



Advancing Philanthropy Worldwide

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**20/20**



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Advancing Philanthropy Worldwide

***October 2020***



# What is Emerging in Philanthropy Now?

Summary of Trends to Watch for  
This Year and Next

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October 6, 2020



# Agenda

- 30,000 Foot View of Total Giving in the U.S. & Historical Influences
- Nuances of Individual Giving
- What's Happening Now: Current Trends
- What to Watch For: 2020 and Beyond
- Ideas for Your Charity



## The 2020 Dogpile

What's Next??

Supreme Court More Election

Hurricanes Wildfires Early Storms

Unemployment Continues for 8.4%

Masks Working from Home

Recognition of Need for Social Justice

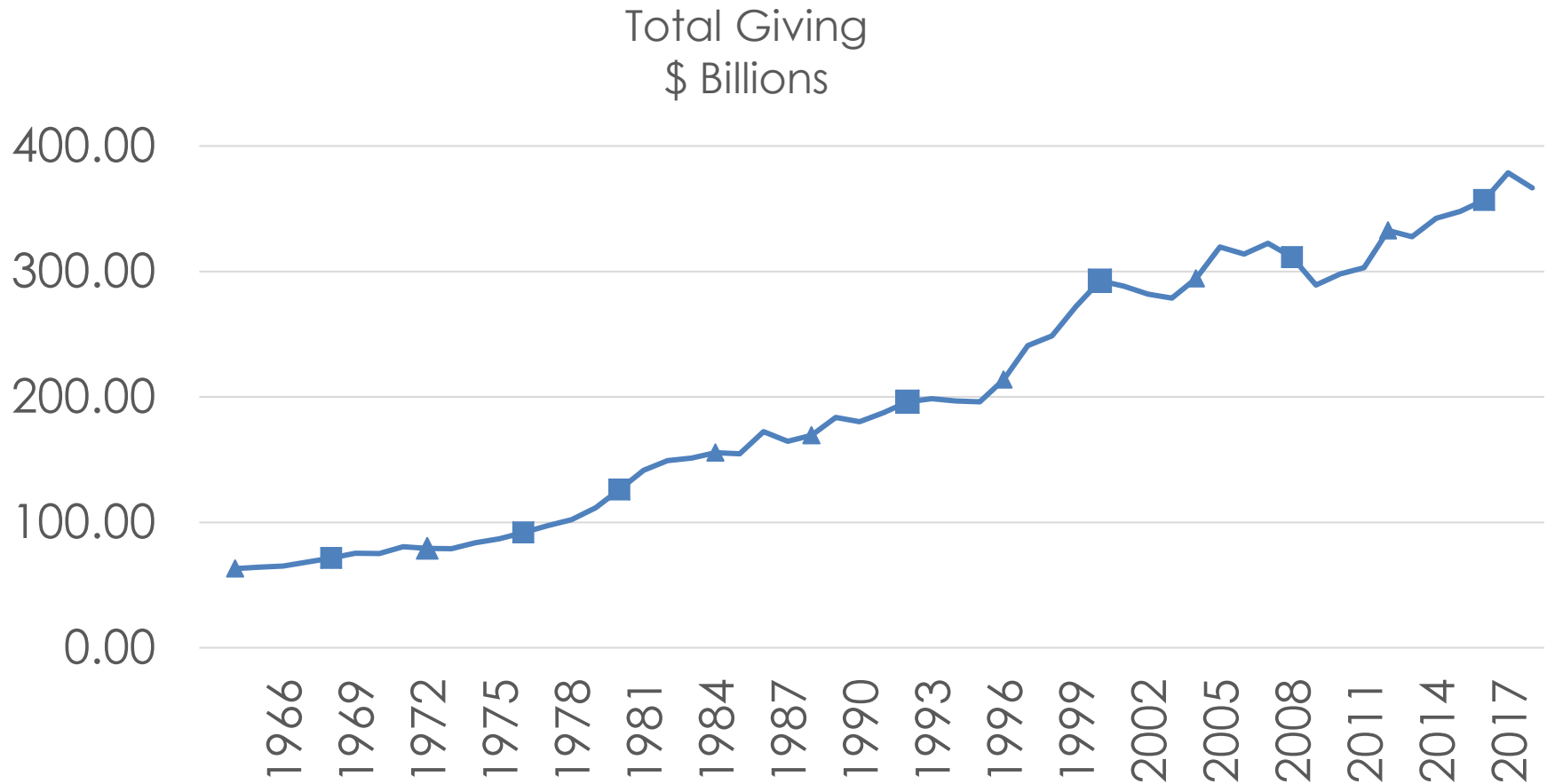
Recession Election

Shut-down Unemployment

COVID-19



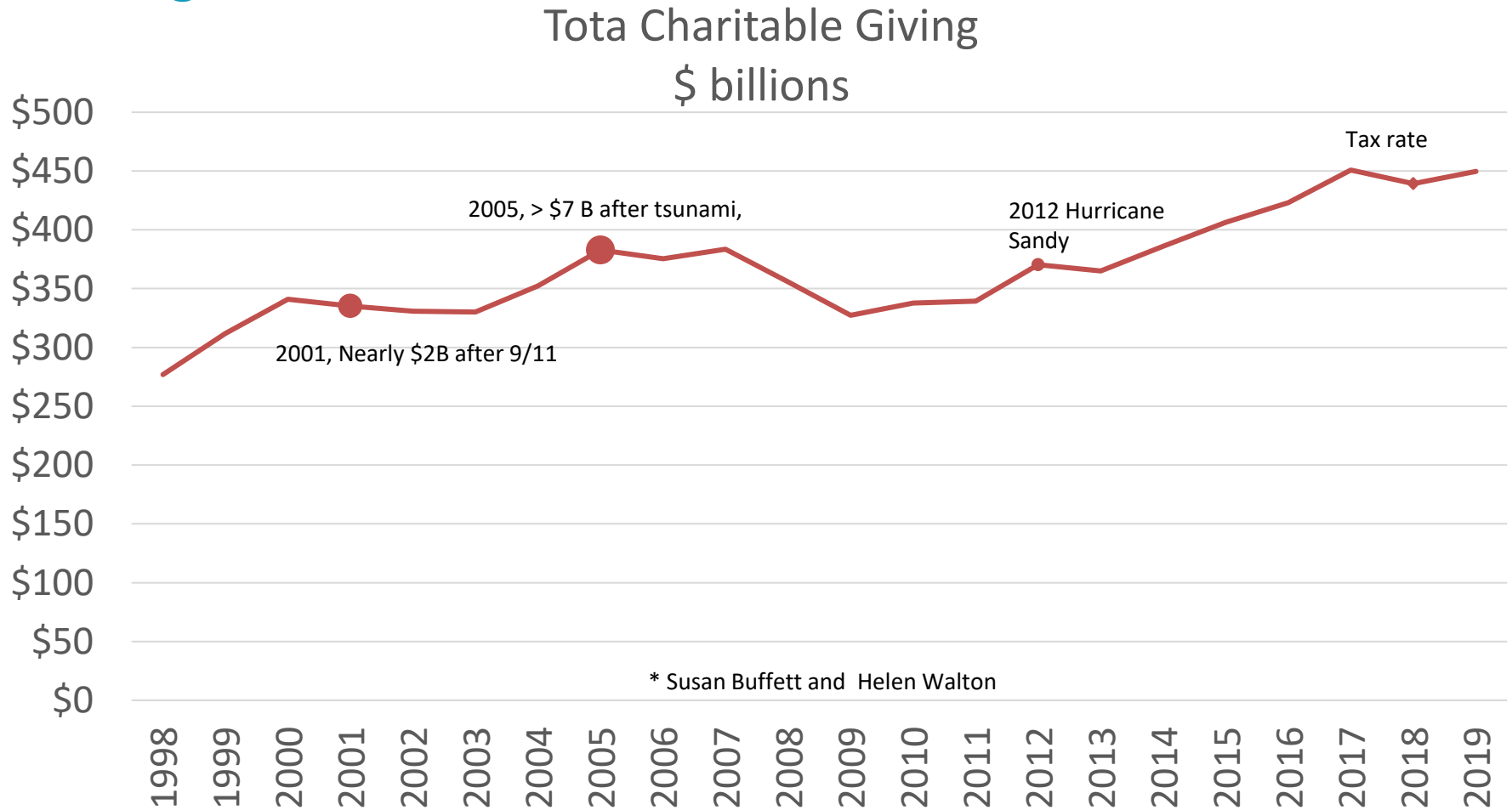
# No Historical Relationship between Presidential Election and Total Giving



Data: *Giving USA 2020*



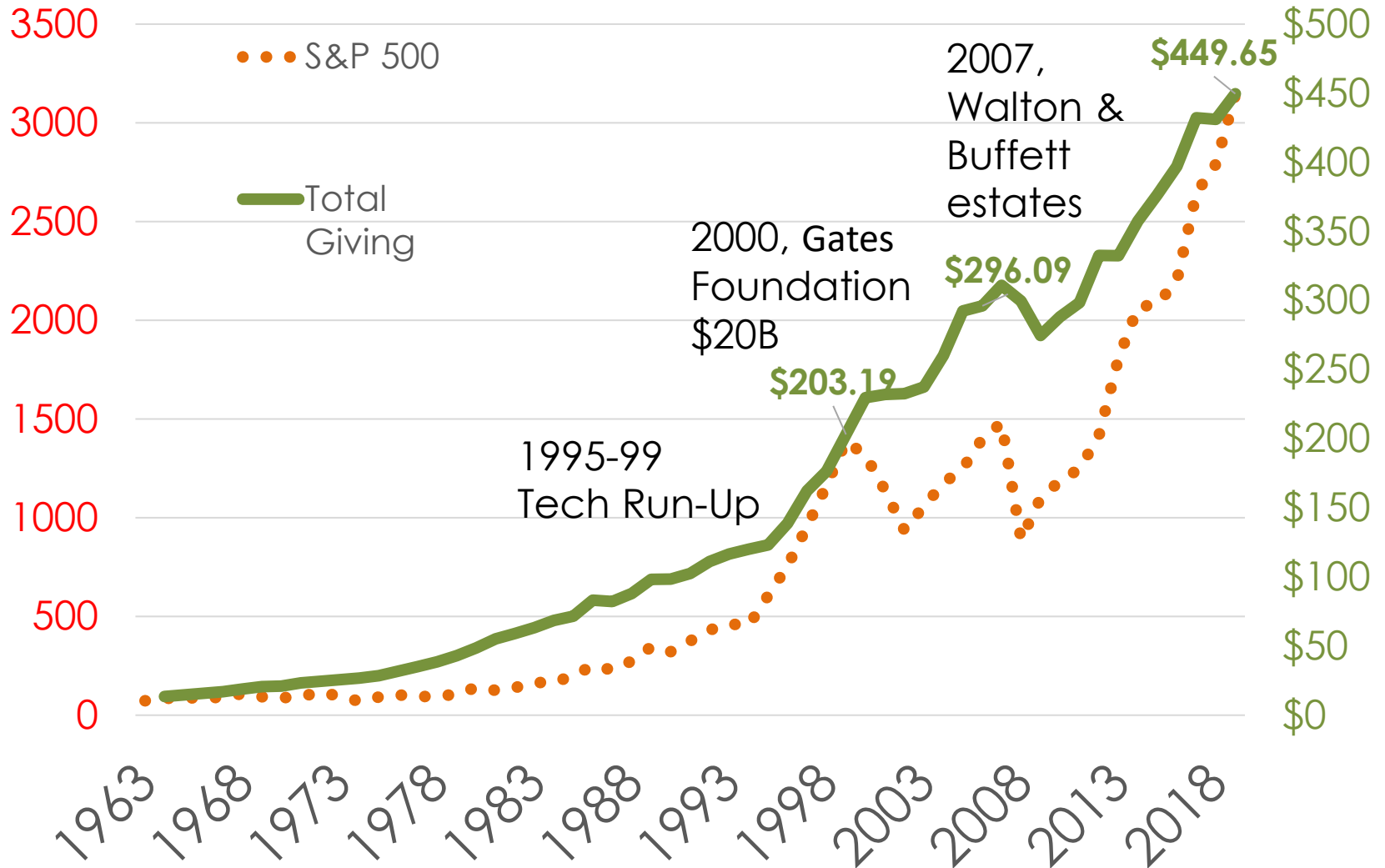
# Strong Historical Relationship between Natural Disasters, and Total Giving -- and oh, Tax Rate Changes, too



