

Southern Nevada Regional Planning Coalition (SNRPC)
Corporate Giving Survey: Executive Summary

Submitted by:



7936 W. Sahara Avenue
Las Vegas, NV 89117
702.889.2480

I. Introduction

The Southern Nevada Regional Planning Coalition, (SNRPC) formed a Subcommittee on Homelessness in September 2003. The Subcommittee is comprised of members from various municipalities and agencies that are responsible for or have an interest in providing a substantive level of services to homeless individuals.

The primary functions of the committee are to build strategies that mitigate and combat homelessness in Southern Nevada. One of the strategies to recently emerge from the Committee on Homelessness is to build, with community support, a non-profit trust fund to provide critical resources and services to Southern Nevada's homeless population. Furthermore, the coalition has also created a ten-year strategic plan for homelessness services provision. The plan consists of action steps to address a continuum of issues over time such as: improving shelters, mental health and substance abuse treatment services, and low cost housing.

Strategic Surveys was commissioned to ascertain corporate interest in supporting the non-profit trust fund designed to support services that combat homelessness. Strategic Surveys has formulated this report to highlight measures of support among local businesses and corporations for community-wide initiatives intended to alleviate homelessness in Southern Nevada. Moreover, the research will demonstrate the calibration homelessness in the context of other community charitable causes that currently receive private sector support. It is our hope that the research will also function to raise the level of homelessness awareness among private sector business leaders. The corporate giving survey objectives include but are not limited to:

- Determine amenability to and likelihood of support for the Homeless Trust Fund in the context of private sector business leaders.
- Identify corporate attitudes and perceptions with regard to homelessness in Southern Nevada.
- Distinguish between a corporations' current level of charitable giving and ascertain a register of homelessness on the corporate scale of charitable causes.
- Develop an understanding of opportunities for involvement at the corporate level (time, money, employee participation, resources, etc.).
- Raise awareness in terms of the plight of homeless individuals in Southern Nevada.
- Gather institutional demographic information (number of employees, gross revenue, and charitable allocations) for purposes of comparative analysis.

II. Survey Methodology

A. Sampling Procedure:

An internet-based e-mail survey was programmed and administered to a compiled list of Southern Nevada businesses. Sampling was implemented through three e-mail transmission campaigns. In total, 537 unique e-mail addresses were procured by accessing local business guides and association directories. The list was augmented then augmented by data files provided by a national list vendor, InfoUSA. In total, 537 businesses were contacted by Strategic Surveys. Surveys and reminders to participate were emailed out from June 15, 2006 to July 7, 2006. In total, the e-mail campaigns were followed up with two reminders per transmission. The survey ended on July 10, 2006 and results were tabulated.

A total of 87 unique business surveys were returned. The e-mail campaign yielded 43 bounce-backs (invalid addresses), 56 clicked-through but did not complete the survey. Of the remainder, 87 completed the survey and a non-designated status (inactivity) was assigned to the remaining addresses. This sample of 87 surveys gives us a response rate of 17.6%. Research in response rates suggests that typical response rates should be between 20% and 30% for e-mail recruited surveys¹.

B. Survey Instruments:

The internet based software, Websurveyor, was used to write the questions and handle analysis. A survey instrument was designed consisting of twenty four questions (3 of which were open-ended). Generally, the questions were designed to assess business conditions within Southern Nevada, the nature of each businesses charitable giving, their thoughts on homelessness in Southern Nevada, and their likelihood to contribute to a fund geared towards helping reduce homelessness.

The survey first question assessed if the business gave to charitable causes. If the business did, follow up questions were asked to determine what kinds of charities they give to. For all participants, the likelihood to contribute to the fund was assessed, along with a measure of incentives that are likely to increase participation. Finally, descriptive questions were asked to demonstrate a profile of businesses completing the survey.

