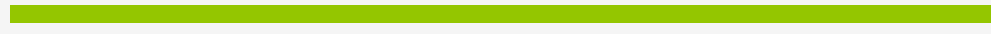


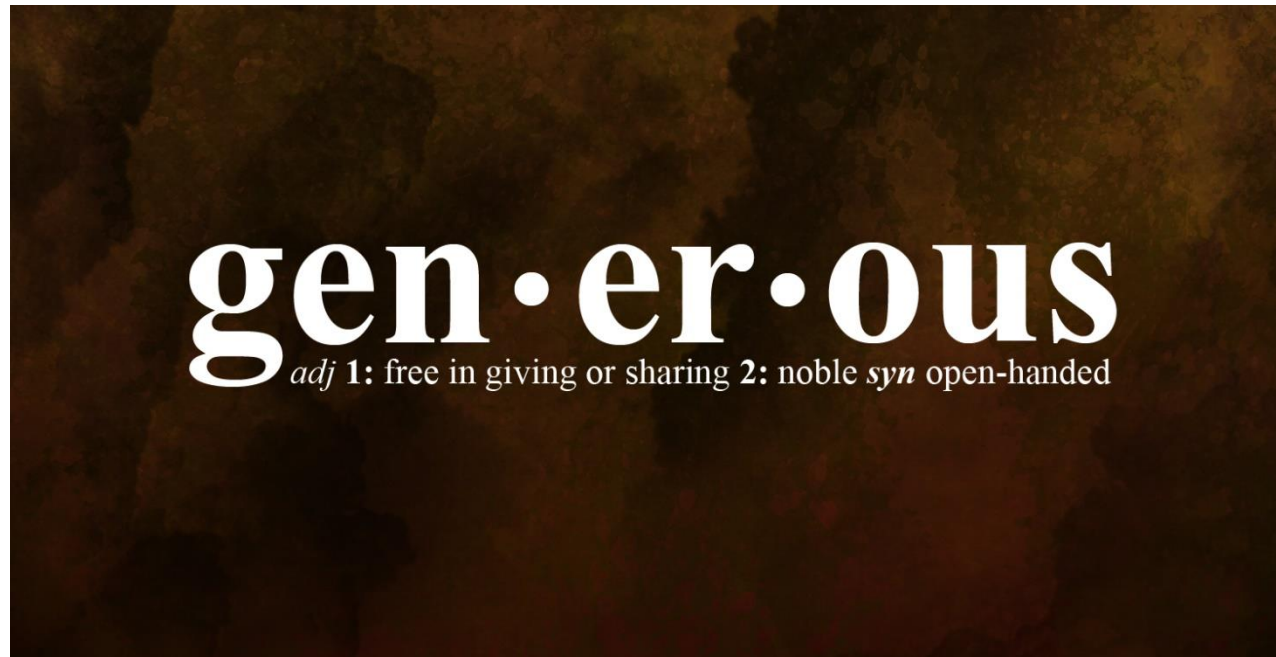


# The State of Philanthropy

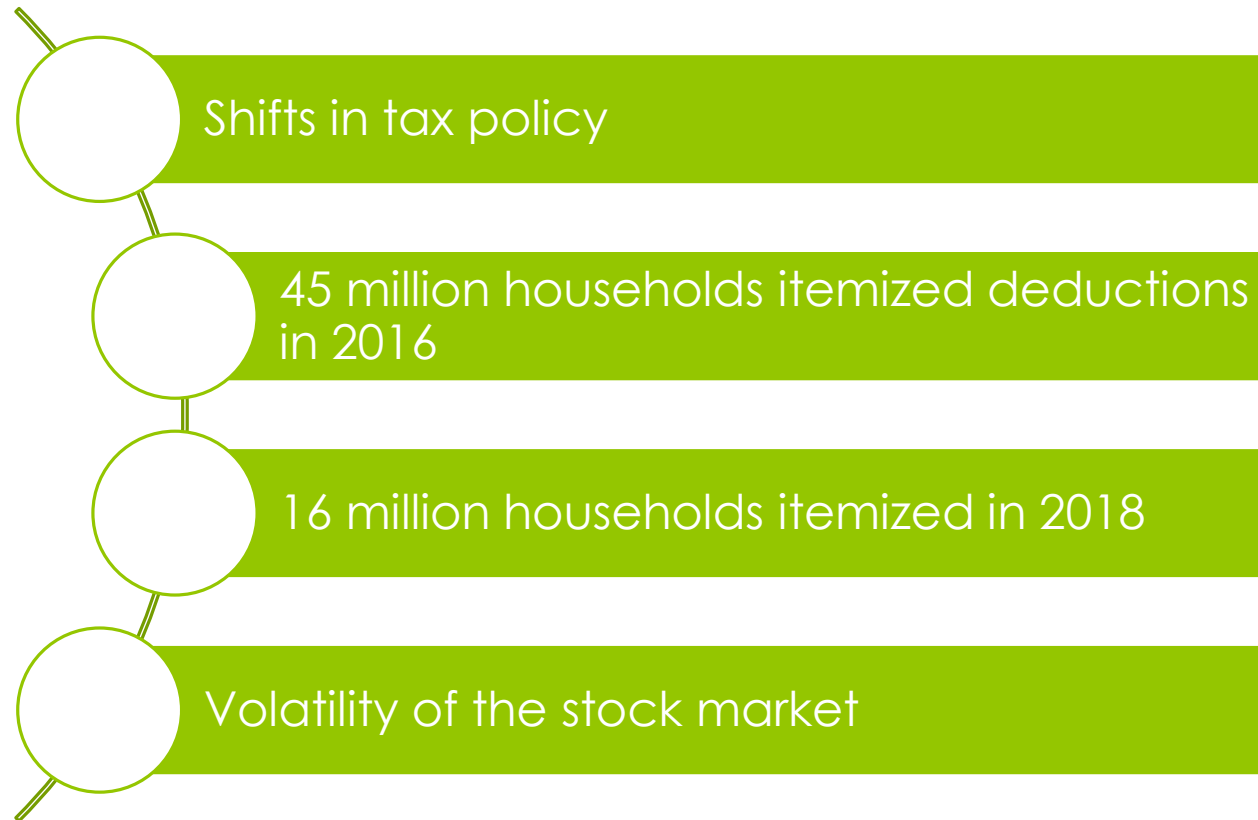
Keri Asevedo



# State of Generosity



# What made 2019 different



## 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**

