

Index

- accommodation, hostels
 - expenditure, proposed scenario 97
 - preferences 87–9
 - price of 73
- additional welfare, estimating 13
- age
 - environmental group membership 178, 179, 181
 - fundraising methods 160
 - participation rates of giving 141
 - user benefits survey 79–80
 - WTP 55, 56
- aggregate benefits, estimating 114–19
- accounting framework 114–16
- net social value 116–18
- interpretation and policy implications 118–19
- alcohol, expenditure, proposed scenario 97
- altruistic benefits 11
 - donating 36
 - volunteering 43, 44–5
 - see also* impure altruism
- AND strategy 183–5
- Asia Miracle studies 198
- associations, social capital 193–4
- attitudes
 - general public survey
 - explanatory variables 54
 - payment ladder results 56
 - towards donations 33–42
 - towards volunteering 42–6
 - WTP 55
 - towards countryside 173–6
 - towards hostels 84–9, 89, 90, 99
- beneficiaries 11
- benefits
 - charity's outputs 10
 - economic theory definition 9
 - to beneficiaries 11–14
 - to general public 19–71
 - to homeless 72–100
 - of volunteering 101–13
 - see also* aggregate benefits
- Benthamite welfare function 10
- bid levels, contingent valuation 23, 47, 55–8
- binary logit models, targeting donors 183–6, 187
- British Social Attitudes Survey* 173–6
- broad voluntary sector 5
- campaigning, environmental groups 171
- capital-based theory, sustainable development 194–8
- cash donations 30, 32
- charitable sector
 - aggregate benefits 114–19
 - indicators of size 5–8
 - measurement of output 3–4
 - measuring economic value 9–18
 - size of 204–5
 - social value of 205–6
- charities
 - benefits to general public survey 19–71
 - design 20–28
 - results 29–61
 - discussion and conclusions 61–4
 - statistical appendix 65–71
 - benefits to homeless survey 72–100
 - design 74–8
 - results 79–98
 - discussion and conclusions 98–100
 - net social value 10, 17–18, 102, 116–18
 - total social cost 16–17, 116
 - total social value 11–14, 114–15
- Charities Aid Foundation 5, 8, 102
- chlorofluorocarbons (CFCs) 195
- choice modelling techniques 16

- club facilities, membership numbers 172
- coefficient estimates
 - price responsiveness, giving 140–43
 - targeting donors 176–81
- commitment, in giving 39, 40, 41
- compensation
 - hostel closures 89–95, 99
 - WTA measure 13
- competition
 - environmental groups 172–3
 - for funds 187–8
 - product differentiation 170
- contingent ranking
 - general public survey 20
 - design features 25–7
 - results 58–9, 62
 - statistical and theoretical framework 69–71
- contingent valuation 15–16
 - general public survey 20
 - questions 22–5
 - results 46–58, 62
 - statistical and theoretical framework 65
 - user benefits survey 73
 - questionnaire 74–8
 - results 89–95
- contributions equation 142
- cost-effectiveness measures 4
- costs
 - charitable services 10
 - fundraising 169–70
 - see also* labour costs; production costs; replacement cost approach; total social cost; transaction costs
- Council for the Protection of Rural England (CPRE) 171, 173
- counselling services, use of 84–5, 86
- credit cards 30
- cross-membership patterns 175
- cross-tax-price elasticity, volunteering 129–31
- culture
 - donations 32, 33
 - WTP 59
- debriefing questions
 - general public survey 59–61
 - user benefits survey 95–8
- demographic variables
 - BSAS 176
 - user benefits survey 79
- Diana, Princess of Wales, death, WTP 55
- dichotomous choice *see* double-bounded dichotomous choice
- direct fundraising
 - frequency distribution, donations 157–8
 - geographic variables 160
 - gift size 165
 - likelihood of giving 159
 - marginal effects 163
 - popular charities 160
 - probability of obtaining a gift 164
 - success rates 158–9
 - summary statistics 155, 156
 - transaction costs 152
 - warm glow benefit 152, 165
- discrete response formats 65–6
- donations
 - general public survey
 - attitudes towards 33–42
 - current 29–33
 - results 54, 55, 57, 62
 - in kind 7, 102
 - size of, warm glow 149
 - see also* giving
- donations equation 160–62
- donors
 - opportunity costs 16
 - targeting 167–90
 - British Social Attitudes Survey* 173–6
 - conceptual framework 168–70
 - conclusion 188–9
 - empirical analysis 176–81
 - environmental groups 171–3
 - simulation, fundraising strategies 181–8
- don't know options, survey questions 23–4
- double-bounded dichotomous choice
 - elicitation
 - questions 22–3
 - results 46–9, 62
 - statistical and theoretical framework 65–8