An email asking for their participation and containing a link to the survey was sent to businesses within Clark County. The letter was sent with the name "Shannon West" with the subject line "Corporate Giving Study". Inside, the following appeared:

Hello:

The Southern Nevada Regional Planning Coalition (SNRPC) is conducting a survey of businesses to ascertain their opinions and perceptions about homelessness in our community. I am asking that you take a moment of your time to complete a brief survey by clicking on the following link:

<http://websurveyor.net/l.dll/JGsD9C661C8D9IKD9PU10869J.htm>

¹ Kaplowitz, Hadlock, & Levine. 2004. A comparison of web and mail survey response rates. *Public Opinion Quarterly*, 68, 94-101.

Strategic Surveys, Inc.

You MUST hit "submit" after you complete the survey for the results to go through. I would like to assure you that your answers will remain absolutely confidential and will not be identified with your particular business or used for purposes of solicitation in any way. Therefore, please feel free to be as candid and forthcoming as possible when responding to the survey questions. Please make sure that this e-mail is sent to the individual at your business entity who is best qualified to comment and answer questions about charitable giving and/or minor monetary issues. If you have any questions or need clarification regarding the Southern Nevada Corporate Giving Survey, please feel free to contact Jason Gray at Strategic Surveys: (702) 889-2840. On behalf of myself, the SNRPC, and the citizens of Clark County, I would like to thank you for taking the time to complete this very important survey.

Sincerely,

Shannon West
Regional Homeless Services Coordinator
Southern Nevada Regional Planning Coalition

C. Error Measurement:

Whenever sampling is performed, a measure of error is necessary. Surveys take into account the opinions of a sample frame of the entire group study of interest, or study population, and are generalized to reflect the same trends in the study population as a whole. For the purpose of this study, the population consists of all businesses in Clark County. There is always a possibility that the sample frame will not reflect the actual opinions of the study population as a whole. A "margin of error" is calculated as an index of how precise the data are. This figure represents how precise the results of the sample reflect the entire population.

A sample size of 87 in the case of the corporate giving web survey is associated with a 10% margin of error at the 95% level of confidence. This means that for any given percentage point, the value can likely fluctuate upwards or downwards by 10% if the survey were to be conducted again.

This margin of error assumes that the sample was randomly selected. With the current project this is only partially true. Business emails were gathered in a manner that does not bias any one sort of business. However, their participation was voluntary (self-selecting) and it's likely that those that participated are more likely to be sensitive to the issue of corporate charitable giving. As such, one must keep this caveat in mind when evaluating how the margin of error applies a given question. For example, 20.7% of participants reported their business being "Somewhat likely" to contribute to the Homeless Trust Fund. Using the margin of error, this percentage would likely fluctuate between 10.7 and 30.7% if the survey were to be performed again (in 95 out of 100 surveys).

D. Interpreting the Data:

The reader will find that for the greater portion of analysis data in this report are presented using two measurement tools:

- Frequency (top-line) tables
- Cross Tabulations

Frequencies offer a count and corresponding valid percentage of response values for a particular variable. Frequencies can be presented in tables, charts, or graphs. The frequency tables are labeled with the variable name, count, and valid percentage for responses in each category. The data represent the number of respondents out of the total sample who answered affirmatively to a particular response value for a given variable. The reader will find that the total count will not add up to 87 for all variables. Such instances denote additional probing questions that follow a strict logic sequence, or the re-routing of respondents for whom the question does not logically apply. The valid percentage, however, will always total 100% (when rounded).

Cross tabulations allow the reader to interpret one variable in the context of another. In the case with this study, one question's answers are used to divide up the answers to another question. For example, a question about likelihood of donating to the Homeless Trust Fund can be used to split answers across the reported employee size of the businesses to determine which size company is most likely to contribute.

E. Rounding Procedures & Weighting:

For purposes of this report, presentation values have been rounded to the first decimal place using standard rounding conventions. Any value that is less than .05 is rounded down, and any value greater than .05 is rounded up. For example, 0.14 is rounded down to 0.1, while 0.15 is rounded up to 0.2.

