11th Annual
Report Card on Charitable Giving for Metro Milwaukee

Sponsored by:
Greater Milwaukee Foundation
In cooperation with:
Public Policy Forum
Donors Forum of Wisconsin
The Faye McBeath Foundation
United Way of Greater Milwaukee
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Dear friends of nonprofit organizations,

Eleven years ago, the Greater Milwaukee Foundation and our sponsoring organizations published the first Annual Report Card on Charitable Giving. From the very first report, it was a popular piece of research; it remains so today. Nonprofit organizations, and the individuals, companies and foundations interested in supporting them, find the Annual Report Card on Charitable Giving a valuable resource.

We continue to revise the Report to make it a more dynamic and helpful document. This year, in addition to our 2005 to 2006 comparison, we’ve examined the five-year giving trends for each of our nonprofit sectors. The short and long-term data for all sectors can be found online at our website, www.greatermilwaukeefoundation.org. But there were significant enough changes in three sectors – education, health, and arts and culture – that compelled us to feature those results in this report.

We’ve also included comments from leading local nonprofit executives to help us put the results of the 11th Annual Report Card on Charitable Giving into clearer focus for nonprofit organizations and the communities they serve.

Overall, our bellwether nonprofit organizations continue to do well. Giving continues to grow for most of the sectors, though some clearly experience stronger growth year-to-year and over the long-term than others.

Key findings of an analysis of data in this report include:

- Overall giving increased more than 8% in 2006 compared to 2005 with contributions of nearly $285 million. That’s an increase of 143% since 1992, the first year for which we have data.

- Health, education, and arts and culture bellwether organizations have experienced the strongest growth since 2001.

- Gifts to the bellwether environmental groups continue to be of concern, with contributions decreasing to these organizations by more than 65% since 2001.

- Individual giving continues to strongly influence overall giving to the bellwether organizations, but since 2001, corporate gifts have also grown significantly.

Nonprofit organizations play a vital role in our community, providing needed services for our most vulnerable citizens, and also strengthening communities through their own contributions to our local economy. Strong communities will be unable to reach their fullest potential without strong nonprofits.

Sincerely,

Douglas M. Jansson, President
Greater Milwaukee Foundation
EXECUTIVE SUMMARY

For eleven years, the Report Card on Charitable Giving has provided an in-depth look at giving to a series of bellwether nonprofit organizations in six different sectors in the greater Milwaukee area. In the past, our efforts have primarily focused on changes from one reporting year to the next.

For the 11th annual report, we’re offering a more detailed look at contributions to three sectors over a longer period of time, since 2001. We believe this comprehensive look offers donors and organizations more helpful information. The full report on trends for all of our sectors can still be found on the websites of the Greater Milwaukee Foundation, Public Policy Forum, and Donors Forum of Wisconsin.

Overall, contributions to our 59 bellwether organizations in 2006 were strong, totaling $284.9 million. That continues a trend towards strong growth for most of our nonprofits; since 1992, the first year of our data, total contributions have increased 143%. Contributions have grown by about $65 million since 2001, with $60 million in gifts since 2003. Some bellwethers have experienced phenomenal growth since 2001, with three of the organizations accounting for more than 60% of the increase in contributions from 2001 to 2006.

One sector has not fared as well. The environment sector has experienced a decrease in contributions over that same period of time. It should be noted the environment sector is also the smallest of all sectors and much more likely to be influenced – positively or negatively – by the fluctuations in giving of one or two organizations in the sector.

The health and education sectors have seen their total gifts more than double in that same time period. Corporate giving has been a major factor in the growth, increasing over 68% since 2001. Individual giving has climbed over 27% since 2001, while foundation gifts to the bellwether organizations have decreased 18%. However, in the long term – since the first year of our data in 1992 – individual, business and foundation gifts to the bellwethers have more than doubled.

Other key findings:

Since 2001...

