

# NewLevel Group Survey Results

Are Winery Donations Important to Nonprofits?

Response Status: Completes

Filter: No filter applied

Feb 21, 2007 12:00 PM PST

## 1. Where is your organization located?

Napa	26	36%
Sonoma	22	30%
Marin	13	18%
Solano	2	3%
Other (please specify)	10	14%
<b>Total</b>	<b>73</b>	<b>100%</b>

## 2. What is your organization's annual operating budget?

\$100,000 or less	11	15%
\$100,000 - \$250,000	12	17%
\$250,000 - \$500,000	11	15%
\$500,000 - \$1,000,000	13	18%
Over \$1,000,000	25	35%
<b>Total</b>	<b>72</b>	<b>100%</b>

## 3. How important are donations from wineries to your organization's fundraising efforts?

Not at all important	5	7%
Somewhat important	26	36%
Very important	42	58%
<b>Total</b>	<b>73</b>	<b>100%</b>

## 4. In 2006, what was the approximate retail dollar value of wine donated to your organization from California wineries?

None	5	7%
\$1 - \$999	21	30%
\$1,000 - \$4,999	26	37%
\$5,000 - \$9,999	6	9%
\$10,000 and up	12	17%
<b>Total</b>	<b>70</b>	<b>100%</b>

**5. In 2006, what was the approximate retail dollar value of wine-related donations such as winemaker dinners, tours and tastings, winery lodging, etc. that were donated to your organization from California wineries?**

None	16	22%
\$1 - \$999	21	29%
\$1,000 - \$4,999	17	24%
\$5,000 - \$9,999	8	11%
\$10,000 and up	10	14%
<b>Total</b>	<b>72</b>	<b>100%</b>

**6. Did wineries pour wine at one or more of your organization's fundraising events in 2006?**

Yes	33	45%
No	40	55%
<b>Total</b>	<b>73</b>	<b>100%</b>

**7. Do you understand which permits are required for wineries to provide wine to a nonprofit event?**

Yes	44	61%
No	28	39%
<b>Total</b>	<b>72</b>	<b>100%</b>

**8. Do you believe wineries should be allowed to pour wine at nonprofit events without obtaining a special permit?**

Yes	66	90%
No	7	10%
<b>Total</b>	<b>73</b>	<b>100%</b>

**9. Do you have any comments to add about how wineries impact your organization's fundraising efforts?**

32 Responses

# NewLevel Group Survey Results

## Are Winery Donations Important to Nonprofits?

Cross Tab Report

Response Status: Completes

Filter: No filter applied

Feb 21, 2007 11:58 AM PST

How important are donations from wineries to your organization's fundraising efforts?						
	Total*	Where is your organization located?				
		Napa	Sonoma	Marin	Solano	Other (please specify)
	73	26	22	13	2	10
<b>Not at all important</b>	5 6.80%	1 3.80%	1 4.50%	1 7.70%	0 0.00%	2 20.00%
<b>Somewhat important</b>	26 35.60%	9 34.60%	8 36.40%	3 23.10%	1 50.00%	5 50.00%
<b>Very important</b>	42 57.50%	16 61.50%	13 59.10%	9 69.20%	1 50.00%	3 30.00%

\* Total = The number of respondents for the entire survey who answered the Row question and, if a filter is applied, meet the filter criteria.