IV. Summary of Salient Findings:

A. Sample Composition:

The professions of the participants were in upper management for their company. Job titles included CEO, GM, Owner, and Director. None of the participants identified being a rank within the company that suggested they were not qualified to answer questions regarding their business' practices towards charitable giving. As such, no one was dropped from the study. The location of corporate offices was also asked. Of the 87 participants, 22 reported having headquarters outside of Southern Nevada. These participants were not dropped from the study but analysis did separate the two groups (those located within Southern Nevada and those that aren't) to determine any response patterns that might emerge due to this difference.

Assessment of demographic information is necessary for identification of factors that may influence the answers. They also give insight as to which businesses participated, and help in breakdown of which businesses would be most likely to support the Homeless Trust Fund (discussed later in the "Crosstabs" section). Overall businesses in Southern Nevada that completed the survey have been in business over five years, many over twenty. Many, nearly a third, gross less than \$500,000 a year. Almost half employ less than ten people while 20% have more than 250. Most see business conditions in Southern Nevada as good or better, and most believe conditions will either stay the same or improve. Below are key demographic data about the businesses surveyed:

Figure 1: Responses to "How long has the business for which you are employed been operating in Southern Nevada?"

Answer:	Frequency	Percent	Cumulative Percent
Less than 1 year	4	4.6	4.6
1-5 years	17	19.5	24.1
5-10 years	22	25.3	49.4
10-15 years	9	10.3	59.7
15-20 years	9	10.3	70
More than 20 years	25	28.7	98.9
I don't know/ I choose not to answer	1	1.1	100
Total	87	100.0	

Figure 2: Responses to "Generally speaking, which of the following categories best describes the annual, gross revenue for the business at which you are currently employed?"

Answer:	Frequency	Percent	Cumulative Percent
Less than \$500,000	23	26.4	26.4
\$500000-1 Million	9	10.3	36.7
\$1-2.5 Million	7	8.0	44.7
\$2.5-5 Million	4	4.6	49.3

\$5-10 Million	4	4.6	53.9
\$10-20 Million	2	2.3	56.2
\$20-50 Million	3	3.4	59.7
\$50-100 Million	4	4.6	64.3
\$100-500 Million	8	9.2	73.5
I don't know/ I choose not to answer	23	26.4	100
Total	87	100.0	

Figure 3: Responses to “Generally speaking, which of the following categories best describes the range of persons your business employs in Southern Nevada?”

Answer:	Frequency	Percent	Cumulative Percent
Less than 10	38	43.7	43.7
10-20	7	8.0	51.7
20-50	14	16.1	67.8
50-100	4	4.6	72.4
100-250	2	2.3	74.7
More than 250	19	21.8	96.5
I don't know/ I choose not to answer	3	3.4	100
Total	87	100.0	

Figure 4: Responses to “Generally speaking, would you describe business conditions in Southern Nevada as:”

Answer:	Frequency	Percent	Cumulative Percent
Excellent	32	36.8	36.8
Good	43	49.4	86.2
Fair	9	10.3	96.5
Poor	1	1.1	97.7
I don't know/ I choose not to answer	2	2.3	100
Total	87	100.0	

Figure 5: Responses to: “Generally speaking, do you feel that business conditions in Southern Nevada five years from now will be better, about the same, or worse than they are today?”

Answer:	Frequency	Percent	Cumulative Percent
Better	29	33.3	33.3
About the same	41	47.1	80.4
Worse	13	14.9	95.3
I don't know/ I choose not to answer	4	4.6	100
Total	87	100.0	

Almost half (46.9%) of all businesses polled make either less than a million per year or over half a billion. Most businesses have been open either 1-10 years or over 20 years, and few have been open less than a year. Many (65.5%) either have less than 10 employees or over 250. This demographic information is crucial for surveying the landscape of businesses in Southern Nevada and necessary for developing strategies for marketing the SNRPC Homeless Trust Fund to businesses.