- Contributions to the arts and culture sector increased 1.4%. Capital contributions decreased 36.9%. Foundation gifts have decreased 45%, while individual gifts have increased 35% and business gifts increased 26.2%.

- Gifts to the education sector have increased 58.1%. Capital contributions have more than tripled. Both individual and business gifts have more than doubled, but foundation gifts decreased 21.9%.

- The environment sector saw a loss in gifts of 65.5%. In addition, the individual, corporate, and foundation gifts all decreased.

- Total giving to funding organizations increased 25.6%. Foundation gifts decreased 16.2%, while individual gifts increased 18% and business gifts increased 77.6%.

- The health sector experienced the largest increase, 135.1%. Capital contributions decreased 99.2%. Individual gifts increased 81.7%, and business gifts increased 55.7%. Foundations gifts decreased 3.8%.

- Human service organizations experienced an increase of 10.2% in total contributions, including an increase in foundation giving.

- When asked their thoughts on the current year’s donations and where they might stand at the end of 2007, 87% felt individual donations would increase, the highest percent in the nine years we’ve asked this question. Sixty-three percent felt that corporate gifts would increase for 2007, and 63% felt foundation giving would increase.

- Fifty-four percent felt the long-term sustainability of their organizations was “very high,” 16 percentage points more than last year.

Executive director survey results:

- Executive directors surveyed in 2007 were more optimistic about the state of philanthropy in the Milwaukee area than in the past. This year, half of those surveyed felt that the state of philanthropy is improving.

- Half of those surveyed reported their organizations experienced an increase in individual giving over the past year. Twenty-four percent said that their organizations experienced a decrease in individual giving over the past year, and 24% saw no change.
As in prior years, the Public Policy Forum and the Greater Milwaukee Foundation chose the bellwether organizations based on their willingness and ability to comply with a number of requirements.

Visit [www.greatermilwaukeefoundation.org](http://www.greatermilwaukeefoundation.org) to read about the methodology behind the report.
OVERALL TRENDS

Overview of charitable giving trends in metro Milwaukee

Contributions to the bellwether organizations in metro Milwaukee continue to grow. For the second straight year, overall contributions have increased, growing 8.1% in 2006. Contributions to the bellwethers totaled $284.9 million in 2006, a 142.6% increase since 1992. Looking at more recent trends, since 2003, overall giving has increased 26.4%; since 2001 giving has increased 29.3%.

Thirty-five of the 59 bellwether organizations experienced increases in their giving from 2005 to 2006. Since 2001, 37 of the organizations have seen increases.

The education sector had the largest one-year increase in total giving of all the sectors, increasing $15.5 million, or 42.3%, to $52.1 million in 2006. Since 2001, the gifts to the education sector have grown 58.1%.

The health sector also saw tremendous growth in 2006, increasing total gifts 17% to $37.1 million in 2006. Since 2001, contributions to the health sector have increased 135.1%.

Human service sector bellwethers saw giving increase nearly 6% over 2005 to $37.7 million. Contributions to the sector have increased 10.2% since 2001.

Though contributions to the funding sector showed an increase of less than 1% in 2006, the sector received $111.3 million in 2006, the most of any sector. Since 2001, gifts to funding organizations have increased 25.6%.

Two sectors experienced decreases in 2006. The bellwether organizations in the environment sector continue to see declining contributions. From 2005 to 2006, gifts were down almost 11% to $1.4 million. Since 2001, contributions have fallen 65.5%.

Contributions to the arts and culture sector fell 3.5% to $45.3 million. Despite this recent decline, gifts have increased 1.4% since 2001.

Gifts by type

Capital contributions to the bellwether organizations increased 84.3% from 2005 to 2006. Since 2001, capital giving has increased 15.9%.

Of the six sectors, only the environment sector did not receive capital contributions in 2006. The funding organizations received capital contributions this year for the first time since 2002; only the arts and culture sector saw a decrease in capital gifts from 2005 to 2006, decreasing 40.9%; and the education sector capital contributions increased the most, at 88.6%. The education and funding sectors were the only two sectors to see increases in capital contributions since 2001.

