

ECONOMIC SNAPSHOT**Wisconsin counties' charitable habits studied**





When it comes to philanthropy, Dane County residents and businesses are more generous than the national average, while surrounding counties are below average. In fact, 14 Wisconsin counties have been listed among the "least generous counties" in the nation by the Chronicle of Philanthropy. UW-Extension professor Bill Pinkovitz calculates that if state residents earning more than \$50,000 per year increased their charitable giving to the national average of 6.4 percent of discretionary income, it would raise an additional \$35 million for non-profit groups. To check on the charitable trends in your county, visit www.uwex.edu/ces/cced/Indicators_Links.htm#philanthropy.

County	Percentage of discretionary income given to charity
Dane	7.3 percent
Sauk	4.6 percent
Rock	5.6 percent
Jefferson	6.1 percent

Least generous in charitable giving

Wisconsin counties identified as the least generous in the U.S., based upon itemized giving reported on tax returns:

Number of tax returns

-  100 to 999
-  1,000 to 9,999
-  10,000 or more
-  Unranked
(Not included among the least generous counties in the U.S.)



SOURCE: UW Extension, 2003 analysis of Chronicle of Philanthropy data

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