B. Charitable Giving:

Below are three critical figures that illustrate the nature of charitable giving among businesses in Clark County Nevada. This was done through one primary question and several that were follow-up. The primary question asked if the business supports charitable causes, and follow up questions were given depending on the answer. If the business did not contribute to charity (or selected that they didn't know), only a single follow up question was asked, attempting to learn the reasons they did not contribute. If the participant indicated that donations from their company were made to charity, several questions were given assessing the nature of the contribution, the amount given, and the types of charities they donate towards.

Figure 6: Response to “Does the business for which you’re employed currently support charitable causes in Southern Nevada financially, through volunteerism, or other means?”

Answer:	Frequency	Percent
Yes	74	85.1
No	6	6.9
I don't know/ I choose not to answer	7	8.0
Total	87	100.0

Figure 7: Response to “Generally speaking, what is the primary reason your business does not support charitable causes in Southern Nevada financially, through volunteerism, or other means?”

Answer:	Frequency	Percent
Can't afford to contribute financially	4	66.7
Don't have enough time to volunteer	2	33.3
Total	6	100.0

Of those sampled, 85% belong to companies that support charitable causes. For those that do not, financial reasons appear to preclude charitable giving.

Figure 8: Response to “Which of the following charitable causes in Southern Nevada does your business support financially, through volunteerism, or other means?”

Answer:	Frequency	Percent
Animals (Ex: Animal Shelters)	20	8.4
Arts, culture, humanities (Ex: Museums/Performing Arts)	25	10.5
Education (Ex: Schools/Reading Programs)	34	14.2

Environment (Ex: Outdoor/Open Space Preservation)	16	6.7
Health (Ex: Disease Prevention/Cancer Awareness)	31	13
Public Benefit (Ex: Minority/Civil Right)	16	6.7
Religion (Ex: Church Activities)	16	6.7
Human Services (Ex: Homeless Awareness/Outreach)	33	13.8
Youth Services (Ex: Youth Camps, Boys & Girls Clubs)	42	17.6
I don't Know/ I choose not to answer	5	2.1
Total	238	100

*Multiple response values apply.

For those that do contribute to charity, Youth Services, Human Services, and Education emerged as the three most prominent services. With figure 8 the total percent adds up to over 100 because participants were able to select more than one charity.

Figure 9: Responses to “In which of the following ways does the business for which you are employed currently support charitable causes in Southern Nevada?”

Answer:	Frequency	Percent
Financial Contributions	61	39.8
Volunteerism	54	35.2
Educational Outreach	24	15.6
Other	14	9.1
Total	153	100

*Multiple response values apply.

**Asked only of respondents who answered “yes” to Q_6

Figure 10: Responses to “Does the business for which you are employed have its own independent charity fund/foundation?”

Answer:	Frequency	Percent
Yes	13	17.6
No	54	72.9
I don't know/I choose not to answer	7	9.4
Total	74	100.0

**Asked only of respondents who answered “yes” to Q_6

Figure 11: Follow up: Of those that selected “other”, the following charitable causes were given:

Affordable Housing
Delivery of workforce services
Donations (not specified) [10]
Executives sit on charitable boards.
Pro bono work

Figure 12: Responses to: “Does the business for which you are employed allocate a specific amount of financial support each year for charitable causes in Southern Nevada?”

Answer:	Frequency	Percent	Cumulative Percent
Yes	31	41.9	41.9
No	33	44.5	86.4
I don't know/I choose not to answer	10	13.5	100.0
Total	74	100.0	

****Asked only of respondents who answered “yes” to Q_6**

Figure 13: Responses to “Which of the following categories best describes the amount of financial support your business allocates each year for charitable causes in Southern Nevada?”

