

CHAPTER 15

PHILANTHROPIC PROFILE – ATTITUDES

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Take ye from among you an offering unto the Lord, whosoever is of a willing heart, let him bring it. . .

(EXODUS 35:5)

MOTIVATIONS TO DONATE TO A JEWISH ORGANIZATION

Respondents in Jewish households in Broward who donated \$100 and over to the Jewish Federation of Broward County, other Jewish Federations, or other Jewish charities in the past year were asked how important each of several motivations is in their decisions to donate to a Jewish organization. **Table 15-1** shows the percentage of respondents who consider each motivation to be very important, somewhat important, and not at all important.

Note that the list of motivations was not read to the respondents in the order shown in **Table 15-1** nor in the order shown in the questionnaire in Appendix A. Rather, the list of motivations was read in a random order to each respondent.

One important observation is that all of the motivations are at least somewhat important to the vast majority of respondents. However, clear distinctions do exist in the level of importance respondents attribute to each motivation, from the 27% of respondents who consider donating to a Jewish organization that helps both Jews and non-Jews to be a very important motivation to the 65% who consider providing Jewish Education for Children to be a very important motivation.

Table 15-2 shows the manner in which five of the motivations in **Table 15-1** compare to other Jewish communities.

See the “Definitions and Methodological Issues” section in Chapter 14 for definitions of the various categories of charitable donations.

TABLE 15-1			
IMPORTANCE OF MOTIVATIONS TO DONATE TO A JEWISH ORGANIZATION			
BASE: RESPONDENTS IN JEWISH HOUSEHOLDS WHO DONATED \$100 AND OVER TO THE JEWISH FEDERATION OF BROWARD COUNTY, OTHER JEWISH FEDERATIONS, OR OTHER JEWISH CHARITIES IN THE PAST YEAR			
Motivation	Very Important	Somewhat Important	Not at All Important
Providing Jewish Education for Children (Children’s Jewish Education)	64.7%	29.8	5.5
Supporting the People of Israel (Israel)	61.7%	34.6	3.7
Providing Services for the Jewish Elderly (Elderly)	57.3%	34.8	7.9
Donating to a Jewish organization that engages in political advocacy for Israel	41.4%	42.6	16.0
Helping Jewish Communities Elsewhere in the World (Jews Overseas)	39.0%	54.0	7.0
Providing social, recreational, and cultural activities for Jews (SRC)	37.5%	52.7	9.8
Donating to a Jewish organization that helps both Jews and non-Jews	27.2%	55.2	17.6
<p>Notes:</p> <p>1) The names in parentheses are the names used in Table 15-9.</p> <p>2) In all communities except Miami and Broward, “Helping Jewish Communities Elsewhere in the World” has been worded as “Helping Jews Overseas Who Are in Distress.”</p>			

**TABLE 15-2
IMPORTANCE OF VARIOUS MOTIVATIONS
TO DONATE TO A JEWISH ORGANIZATION
COMMUNITY COMPARISONS**

**BASE: RESPONDENTS IN JEWISH HOUSEHOLDS WHO DONATED \$100 AND OVER
TO THE LOCAL JEWISH FEDERATION, OTHER JEWISH FEDERATIONS,
OR OTHER JEWISH CHARITIES IN THE PAST YEAR**

Community	Year	Percentage Very Important							
		Anti-Semitism	Israel	Elderly	Children's Jewish Education	Jews Overseas	Counseling	Israel Trips	SRC
S Palm Beach	2005	75%	68%	71%	65%	59%	49%	44%	40%
Middlesex	2008	67%	67%	67%	66%	54%	46%	41%	38%
Atlantic County	2004	74%	67%	74%	64%	58%	47%	35%	43%
Miami	2014	NA	66%	72%	67%	51%	NA	NA	NA
Detroit	2005	NA	65%	62%	59%	39%	NA	NA	NA
Jacksonville	2002	72%	64%	76%	71%	48%	43%	31%	37%
Bergen	2001	63%	64%	63%	64%	60%	41%	32%	37%
W Palm Beach	2005	73%	63%	64%	63%	55%	39%	34%	33%
BROWARD	2016	NA	62%	57%	65%	39%	NA	NA	38%
Orlando	1993	77%	61%	63%	71%	NA	49%	NA	NA
Rhode Island	2002	67%	60%	67%	64%	52%	34%	28%	33%
San Antonio	2007	63%	58%	65%	60%	51%	43%	32%	33%
Washington	2003	51%	58%	53%	45%	50%	23%	20%	32%
Sarasota	2001	80%	56%	72%	64%	55%	50%	30%	41%
Lehigh Valley	2007	65%	55%	62%	56%	48%	37%	26%	34%
St. Paul	2004	61%	53%	75%	69%	48%	45%	27%	36%
Minneapolis	2004	66%	52%	67%	64%	42%	39%	35%	40%
Rochester	1999	75%	52%	69%	61%	58%	41%	NA	NA
Tidewater	2001	71%	49%	74%	76%	50%	55%	36%	53%
Westport	2000	76%	49%	59%	59%	54%	34%	23%	32%
Las Vegas	2005	63%	46%	57%	59%	48%	32%	29%	33%

TABLE 15-2 IMPORTANCE OF VARIOUS MOTIVATIONS TO DONATE TO A JEWISH ORGANIZATION COMMUNITY COMPARISONS									
BASE: RESPONDENTS IN JEWISH HOUSEHOLDS WHO DONATED \$100 AND OVER TO THE LOCAL JEWISH FEDERATION, OTHER JEWISH FEDERATIONS, OR OTHER JEWISH CHARITIES IN THE PAST YEAR									
		Percentage Very Important							
Community	Year	Anti-Semitism	<i>Israel</i>	Elderly	Children's Jewish Education	Jews Overseas	Counseling	Israel Trips	SRC
Hartford	2000	76%	43%	63%	61%	42%	39%	26%	31%
New Haven	2010	NA	42%	49%	46%	43%	29%	25%	29%
Tucson	2002	58%	42%	59%	59%	39%	33%	27%	27%

Notes: 1) **Boldface** percentages are the highest percentage for each community
 2) Key to column headings:
 Combating Anti-Semitism (Anti-Semitism)
 Supporting the People of Israel (Israel)
 Providing Social Services for the Jewish Elderly (Elderly)
 Providing Jewish Education for Children (Children's Jewish Education)
 Helping Jews Overseas Who Are in Distress (Jews Overseas)
 Providing Individual and Family Counseling for Jews (Counseling)
 Supporting Educational Trips to Israel (Israel Trips)
 Providing Social, Recreational, and Cultural Activities for Jews (SRC)

PROVIDING JEWISH EDUCATION FOR CHILDREN

Table 15-3 shows that 65% of respondents in Jewish households in Broward who donated \$100 and over to the Jewish Federation of Broward County, other Jewish Federations, or other Jewish charities in the past year consider providing Jewish education for children to be a very important motivation to donate to a Jewish organization; 30%, a somewhat important motivation; and 6%, a not at all important motivation.