- drugs, expenditure, proposed scenario 97
- economic development, social capital 198–9
- economic growth 201
- economic value, charities 9–18
 - aggregate benefits 114–19
 - general public survey 19–71
 - homeless survey 72–100
 - volunteering 101–13
- economic variables
 - general public survey 53, 54, 56
 - user benefits survey 79, 93
- education
 - environmental group membership 179, 181
 - general public survey, WTP 55, 56
 - user benefits survey 79, 80, 95
- effectiveness, charitable provision 206, 207
- efficiency
 - charitable provision 205–6
 - measures of 4
- efficiency price 135–6
 - donation equation 161
 - elasticities for giving 144
 - mean monthly donations 139, 140
 - participation rates 138, 141
- effort, level of fundraising 151–2
- elasticities, price-responsiveness, giving 143–5
- elicitation, giving 149
- embarrassment motivation 35, 36, 42
- emergency night shelters 77, 78, 95
- employment
 - user benefits survey 79
 - volunteering 140
- employment related costs, volunteering 102
- endogeneity problems 125
- environment
 - donations to 32, 33
 - WTP 59
- environmental groups, targeting donors 171–3
- environmental improvement, social capital 199
- ex-offenders' projects 78
- existence value, donating 36
- expenditure
 - measures of 8
 - user benefits survey
 - breakdown of 80–81
 - desired compensation, hostel closure 93–5
 - income, proposed scenario 96–7
- external benefits 11
- Factor I indicators 200, 201
- Factor II indicators 200, 201
- families, large 195
- Family Expenditure Survey (FES) 103
 - analysis of donations 128
 - definition of charitable donations 132–3
- favourite charities 42
- fiscal incentives, for giving 123–46
- fixed-budget setting 187
- food, expenditure, proposed scenario 97
- foresight, in giving 37, 39, 40, 41
- free-riding
 - depression of voluntary contributions 7
 - government financing 206
 - pure altruism theory 148
 - tax exemptions, donations 123
- frequency distributions
 - donations, fundraising methods 157–8
 - efficiency price 135, 136
 - housing preferences 88
 - tax price 134, 135
 - time price 137–8
- Friends of the Earth (FoE) 171, 173
- fundraising
 - costs 169–70
 - income measures 5
 - managerial objectives 168–9
 - methods, valuation 147–66
 - motivation 148–50
 - conceptual framework 150–53
 - hypotheses results 153–8
 - controlled hypotheses tests 168–4
 - conclusions 165–6
 - simulation of strategies 181–8
 - targeting 167–8
- funds, competition for 187–8
- gender, WTP 55, 56

- general public
 - benefits survey
 - objectives 19–20
 - design 20–28
 - results 29–61
 - discussion and conclusions 61–4
 - statistical appendix 65–71
 - capturing surplus (WTP) 206–8
 - incremental WTP 118
 - total social value, benefits 115
- giving
 - motivation 148–50
 - price-responsiveness 123–46, 207
 - private 6–8
 - process of 37–42
 - value of 200–203
 - see also* donations
- goods
 - sale of 6
 - WTP 14
- government funding 4, 8
- government grants
 - estimation, net hourly wage of volunteers 105–6
 - free riding 206
 - and general public, incremental WTP 119
 - opportunity costs 17
- Greenpeace (GP) 171, 173
- gross domestic product (GDP), money value of giving 202–3
- gross revenue maximization 169, 184, 185
- health and medical research
 - donations 32, 33
 - importance of charities 64
 - WTP 58, 59
- Hekman models
 - net hourly wage, volunteers 103–6
 - performance, fundraising methods 160–64
 - price-responsiveness of giving 140–43
- homelessness
 - causes 83
 - defined 72
 - duration of 83–4
- hostels 72
 - characteristics 78
 - price of accommodation 73
- shutdown
 - compensatory amounts 89–95
 - hypothetical scenario 74–5
 - types 77
 - use of services 84–9
- hourly value, volunteers' time 103–6
- hours, volunteered 30, 32
- house rules, hostels 85–6
- housing history, homeless 82–3
- housing and homelessness
 - general public survey
 - contingent ranking results 59
 - contingent valuation results 47, 48, 49, 51, 55
 - donations 32
 - importance of 64
 - net social value 116, 117
 - user benefits survey 72–100
 - design 74–8
 - discussion and conclusions 98–100
 - results 79–98
- housing projects 72
- housing schemes 77, 78
- human capital 201–2
- hypotheses *see* null hypotheses
- importance, of charities 33, 63–4
- impure altruism 12, 149, 150–51
- income
 - environmental group membership 178, 180
 - from government 8
 - general public survey, WTP 53–5, 56
 - participation rates, giving 141
 - private earned 6
 - success of direct fundraising 158–9
 - user benefits survey
 - allocation of 81–2
 - expenditure, proposed scenario 95–6
 - sources of 80
- income elasticities, for giving 144, 145
- income measures 5–6
- incremental WTP
 - all beneficiaries 117
 - general public 118–19
- indicators
 - size of charitable sector 5–8
 - social capital 1, 200–203
- indirect users, benefits to 11–13, 36

