹⁸		
	15.10%	14.80%

¹⁷ This means that in 95 out of 100 samples of this size, the results obtained in the sample would be within ± 3.1 percentage points of the results obtained had everyone in the population been interviewed.

¹⁸ This response rate formula (RR3) requires the calculation of 'e' which is the proportion of cases of unknown eligibility that are estimated to actually be eligible. The following formula was used to determine 'e': $e = \text{Complete} + \text{Terminate Early} + \text{Confirmed Household No Answer, Busy, and Answering Machine} + \text{Callbacks} + \text{Language Barrier} / \text{Complete} + \text{Terminate Early} + \text{Confirmed Household No Answer, Busy, and Answering Machine} + \text{Callbacks} + \text{Language Barrier} + \text{Government/Business} + \text{Non-Working} + \text{Screened Out} + \text{Over Quota}$.

**AARP FOUNDATION – 2016 COLORADO CHARITY FRAUD SURVEY
 ANNOTATED QUESTIONNAIRE
 (n=1,003 Colorado Adults Ages 18 And Older; M.E. = ± 3.1 percent)**

SCREENING QUESTIONS

Hello, this is _____ calling from Alan Newman Research, a national opinion research firm. We are not telemarketers and are not trying to sell you anything. Your responses to this survey will be kept entirely confidential.

S1. Our study is interested in the opinions of certain age groups. Could you please tell me your age as of your last birthday? [IN YEARS] _____ [RECORD ACTUAL AGE AND USE THE AGE GROUPS BELOW TO KEEP TRACK OF HOW MANY RESPONDENTS WE ARE GETTING IN EACH GROUP]

AGE

%	N=1003
32	18-34
27	35-49
18	50-59
23	60+
0	Under 18 [TERMINATE]
0	Refused [TERMINATE]

GENDER – RECORD BY OBSERVATION

%	N=1003
50	Female
50	Male

CELL PHONE AND INTERNET ACCESS

First, we'd like to ask you some questions about your experience with computers and the Internet.

1. Do you use a smartphone – for example, an i-phone or droid that enables you to access the internet, send and receive email, view movies or books, download applications, and take pictures or videos?

%	N=1003
78	Yes
22	No
0	Not sure [DO NOT READ]
0	REFUSED [DO NOT READ]

2. Do you use the internet, at least occasionally either through your phone or other device like a laptop or desktop computer, a notebook or i-pad, or any other device?

%	N=1003
91	Yes
9	No [SKIP TO QUESTION 4]
<1	Not sure [DO NOT READ] [SKIP TO QUESTION 4]
0	REFUSED [DO NOT READ] [SKIP TO QUESTION 4]

3. Did you use the internet yesterday – again either through your phone or some other device?

%	N=915
93	Yes
7	No
<1	Not sure [DO NOT READ]
0	REFUSED [DO NOT READ]

CHARITABLE GIVING BEHAVIOR AND INTERESTS

4. Have you ever donated money to a charitable organization or cause?

%	N=1003
81	Yes
18	No [SKIP TO QUESTION 18]
1	Not sure/don't know [DO NOT READ] [SKIP TO QUESTION 18]
<1	Refused [DO NOT READ] [SKIP TO QUESTION 18]

5. And would you say you typically donate money to charities that support local causes in Colorado, those that support national causes, those that support international causes, or do you typically donate to some combination of all three types of causes?

%	N=814
33	Only local causes
9	Only national causes
2	Only international causes
54	Some combination of all three types
2	Not sure [DO NOT READ]
<1	Refused [DO NOT READ]

6. In the past 12 months, or since last **[February/March]** have you received a request to make a donation to a charity or cause via...?

N=814	% Yes	% No	% Not sure/ don't know	% Refused
A phone call?	53	46	1	0
An email?	44	54	2	0
A letter or flyer in the postal mail?	66	32	2	0
A text message?	8	91	1	<1
A representative or a fundraiser?	52	47	1	0

7. And in the past 12 months, have you donated money to a charitable organization or cause – with or without being asked by an organization or fundraiser?