Community Comparisons. Table 15-4 shows that the 65% who consider providing Jewish education for children to be a very important motivation to donate to a Jewish organization is about average among about 25 comparison Jewish communities and compares to 67% in Miami, 65% in South Palm Beach, 63% in West Palm Beach, and 59% in Las Vegas.

Comparisons Among Population Subgroups. Table 15-3 shows that, overall, 65% of respondents consider providing Jewish education for children to be a very important motivation. The percentage is much higher for respondents (in):

- under age 35 (75%) and age 75 and over (75%)
- households earning an annual income under \$50,000 (83%)
- households who donated \$1,000 and over to the Jewish Federation in the past year (77%)

The percentage is much lower for respondents in:

- households who donated \$500-\$1,000 to the Jewish Federation in the past year (31%)

**TABLE 15-3
PROVIDING JEWISH EDUCATION FOR CHILDREN
AS A MOTIVATION TO DONATE TO A JEWISH ORGANIZATION**

**BASE: RESPONDENTS IN JEWISH HOUSEHOLDS WHO DONATED \$100 AND OVER
TO THE JEWISH FEDERATION OF BROWARD COUNTY, OTHER JEWISH FEDERATIONS,
OR OTHER JEWISH CHARITIES IN THE PAST YEAR**

Population Subgroup	Very Important	Somewhat Important	Not at All Important
All	64.7%	29.8	5.5
Very Familiar with Federation	69.2%	28.5	2.3
AGE OF RESPONDENT			
Under 35	74.7%	22.9	2.4
35 - 49	71.2%	26.8	2.0
50 - 64	57.0%	34.1	8.9
65 - 74	63.0%	33.5	3.5
75 and over	75.1%	20.7	4.2
→ 65 and over	68.8%	27.4	3.8
SEX OF RESPONDENT			
Male	57.8%	37.1	5.1
Female	69.3%	24.9	5.8
HOUSEHOLD INCOME			
Under \$50,000	83.4%	12.9	3.7
\$50,000 - \$100,000	63.1%	33.9	3.0
\$100,000 - \$200,000	73.8%	22.2	4.0
\$200,000 and over	66.3%	26.0	7.7
DONATED TO JEWISH FEDERATION IN THE PAST YEAR			
Nothing	65.6%	27.0	7.4
Under \$100	73.6%	24.5	1.9
\$100 - \$500	63.4%	32.9	3.7
\$500 - \$1,000	31.2%	66.1	2.7
\$1,000 and over	76.7%	18.9	4.4

TABLE 15-4
PROVIDING JEWISH EDUCATION FOR CHILDREN
AS A MOTIVATION TO DONATE TO A JEWISH ORGANIZATION
COMMUNITY COMPARISONS

BASE: RESPONDENTS IN JEWISH HOUSEHOLDS WHO DONATED \$100 AND OVER
 TO THE LOCAL JEWISH FEDERATION, OTHER JEWISH FEDERATIONS,
 OR OTHER JEWISH CHARITIES IN THE PAST YEAR

Community	Year	<i>Very Important</i>	<i>Somewhat Important</i>	<i>Not at All Important</i>
Tidewater	2001	76%	19	5
Jacksonville	2002	71%	22	7
Orlando	1993	71%	21	8
St. Paul	2004	69%	29	3
Miami	2014	67%	28	5
Middlesex	2008	66%	27	7
BROWARD	2016	65%	30	6
S Palm Beach	2005	65%	28	8
Rhode Island	2002	64%	31	6
Atlantic County	2004	64%	30	6
Minneapolis	2004	64%	29	7
Bergen	2001	64%	29	7
Sarasota	2001	64%	29	7
W Palm Beach	2005	63%	27	10
Hartford	2000	61%	32	8
Rochester	1999	61%	32	7
San Antonio	2007	60%	31	9
Detroit	2005	59%	33	7
Las Vegas	2005	59%	31	10
Tucson	2002	59%	30	12
Westport	2000	59%	29	12
Lehigh Valley	2007	56%	34	10
New Haven	2010	46%	38	17
Washington	2003	45%	42	13

SUPPORTING THE PEOPLE OF ISRAEL

Table 15-5 shows that 62% of respondents in Jewish households in Broward who donated \$100 and over to the Jewish Federation of Broward County, other Jewish Federations, or other Jewish charities in the past year consider supporting the people of Israel to be a very important motivation to donate to a Jewish organization; 35%, a somewhat important motivation; and 4%, a not at all important motivation.

Community Comparisons. Table 15-6 shows that the 62% who consider supporting the people of Israel to be a very important motivation to donate to a Jewish organization is about average among about 25 comparison Jewish communities and compares to 68% in South Palm Beach, 66% in Miami, 63% in West Palm Beach, and 46% in Las Vegas. Note that the Community Comparisons need to be examined in light of events occurring in Israel at the time of each study.

Age of Respondent. Table 15-7 shows that the 63% **under age 50** who consider supporting the people of Israel to be a very important motivation to donate to a Jewish organization is about average among about 15 comparison Jewish communities and compares to 64% in both Miami and South Palm Beach, 53% in West Palm Beach, and 31% in Las Vegas.

The 66% **age 50-64** who consider supporting the people of Israel to be a very important motivation to donate to a Jewish organization is the highest among about 20 comparison Jewish communities and compares to 66% in West Palm Beach, 65% in Miami, 64% in South Palm Beach, and 52% in Las Vegas.