Gifts by source

Individual donations to the bellwether organizations increased 6.5% from 2005 to $156.2 million in 2006. Since 2001, total individual contributions increased 27.3%.

Gifts from businesses increased 10.1% from 2005 to 2006. Since 2001, corporate gifts have increased 68.3%.

Foundation contributions totaled $41.6 million in 2006, a slight decrease from 2005. Since 2001, foundation giving has decreased 18.7%.

![Chart 1.1: Types of Contributions](chart.png)
Comparing philanthropic and economic trends

Chart 1.2 shows the overall giving trend from 1992 to 2006, plus two economic indicators: the Consumer Price Index (CPI) and the year-end Dow Jones Industrial Average. Each was indexed to 100 in 1992.

Gifts to the bellwethers increased faster than the CPI from 2005 to 2006, increasing 8.1% compared to 0.2% for the CPI. The Dow had a one-year increase of 16.3%.

Metro bellwethers in national context

Chart 1.3 compares local and national distribution of gifts to nonsectarian causes. Funding organizations and arts and culture are the only sectors where local giving is higher than national.

Local Leaders Reply:
Deborah Fugenschuh, President of Donors Forum of Wisconsin
On Individual Giving

“We will continue to see increased giving by individuals with a decline in private foundation giving. The overall philanthropic landscape is thriving in Milwaukee. We are seeing the transfer of wealth in action and our nonprofits are benefiting from it.”

Local Leaders Reply:
T. Michael Bolger, President and CEO, Medical College of Wisconsin
On Giving

“The greater Milwaukee nonprofit community historically has relied on the ‘usual suspects’ in the corporate and foundation community. Future growth in philanthropy here will clearly depend on the increased number and size of individual gifts.”
Giving to bellwether education organizations totaled $52.2 million in 2006, the highest total ever. Giving to the education sector increased 42.3% from 2005 to 2006, the largest increase among the six sectors. Since 1992, the first year of our data, giving to the education sector has increased 153.8% or $31.8 million. In 2001, gifts totaled $88.1 million, which is 58.1% less than current giving.

Capital contributions increased 88.6% from 2005 to 2006, the largest increase among the six sectors. The 2006 total capital contributions of $22.9 million are the highest ever. Since 2001, capital contributions have increased 200% and are now more than four times as much as they were in 1992.

As Chart 2.2 indicates, individual, business, and foundation contributions all increased from 2005 to 2006. Gifts from individuals increased the most from 2005 to 2006, going up 48.7%, while foundation contributions increased 37.8% and business gifts increased 24.7%. Foundation gifts are now much less than in 2001 and 2002.
Government grants received by the education organizations totaled $6.1 million in 2006, down 0.1% from 2005. Government grants have been small and getting smaller for several years, although since 2001, government grants are up 2% as illustrated in Chart 2.3. Program revenues received by the education organizations have increased for the second year in a row and are up 35.6% since 2001. The education sector received $114.1 million in program revenue in 2006, the highest total ever.

In 2006, individual gifts accounted for 48% of the total gifts received by education organizations, down five percentage points from 2005. In 2003, individual gifts accounted for 53% of the total gifts and 43% of the total gifts in 2001. The total contributions given to the education sector accounted for 32% of the total revenue received in 2006, nine percentage points higher than 2005. In 2003, the total gifts received accounted for 20% of the total contributions, and in 2001 they accounted for a quarter of the total revenue received. Fundraising costs totaled $3.8 million in 2006, equal to 6% of the total gifts received in 2006. In 2001, fundraising costs equaled 8% of the total contributions while in 2003 fundraising accounted for 12% of the contributions.