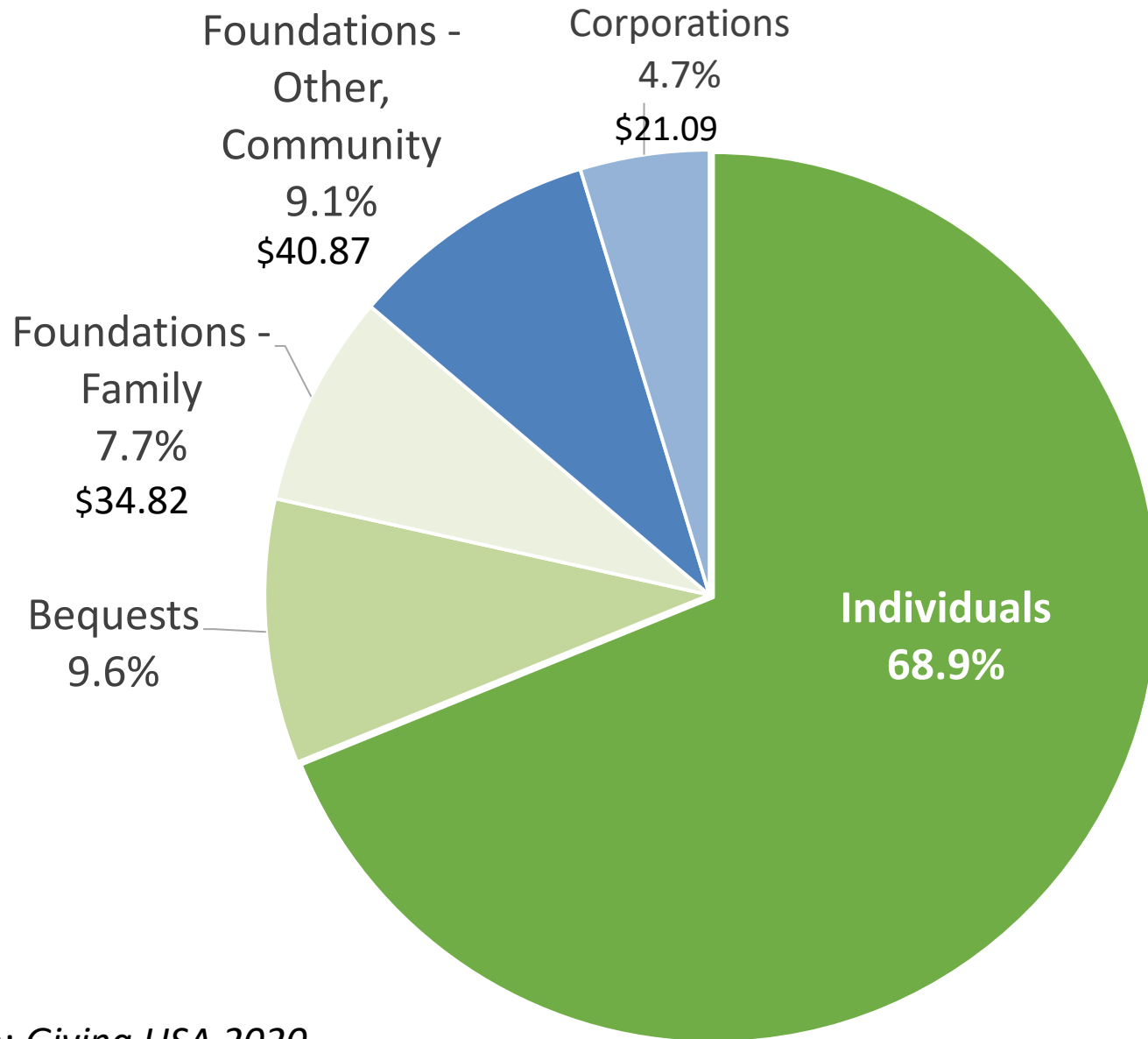




## Strong Historical Relationship between Stock Market and Total Giving







Data: *Giving USA 2020*



# What Drives Individual Giving?

Time, Talent, Treasure & neTworks

## Key Points

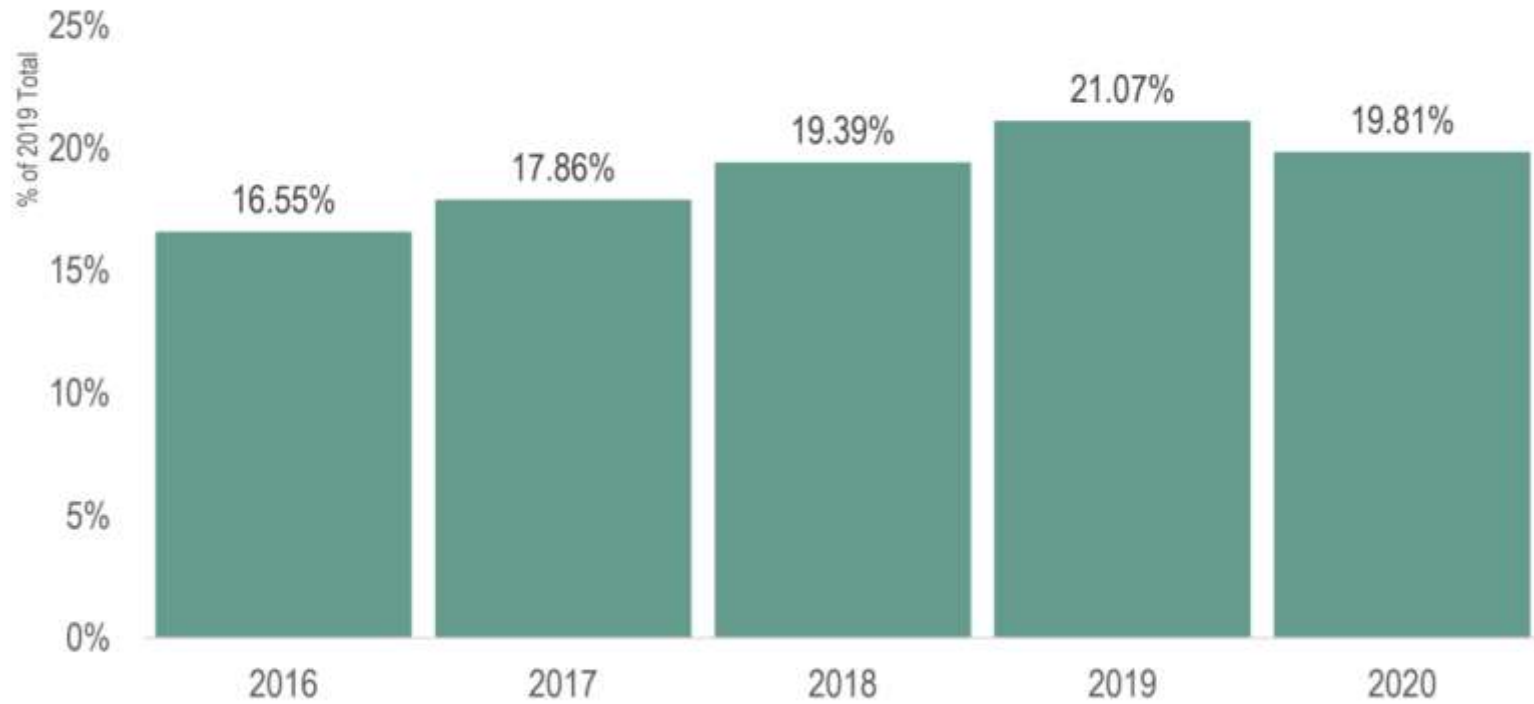
- Volunteers give more often and more dollars
- People with more income and more assets give more dollars (not necessarily more often)
- People who want to help will often link you to others who have time or treasure