The 57% **age 65 and over** who consider supporting the people of Israel to be a very important motivation to donate to a Jewish organization is below average among about 20 comparison Jewish communities and compares to 70% in South Palm Beach, 67% in Miami, 64% in West Palm Beach, and 59% in Las Vegas.

Comparisons Among Population Subgroups. Table 15-5 shows that, overall, 62% of respondents consider supporting the people of Israel to be a very important motivation. The percentage is much higher for respondents in:

- households who donated under \$100 (77%) and \$500-\$1,000 (72%) to the Jewish Federation in the past year (56%)

The percentage is much lower for respondents in:

- households who donated \$100-\$500 to the Jewish Federation in the past year (50%)

**TABLE 15-5
SUPPORTING THE PEOPLE OF ISRAEL
AS A MOTIVATION TO DONATE TO A JEWISH ORGANIZATION**

**BASE: RESPONDENTS IN JEWISH HOUSEHOLDS WHO DONATED \$100 AND OVER
TO THE JEWISH FEDERATION OF BROWARD COUNTY, OTHER JEWISH FEDERATIONS,
OR OTHER JEWISH CHARITIES IN THE PAST YEAR**

Population Subgroup	Very Important	Somewhat Important	Not at All Important
All	61.7%	34.6	3.7
Very Familiar with Federation	70.0%	28.3	1.7
AGE OF RESPONDENT			
Under 35	58.9%	36.9	4.2
35 - 49	64.6%	34.2	1.2
50 - 64	65.6%	31.2	3.2
65 - 74	54.6%	36.5	8.9
75 and over	58.5%	40.1	1.4
→ 65 and over	56.5%	38.3	5.2
SEX OF RESPONDENT			
Male	59.9%	33.9	6.2
Female	63.0%	35.0	2.0
HOUSEHOLD INCOME			
Under \$50,000	69.4%	30.2	0.4
\$50,000 - \$100,000	62.5%	29.3	8.2
\$100,000 - \$200,000	54.9%	40.4	4.7
\$200,000 and over	59.7%	36.3	4.0
DONATED TO JEWISH FEDERATION IN THE PAST YEAR			
Nothing	60.6%	33.3	6.1
Under \$100	77.3%	22.7	0.0
\$100 - \$500	50.4%	49.2	0.4
\$500 - \$1,000	72.9%	24.4	2.7
\$1,000 and over	67.0%	32.4	0.6

**TABLE 15-6
SUPPORTING THE PEOPLE OF ISRAEL
AS A MOTIVATION TO DONATE TO A JEWISH ORGANIZATION
COMMUNITY COMPARISONS**

**BASE: RESPONDENTS IN JEWISH HOUSEHOLDS WHO DONATED \$100 AND OVER
TO THE LOCAL JEWISH FEDERATION, OTHER JEWISH FEDERATIONS,
OR OTHER JEWISH CHARITIES IN THE PAST YEAR**

Community	Year	<i>Very Important</i>	Somewhat Important	Not at All Important
S Palm Beach	2005	68%	28	4
Middlesex	2008	67%	28	5
Atlantic County	2004	67%	28	5
Miami	2014	66%	29	5
Detroit	2005	65%	30	5
Bergen	2001	64%	33	3
Jacksonville	2002	64%	32	5
W Palm Beach	2005	63%	31	6
BROWARD	2016	62%	35	4
Orlando	1993	61%	34	5
Rhode Island	2002	60%	34	5
Washington	2003	58%	35	7
San Antonio	2007	58%	32	10
Sarasota	2001	56%	39	5
Lehigh Valley	2007	55%	42	4
St. Paul	2004	53%	42	5
Minneapolis	2004	52%	43	6
Rochester	1999	52%	40	8
Tidewater	2001	49%	46	5
Westport	2000	49%	36	15
Las Vegas	2005	46%	41	13
Hartford	2000	43%	54	3
New Haven	2010	42%	45	13
Tucson	2002	42%	44	14

TABLE 15-7
SUPPORTING THE PEOPLE OF ISRAEL AS A MOTIVATION
TO DONATE TO A JEWISH ORGANIZATION BY AGE
COMMUNITY COMPARISONS

BASE: RESPONDENTS IN JEWISH HOUSEHOLDS WHO DONATED \$100 AND OVER TO THE
LOCAL JEWISH FEDERATION, OTHER JEWISH FEDERATIONS, OR OTHER JEWISH CHARITIES
IN THE PAST YEAR
% VERY IMPORTANT

Community	Year	Overall	Under 35	35-49	50-64	65+
S Palm Beach	2005	68%	64%		64%	70%
Middlesex	2008	67%	73%		57%	68%
Atlantic County	2004	67%	45%		65%	76%
Detroit	2005	65%	60%		64%	70%
Miami	2014	66%	64%		65%	67%
Jacksonville	2002	64%	62%			67%
Bergen	2001	64%	76%	61%	60%	67%
W Palm Beach	2005	63%	53%		66%	64%
BROWARD *	2016	62%	59%	65%	66%	57%
Orlando	1993	61%	55%	45%	49%	63%
Rhode Island	2002	60%	56%			66%
San Antonio	2007	58%	62%		52%	63%
Washington	2003	58%	60%		52%	66%
Sarasota	2001	56%	71%		54%	51%
Lehigh Valley	2007	55%	44%		53%	63%
St. Paul	2004	53%	52%		44%	60%
Minneapolis	2004	52%	54%		42%	57%
Rochester	1999	52%	NA	45%	43%	64%
Tidewater	2001	49%	42%		49%	66%
Westport	2000	49%	NA	44%	53%	56%
Las Vegas	2005	46%	31%		52%	59%
Hartford	2000	43%	NA	33%	34%	59%
Tucson	2002	42%	31%			60%
New Haven	2010	42%	38%		43%	43%

* The combined percentage for under age 50 is 63%

PROVIDING SERVICES FOR THE JEWISH ELDERLY

Table 15-8 shows that 57% of respondents in Jewish households in Broward who donated \$100 and over to the Jewish Federation of Broward County, other Jewish Federations, or other Jewish charities in the past year consider providing services for the Jewish elderly to be a very important motivation to donate to a Jewish organization; 35%, a somewhat important motivation; and 8%, a not at all important motivation.