Local Leaders Reply:
Charles Harvey, Vice President of Diversity and Public Affairs, Johnson Controls, Inc.
On the Education Sector

“There appears to be recognition by community leadership on the importance of having world class educational institutions in the community, since both individual and business gifts have increased in this sector.” He was surprised, however, that foundation gifts have decreased since 2002.
Health organizations experienced the second largest growth in total contributions from 2005 to 2006 among the six sectors, increasing 17%. Total contributions totaled $37.1 million in 2006, the highest total ever. Since 2001, total contributions to the health sector have increased 135.1%. Since the first year of data, 1992, the health organizations have seen an increase of 213.4% in contributions.

Capital contributions to the health sector totaled $86,100 in 2006, an increase of 68.8% from 2005. Although there was an increase from 2005 to 2006, capital contributions have decreased 99.2% from 2001. Since 1992, capital gifts to the health organizations have decreased 95.7%. (See Chart 3.1)

Individual gifts to the health organizations totaled $11.3 million in 2006, an increase of 31.8% from 2005. Since 2001, individual gifts have increased 81.7%. Business gifts to the health sector went from $3.7 million in 2005 to $7.1 million in 2006, an increase of 92.5%. Since 2001, business gifts have increased 55.7%. Foundation gifts to the health sector in 2006 decreased 45.2% from 2005 to $4.7 million. Foundations gifts have decreased 3.8% since 2001. (See Chart 3.2)
Government grants to the health sector have seen a steady increase since 2001. Government grants totaled $142.7 million in 2006, an increase of 13.2% from 2005. Since 2001, government grants have increased 63.2%. Program revenue received by the health organizations has increased every year for the past four years. From 2005 to 2006, program revenue increased 10.1%. Since 2001, program revenue has increased 34.2%. Program revenue received by the health sector totaled $483.3 million in 2006. (See Chart 3.3)

The total contributions received in 2006 accounted for 5% of the total revenue received. In 2001, the total contributions accounted for 3% of the total revenue received. Individual contributions provided 31% of the total contributions to the health bellwether organizations in 2006, four percentage points higher than in 2005. In 2001, individual gifts accounted for 39% of the total contributions. Fundraising costs totaled $5.5 million in 2006 for health organizations or 15% of the total gifts received. In 2001, fundraising equaled 35% of the total contributions received. Fundraising costs were 20% of the total contributions in 1992.
As Chart 4.1 indicates, the arts and culture sector was one of two sectors, the other being environment, experiencing a decrease in total contributions from 2005 to 2006. In 2006, total contributions to arts and culture organizations was $45.3 million or 3.5% less than in 2005. Since 2001, giving has increased 1.4%.

Capital contributions to the arts and culture sector decreased from 2005 to 2006 as well. Capital contributions were down 40.9% from 2005 to 2006. Capital contributions have decreased 36.9% since 2001. Since 1992, capital contributions have gone from $4.2 million to $14.1 million in 2006.

Corporate contributions to the arts and culture sector decreased 30.5% from 2005 to 2006. Although business giving decreased, both individual and foundation gifts to the arts and culture sector increased 5.7% and 53.1% respectively from 2005 to 2006. Since 2001, foundation gifts decreased 45%. Both individual and business gifts increased between 2001 and 2006, 35% and 26.2% respectively. (See Chart 4.2)
Government grants received by the arts and culture sector in 2006 totaled $5.2 million, an increase of 3.9% from 2005. Since 2001, government grants have decreased 7.5%. Since 1992, government grants received by the arts and culture bellwethers have more than doubled. Program revenue received by the arts and culture sector also increased 1% from 2005 to 2006. Since 2003, program revenue has decreased 14.1%. In 1992, the total program revenue received by the arts and culture sector was $9.8 million and in 2006 the program revenue totaled $19.8 million. (See Chart 4.3)

As Chart 4.4 illustrates, contributions received by the arts and culture organizations accounted for 54% of the total revenue received in 2006, the same as a year ago. Since 1992, contributions as a percent of total revenue has ranged from a low of 33% in 1993 to a high of 65% in 1997. Individual contributions accounted for a majority (63%) of the total gifts received by arts and culture organizations in 2006, compared to 58% of total contributions received in 2005. In 2001, individual gifts accounted for 43% of the total gifts received. The arts and culture organization’s fundraising costs equaled 11% of the total contributions received in 2006.