Answer:	Frequency	Percent	Cumulative Percent
Less than \$1,000	9	12.2	16.9
\$1,000- 5,000	20	27.0	39.2
\$5,000-10,000	2	2.7	41.9
\$10,000-25,000	8	10.8	52.7
\$25,000-50,000	2	2.7	55.4
More than \$50,000	17	22.9	79.3
I don't know/ I choose not to answer	16	21.6	100
Total	74	100.0	

****Asked only of respondents who answered “yes” to Q_6**

These figures demonstrate that most businesses that do contribute to charity do so in part through financial contributions. Over one-third, 39.8% donate financially and 41.9% have a set amount to give to charity. 17.6% have a charitable foundation, and subsequent cross tabulation analysis found that 61.5% of these businesses donate over \$50,000 a year to charity. In terms of the amount contributed, many gave either less than \$5,000 or more than \$50,000 (39.2% and 22.9% respectively). Few businesses reported giving between \$5,000 and \$50,000. This suggests that in terms of donations, some businesses will be in a position to donate a small amount of money while other businesses would be able to contribute sizable amounts to charity. This suggests that successful donation drives would yield small and large donations, depending on the agency.

Looking at non-monetary donations, volunteerism was almost as popular as financial contributions. Within the “other” response, several businesses donated their services. This suggests that advertising, maintenance, and other services of managing the SNRPC may be managed through service donations.

C. SNRPC Homeless Trust Fund:

The purpose of this research was to determine the interest and support for the SNRPC Homelessness Trust Fund among Southern Nevada businesses. Given the previously illustrated findings that many businesses do contribute to charity, both in service and monetarily, this suggests that businesses might respond favorably towards the fund. First an assessment of perceptions of homelessness was attained.

Figure 14: Responses to “In thinking about Southern Nevada, which of the following best describes your perception of homelessness?”

Answer:	Frequency	Percent
A very serious/urgent problem	32	36.8
Somewhat serious/urgent problem	49	56.3
Not at all serious/urgent problem	6	6.9
Total	87	100.0

Figure 15: Responses to “In your opinion, do you think the incidence of homelessness in Southern Nevada five years from now will be better, about the same, or worse than it is today?”

Answer:	Frequency	Percent
Better	4	4.6
Worse	60	69.0
About the same	21	24.1
I don't know/ I choose not to answer	2	2.3
Total	87	100.0

A clear majority of participants, 93.1%, reported homelessness in Southern Nevada is a “Somewhat” or “Very Serious” problem and 69% believe the problem will become worse over the next five years. This suggests that homelessness is an issue of concern for the owners of businesses in Southern Nevada. A question was asked to determine businesses perspective on the calibration of homelessness along the spectrum of charitable causes.

Figure 16: Responses to “In thinking about all charitable causes in our community, where one is low and ten is high, how important is the issue of homelessness as a charitable cause in Southern Nevada?”

Answer:	Frequency	Percent	Cumulative Percent
One	6	6.9	6.9
Two	7	8.0	14.9
Three	9	10.3	25.2
Four	8	9.2	34.4
Five	13	14.9	49.3
Six	8	9.2	58.5
Seven	9	10.3	68.8
Eight	11	12.6	81.4
Nine	6	6.9	88.3
Ten	6	6.9	95.8
I don't know/ I choose not to answer	3	3.4	100
Total	87	100.0	
Average Ranking of Importance= 5.2			

Responses to this question indicated that about half of businesses rank the issue of homelessness at a value of 5 or less. After this question a brief bit of text was given that explained what the Homelessness Trust Fund was. It read:

“A non-profit, Homeless Trust Fund was recently established to function as a community-wide resource for providing critical services to homeless persons in Southern Nevada. The Homeless Trust Fund will be supported primarily through private donations.”

After this a question was given assessing public awareness of the Homelessness Trust Fund.

Figure 17: Responses to “Prior to participating in this survey, had you heard of the Homeless Trust Fund?”

	Frequency	Percent	Cumulative Percent
No	77	88.5	88.5
Yes	10	11.5	100.0
Total	87	100.0	

Responses to this question are the foundation for comprehensive public outreach/awareness campaigns for the Homeless Trust Fund. Only 11.5% reported knowing about the Fund. This suggests that further advertising should be used before businesses are approached for contributions to the Fund. Willingness to contribute to the fund was measured.

Figure 18: Responses to “How would you describe the likelihood that the business for which you are employed would financially support something like the Homeless Trust Fund?”