Community Comparisons. Table 15-9 shows that the 57% who consider providing services for the Jewish elderly to be a very important motivation to donate to a Jewish organization is the third lowest among about 25 comparison Jewish communities and compares to 72% in Miami, 71% in South Palm Beach, 64% in West Palm Beach, and 57% in Las Vegas.

Comparisons Among Population Subgroups. Table 15-8 shows that, overall, 57% of respondents consider providing services for the Jewish elderly to be a very important motivation. The percentage is much higher for respondents (in):

- who are very familiar with the Jewish Federation (67%)
- age 65-74 (73%)
- households earning an annual income of \$100,000-\$200,000 (68%)
- households who donated \$1,000 and over to the Jewish Federation in the past year (68%)

The percentage is much lower for respondents:

- age 75 and over (42%)

In all communities except Miami and Broward, this question asked about “providing *social* services for the Jewish elderly.” This researcher believes that the Community Comparisons are still valid despite this difference in wording.

**TABLE 15-8
PROVIDING SERVICES FOR THE JEWISH ELDERLY
AS A MOTIVATION TO DONATE TO A JEWISH ORGANIZATION**

**BASE: RESPONDENTS IN JEWISH HOUSEHOLDS WHO DONATED \$100 AND OVER
TO THE JEWISH FEDERATION OF BROWARD COUNTY, OTHER JEWISH FEDERATIONS,
OR OTHER JEWISH CHARITIES IN THE PAST YEAR**

Population Subgroup	Very Important	Somewhat Important	Not at All Important
All	57.3%	34.8	7.9
Very Familiar with Federation	66.8%	29.3	3.9
AGE OF RESPONDENT			
Under 35	61.7%	36.3	2.0
35 - 49	51.0%	46.6	2.4
50 - 64	58.4%	29.5	12.1
65 - 74	73.1%	19.6	7.3
75 and over	41.9%	52.2	5.9
→ 65 and over	58.0%	35.4	6.6
SEX OF RESPONDENT			
Male	55.7%	33.2	11.1
Female	58.3%	35.9	5.8
HOUSEHOLD INCOME			
Under \$50,000	54.2%	40.3	5.5
\$50,000 - \$100,000	56.9%	34.5	8.6
\$100,000 - \$200,000	67.6%	27.4	5.0
\$200,000 and over	55.4%	33.3	11.3
DONATED TO JEWISH FEDERATION IN THE PAST YEAR			
Nothing	53.8%	37.3	8.9
Under \$100	56.7%	42.1	1.2
\$100 - \$500	64.0%	23.3	12.7
\$500 - \$1,000	64.9%	27.7	7.4
\$1,000 and over	67.8%	31.1	1.1

**TABLE 15-9
PROVIDING SOCIAL SERVICES FOR THE JEWISH ELDERLY
AS A MOTIVATION TO DONATE TO A JEWISH ORGANIZATION
COMMUNITY COMPARISONS**

**BASE: RESPONDENTS IN JEWISH HOUSEHOLDS WHO DONATED \$100 AND OVER
TO THE LOCAL JEWISH FEDERATION, OTHER JEWISH FEDERATIONS,
OR OTHER JEWISH CHARITIES IN THE PAST YEAR**

Community	Year	Very Important	Somewhat Important	Not at All Important
Jacksonville	2002	76%	18	6
St. Paul	2004	75%	24	1
Tidewater	2001	74%	22	5
Atlantic County	2004	74%	21	5
Miami	2014	72%	24	4
Sarasota	2001	72%	24	4
S Palm Beach	2005	71%	24	5
Rochester	1999	69%	27	3
Rhode Island	2002	67%	31	3
Minneapolis	2004	67%	30	3
Middlesex	2008	67%	29	4
San Antonio	2007	65%	30	5
W Palm Beach	2005	64%	30	7
Hartford	2000	63%	35	2
Bergen	2001	63%	32	5
Orlando	1993	63%	30	7
Detroit	2005	62%	34	4
Lehigh Valley	2007	62%	32	6
Tucson	2002	59%	36	5
Westport	2000	59%	34	7
BROWARD	2016	57%	35	8
Las Vegas	2005	57%	37	6
Washington	2003	53%	41	7
New Haven	2010	49%	42	9

DONATING TO A JEWISH ORGANIZATION THAT ENGAGES IN POLITICAL ADVOCACY FOR ISRAEL

Table 15-10 shows that 41% of respondents in Jewish households in Broward who donated \$100 and over to the Jewish Federation of Broward County, other Jewish Federations, or other Jewish charities in the past year consider donating to a Jewish organization that engages in political advocacy for Israel to be a very important motivation to donate to a Jewish organization; 43%, a somewhat important motivation; and 16%, a not at all important motivation.

The 41% compares to XXX in Houston, the only other Jewish community to ask this question.

Comparisons Among Population Subgroups. Table 15-10 shows that, overall, 41% of respondents consider donating to a Jewish organization that engages in political advocacy for Israel to be a very important motivation. The percentage is much lower for respondents:

- age 65-74 (31%)

**TABLE 15-10
DONATING TO A JEWISH ORGANIZATION
THAT ENGAGES IN POLITICAL ADVOCACY FOR ISRAEL
AS A MOTIVATION TO DONATE TO A JEWISH ORGANIZATION**

**BASE: RESPONDENTS IN JEWISH HOUSEHOLDS WHO DONATED \$100 AND OVER
TO THE JEWISH FEDERATION OF BROWARD COUNTY, OTHER JEWISH FEDERATIONS, OR
OTHER JEWISH CHARITIES IN THE PAST YEAR**

