

DATE: 27 May 2011

SUBJECT: 2011 First Half Charity Survey

1. During the period March and April the Charitable Donations Committee conducted a survey of Village Parrot Head members to determine which charities have the most support for donations during 2011. The Committee received 269 completed survey forms during this period. This compares with the 167 completed forms received during the 2010 survey from September to October. In 2010 the members were asked to select their top ten charities. This time we attempted to better identify the top charities by asking the members to only select their top four. The data from the individual forms was consolidated into a score sheet showing the number of times a charity was selected as one of the top four. The survey was conducted during March and April to capture as many of our seasonal members as possible. The survey form was modified from that used in 2010 by the addition of *Operation Back Pack* and the *Local Humane Society*. The results of the survey are attached to this report. These results also indicate the rank of each charity from the 2010 results.
2. Observations concerning the survey results are covered in the following subparagraphs.
  - a. This survey was completed by 269 members. The 2010 survey was completed by 167 members. By conducting the survey early in the year we were able to capture the choices of more seasonal residents than we did last fall. It appears this resulted in the national charities scoring higher, in many cases, than the local charities when compared to the 2010 results.
  - b. Previously there has been a lot of discussion concerning giving money to organizations that support animals. During this survey the Local Humane Society was included in the list of charities. The results were a surprise to some and not a surprise to others. The Humane Society was selected by 54 members placing it in eighth place.
  - c. The top two charities, Haven House and the Hospices (Villages and Cornerstone are actually the same organization and will be combined on the next survey form) were the same as in 2010. However, St. Jude, which was in 12<sup>th</sup> place in 2011 moved into the top three. Operation Shoe Box, which was left off the 2011 survey form) was rated as number five, and the Make a Wish Foundation came in at number four. This resulted in three of the top five charities being national charities.
  - d. Once again, the Key West charities scored at the bottom. It is again obvious that the membership wants the club to focus on local or national charities and not those supported by PHIP. However, this should be tempered by unique circumstances such as the recent tornado destruction in the South and Midwest.
  - e. Five local charities that were in last year's top ten charities dropped down to the nine to fifteen area. This means they are still very popular with the membership. Scores for each charity then gradually declined.
3. Recommendations.
  - a. That the EXCOM combine the results of this survey with the 2010 survey when deciding how to distribute money during the second half of the year.
  - b. That a Fall survey be conducted to capture new members and focus on permanent residents.

Respectfully Submitted

Douglas Mosier, Community Service Trustee

## PARROTT HEAD CHARITY SURVEY FOR 2012

| Organization  | Selected | 2011 Rank | Percentages |       |
|---|----------|-----------|-------------|-------|
| Number of Surveys = 269                             |          | 167       |             |       |
|   |          |           | <b>2012</b> |       |
| Haven House (emergency shelter/woman & children)    | 79       | 1         | Local =     | 70.1% |
| St. Jude (national charity)                         | 74       | 12        | national =  | 29.0% |
| Village Hospice                                     | 66       | 2         | PHIP =      | 0.9%  |
| Make a Wish Foundation (national charity)           | 65       | 18        |             |       |
| Operation Shoe Box (national charity)               | 63       | *         | <b>2011</b> |       |
| Wildwood Soup Kitchen                               | 58       | 9         | Local =     | 73.6% |
| American Cancer Society (national charity)          | 55       | 17        | national =  | 21.8% |
| Local Humane Society                                | 54       | *         | PHIP =      | 4.6%  |
| Christian Food Pantry                               | 48       | 5         |             |       |
| Habitat for Humanity                                | 45       | 4         |             |       |
| New Moffitt Cancer Treatment Center                 | 45       | 3         |             |       |
| Toys for Tots                                       | 42       | 8         |             |       |
| Shepherd Light House (homeless mothers & children)  | 42       | 5         |             |       |
| Relay for Life (national charity)                   | 34       | 4         |             |       |
| Special Olympics (national charity)                 | 30       | 10        |             |       |
| Operation Homebound                                 | 30       | 14        |             |       |
| St. Theresa's (food/clothing for the needy)         | 26       | 13        |             |       |
| Cornerstone Hospice                                 | 23       | 15        |             |       |
| Lazarus Free Medical Clinic Wildwood                | 23       | 19        |             |       |
| Love, Inc (services for the needy)                  | 21       | 21        |             |       |
| School Scholarships                                 | 19       | 28        |             |       |
| Operation Back Pack, The Villages                   | 18       | 18        |             |       |
| Sumter Boys/Girls Club                              | 18       | 28        |             |       |
| All-One-Family (children education)                 | 16       | 9         |             |       |
| Operation Back Pack, Wildwood                       | 14       | 16        |             |       |
| Sumter Sheriff Youth Camp (Red White and Blue)      | 8        | 25        |             |       |
| CERT  | 7        | 27        |             |       |
| Wesley House (home battered women in Key West)      | 6        | 22        |             |       |
| ZONTA (breast exam/pap smear in Key West)           | 6        | 23        |             |       |
| Sumter City XMAS                                    | 3        | 24        |             |       |
| Helping Hand (world wide relief) (national charity) | 2        | 29        |             |       |
|   |          |           |             |       |
|   |          |           |             |       |
|   |          |           |             |       |
|   |          |           |             |       |