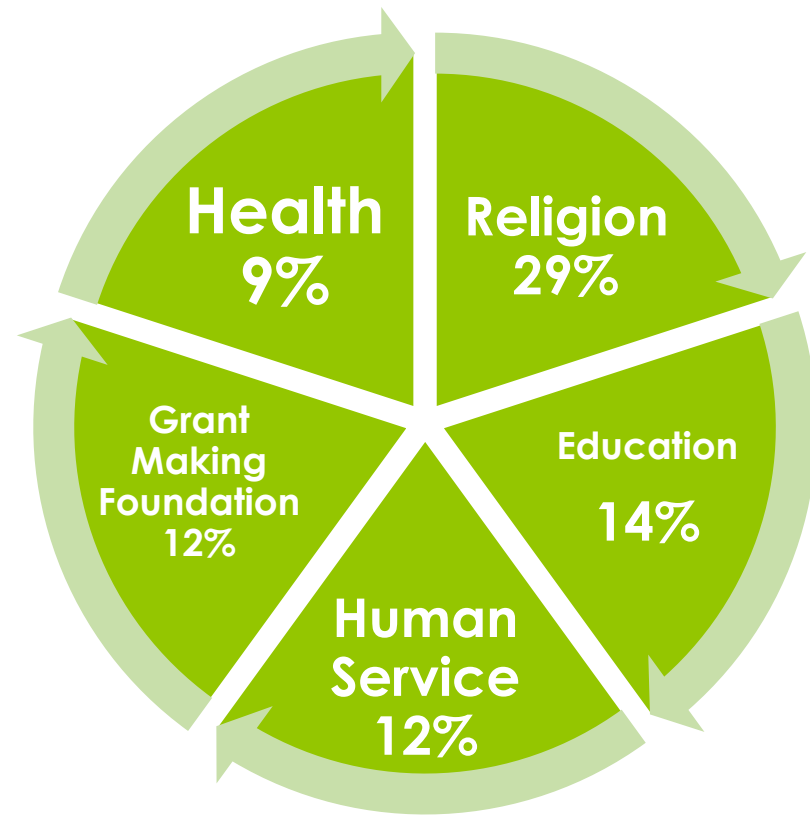
**Corporate giving increased to \$20.05 Billion – a 5.4% increase**

**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?



# 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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