Population Subgroup	Very Important	Somewhat Important	Not at All Important
All	41.4%	42.6	16.0
Very Familiar with Federation	45.1%	46.0	8.9
AGE OF RESPONDENT			
Under 35	42.0%	47.0	11.0
35 - 49	39.0%	42.6	18.4
50 - 64	43.9%	40.7	15.4
65 - 74	30.6%	45.0	24.4
75 and over	49.2%	43.2	7.6
→ 65 and over	39.4%	44.2	16.4
SEX OF RESPONDENT			
Male	41.8%	39.1	19.1
Female	41.0%	45.0	14.0
HOUSEHOLD INCOME			
Under \$50,000	33.5%	58.5	8.0
\$500 - \$100,000	37.4%	47.0	15.6
\$100 - \$200,000	40.5%	42.6	16.9
\$200,000 and over	42.6%	41.4	16.0
DONATED TO JEWISH FEDERATION IN THE PAST YEAR			
Nothing	36.8%	45.0	18.2
Under \$100	45.6%	27.7	26.7
\$100 - \$500	49.6%	42.0	8.4
\$500 - \$1,000	41.0%	50.3	8.7
\$1,000 and over	50.2%	41.0	8.8

HELPING JEWISH COMMUNITIES ELSEWHERE IN THE WORLD

Table 15-11 shows that 39% of respondents in Jewish households in Broward who donated \$100 and over to the Jewish Federation of Broward County, other Jewish Federations, or other Jewish charities in the past year consider helping Jewish communities elsewhere in the world to be a very important motivation to donate to a Jewish organization; 54%, a somewhat important motivation; and 7%, a not at all important motivation.

Community Comparisons. Table 15-12 shows that the 39% who consider helping Jewish communities elsewhere in the world to be a very important motivation to donate to a Jewish organization is the lowest among about 20 comparison Jewish communities and compares to 59% in South Palm Beach, 55% in West Palm Beach, 51% in Miami, and 48% in Las Vegas.

Comparisons Among Population Subgroups. Table 15-11 shows that, overall, 39% of respondents consider helping Jewish communities elsewhere in the world to be a very important motivation. The percentage is much higher for respondents in:

- households earning an annual income of \$100,000-\$200,000 (54%)
- households who donated under \$100 (59%) and \$1,000 and over (51%) to the Jewish Federation in the past year

The percentage is much lower for respondents in:

- households earning an annual income of \$50,000-\$100,000 (26%)
- households who donated \$100- \$500 to the Jewish Federation in the past year (26%)

In all other communities except Miami, this question asked about “helping Jews overseas who are in distress” This researcher believes that the Community Comparisons are still valid despite this difference in wording.

TABLE 15-11			
HELPING JEWISH COMMUNITIES ELSEWHERE IN THE WORLD AS A MOTIVATION TO DONATE TO A JEWISH ORGANIZATION			
BASE: RESPONDENTS IN JEWISH HOUSEHOLDS WHO DONATED \$100 AND OVER TO THE JEWISH FEDERATION OF BROWARD COUNTY, OTHER JEWISH FEDERATIONS, OR OTHER JEWISH CHARITIES IN THE PAST YEAR			
Population Subgroup	Very Important	Somewhat Important	Not at All Important
All	39.0%	54.0	7.0
Very Familiar with Federation	46.0%	50.3	3.7
AGE OF RESPONDENT			
Under 35	43.1%	50.7	6.2
35 - 49	45.8%	49.9	4.3
50 - 64	37.8%	53.3	8.9
65 - 74	39.3%	50.4	10.3
75 and over	33.6%	64.4	2.0
→ 65 and over	36.6%	57.1	6.3
SEX OF RESPONDENT			
Male	35.2%	56.3	8.5
Female	41.5%	52.5	6.0
HOUSEHOLD INCOME			
Under \$50,000	41.9%	52.0	6.1
\$50,000 - \$100,000	26.1%	71.7	2.2
\$100,000 - \$200,000	54.3%	38.9	6.8
\$200,000 and over	46.3%	43.6	10.1
DONATED TO JEWISH FEDERATION IN THE PAST YEAR			
Nothing	38.7%	51.3	10.0
Under \$100	59.3%	39.1	1.6
\$100 - \$500	25.9%	68.5	5.6
\$500 - \$1,000	36.7%	61.6	1.7
\$1,000 and over	51.3%	47.3	1.4

TABLE 15-12
HELPING JEWS OVERSEAS WHO ARE IN DISTRESS
AS A MOTIVATION TO DONATE TO A JEWISH ORGANIZATION
COMMUNITY COMPARISONS

BASE: RESPONDENTS IN JEWISH HOUSEHOLDS WHO DONATED \$100 AND OVER
 TO THE LOCAL JEWISH FEDERATION, OTHER JEWISH FEDERATIONS,
 OR OTHER JEWISH CHARITIES IN THE PAST YEAR

Community	Year	Very Important	Somewhat Important	Not at All Important
Bergen	2001	60%	35	5
S Palm Beach	2005	59%	36	6
Atlantic County	2004	58%	38	4
Rochester	1999	58%	36	7
Sarasota	2001	55%	39	6
W Palm Beach	2005	55%	36	9
Westport	2000	54%	39	7
Middlesex	2008	54%	38	8
Rhode Island	2002	52%	42	6
San Antonio	2007	51%	43	6
Miami	2014	51%	39	10
Tidewater	2001	50%	45	6
Washington	2003	50%	42	9
St. Paul	2004	48%	47	6
Lehigh Valley	2007	48%	46	7
Jacksonville	2002	48%	43	9
Las Vegas	2005	48%	40	12
New Haven	2010	43%	49	8
Hartford	2000	42%	53	5
Minneapolis	2004	42%	52	7
Detroit	2005	39%	48	13
BROWARD	2016	39%	54	7
Tucson	2002	39%	46	15

PROVIDING SOCIAL, RECREATIONAL, AND CULTURAL ACTIVITIES FOR JEWS

Table 15-13 shows that 38% of respondents in Jewish households in Broward who donated \$100 and over to the Jewish Federation of Broward County, other Jewish Federations, or other Jewish charities in the past year consider providing social, recreational, and cultural activities for Jews to be a very important motivation to donate to a Jewish organization; 53%, a somewhat important motivation; and 10%, a not at all important motivation.

Community Comparisons. Table 15-14 shows that the 38% who consider providing social, recreational, and cultural activities for Jews to be a very important motivation to donate to a Jewish organization is about average among about 20 comparison Jewish communities and compares to 40% in South Palm Beach, and 33% in both Las Vegas and West Palm Beach.