- Individual Giving Survey (IGS) 30, 102
 activity based categories 106–8
 definition of charitable donations 132
 efficiency price 135
 hypothesis testing 153
 price and income elasticities 124
 tax price 134
- Institute of Charity Fundraising
 Managers 149–50
- institutions, data on 201
- intensity, fundraising 158
- Labour Cost Survey* 108
- labour costs, estimating, volunteers
 106–8
- land ownership 171
- literature, price-responsiveness of giving
 123, 125–32
- low-support hostels 77, 78, 92
- managerial objectives, fundraising
 168–9
- marginal cost, fundraising 169–70
- marginal cost-revenue ratio, targeting
 184, 185, 189
- membership
 dues, private income 6
 environmental groups
 fees 171
 numbers and club facilities 172
 patterns 174–6
 probability of subscribing 181–2
- moral principles, giving 148
- moral satisfaction 12, 149
- motivations
 for donating 33–7, 148–50
 towards volunteering 42–3
- multi-variable targeting strategy 183
- narrow voluntary sector 5
- National Trust (NT) 171, 173, 175, 185
- needy groups, net revenue maximization
 168–9
- net hourly wage, estimating, volunteers
 103–6, 129
- net revenue maximization 168–9, 184,
 185
- net social value, of charities 10, 17–18,
 102, 116–18
- New Earnings Survey* 106, 107
- non-tax-efficient donations 31
- null hypotheses, fundraising 152–3
 controlling extraneous factors 160–64
 potential biases 158–60
 results 153–8
- open ended questions 24–5
- opportunity cost approach 15
 volunteering benefits survey 102–6,
 112
- optimal fundraising strategy 182–7
- option benefits 11
 donating 36
 volunteering 43
- output measures, charitable sector 3–4
- output-based approach, volunteering
 benefits survey 109–10, 112
- overseas aid
 donations 32, 33
 WTP 59
- panel data 125
- parametric probability models 67–8
- participation equations
 net hourly wage estimation 103–4
 price-responsiveness, giving 143
- participation rates
 IGS records 133
 price variables 138–9
 socioeconomic variables 141
 volunteering 140
- paternalism 7, 11
- payment ladder elicitation 24, 25
 results 46, 49–53, 56–7, 62
 statistical and theoretical framework
 68–9
- personal enjoyment, volunteering 42
- policy implications, of benefits 118–19
- political capital 194
- popular charities 160
- population change, capital stocks 195,
 196, 197
- preferences
 hostels 84–9
 measurement of person's 9
- prestige, giving 149, 151
- price responsiveness, giving 123–46,
 207
 literature overview 125–32
 analytical framework 133–40

- dataset 132–3
 - empirical results 140–45
 - conclusions 145–6
- principal components analysis 201
- private benefits 12
- private earned income 6
- private giving 6–8
- private sector equivalent 14
- probability models, parametric 67–8
- product differentiation, competition 170
- production costs, output of charities 8
- production function approach 15, 201
- protection-oriented groups 174
- purchases, donations through 31

- quality index, fundraising methods 161–2
- questionnaires 205
- questions
 - general public survey
 - contingent ranking method 25–7
 - contingent valuation method 22–5
 - debriefing 59–61
 - user benefits survey 74–8
 - debriefing 95–8
 - WTA format 99

- Ramblers Association (RA) 171, 172
- random utility model approach 66–7, 70
- rank-ordered logit model 58–9, 71
- recreation-oriented groups 174, 180
- religion, importance in giving 141
- remote fundraising
 - frequency distribution, donations 157, 158
 - geographic variables 160
 - likelihood of giving 159
 - marginal effects 163
 - probability of obtaining a gift 164
 - summary statistics 155, 156
 - transaction costs 152
- replacement cost approach 106–9, 112
- resources, opportunity costs 18
- Royal Society for the Protection of Birds (RSPB) 171–2, 175

- sales, income from 6
- satisfaction, with hostels 85, 86
- scope, of giving 37, 38, 39–40, 41
- scorn, charitable behaviour 151