Local Leaders Reply:
Charles Harvey, Vice President of Diversity and Public Affairs, Johnson Controls, Inc.
On the Arts & Culture Sector

“What are the reasons for the decline? Has there been a shift in the community leadership relative to where philanthropy will be directed? Is there more of a community expectation that the arts will be self-sustaining through its programming and business acumen since major capital has been raised to create a viable theatre district? If I were in charge of a culture and art institution, I would be seeking the answers to these questions.”
GIVING TRENDS BY SIZE

The last analysis of giving trends looked at all bellwether organizations (except funding organizations) by total giving. Small organizations received less than $500,000 in gifts; medium-sized organizations between $500,000 and $2 million; and large organizations more than $2 million. In 2006, 19 organizations were categorized as large, 24 as medium, and 10 small. Indexing to 100 allowed us to track changes in gifts over time.

Total contributions given to large-sized organizations increased from 2005 to 2006. Not only did the small-sized organizations experience a one-year decrease, since 2001, small-sized organizations have experienced a decrease of 31.1%. Both the large and medium-sized organizations experienced increases from 2001 to 2005.

PERCEPTIONS OF THE FUTURE

Each bellwether organization was surveyed, asking for the executive director’s views on the state of philanthropy in greater Milwaukee and what the future may hold. Executive directors of 54 of the 59 bellwether organizations responded to these questions.

Executive directors surveyed in 2007 were more optimistic about the state of philanthropy in the Milwaukee area than in the past. This year, half of them felt that the state of philanthropy was improving. This is the highest percentage since 2000 when 55% felt philanthropy was improving. Before 2001, executive directors were more optimistic than they are now, as Chart 6.1 indicates. This year, 4% of those surveyed thought prospects for philanthropy were worsening, compared to 12% last year and 21% two years ago. This year’s percentage is the second lowest. In both 1998 and 1999, 3% of those surveyed felt the state of philanthropy was worsening.

Local Leaders Reply:
T. Michael Bolger, President and CEO, Medical College of Wisconsin
On the Future:

“I believe the overall state of philanthropy in Milwaukee is getting stronger. Everyone benefits from this trend, but some more than others. Smaller organizations may not seem to see the benefit as their philanthropic constituencies may not increase at the rate of larger, more visible organizations.”
The environment sector is the smallest sector we look at in this report. There are only four organizations in this sector, meaning that one organization can easily influence the total giving. Total giving to the environment sector decreased 10.8% from 2005 to 2006, the largest one-year decrease among the six sectors. Two of the four organizations had a decrease in total giving from 2005 to 2006. The decrease was even larger (65.5%) when comparing 2001 and 2006, and environment is the only sector to experience a decrease over this time period. Since 1992, gifts to the environment sector have increased 84.6%.


Individual gifts increased from 2005 to 2006, while business and foundation gifts decreased. Individual gifts to the environment sector increased 9.7% from 2005 to 2006, but they have decreased 10% since 2001. Since 1992, individual gifts have increased 142.4%. Contributions from businesses decreased 25.4% from 2005 to 2006, and have decreased 68.8% from 2001. Since 1992, business gifts have increased 4.2%. Foundation gifts to the environment bellwethers decreased 16.4% from 2005 to 2006, and between 2001 and 2006, gift from foundations decreased 85.2%. Since 1992, gifts from foundations to the environment sector increased 23.6%.
Government grants to the environment sector totaled $3.2 million in 2006, an increase of 12.2% from 2005, and an increase of 287% from 2004. Since 2001, government grants have increased 649%. In 1992, government grants to the environment sector totaled $22,609. Membership dues for the environment sector increased 7.2% from 2005 to 2006, but have decreased 6.6% from 2001. Membership dues have increased 4.8% from 1992 to 2006. Program revenue in 2006 is less than half of what it was in 2005. Between 2001 and 2006 program revenue has decreased 11.1%. Since 1992, program revenue has increased 115%.

