The State of Philanthropy

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State of Generosity

**generous**

*adj 1: free in giving or sharing 2: noble* *syn open-handed*
What made 2019 different

- Shifts in tax policy
- 45 million households itemized deductions in 2016
- 16 million households itemized in 2018
- Volatility of the stock market
What did that mean for giving?

1. Individual giving and bequests were flat
2. Foundations and Corporations had strong growth
Highlights

Foundations
Record-breaking year, reaching its highest-ever dollar amount and growing to its largest share of total giving to 18%

Corporations
• had solid growth, responding to changes in the corporate pre-tax dollars and GDP
The Numbers

Americans gave $427.71 Billion in total

Corporate giving increased to $20.05 Billion – a 5.4% increase

Foundation giving increased to $75.86 Billion – a 7.3% increase

Individuals gave $292.09 Billion – 68% of total giving

Bequests gave $39.71 Billion – 9% of total giving
Who gets what?

- Religion: 29%
- Education: 14%
- Human Service: 12%
- Health: 9%
- Grant Making Foundation: 12%
- Education: 14%
- Human Service: 12%
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Individual Philanthropy

Who Gives
• 90% of High Net worth individuals give to non-profits

Average
• Give $29,269 to charities a year!

General Population
• Gives on average $2,514 a year
Charitable Organizations

1.5 Million charitable organizations in the US

Charitable giving accounts for 2.15 of gross domestic product!

Charities reported

- $1.65 Trillion in total revenues
- $1.57 Trillion in total expenses
Who benefitted

Substantial Growth
- International Affairs
- Environmental Organizations
- Animal Organizations

Flat
- Human Services
- Health
- Arts, Culture & Humanities
Environmental

- Increased 3.6%
- $12.79 Billion
- Grown for 5 consecutive years
- Reached an all time high in 2018
Key Statistics

- Online giving grew by 12.1% over the past year
- 45% of worldwide donors are enrolled in a monthly giving program
- 41% of worldwide donors give in response to natural disasters
Demographics

- The average donor is 64 years old and makes 2 charitable gifts a year
- 31% of people give to organizations located outside of their country of residence
- Female donors are more likely to make a donation because of social media marketing
Demographics

- White male donors are more likely to give because of email messages
- 67% of donors also choose to volunteer locally in their community
- 56% of donors regularly attend fundraising events
What inspires people to give

- Someone I know asked me to give, and I wanted to help them
- I want to feel I'm not powerless in the face of need and can help
- I felt emotionally moved by someone’s story
- I feel fortunate and want to give something back to others
- I want to feel I’m changing someone’s life
- I give for religious reasons; my faith teaches me to help
Baby Boomers

Prefer to Give
- Online – 54%
- Direct mail – 19%
- Bank/Wire Transfer – 10%
- PayPal – 8%

Give By
- Email – 33%
- Social Media – 19%
- Direct Mail – 18%
- Website – 16%
Generation X

Prefer to Give
- Online – 55%
- Bank/Wire Transfer – 12%
- Cash – 10%
- PayPal – 10%

Give By
- Social Media – 33%
- Email – 26%
- Website – 16%
- Direct Mail – 9%
Millennials

Prefer to Give
- Online – 55%
- Cash – 14%
- Bank/Wire Transfer – 11%
- PayPal – 9%

Give By
- Social Media – 39%
- Email – 23%
- Website – 20%
- Direct Mail – 6%
Questions?

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