

The results are in from g-Think's Philanthropy Survey. As expected, the results show a variety of opinions on some of the key issues surrounding philanthropy, including: whose primary responsibility it is to address some of the world's most serious issues and whether or not philanthropic institutions should expect a return from their investments. Responders were also asked to name some of the issue areas they support. Again, there was a wide range of activities listed.

Some details:

Responsibility for Philanthropic Endeavors

When asked whose primary role it is to address the world's most serious issues (poverty, AIDS, health etc.), 64% said individuals, private charities and governments ALL have a responsibility. Just 6% felt it was an individual's responsibility, while 30% opted for governments (including the UN) as having the primary responsibility for the world's most serious issues.

Philanthropy and Profit

In recent months there's been a lot in the media about philanthropic institutions adopting for-profit business models thereby securing a return on monies and support invested in their so-called charitable activities. When asked if this is a good thing, a hefty 78% percent said "no," with the remainder saying "yes" – expecting a profit is a good thing.

Microlending

When asked about the concept of microlending (the Nobel Peace Prize was recently awarded to a champion of this), 61% of responders were not familiar with it, while 39% were. This is despite the widespread publicity microlending has attracted as a result of the award of the Nobel Peace Prize.

Philanthropic Business Leaders

In recent years some high profile business leaders have started their own charitable organizations. Bill Gates of Microsoft is an obvious example, but they are many others. When asked if it's a good thing for business leaders to start their own charities and to assume celebrity status in the process, most responders (73%) feel this is a good thing if it helps to raise the profile of important issues. Only 5% feel it amounts to self-promotion.

Support of Philanthropic Organizations

When asked if they donate money to charities, a large 87% of g-Think responders said "yes." The type of charitable organization varies greatly. In order of support:

- Environmental organizations
- Religious organizations
- Hunger organizations
- Children's issues
- Poverty relief
- Education issues
- Public broadcasting
- HIV/AIDS
- Arts organizations

The RED Campaign

The RED campaign was launched with much fanfare in October of 2006 with a number of celebrities including Bono and Oprah Winfrey attracting the media spotlight. g-Think asked the question: Have you seen or heard of the "RED" campaign? 45% of responders had heard of it, while 55% had not. When it came to identifying the target (issue/s) of the "RED" campaign, 56% said they knew what it was targeted at, 44% did not. Most responders correctly identified AIDS though did not mention the other diseases targeted by "RED," malaria and tuberculosis.

In terms of the celebrities involved in the “RED” campaign, just 56% could name someone, with most of those identifying Bono.

When it comes to opinions of the “RED” campaign, the views are somewhat mixed. Of those who know about it, 48% love it; 25% are neutral on it; 19% don’t understand what it’s all about; and 8% hate it.

On the question of actually participating in the “RED” campaign, 89% of responders said that they had not yet purchased any products bearing the “RED” logo. 44% said they might purchase “RED” products in the future, 22% said they will purchase “RED” products, while 33% have no intention of purchasing “RED” products.