Fundraising costs equaled 14% of the total contributions to the environment sector in 2006, the highest percentage since 1998. In 2005, fundraising costs equaled 11% of the total contributions, and in 2001 they equaled 3%. Individual gifts accounted for 54% of the total gifts in 2006, up 10 percentage points from 2005. In 2001, individual gifts made up 28% of the total gifts. Contributions as a percent of the total revenue has been on a steady decline since 2001. In 2001, contributions accounted for 93% of the total revenue for the environmental sector. In 2006, it was 23%.
Funding organizations received the most contributions in 2006, $111.3 million, among the six sectors. Contributions to the funding organizations increased 0.1% from 2005 to 2006. Since 2001, contributions to the funding organizations have increased 25.6%, and they have doubled since 1992.

Capital contributions to the funding organizations totaled $35.4 million in 2006, the first time since 2002 that there have been capital contributions to the funding organizations. Capital gifts recorded also represented the highest total since the data collection began in 1992. Between 2001 and 2006, capital giving has increased 80.4%, and it has increased 480.7% since 1992.

Individual gifts to the funding organizations decreased 4.4% from 2005 to 2006. Although there was a one-year decrease, gifts from individuals have increased 18% between 2001 and 2006. Since 1992, individual gifts have increased 87.8%. Business gifts to the funding organizations increased 5.5% from 2005 to 2006. Since 2001, business gifts have increased 77.6%; since 1992, they have more than doubled. Foundation gifts to the funding organizations decreased 27.1% from 2005 to 2006. Since 2001, foundation gifts have decreased 16.2%, but they have doubled since 1992.
Funding organizations received $69,175 in government grants in 2006, down 65.3% from 2005. Between 2001 and 2006 government grants have changed little, increasing 0.1%. In 1992, funding organizations received $4,756 in government grants. Program revenue for the funding organizations totaled $2.2 million, less than half of the 2005 total. Program revenue for the funding organizations has decreased 9.1% from 2001 to 2006. Since 1992, program revenue has increased 29%.

Fundraising costs for the funding organizations equaled 6% of the total contributions received in 2006, one percentage less than in 2005 and the lowest since 1996. In 2001, fundraising costs equaled 7% of the total contributions. Individual gifts accounted for 66% of the total contributions to funding organizations in 2006, down three percentage points from 2005. In 2001, individual gifts accounted for 70% of the total contributions. Contributions made up 69% of the total revenue for funding organizations in 2006, the lowest since 2001, and five percentage points less than in 2005. In 2001, contributions accounted for 68%, and in 1992 they accounted for 71%.
Total contributions to the human service bellwethers equaled $37.7 million in 2006, an increase of 5.7% over 2005. Eight of the 18 human service organizations experienced an increase in giving from 2005 to 2006. Since 2001, giving to the human service sector has increased 10.2%, and during this time period, 11 of the 18 organizations have experienced an increase. Total giving in 1992 was about 65% of what it was in 2006.

Capital campaign contributions increased 9.9% from 2005 to $7.8 million in 2006. Although there was a one-year increase, capital giving has decreased 4.6% since 2001. However, capital contributions were much lower in 1992, totaling just $1.1 million.