%	N=814
74	Yes [SKIP TO QUESTION 9]
26	No
1	Not sure/don't know [DO NOT READ]
0	Refused [DO NOT READ]

8. Why not – what was the main reason you didn't donate in the last 12 months **[INTERVIEWER – DO NOT READ LIST – USE FOR CODING – ACCEPT ONE – FIRST REASON]**

%	N=215
48	Can't afford to give more
8	Would rather spend money in other ways
12	No one asked me to give
4	Don't know enough about charities
2	I volunteer my time instead of giving money
4	I give money to family and friends when needed/necessary
4	Don't trust most charities
9	Other (specify)
8	Not sure/ don't know
1	Refused

[IF Q7 = NO, NOT SURE, REFUSED, GO TO QUESTION 18]

9. Again, thinking of the past 12 months or since last **[February/March]**, did you donate money to an organization or cause that represents **[RANDOMIZE a-m; MULTIPLE RESPONSES ALLOWED]**

%	N=599
19	Arts or culture?
29	Animal welfare?
34	Education?
47	Health – including cancer causes, chronic diseases, or physician’s causes?
52	Human services – such as elderly, homelessness, or hunger?
23	International or foreign programs or causes?
37	Private or community foundations?
39	Religion?
36	Youth or children protection or development?
34	Veterans or the military?
22	Fire, police, or the sheriff’s department?
19	The environment?
23	A one-time natural disaster relief fund or causes like floods or forest fires?
3	Not sure/don’t know [DO NOT READ]
1	Refused [DO NOT READ]

10. About how many of those donations were made AFTER you asked how much of your money would go to the fundraiser or organization requesting the donation and how much would go to the charitable cause itself? All of the donations you made, some of them, or none of them?

%	N=599
35	All of them
29	Some of them
30	None of them
6	Not sure/can’t remember [DO NOT READ]
<1	Refused [DO NOT READ]

11. And about how many of those donations were made AFTER you verified that the fundraiser or charity requesting the donation was legally allowed to raise money in Colorado? Would you say all of the donations you made, some of them, or none of them?

%	N=599
48	All of them
15	Some of them
31	None of them
5	Not sure/can’t remember [DO NOT READ]
0	Refused [DO NOT READ]

12. And what was the approximate value of the most recent donation you made in the past 12 months or since last **[February/March]**? [DO NOT READ – USE LIST FOR CODING – IF NECESSARY, PROMPT with - *how much money did you give in your most recent donation?*]

%	N=599
22	Less than \$25?
16	Between \$25 and \$49?
16	Between \$50 and \$99?
28	Between \$100 and \$499?
3	Between \$500 and \$999?
5	Between \$1000 and \$4,999?
1	\$5,000 or more?
2	Don't know
7	Refused

13. Please tell me in which of the following ways you prefer to be asked by a fundraiser or charitable organization for a donationdo you prefer to be asked: [MULTIPLE RESPONSES ALLOWED]
RANDOMIZE

%	N=599
32	In an email?
27	In person – for instance, at your door or on the street?
45	In a letter or flyer in the postal mail?
13	A phone call?
15	Through a social media site ad, pop-up or message?
3	Via a text message?
6	Depends on situation/organization [VOLUNTEERED – DO NOT READ]
7	Not sure/don't know [DO NOT READ]
1	Refused [DO NOT READ]

14. And in which of the following ways do you prefer to give money to the charities or causes you are interested in donating to: [RANDOMIZE a-f]

%	N=599
54	By mailing in a check?
30	Completing an online donation form?
36	Giving cash or credit card information in person to a charity representative or fundraiser?
7	Providing credit or debit card information over the phone?
9	Providing credit or debit card information through email or text response?
24	Sending donation through payment service like PayPal?
2	Depends on situation/organization [VOLUNTEERED – DO NOT READ]
1	Not sure/don't know [DO NOT READ]
1	Refused [DO NOT READ]

15. Would you say that making donations to charities or causes that interest you are usually spur-of-the-moment decisions for you, or do you tend to do a lot of research before making any donations?