# Early 2020 – to end of March

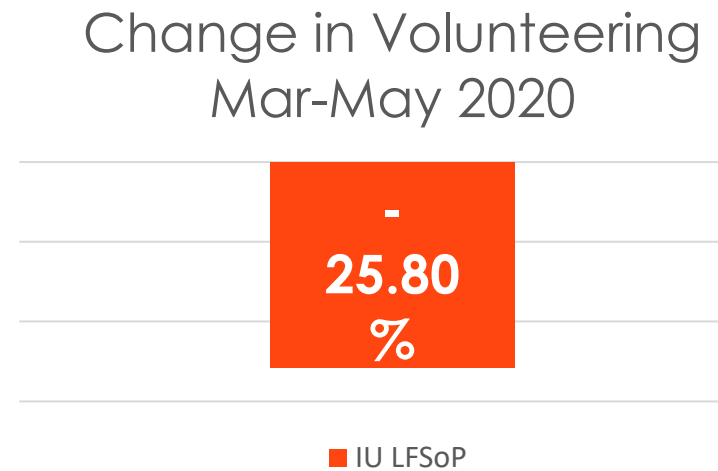
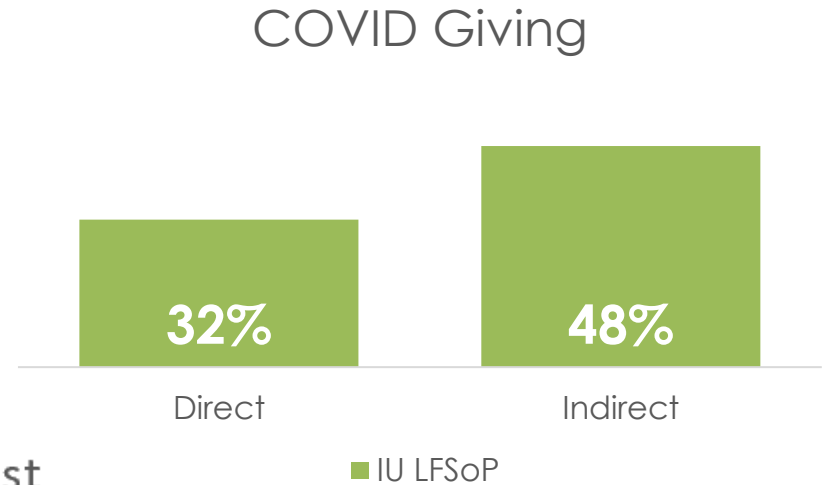
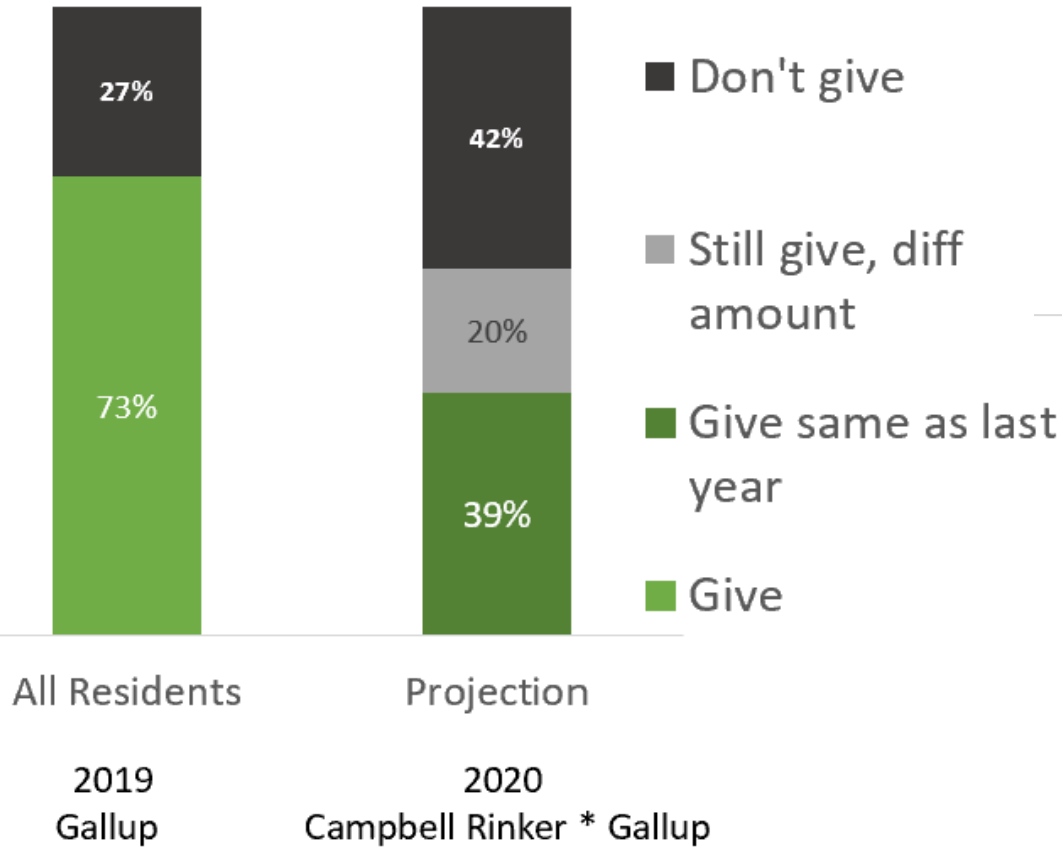
First Quarter Revenue (As % 2019 Total)



