San Diego Named #1 Charitable City
Charity Navigator announced in June that San Diego’s philanthropic community leads the nation among competitors representing the 30 largest metropolitan markets, including Boston, Chicago, Houston, L.A., N.Y., San Francisco, and Washington, D.C. Houston ranked #2, with St. Louis coming in at #3. San Diego was ranked #4 the previous year.

The study considered financial health, commitment to accountability and other factors among nonprofits, finding that regional considerations such as the cost of living and tendency to support charitable causes, greatly influence the ability of the nonprofit organizations in each city to raise money, manage costs and adhere to good governance policies and procedures. For more information, visit the Charity Navigator website.

U.S. Giving Reaches All-Time High
$390 Billion Eclipses Pre-Recession Contributions
Charitable giving reached a record high for the third consecutive year, according to Giving USA’s 2017 Annual Report on Philanthropy, with contributions peaking at $390.05 billion vs. $373.25 billion last year, the report indicated. Presented June 13 at AFP’s First Look at Giving USA 2017, the new report found that giving in 2016 had increased from the prior year by 2.7% overall, with increases of 3.9% by individuals, 3.5% by foundations, and 3.5% by corporations. It decreased only in giving by bequests, which was down 9%.

While the official breakdown shows giving by individuals at 72%, it actually is greater than that—at about 88%—when giving by bequests and the portion of foundations that represents family foundations are factored into the total. In other key findings pertinent to the work of development professionals and nonprofit volunteer leaders:

- All major subsector recipients saw increases, with religion leading at 32%, education receiving 15%, human services 12%, gifts to foundations at 10%, health at 8%, public society benefit at 8%; arts, culture and humanities 5%, international affairs 6%, environment and animals 3% and individuals at 2%.
- Per capita giving by U.S. adults reached $1,155 and averaged $2,240 by U.S. household.
- Total giving represents the number of trees in the Amazon rainforest, is almost 4X the total U.S. beer market, and exceeds the total federal corporate income tax collected in America; but is less than the annual revenue of Walmart.
Dynamic Duo Co-Chair AFP Education

Lyndsey Richards and Ashley Dittmar, MPA, have contributed their time and expertise serving on the AFP Board as education co-chairs for the past two years, to bring you interactive, relevant education programs designed to improve our proficiency as fundraisers. Highlights have included Women in Philanthropy featuring panels of fundraisers and donors, a powerful major gifts role-play at the Old Globe, and a revealing ethics roundtable. Stay tuned for Tom Ahern and Classy at their new offices October 13th spotlighting exceptional e-philanthropy and direct mail programs. Maggie Hannegan, CFRE, is Vice President of Education this year.

Ashley, Development Officer at Project Concern International, creates annual giving campaigns for the humanitarian organization, geared to help the most vulnerable people around the world. She is passionate about donor-centered stewardship and online giving. Lyndsey, Development Officer, has worked at Sharp HealthCare Foundation for the last 16 years and currently leads their employee giving and donor stewardship programs.

Ashley is a world traveler, having visited 44 countries and counting. Lyndsey is an amateur knitter and an expert foodie. Her 18-month old son, Keller is named after famous chef, Thomas Keller. They invite your suggestions and assistance to continue to improve our education opportunities for all AFP members. Those interested in serving on the education committee may contact them at adittmar@pciglobal.org or lyndsey.richards@sharp.com.

Increase Your Visibility as a Leading Nonprofit

Sponsor National Philanthropy Day

November 14th 11 to 1:30 p.m. at the Del Mar Fairgrounds

Visit AFPSD and click on NPD sponsor information or contact Dale Ganzow or Georgia Ringler

We gratefully acknowledge our 2017 NPD Presenting Sponsor: UC San Diego

Reach Outstanding applicants for Your Open Position by posting on the AFPSD website. For $100 (member rate) your ad will run for 90 days. For more information contact Georgia.Ringler@afpsd.org

The following positions are available on our website: Associate Director of Development, Capital Campaign Manager, Corporate & Foundation Relations, Associate Director, Alumnae Relations, Communications & Special Events Manager, Development Officer, Director of Developments, Director of Major Gifts & Planned Giving, Senior Development Manager and Vice President working for organizations that include:

Academy of Our Lady of Peace, American Cancer Society, Canine Companions for Independence, Crisis House, the Jewish Federation of San Diego, Point Loma Nazarene University, Salk Institute for Biological Studies, 2-1-1, and The Scripps Research Institute.

Questions, Comments, Contributions to Next Month’s Hotsheet?

For program information contact Georgia Ringler, Chapter Manager at (858) 212-1706 or Georgia.Ringler@afpsd.org.

To partner with AFP San Diego and/or to contribute to next month’s AFP newsletter, contact Lisa Ritchie, M.A., AFP Vice President, Community Relations; Vice President, NETZEL GRIGSBY ASSOCIATES at lritchie@netzelgrigsby.com.