Comparisons Among Population Subgroups. Table 15-13 shows that, overall, 38% of respondents consider providing social, recreational, and cultural activities for Jews to be a very important motivation. The percentage is much higher for respondents (in):

- who are very familiar with the Jewish Federation (52%)
- under age 35 (53%) and age 35-49 (52%)
- households earning an annual income of \$100,000-\$200,000 (65%)
- households who donated under \$100 to the Jewish Federation in the past year (57%)

The percentage is much lower for respondents in:

- households earning an annual income of \$200,000 and over (49%)
- households who donated \$500-\$1,000 to the Jewish Federation in the past year (18%)

TABLE 15-13			
PROVIDING SOCIAL, RECREATIONAL, AND CULTURAL ACTIVITIES FOR JEWS AS A MOTIVATION TO DONATE TO A JEWISH ORGANIZATION			
BASE: RESPONDENTS IN JEWISH HOUSEHOLDS WHO DONATED \$100 AND OVER TO THE JEWISH FEDERATION OF BROWARD COUNTY, OTHER JEWISH FEDERATIONS, OR OTHER JEWISH CHARITIES IN THE PAST YEAR			
Population Subgroup	Very Important	Somewhat Important	Not at All Important
All	37.5%	52.7	9.8
Very Familiar with Federation	52.3%	42.7	5.0
AGE OF RESPONDENT			
Under 35	53.1%	44.9	2.0
35 - 49	51.8%	44.6	3.6
50 - 64	34.3%	56.0	9.7
65 - 74	31.7%	47.6	20.7
75 and over	33.8%	60.3	5.9
→ 65 and over	32.7%	53.7	13.6
SEX OF RESPONDENT			
Male	36.4%	51.7	11.9
Female	38.2%	53.4	8.4
HOUSEHOLD INCOME			
Under \$50,000	40.2%	54.9	4.9
\$50,000 - \$100,000	29.3%	53.0	17.7
\$100,000 - \$200,000	64.7%	33.4	1.9
\$200,000 and over	37.6%	52.0	10.4
DONATED TO JEWISH FEDERATION IN THE PAST YEAR			
Nothing	32.3%	57.4	10.3
Under \$100	56.5%	40.5	3.0
\$100 - \$500	44.6%	41.4	14.0
\$500 - \$1,000	17.7%	67.1	15.2
\$1,000 and over	46.0%	52.1	1.9

**TABLE 15-14
PROVIDING SOCIAL, RECREATIONAL, AND CULTURAL ACTIVITIES FOR JEWS
AS A MOTIVATION TO DONATE TO A JEWISH ORGANIZATION
COMPARISON WITH OTHER COMMUNITIES**

**BASE: RESPONDENTS IN JEWISH HOUSEHOLDS WHO DONATED \$100 AND OVER
TO THE LOCAL JEWISH FEDERATION, OTHER JEWISH FEDERATIONS,
OR OTHER JEWISH CHARITIES IN THE PAST YEAR**

Community	Year	<i>Very Important</i>	Somewhat Important	Not at All Important
Tidewater	2001	53%	39	8
Atlantic County	2004	43%	48	9
Sarasota	2001	41%	48	12
Minneapolis	2004	40%	52	8
S Palm Beach	2005	40%	48	12
BROWARD	2016	38%	53	10
Middlesex	2008	38%	50	12
Bergen	2001	37%	53	10
Jacksonville	2002	37%	49	14
St. Paul	2004	36%	59	5
Lehigh Valley	2007	34%	54	12
Rhode Island	2002	33%	54	13
Las Vegas	2005	33%	53	14
San Antonio	2007	33%	51	16
W Palm Beach	2005	33%	50	18
Washington	2003	32%	51	17
Westport	2000	32%	49	19
Hartford	2000	31%	52	17
New Haven	2010	29%	55	17
Tucson	2002	27%	56	17

DONATING TO A JEWISH ORGANIZATION THAT HELPS BOTH JEWS AND NON-JEWS

Table 15-15 shows that 27% of respondents in Jewish households in Broward who donated \$100 and over to the Jewish Federation of Broward County, other Jewish Federations, or other Jewish charities in the past year consider donating to a Jewish organization that helps both Jews and non-Jews to be a very important motivation to donate to a Jewish organization; 55%, a somewhat important motivation; and 18%, a not at all important motivation.

The 27% compares to 34% in New Haven, the only other Jewish community to ask this question.

Comparisons Among Population Subgroups. Table 15-15 shows that, overall, 27% of respondents consider donating to a Jewish organization that helps both Jews and non-Jews to be a very important motivation. The percentage is much higher for respondents:

- under age 35 (38%)

The percentage is much lower for respondents (in):

- age 75 and over (13%)
- households earning an annual income of under \$50,000 (15%)
- households who donated \$500-\$1,000 to the Jewish Federation in the past year (14%)

**TABLE 15-15
DONATING TO A JEWISH ORGANIZATION
THAT HELPS BOTH JEWS AND NON-JEWS
AS A MOTIVATION TO DONATE TO A JEWISH ORGANIZATION**

**BASE: RESPONDENTS IN JEWISH HOUSEHOLDS WHO DONATED \$100 AND OVER
TO THE JEWISH FEDERATION OF BROWARD COUNTY, OTHER JEWISH FEDERATIONS, OR
OTHER JEWISH CHARITIES IN THE PAST YEAR**

Population Subgroup	Very Important	Somewhat Important	Not at All Important
All	27.2%	55.2	17.6
Very Familiar with Federation	32.3%	48.5	19.2
AGE OF RESPONDENT			
Under 35	38.2%	43.6	18.2
35 - 49	24.3%	63.3	12.4
50 - 64	31.9%	45.4	22.7
65 - 74	29.2%	55.2	15.6
75 and over	13.4%	73.6	13.0
→ 65 and over	21.7%	63.9	14.4
SEX OF RESPONDENT			
Male	24.2%	57.4	18.4
Female	29.1%	53.8	17.1
HOUSEHOLD INCOME			
Under \$50,000	14.6%	75.3	10.1
\$50 - \$100,000	26.4%	63.3	10.3
\$100 - \$200,000	44.1%	37.3	18.6
\$200,000 and over	30.6%	51.8	17.6
DONATED TO JEWISH FEDERATION IN THE PAST YEAR			
Nothing	27.5%	55.2	17.3
Under \$100	26.5%	54.1	19.4
\$100 - \$500	31.2%	52.8	16.0
\$500 - \$1,000	13.5%	63.5	23.0
\$1,000 and over	32.4%	48.2	19.4

MOTIVATIONS TO DONATE MORE TO THE JEWISH FEDERATION OF BROWARD COUNTY

Respondents in Jewish households in Broward who donated \$100 and over to the Jewish Federation of Broward County (Jewish Federation) in the past year were asked whether each of several motivations would cause them to donate more to the Jewish Federation. **Table 15-16** shows the percentage of respondents who responded in the affirmative for each motivation.