Answer:	Frequency	Percent	Cumulative Percent
Very likely	1	1.1	1.1
Somewhat likely	18	20.7	21.8
Somewhat unlikely	13	14.9	36.7
Very unlikely	33	37.9	74.6
I don't know/ I choose not to answer	22	25.3	100
Total	87	100.0	

Only 21% of participants reported being either “Very likely” or “Somewhat likely” to contribute to the Fund. Cross tabulation analysis revealed that when those that do not contribute to charity were separated from those businesses that do, 22.9% of businesses that do contributed to charity would be likely to contribute to the Fund. Surprisingly, 33% of those that do not contribute to charity reported being “Somewhat likely” to contribute to the fund. This suggests that businesses besides those that regularly give to charity should be sought in assistance. When the “I don’t know/ I choose not to answer” responses were removed, the likelihood of contributing to the Fund is 29.2%.

A follow up question was asked to assess perspectives of homelessness. The question asked the participant “If you could provide one word that describes the business community's perception of homelessness as a community issue in Southern Nevada, what would it be?” Answers ranged from the supportive (such as “sad”, “critical”, “desperate” and “challenging”) to the non-supportive (“hopeless”, “useless”, “profitless” and “non-

existent”). Qualitative scoring was performed, placing these answers into two categories—supportive of homeless support and non-support. As these are qualitative assessments made of single word answers, some answers were ambiguous. For example, the answer “sad” could betray either support or non-support. As such, a third category of “uncertain” answers was made (ambiguous answers included “ACLU”, “disengaged”, and “don’t know”). Of the answers, 25 out of 61 were rated as non-supportive, 26 were rated as supportive. This suggests a fairly even split in terms of perception of homelessness as a worthwhile charity in the eyes of Southern Nevada businesses.

A question was given to measure likelihood of encouraging employees to donate to the fund:

Figure 19: “Responses to: “How would you describe the likelihood that the business for which you are employed would encourage its employees to financially support something like the Homeless Trust Fund?”

Answers:	Frequency	Percent	Cumulative Percent
Very likely	4	4.6	4.6
Somewhat likely	13	14.9	19.5
Somewhat unlikely	18	20.7	40.2
Very unlikely	35	40.2	80.4
I don't know/ I choose not to answer	17	19.5	100
Total	87	100.0	

20% would likely encourage employees to donate to the fund, mirroring the participant’s perception of likelihood that their business would donate to the fund. From this data, one could generalize that 20% of businesses in Southern Nevada are likely to contribute to the Homeless Trust Fund. Once again those that responded “I don’t know/ I choose not to answer” were removed. Once this was done, 24.2% of participants reported being either “Very likely” of “Somewhat likely” to encourage employees to financially support a charitable cause like the Homeless Trust Fund.

In an effort to determine what incentives might increase likelihood of contribution, participants were given options to select which incentives might increase the likelihood.

Figure 20: Responses to “Which of the following, if any, is MOST likely to increase the likelihood that your business would financially support the Homeless Trust Fund?”

Answers:	Frequency	Percent
Framed certificate/ Thank-you plaque from government agency	2	2.3
Free advertising	9	10.3
Tax incentives	19	21.8
Recognition in print publications/News Release	12	13.8
I don't know/ I choose not to answer	45	51.7
Total	87	100.0

Over half reported not knowing or choosing not to answer this question. Among those that were selected, tax incentives were noted as the most likely.

As outlined in the demographics section, many participants had a headquarters outside of Southern Nevada. In reviewing the answers to the survey, the location of the business headquarters emerged as a potentially influencing factor. As such, this analysis was broken down to look at only those businesses that were located in Clark County Nevada.

D. Cross Tabulation Analysis:

Crosstabs allow for seeing answers to a given question broken down based on responses to a different question. Most importantly towards this report, the question arose of whether the headquarters being outside Southern Nevada influenced likelihood of contributing to the Homelessness Trust Fund.