Source: Fundraising Effectiveness Project, <https://afpfep.org>



# Changes in Household Giving in Early 2020





# What is Happening Now?

Lots of people giving but less money to charities



Desire to help is strong

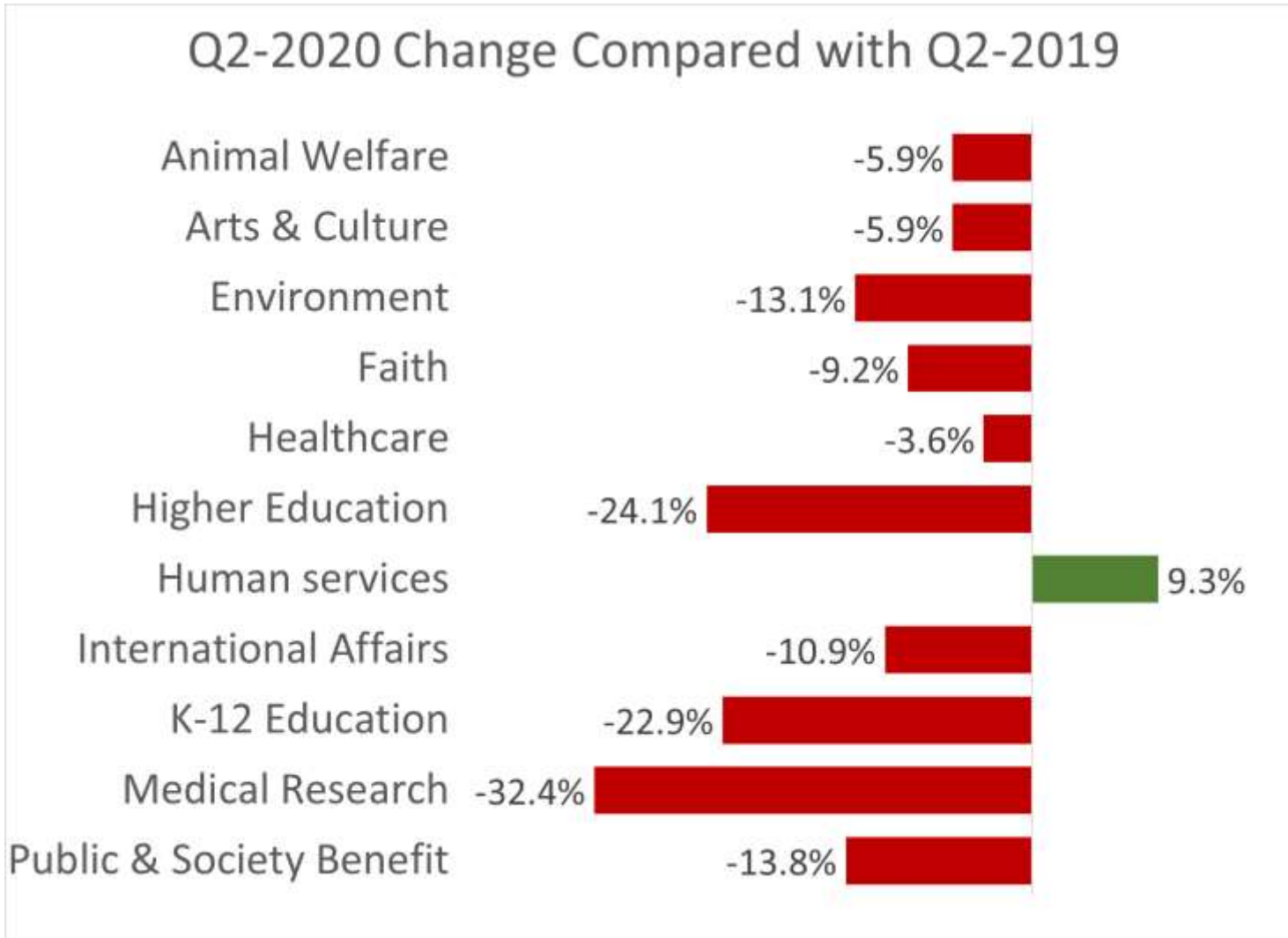
Direct aid and indirect aid – and many families stretched financially

Volunteering is tougher with distancing, virtual programming, etc.

People want to use their neTworks – Peer to peer; referrals; sharing news, etc.



# Blackbaud, Quarter 2



Data: <https://institute.blackbaud.com/the-blackbaud-institute-index/>



# What are Charities Doing?

Lots – and Much of It is Working Well

- Communication, communication, communication
- Continuing to ask but gently
- Looking seriously at how services delivered and for whom with what resources





# What is Happening Now?

**45% increased services** in response to needs

BUT **one-third reduced services** due to site constraints, restrictions on groups, etc.