%	N=599
62	Usually do a lot of research before deciding to donate
27	Usually it's a spur of the moment decision
8	Done it both ways [VOLUNTEERED – DO NOT READ]
2	Not sure/don't know [DO NOT READ]
1	Refused [DO NOT READ]

16. Again, thinking of the past 12 months or since last **[February/March]**, did you make any donation as a result of **[RANDOMIZE a-i]**

N=599	% Yes	% No	% Not sure/ don't know	% Refused
a. reading or hearing a news story?	29	69	1	<1
b. reading or hearing an advertisement for a cause?	31	68	2	0
c. an email request from a charity or fundraiser?	27	73	1	0
d. seeing a social media post – like on facebook or twitter?	21	79	<1	<1
e. being asked in person by someone you know – such as family or friends?	58	42	<1	<1
f. being asked in person by someone who is not family or a friend?	40	59	1	<1
g. a phone request from a charity or fundraiser?	17	83	<1	0
h. attending a special or specific event ?	43	56	<1	<1
i. a text request from a charity or fundraiser?	6	94	<1	0

17. Would you say you always, sometimes, rarely or never research an organization or cause before you make a donation?

%	N=599
51	Always
31	Sometimes
10	Rarely
8	Never
1	Not sure/don't know [DO NOT READ]
0	Refused [DO NOT READ]

QUIZ – KNOWLEDGE OF CHARITY FRAUD AND PREVENTION

After I read each of the following statements, tell me if you think it's true or false or if you're not sure:
[PROGRAMMER: RANDOMIZE Q18 – Q23]

18. Professional fundraisers are allowed to keep most of the money they raise for charity as long as they don't lie about how much they keep.

%	N=1003
48	True [CORRECT]
29	False
23	Not sure [DO NOT READ]
0	Refused [DO NOT READ]

19. In Colorado, professional fundraisers must be registered with the Governor's office and report how much they raise and how much goes to the charity's purpose.

%	N=1003
45	True
17	False [CORRECT]
39	Not sure [DO NOT READ]
<1	Refused [DO NOT READ]

20. The best way to determine if a charitable organization is one you can trust is by looking at their financial history and performance.

%	N=1003
67	True
20	False [CORRECT]
14	Not sure [DO NOT READ]
0	Refused [DO NOT READ]

21. Many legitimate charities or causes seek donations through social media like facebook or twitter.

%	N=1003
54	True [CORRECT]
20	False
25	Not sure [DO NOT READ]
<1	Refused [DO NOT READ]

22. One sign of a likely fraudulent charity is HIGH administrative and fundraising costs AND low spending on programs and services.

%	N=1003
62	True [CORRECT]
17	False
21	Not sure [DO NOT READ]
<1	Refused [DO NOT READ]

23. Putting your phone number on the national do-not-call list will block charities or fake fundraisers from calling you for donations.

%	N=1003
30	True
55	False [CORRECT]
15	Not sure [DO NOT READ]
<1	Refused [DO NOT READ]

CHARITY FRAUD CONCERNS AND EXPERIENCE

24. Now I'm going to read some possible issues that people may experience when donating money to charitable organizations or causes. How concerned are you about ...[RANDOMIZE AND INSERT a-e, THEN READ as necessary: *are you very concerned, somewhat concerned, not too concerned, or not at all concerned*]

N=1003	% Very concerned	% Somewhat concerned	% Not too concerned	% Not at all concerned	% Not sure/ don't know	% Refused
The misuse of funds or services?	61	24	9	4	1	<1
Fraud or theft of funds or services?	60	25	8	6	1	<1
The inability of an organization or cause to make a difference?	40	40	9	8	3	<1
Organizations or causes straying from their core mission or goals?	39	35	13	9	4	<1
Measuring the effectiveness of organizations or causes?	35	40	11	9	5	<1

25. Thinking about all the requests for donations to charities or causes you've received in the past 12 months or since last **[February/March]**, how many of those requests do you think were from fake charities or phony fundraisers? Would you say most, some, or none at all?