Note that the list of motivations was not read to the respondents in the order shown in **Table 15-16** nor in the order shown in the questionnaire in Appendix A. Rather, the list of motivations was read in a random order to each respondent.

40% of respondents would donate more to the Jewish Federation if more of the money went to local needs; 39%, if they had more information about how the money was spent; 33%, if they had more say over how the money was spent; 22%, if they were asked by a close friend; and 9%, if more of the money went to needs in Israel and overseas.

Community Comparisons. **Table 15-17** shows that the 40% who would donate more to the local Jewish Federation if **more of the money went to local needs** is about average among about 20 comparison Jewish communities and compares to 53% in Las Vegas, 28% in Miami, 27% in South Palm Beach, and 18% in West Palm Beach.

Table 15-18 shows that the 9% who would donate more to the local Jewish Federation if **more of the money went to needs in Israel and overseas** is well below average among about 20 comparison Jewish communities and compares to 21% in Las Vegas, 20% in both South Palm Beach and West Palm Beach, and 19% in Miami.

Table 15-19 shows the 31 percentage point **disparity** between the 40% who would donate more to the local Jewish Federation if more of the money went to local needs and the 9% who would donate more to the local Jewish Federation if more of the money went to needs in Israel and overseas is well above average among about 20 comparison Jewish communities and compares to 31 percentage points in Las Vegas, 9 percentage points in Miami, 7 percentage points in South Palm Beach, and -2 percentage points in West Palm Beach.

Table 15-20 shows that the 33% who would donate more to the local Jewish Federation if **they had more say over how the money was spent** is above average among about 20 comparison Jewish communities and compares to 38% in Las Vegas and 27% in Miami.

Table 15-21 shows that the 22% who would donate more to the local Jewish Federation if **asked by a close friend** is about average among about 20 comparison Jewish communities and compares to 37% in Las Vegas, 24% in Miami, 22% in West Palm Beach, and 19% in South Palm Beach.

Comparisons Among Population Subgroups. Table 15-16 shows the percentage of respondents in each population subgroup who would donate more to the Jewish Federation for each motivation queried.

Overall, 40% of respondents would donate more to the Jewish Federation if **more of the money went to local needs**. The percentage is much higher for respondents in:

- households earning an annual income of \$100,000-\$200,000 (58%)

The percentage is much lower for respondents in:

- households earning an annual income under \$100,000 (27%)

Overall, 9% of respondents would donate more to the Jewish Federation if **more of the money went to needs in Israel and overseas**. No population subgroups show important differences from the overall percentage.

Overall, 39% of respondents would donate more to the Jewish Federation if **they had more information about how the money was spent**. The percentage is much higher for respondents (in):

- who are very familiar with the Jewish Federation (56%)
- under age 50 (49%)
- households who donated \$500-\$2,500 to the Jewish Federation in the past year (55%)

The percentage is much lower for respondents:

- age 75 and over (20%)

Overall, 33% of respondents would donate more to the Jewish Federation if **they had more say over how the money was spent**. The percentage is much higher for respondents (in):

- who are very familiar with the Jewish Federation (51%)
- age 50-64 (43%)
- households earning an annual income of \$100,000-\$200,000 (49%)
- households who donated \$500-\$2,500 to the Jewish Federation in the past year (45%)

The percentage is much lower for respondents (in):

- age 75 and over (7%)
- households who donated \$2,500 and over to the Jewish Federation in the past year (21%)

Overall, 22% of respondents would donate more to the Jewish Federation if **asked by a close friend**. The percentage is much higher for respondents:

- under age 50 (40%)

The percentage is much lower for respondents (in):

- age 65-74 (14%)
- households who donated \$100-\$500 to the Jewish Federation in the past year (0%)

TABLE 15-16					
MOTIVATIONS TO DONATE MORE TO THE JEWISH FEDERATION OF BROWARD COUNTY					
BASE: RESPONDENTS IN JEWISH HOUSEHOLDS WHO DONATED \$100 AND OVER TO THE BROWARD JEWISH FEDERATION IN THE PAST YEAR					
Population Subgroup	More of the Money Went to Local Needs	Had More Information About How the Money Was Spent	Had More Say Over How the Money Was Spent	Asked by a Close Friend	More of the Money Went to Needs in Israel and Overseas
All	40.4%	39.0%	32.5%	22.4%	9.1%
Very Familiar with Federation	38.8%	56.2%	50.6%	21.0%	7.4%
AGE OF RESPONDENT					
Under 50	37.4%	49.1%	32.3%	41.0%	6.9%
50 - 64	40.0%	40.7%	43.4%	20.4%	9.3%
65 - 74	41.5%	37.8%	27.8%	22.4%	7.8%
75 and over	46.4%	20.3%	7.0%	12.8%	14.1%
→ 65 and over	43.6%	30.5%	19.5%	17.9%	10.5%
SEX OF RESPONDENT					
Male	39.2%	38.8%	32.3%	22.2%	5.7%
Female	41.5%	39.2%	32.6%	22.8%	11.9%
HOUSEHOLD INCOME					
Under \$100,000	27.4%	33.3%	23.8%	16.4%	7.0%
\$100,000 - \$200,000	57.9%	28.4%	49.0%	19.4%	7.6%
\$200,000 and over	29.8%	40.5%	23.6%	24.0%	12.2%
DONATED TO JEWISH FEDERATION IN THE PAST YEAR					
\$100 - \$500	47.8%	29.7%	26.3%	0.0%	9.6%
\$500 - \$2,500	27.9%	55.0%	45.0%	22.8%	7.8%
\$2,500 and over	40.8%	35.5%	21.3%	23.3%	12.7%