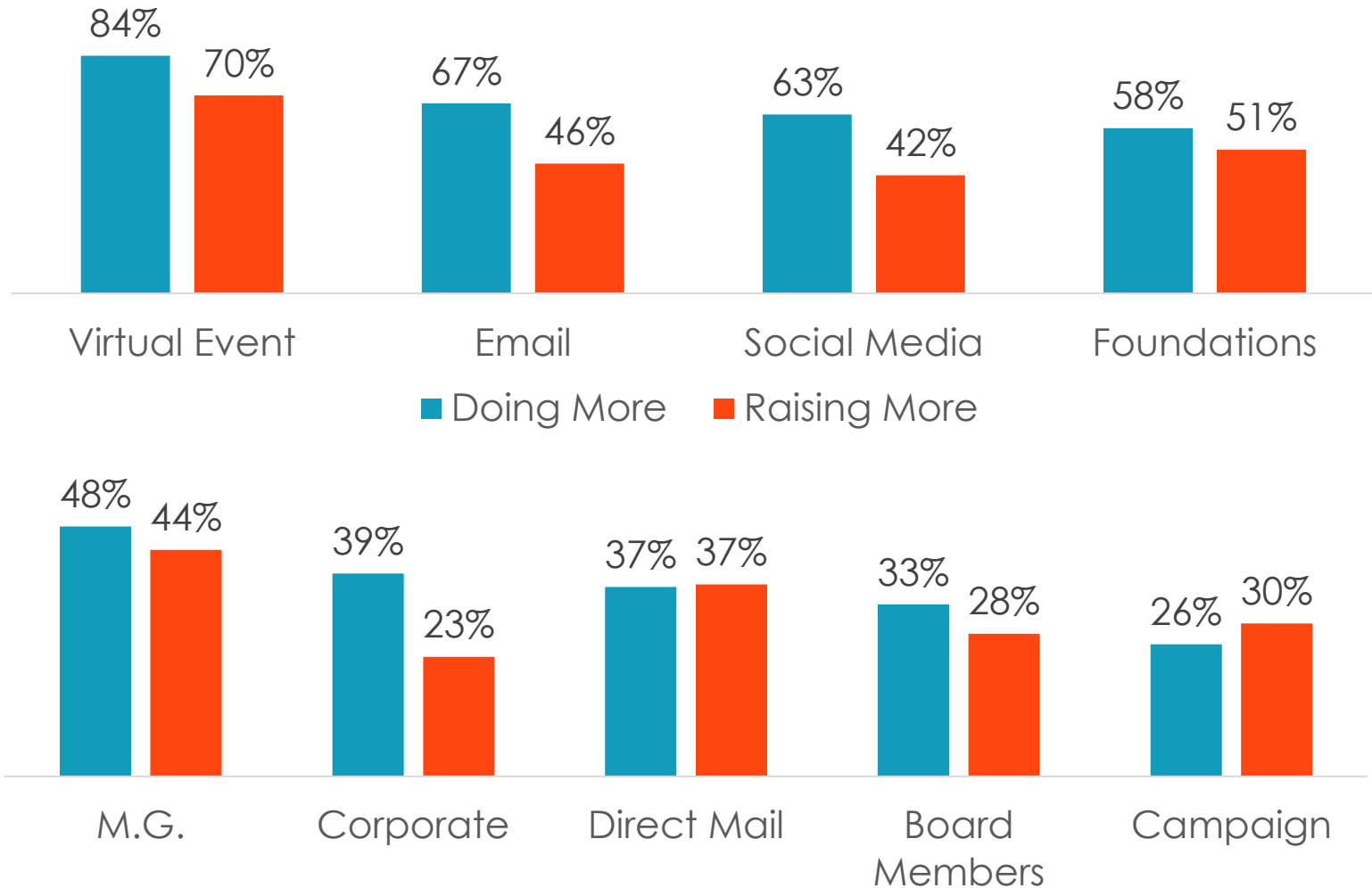
About half Increased media outreach

About **half on track or better to meet fundraising** budget

APC September 2020 survey,  
Carter is a participating sponsor



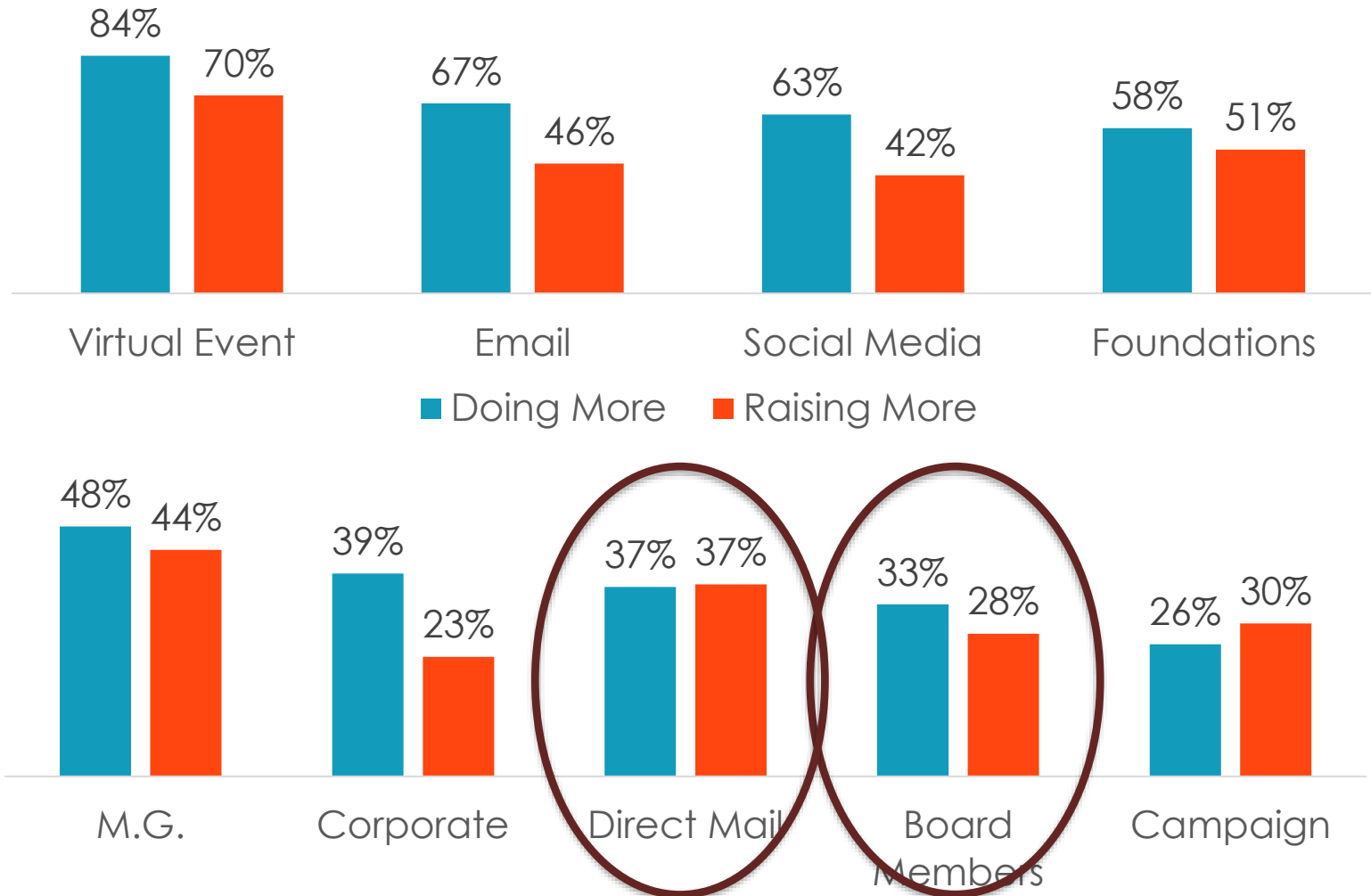
# Requests and Results: To August



APC September 2020 survey, Carter is a participating sponsor



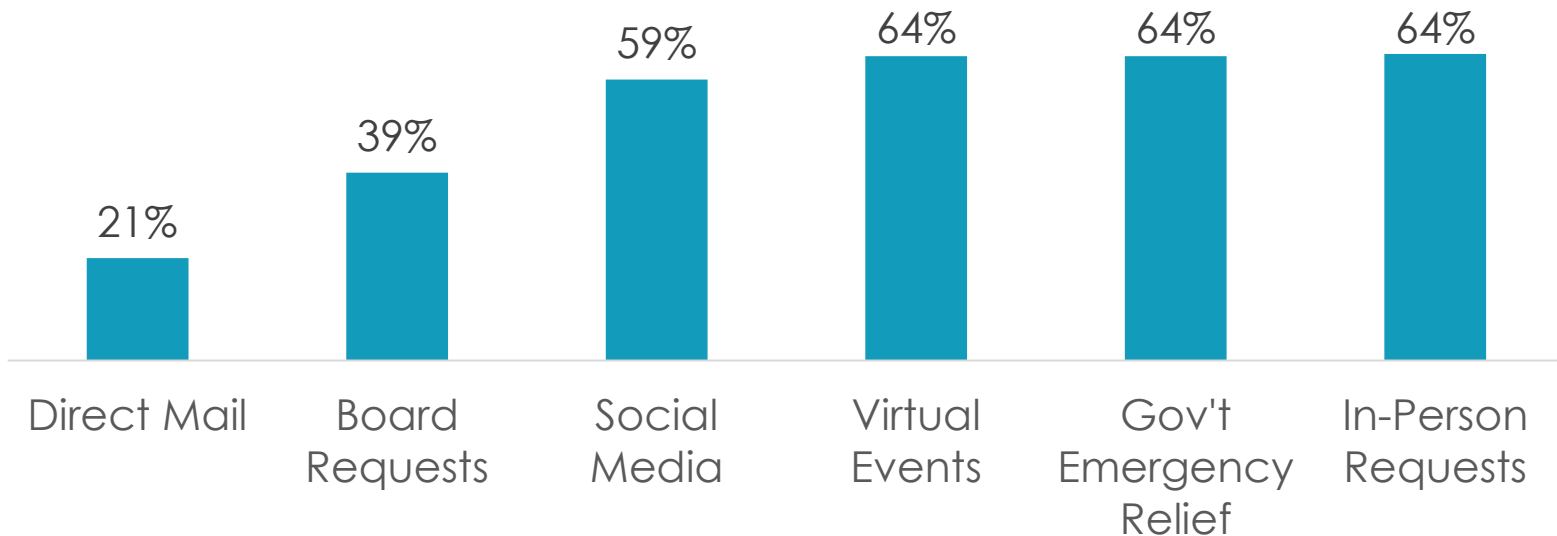
# Circle – 20+ points than in 2008



APC September 2020 survey, Carter is a participating sponsor



## Appeal Plans to Year-End



### Philanthropy Support: 51% to 76% will:

- Review Case for Support
- Commission Wealth or Philanthropy Screening
- Improve Stewardship
- Segment Lists
- Generate Additional Giving Options

APC September 2020 survey, Carter is a participating sponsor



# Communicate

- Large percentages (two-thirds or more) of surveyed charities **looking at social justice and racial equity considerations** for board membership, staffing, and program delivery.
- Most organizations studied are
  - Communicating gratitude (80%)
  - Checking in on donors' well-being
  - Sending updates about services available (71%)
    - Note that 60% or so are able to do some virtual programming



# Looking Ahead

- Watch **the stock market**. Giving rises and falls in tandem but never as high nor as deeply.
  - S&P on August 31 closed at 3,500.01
    - UP 8% from December 31, 2019
    - End of year S&P is most closely tied to giving.
- Stock market **affects HNW giving**, foundation grantmaking, and some corporate giving.
- It is also a **metric for “confidence”** in future income for many.



# What can your organization do?

- Stewardship, stewardship, stewardship
- Do not stop asking.
  - Email, Virtual Events, and “In Person” Requests are strong
- Ask more “efficiently”
  - Study what you are doing and what works
- Engage human resources – staff, volunteers, consultants, donors-as-advisors
  - Use “distancing” as a way to create additional volunteer opportunities





*Thank you!*

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