%	N=1003
14	Most
47	Some
33	None at all
2	Hard to tell/know [VOLUNTEERED – DO NOT READ]
3	Not sure/don't know [DO NOT READ]
<1	Refused [DO NOT READ]

CHARITY FRAUD PROTECTION AND INFORMATION

26. Who do you think should be the most responsible for monitoring and regulating charities and protecting those who donate – the state government, charity leaders, charity watchdog groups, or do you think there is little need for charity oversight and donor protections in Colorado? [ROTATE a-d] [IF ASKED WHAT ARE WATCH DOG GROUPS, PROVIDE THE FOLLOWING: *in this case, third party or outside groups of individuals who are committed to monitoring charities to be sure they are operating legally and fairly*).

%	N=1003
45	Colorado state government
13	Charity leaders
23	Charity watchdog groups
8	There is little need for any kind of charity/donor oversight or protections in Colorado
5	None of these statements represent my opinion/none of them/none [VOLUNTEERED]
5	Not sure [DO NOT READ]
<1	Refused [DO NOT READ]

27. If you wanted to learn more about a charity, where would you turn for reliable information? [DO NOT READ LIST – USE FOR CODING] [ACCEPT FIRST RESPONSE ONLY]

%	N=1003
6	Family or friends
1	Local library
9	Charities website
5	Charity or cause representative
2	State or national agency – IRS
10	Better Business Bureau (BBB)
4	Charity Watchdog site
1	Word of mouth
47	Internet search about it
4	Secretary of State
1	State Attorney general
<1	FBI (website or call)
1	Federal Trade Commission (website or call)
2	Other (specify)
6	Not sure
<1	Refused

28. If you had concerns about a charity or a person requesting donations where would you turn to report a possible charity scam: [DO NOT READ – USE FOR CODING] [ACCEPT FIRST RESPONSE ONLY]

%	N=1003
13	State Attorney General's office
28	Police or related law enforcement
13	Better Business Bureau
3	Secretary of State's office
4	A consumer protection agency like the Federal Trade Commission
6	A state or local leader's office like the governor or mayor
1	Personal lawyer
11	Is there some other source or agency that you would turn to for verification of a charity or cause? (specify)
20	Not sure/don't know
<1	Refused

29. Now I'm going to read some places that might be suitable for people in your community to access information about charities, make safe donations, or report possible charity scams. After I read each, tell me yes or no - if you think it is a good place or not for residents to access this information; or if you're not sure, simply say you're not sure. If you have never heard of the place, tell me that too. Let's begin – do you think [RANDOMIZE AND INSERT a-h, ALWAYS READ i, j, k, l in order]

N=1003	% Yes	% No	% Never heard of	% Not sure/ don't know	% Refused
a. The local library	46	45	1	8	<1
b. The police department	66	29	1	5	<1
c. Secretary of state's office	64	23	1	12	<1
d. A community center – like a recreation center or senior center	40	48	1	10	<1
e. State Attorney General	70	18	1	11	<1
f. A local community website	52	35	1	12	<1
g. Churches – places of worship	43	48	1	8	<1
h. Local Better Business Bureau office	75	17	2	6	<1
i. Charitywatch.org	53	16	19	12	<1
j. Give.org	27	22	33	18	<1
k. Charity.org	31	23	30	16	<1
l. Is there some other place in your community? (specify)	18	57	0	25	<1

30. How familiar are you with the Secretary of State's office efforts in Colorado to prevent charity fraud and protect donors? Would you say you are very familiar, somewhat familiar, not too familiar, or not at all familiar with this office and their efforts?

%	N=1003
4	Very familiar
15	Somewhat familiar
30	Not too familiar
50	Not at all familiar
1	Not sure/don't know [DO NOT READ]
<1	Refused [DO NOT READ]

DEMOGRAPHICS

The following questions are for classification purposes only and will be kept entirely confidential.