TABLE 15-17 MORE OF THE MONEY WENT TO LOCAL NEEDS AS A MOTIVATION TO DONATE MORE TO THE LOCAL JEWISH FEDERATION COMMUNITY COMPARISONS						
BASE: RESPONDENTS IN JEWISH HOUSEHOLDS WHO DONATED \$100 AND OVER TO THE LOCAL JEWISH FEDERATION IN THE PAST YEAR						
Community	Year	%		Community	Year	%
Tidewater	2001	58%		Bergen	2001	36%
Las Vegas	2005	53%		New Haven	2010	35%
Westport	2000	47%		San Antonio	2007	35%
Minneapolis	2004	42%		Sarasota	2001	35%
Atlantic County	2004	41%		Middlesex	2008	33%
BROWARD	2016	40%		Lehigh Valley	2007	30%
St. Paul	2004	40%		Miami	2014	28%
Tucson	2002	39%		S Palm Beach	2005	27%
Hartford	2000	39%		Washington	2003	27%
Rhode Island	2002	37%		W Palm Beach	2005	18%
Jacksonville	2002	36%				

TABLE 15-18
MORE OF THE MONEY WENT TO NEEDS IN ISRAEL AND OVERSEAS
AS A MOTIVATION TO DONATE MORE TO THE LOCAL JEWISH FEDERATION
COMMUNITY COMPARISONS

BASE: RESPONDENTS IN JEWISH HOUSEHOLDS WHO DONATED \$100 AND OVER
TO THE LOCAL JEWISH FEDERATION IN THE PAST YEAR

Community	Year	%		Community	Year	%
Atlantic County	2004	28%		New Haven	2010	17%
Bergen	2001	27%		San Antonio	2007	16%
Rhode Island	2002	25%		Westport	2000	16%
Middlesex	2008	24%		St. Paul	2004	12%
Las Vegas	2005	21%		Sarasota	2001	12%
S Palm Beach	2005	20%		Tidewater	2001	12%
W Palm Beach	2005	20%		BROWARD	2016	9%
Miami	2014	19%		Tucson	2002	9%
Washington	2003	19%		Lehigh Valley	2007	8%
Jacksonville	2002	19%		Minneapolis	2004	7%
				Hartford	2000	6%

TABLE 15-19
WOULD DONATE MORE TO THE LOCAL JEWISH FEDERATION
IF MORE MONEY WENT TO LOCAL NEEDS
COMPARED TO NEEDS IN ISRAEL AND OVERSEAS
COMMUNITY COMPARISONS

**BASE: RESPONDENTS IN JEWISH HOUSEHOLDS WHO DONATED \$100 AND OVER
 TO THE LOCAL JEWISH FEDERATION IN THE PAST YEAR**

Community	Year	Local Needs	Needs in Israel and Overseas	<i>Difference (in percentage points)</i>
Tidewater	2001	58%	12%	46
Minneapolis	2004	42%	7%	35
Hartford	2000	39%	6%	33
Las Vegas	2005	53%	21%	31
BROWARD	2016	40%	9%	31
Westport	2000	47%	16%	31
Tucson	2002	39%	9%	30
St. Paul	2004	40%	12%	28
Sarasota	2001	35%	12%	23
Lehigh Valley	2007	30%	8%	22
San Antonio	2007	35%	16%	19
Jacksonville	2002	36%	19%	18
New Haven	2010	35%	17%	18
Atlantic County	2004	41%	28%	13
Rhode Island	2002	37%	25%	12
Miami	2014	28%	19%	9
Bergen	2001	36%	27%	9
Middlesex	2008	33%	24%	9
Washington	2003	27%	19%	8
S Palm Beach	2005	27%	20%	7
W Palm Beach	2005	18%	20%	(2)

TABLE 15-20
HAD MORE SAY OVER HOW THE MONEY WAS SPENT
AS A MOTIVATION TO DONATE MORE TO THE LOCAL JEWISH FEDERATION
COMMUNITY COMPARISONS

**BASE: RESPONDENTS IN JEWISH HOUSEHOLDS WHO DONATED \$100 AND OVER
 TO THE LOCAL JEWISH FEDERATION IN THE PAST YEAR**

Community	Year	%		Community	Year	%
Bergen	2001	43%		Middlesex	2008	27%
Las Vegas	2005	38%		St. Paul	2004	27%
Westport	2000	34%		New Haven	2010	26%
BROWARD	2016	33%		Rhode Island	2002	26%
Tidewater	2001	31%		San Antonio	2007	25%
Minneapolis	2004	28%		Hartford	2000	24%
Washington	2003	28%		Lehigh Valley	2007	22%
Jacksonville	2002	28%		Detroit	2005	21%
Tucson	2002	28%		Atlantic County	2004	20%
Miami	2014	27%		Sarasota	2001	16%

TABLE 15-21 ASKED BY A CLOSE FRIEND AS A MOTIVATION TO DONATE MORE TO THE LOCAL JEWISH FEDERATION COMMUNITY COMPARISONS						
BASE: RESPONDENTS IN JEWISH HOUSEHOLDS WHO DONATED \$100 AND OVER TO THE LOCAL JEWISH FEDERATION IN THE PAST YEAR						
Community	Year	%		Community	Year	%
Las Vegas	2005	37%		Jacksonville	2002	24%
Bergen	2001	37%		Tidewater	2001	24%
Middlesex	2008	35%		BROWARD	2016	22%
Rhode Island	2002	35%		San Antonio	2007	22%
Westport	2000	35%		Detroit	2005	22%
Tucson	2002	32%		W Palm Beach	2005	22%
New Haven	2010	30%		St. Paul	2004	20%
Atlantic County	2004	29%		S Palm Beach	2005	19%
Lehigh Valley	2007	26%		Sarasota	2001	19%
Washington	2003	26%		Minneapolis	2004	18%
Miami	2014	24%		Hartford	2000	18%

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