Individual giving to the human service sector decreased 5.4% from 2005 to 2006, and since 2001 individual giving is down 25.9%. In 1992, individual giving to the human service organizations totaled $5.8 million and in 2006 it totaled $13.6 million. Business and foundation giving to the human service sector both increased from 2005 to 2006, increasing 8.2% and 5.2%, respectively. Business gifts are up 31.8% from 2001 and have more than tripled since 1992. Foundation giving totaled $10.4 million in 2006, the highest total since the study began. Since 2001, gifts to the human service sector from foundations has increased 70.3%. In 1992 foundation gifts totaled $2.1 million.
Government grants increased 16.6% from 2005 to $54.4 million in 2006, the third highest total in the history of the philanthropic report card. Since 2001, government grants have increased 15.7%. In 1992, the human service sector received $10.5 million in government grants. Program revenue for the human service sector increased for the third year in a row, to total $105.4 million. Despite the increases since 2001, program revenue has decreased 35%. Since 1992, program revenue has increased 143%.

![Graph of Other Revenue Sources for Human Service Groups](image)

Fundraising costs for the human service sector equaled 16% of the total contributions in 2006, down one percentage point from 2005. In 2001, fundraising costs equaled 15% of the total contributions, and in 1992 it was 11%. Individual gifts accounted for 36% of the total contributions in 2006, the fifth year in a row with a decrease. In 2001, individual gifts accounted for 54% of the total gifts, the highest ever. Individual gifts equaled 42% of the total gifts in 1992. Contributions make up a relatively small portion of the total revenue received by the human service sector, 15%. In 2001, contributions accounted for 11% of the total revenue; in 1992, it was 16%.

![Graph of Key Revenue Relationships for Human Service Groups](image)
Our 11th Annual Report Card on Charitable Giving analyzes 15 years of charitable giving to 59 bellwether organizations in the four-county (Milwaukee, Ozaukee, Washington, and Waukesha) metro area. Financial analysis is based on the information reported on IRS 990 forms filed by organizations in 2006, representing the 2005-06 fiscal year for most organizations and the 2005 calendar year for others. As in prior years, the Public Policy Forum and the Greater Milwaukee Foundation chose the bellwether organizations based on their willingness and ability to comply with the following requirements:

- An organization’s headquarters is in, and most of its donations come from, the four-county area;
- IRS 990 tax returns are available for the years studied;
- An organization’s direct charitable contributions are categorized based on those from individuals, businesses, foundations, and special events, as well as funds from capital campaigns, endowments, and bequests; and
- An organization’s willingness to complete a questionnaire regarding the future of philanthropy in the metro area.

Five organizations were dropped from last year’s report: Children’s Service Society of Wisconsin merged with Children’s Hospital of Wisconsin; Community Coordinated Childcare did not receive any direct public support; Midwest Center for Environmental Science and Public Policy closed; St. Michael Hospital Community Foundation merged with Wheaton Franciscan Healthcare; and Variety Club Children’s Charities did not respond to the survey.

The data for these organizations were also taken out of the previous years to ensure comparable results.

For purposes of this study, organizations are divided into two groups: service providers and funders. Funders are groups such as the Greater Milwaukee Foundation and the United Way that collect and distribute money to service providers.

Service providers are categorized into five sectors:

**Arts and Culture**: Includes providers of both visual and performing arts, as well as cultural resources such as museums and libraries.

**Education**: Includes colleges, vocational institutions, high schools, and grade schools.

**Environment**: Includes organizations that financially support improvement of the physical environment, as well as groups that take advantage of environmental resources for recreational and aesthetic purposes, such as parks and nature trails.

**Health**: Includes hospital foundations, clinics, and organizations that educate and serve the public.

**Human Services**: The largest and most diverse bellwether category, this group provides services to the community.

An analysis by organization size is also included in this report. The bellwether organizations, with the exception of the funding organizations, are categorized by the total amount of gifts received in 2006.

There are some qualifications to the data that should be considered when drawing conclusions. First, numbers are primarily dependent upon those people within the organizations who report them. Second, it is possible that some donations are counted twice due to service providers reporting contributions that come from funding organizations. Finally, one large organization can skew the aggregate numbers due to its greater impact.

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