D1. What is your current marital status? [DO NOT READ LIST – ONLY USE FOR CODING OR CLARIFICATION FROM RESPONDENT – If they say single, then ask 'are you separated, divorced, widowed, or never married']

%	N=1003
51	Married
7	Not married, living with partner
1	Separated
11	Divorced
6	Widowed
21	Never married
<1	Not sure [DO NOT READ]
2	Refused [DO NOT READ]

D2. [ASK IF AGE 40+]. Are _____ currently a member of AARP? [IF D1=A, then _____='you or your spouse'; If D1=B, then _____='you or your partner'; If D1=C-F, then _____='you']

%	N=608
31	Yes
68	No
1	Not sure [DO NOT READ]
<1	Refused [DO NOT READ]

D3. What is the highest level of education that you completed? [DO NOT READ LIST]

%	N=1003
4	0-12th grade (no diploma)
21	High school graduate (or equivalent)
9	Post-high school education (no degree)
17	2-year college degree
30	4-year college degree
18	Post-graduate study or a graduate degree
<1	Not sure [DO NOT READ]
1	Refused [DO NOT READ]

D4. Which of the following best describes your current employment status? Are you.....
[READ EACH ANSWER CATEGORY]

%	N=1003
52	Employed or self employed full-time
13	Employed or self employed part-time
20	Retired and not working at all
14	Currently unemployed or not in labor force for other reasons
<1	Not sure [DO NOT READ]
1	Refused [DO NOT READ]

D5. Are you of Hispanic, Spanish, or Latino origin or descent?

%	N=1003
13	Yes
85	No
<1	Not sure [DO NOT READ]
1	Refused [DO NOT READ]

D6. What is your race? [DO NOT READ]

%	N=1003
79	White or Caucasian
4	Black or African American
4	American Indian or Alaska Native
2	Asian
1	Native Hawaiian or other Pacific Islander
7	Other
1	Not sure [DO NOT READ]
3	Refused [DO NOT READ]

D7. We realize that income is a sensitive matter. This information is important to help us better understand the opinions of certain groups of people in the population. I don't need the exact income amount. First, just please let me know if your household's income before taxes in 2015 is below or above \$50,000.

%	N=1003
49	Above \$50k
42	Below \$50k
3	Not sure [DO NOT READ]
7	Refused [DO NOT READ]

I'd like to read some income ranges – you can simply stop me when I reach the range your household income falls into. Is it [IF BELOW \$50k, READ ONLY a-f IN ORDER]

%	N=1003
4	Less than \$10,000
8	\$10,000 to less than \$20,000
9	\$20,000 to less than \$30,000
8	\$30,000 to less than \$40,000
9	\$40,000 to less than \$50,000
8	\$50,000 to less than \$60,000
7	\$60,000 to less than \$70,000
6	\$70,000 to less than \$80,000
4	\$80,000 to less than \$90,000
5	\$90,000 to less than \$100,000
5	\$100,000 to less than \$125,000
4	\$125,000 to less than \$150,000
3	\$150,000 to less than \$200,000
3	\$200,000 or more
5	Don't know/Not sure [DO NOT READ]
11	Refused [DO NOT READ]

D6. And lastly, what is your 5-digit ZIP Code? _____

That was our last question – thanks for your time. Have a great evening!

AARP Foundation is working to win back opportunity for struggling Americans 50+ by being a force for change on the most serious issues they face today: housing, hunger, income and isolation. By coordinating responses to these issues on all four fronts at once, and supporting them with vigorous legal advocacy, the Foundation serves the unique needs of those 50+ while working with local organizations nationwide to reach more people, strengthen communities, work more efficiently and make resources go further. AARP Foundation is AARP's affiliated charity. Learn more at www.aarpfoundation.org.

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AARP Foundation Elder Watch
In Partnership with the Colorado Attorney General