- selectivity models 128, 131
- selfish motivation
 - in donating 35–6
 - volunteering 42–3, 44–5
- semi-supportive projects 77, 78
- services
 - indirect benefits 18
 - WTP 14
- sex, WTP 56
- simulation, fundraising strategies 181–8
- single-variable targeting strategy 183, 185
- social capital 208
 - concepts 193–4
 - indicators of 200–203
 - measuring 3–4
 - nature of 198–200
 - sustainable development 194–8
- social prestige, giving 149, 151
- social services
 - donations 32, 33
 - importance of 64
 - WTP 58, 59
- social situations, fundraising 152
- Social Trends* 175
- social value
 - estimating 205–6
 - output of charities 6
 - see also* net social value; total social value
- social welfare functions 9–10
- society
 - importance of charities to 33
 - value of charities to 5
 - well-being of 9
- socioeconomic variables
 - BSAS 176
 - general public survey
 - comparison 29
 - description 54
 - valuation functions 56
 - WTP 55
 - participation rates of giving 141
 - targeting donors 176–81, 188
 - user benefits survey
 - compensation, hostel closures 93
 - profile 79–84
- specific needs projects 77, 78
- spontaneous giving 42
- stated preference techniques 15, 20

- statistics, fundraising methods 154–6
- subscription fees, environmental groups 186
- support services, use of 84–5, 86
- supportive projects 77, 78, 92
- surplus, WTP, capturing 206–8
- sustainable development, social capital 194–8
- target groups
 - benefits 11
 - opportunity costs 16
- targeting, donors 167–90
- tax incentives, for giving 123–46
- tax price 133–5
 - elasticities for giving 144, 145
 - mean monthly donations 139
 - participation rates 138, 139, 141
- tax relief, UK 128
- tax-efficient donations 31
- tax-efficient schemes, awareness of 134
- technological change, capital stocks 195, 196
- telescoping effects, IGS 133
- time
 - hours volunteered 30, 32
 - volunteers', valuing 7, 101–13
- time price 136–8
 - elasticities for giving 144
 - mean monthly donations 139
 - participation rates 138, 139
 - volunteering 140
- tobacco, expenditure, proposed scenario 97
- Tobit specification models 128
- top-down approach, general public survey 25
 - results 51, 62
- total social costs
 - of charities 16–17, 116
 - see also* opportunity cost approach
- total social value, of charities 11–14, 114–15
- traditional hostels 77, 78, 92
- transaction costs 7
 - fundraising methods 152
 - size of gifts 158
- United Kingdom, studies
 - price responsiveness 127, 128, 129
 - volunteering 131
- United States
 - price responsiveness, giving 123, 125
 - tax treatment of donations 127
 - volunteer status 150
- user fees 6
- users
 - benefits of charities to 72–100
 - output measures 4
- utility, from donations 150–51
- valuation
 - general public survey
 - results 46–61
 - of volunteering 43
 - returns, fundraising methods 147–66
 - user benefits survey, results 89–95
- valuation functions
 - general public survey 53, 56–7, 69
 - user benefits survey 93, 94
- vertical associations, social capital 193–4
- Volunteer Centre UK 101
- volunteering
 - attitudes towards 42–6
 - benefits survey
 - reason for valuation 101–2
 - opportunity cost approach 102–6
 - replacement cost approach 106–9
 - output-based approach 109–10
 - comparison of approaches 110–12
 - future valuation 112–13
 - employment 140
 - participation in 3–4
 - price and income elasticities 129–31, 140
- volunteers
 - benefits to 12–13
 - opportunity costs 17
 - status, US 150
 - total social value 115
 - valuing time given 7, 101–13
- wage equation 103, 104–6
- Wald tests
 - environmental group membership 180, 187
 - fundraising methods 160
- warm glow benefits
 - fundraising 151, 152, 158–9
- impure altruism 12

- magnitude of donations 149
- selfish motivation 35–6, 42
- welfare economics 9–10
- well-being
 - in economic theory 9
 - impact of charities on 102
- willingness to accept (WTA) 9
 - in environmental economics 73–4
 - estimating additional welfare 13
 - shutdown of hostels 90–95, 99
 - user benefits survey 75
- willingness to pay (WTP) 9
 - demand for goods or services 14
 - estimating additional welfare 13
 - general public survey 21–2
 - contingent ranking results 58–9
 - contingent valuation results 47–58
 - debriefing questions 59–61
 - incremental 117, 118–19
 - World Wide Fund for Nature (WWF) 171, 173
 - WTA *see* willingness to accept
 - WTP *see* willingness to pay
 - younger generations, fundraising methods 160
 - zero donations, modelling 128