Figure 21: Responses to “How would you describe the likelihood that the business for which you are employed would financially support something like the Homeless Trust Fund?” [cross tabulation against headquarters location]:

How would you describe the likelihood that the business for which you are employed would financially support something like the Homeless Trust Fund?					
Base Question	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	I don't know/ I choose not to answer
Southern Nevada	100.0% (1)	61.1% (11)	76.9% (10)	78.8% (26)	77.3% (17)
Nevada (but not Southern)	0.0% (0)	0.0% (0)	0.0% (0)	3.0% (1)	0.0% (0)
Outside of Nevada	0.0% (0)	38.9% (7)	23.1% (3)	15.2% (5)	13.6% (3)
I don't know/ I choose n	0.0% (0)	0.0% (0)	0.0% (0)	3.0% (1)	9.1% (2)
Total Counts	1	18	13	33	22

As evidenced by the figure above, location of headquarters appears to have little bearing on likelihood of contribution. Those with corporate headquarters outside Nevada were still likely to contribute. Interestingly, 38.9% of those outside of Nevada are recorded for being “likely” to contribute- actually higher than in Southern Nevada (versus the 18.4% in Southern Nevada who were “likely” to contribute. Therefore, businesses that do not have their corporate headquarters in Southern Nevada should still be considered as possible contributors to the Homelessness Trust Fund. Further cross tabulation analysis was performed to identify demographic trends in likelihood to contribute.

Figure 22: Responses to “How would you describe the likelihood that the business for which you are employed would financially support something like the Homeless Trust Fund?” [cross tabulation against employee count]:

How would you describe the likelihood that the business for which you are employed would financially support something like the Homeless Trust Fund?					
Base Question	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	I don't know/ I choose not to answer
Less than 10	0.0% (0)	33.3% (6)	38.5% (5)	45.5% (15)	54.5% (12)

10-20	0.0% (0)	0.0% (0)	7.7% (1)	12.1% (4)	9.1% (2)
20-50	0.0% (0)	16.7% (3)	30.8% (4)	12.1% (4)	13.6% (3)
50-100	0.0% (0)	5.6% (1)	7.7% (1)	6.1% (2)	0.0% (0)
100-250	0.0% (0)	5.6% (1)	0.0% (0)	3.0% (1)	0.0% (0)
More than 250	100.0% (1)	38.9% (7)	15.4% (2)	15.2% (5)	18.2% (4)
I don't know/ I choose n	0.0% (0)	0.0% (0)	0.0% (0)	6.1% (2)	4.5% (1)
Total Counts	1	18	13	33	22

Those with less than ten employees and those with more than 250 were the majority of those likely to contribute. However, this effect mirrors the sample distribution, and is likely the result of the greater number of participants that belonged to companies that were either less than ten employees or greater than 250.

Figure 23: Responses to “How would you describe the likelihood that the business for which you are employed would financially support something like the Homeless Trust Fund?” [cross tabulation against yearly revenue]:

How would you describe the likelihood that the business for which you are employed would financially support something like the Homeless Trust Fund?					
Base Question	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	I don't know/ I choose not to answer
Less than \$500,000	0.0% (0)	27.8% (5)	15.4% (2)	36.4% (12)	18.2% (4)
\$500,000<1 Million	0.0% (0)	11.1% (2)	15.4% (2)	3.0% (1)	18.2% (4)
\$1-2.5 Million	0.0% (0)	5.6% (1)	0.0% (0)	9.1% (3)	13.6% (3)
\$2.5-5 Million	0.0% (0)	5.6% (1)	7.7% (1)	3.0% (1)	4.5% (1)
\$5-10 Million	0.0% (0)	0.0% (0)	15.4% (2)	6.1% (2)	0.0% (0)
\$10-20 Million	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	9.1% (2)
\$20-50 Million	0.0% (0)	5.6% (1)	7.7% (1)	0.0% (0)	4.5% (1)
\$50-100 Million	0.0% (0)	0.0% (0)	7.7% (1)	3.0% (1)	9.1% (2)
Over 100 Million	100.0% (1)	5.6% (1)	15.4% (2)	12.1% (4)	0.0% (0)
I don't know/ I choose not to answer	0.0% (0)	38.9% (7)	15.4% (2)	27.3% (9)	22.7% (5)
Total Counts	1	18	13	33	22

Again, likelihood of contribution parallels the demographic trends- but there is a shift. Of the sample, those that make less than \$500,000 a year are more likely to contribute than any other profit group next to those who selected the “I don’t know/ I choose not to answer. This finding suggests that smaller businesses may be more likely to contribute to the Homelessness Trust Fund.

V. Conclusions:

This report was commissioned to determine the perceptions and likelihood of contribution to the Homelessness Trust Fund by businesses of Southern Nevada. In order to do this effectively, a host of other variables were measured including descriptive information about the business and their practices on charitable giving.

The findings demonstrate that many businesses do give to charity, regardless of employee size or yearly revenue. Financial donations are the most common, and the charities geared towards Youth Services, Human Services, and Education services were the most common. Likelihood to contribute to the Homeless Trust Fund was low, in part due to lack of knowledge about the concept and perceptions of homelessness.

In closing, the following table is included to illustrate business owners' perception of homelessness:

Figure 24: Responses given to an open comment box included at the end of the survey (none of the comments included in this report were edited for spelling, grammar, or content)

The homeless issue should be addressed by government entities along with church based initiatives, it should not be the responsibility of business.
As a recent immigrant to the US I am shocked at the homeless situation in this country and the general lack of care and compassion. Bush states that the US is the greatest country in the world - I have lived in England for the first 50 years of my life and have traveled the world extensively - The US , is without doubt like a 3rd world country with the governments attitude to medical issues, the homeless and the general attitude with promotes a shiny surface to everything when in fact the country's infrastructure is crumbling. Small business's should not be held responsible for the homeless - this is a government issue and Bush needs to step up and develop a structure that supports and does not result in a homeless situation.
I come from San Francisco. The more aid given to the homeless, the more homeless come to San Francisco and lie around. I believe most homeless don't want to work or are mentally ill. Mentally ill people should be helped through health programs, not homeless programs. I am staunchly against homeless support in Vegas. I believe it increases homelessness, the same way that pre-1996 welfare systems propagated and encouraged welfare dependency. You will get no love here.
Everyone in business is in the business to make more money, for someone else first (which is profit) and then whatever is left over is the return/payoff. if you are not someone making a profit for someone else then you are not needed/obsolete.
Most people don't give to trust or to companies raising money ,cause they are scams and the only one that gets any thing from it is your company for raising the money. why don't you get grants to raise money, cause most of them are scams as well. It's sad to say companies like your use the homeless to make money. Try building another company with out scamming off the homeless why don't you?
Homeless are parasites who eschew personal responsibility. Living on the streets is their lifestyle choice. Stop supporting them and they will migrate to another 'host' community, and S. Nevada's problem is thereby solved.
I've taken in homeless people into my home, fed and cared for them, gave part time employment, but I am not qualified to handle their physical and emotional needs. So, in exchange for being kind hearted, I've lost-had stolen- tens of thousands of dollars in tools, not to mention the money I've paid for clean up work. 2 Hours, one hundred dollars a pop! Then things come up missing. What more can I be expected to do? In 1985, with a wife, a toddler, and an infant in tow, up to my ass in snow and homeless; I never begged for money, I worked my way out of it. I could not afford rent, so I built our first home without the help of a bank. I am fortunate, God has blessed us. But I am not God, so, what can I do?
If you quit giving them handouts, maybe they wouldn't be bums looking for handouts.
Homelessness (or rather the examples of homeless people we see every day on the streets) does not inspire a great deal of sympathy. Mostly, we see the homeless population as made up of either those working a scam or the chronically mentally ill who refuse services.
Pushing the homeless out of north downtown has driven them into the neighborhoods south of downtown, and toward the strip. Not good for business, housing prices, livability of neighborhoods close to downtown.
Affordable housing is a related and bigger concern.

###