



**Giving USA™**  
A public service initiative  
of The Giving Institute



**THE  
Giving  
Institute™**  
Shared intelligence.  
For the greater good.



**Giving USA  
2019**  
The Annual Report on Philanthropy  
for the Year 2018



## *AFP Coffee Chat August 2019*

Researched and written by  **IUPUI LILLY FAMILY SCHOOL OF PHILANTHROPY**

## AGENDA

1. Introduction of the Report
2. Giving USA 2018 Results
3. How You Can Use this Information
4. Coffee Chat Discussion



## What is *Giving USA*?



- The longest running, annual report on U.S. charitable giving
- Estimates for:
  - Sources of giving
  - Amounts received by type of organization
- Published by Giving USA Foundation™
- Begun in 1956 by the American Association of Fundraising Counsel, now The Giving Institute
- Made possible by contributions from The Giving Institute member firms, foundations, and other donors
- Researched and written by the Indiana University Lilly Family School of Philanthropy
- The Full report is available to AFP Colorado Chapter Members thanks to a donation from Cindy Grubenhoff and In the Know, LLC

IN THE *know* 

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## How Can You Get This Data?



Find the Infographic for free from [givingusa.org](http://givingusa.org)

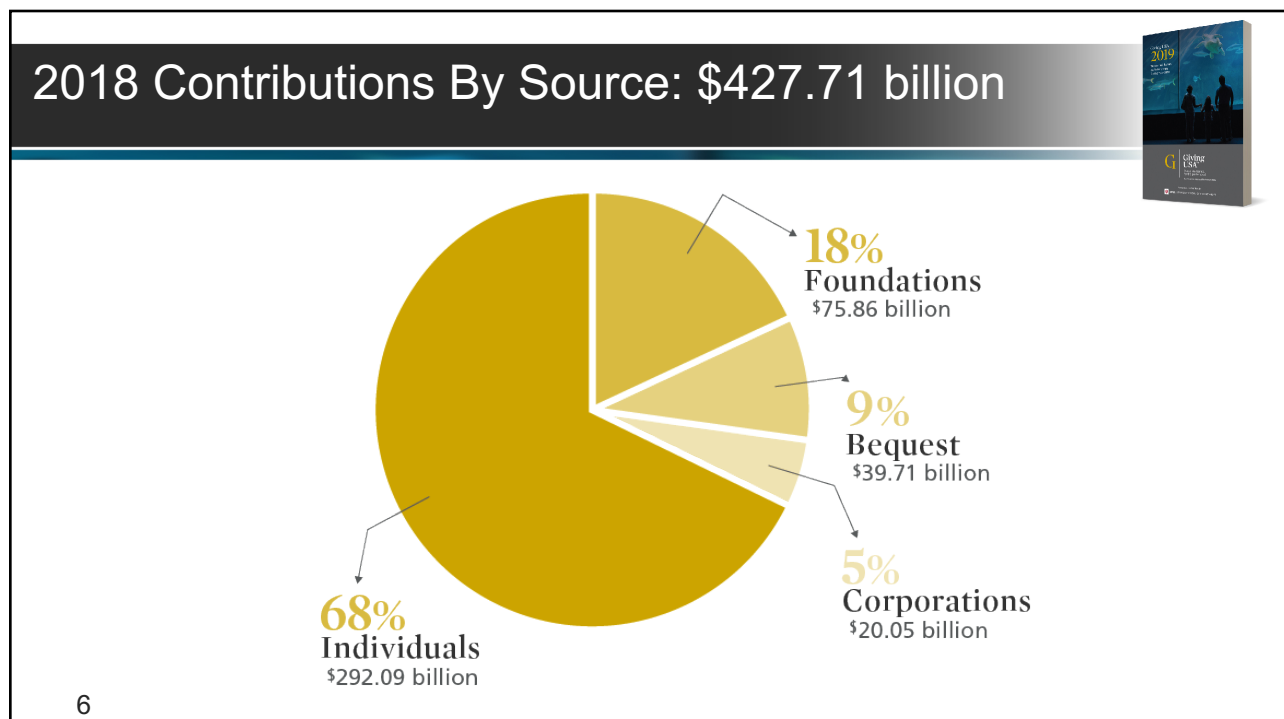
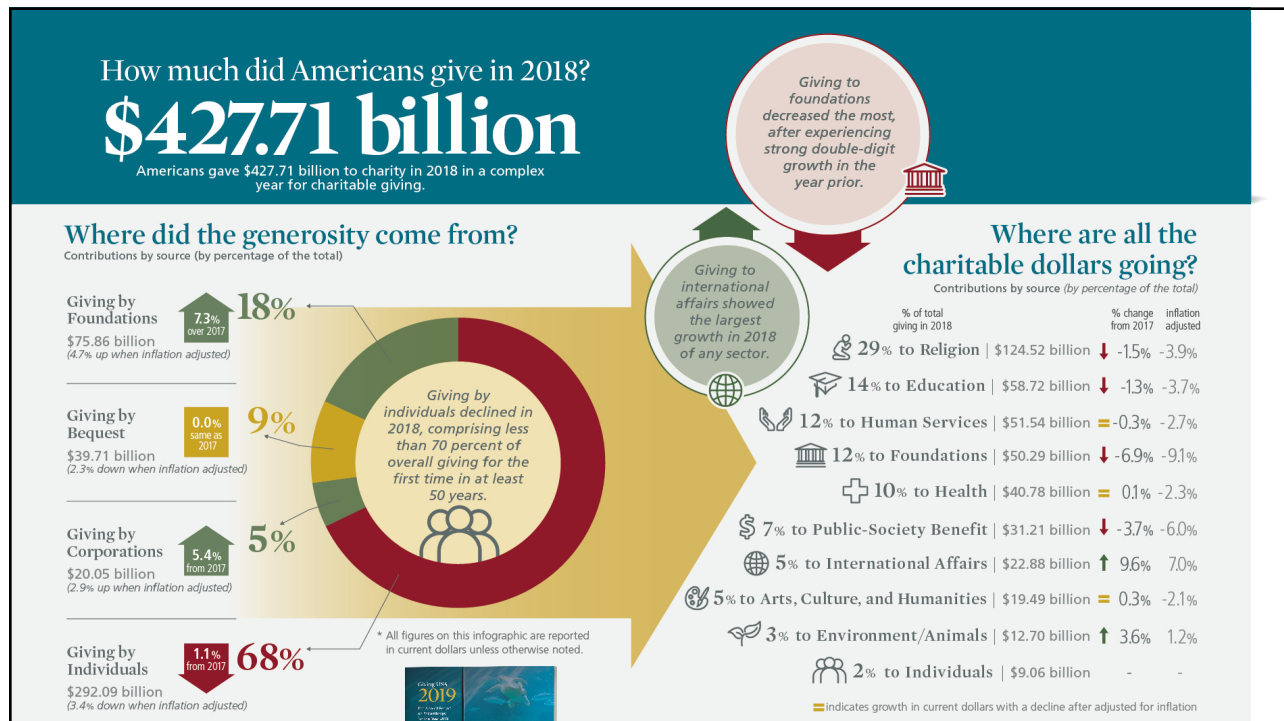


Email [info@afpcc.org](mailto:info@afpcc.org) to get the full report, if you're a member of AFP Colorado Chapter.

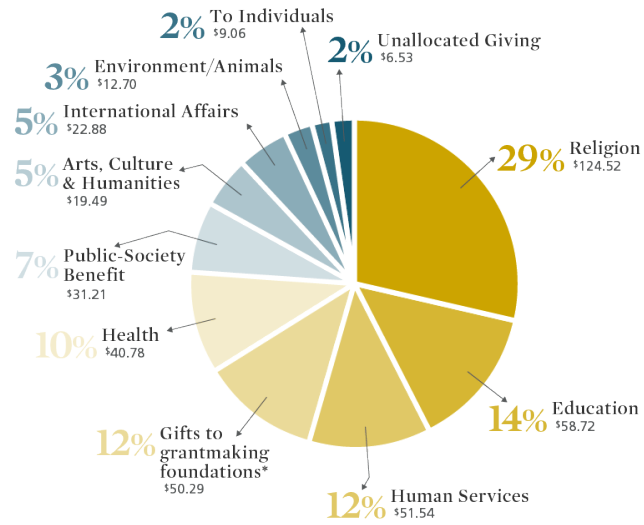


Download handouts at [afpcc.org](http://afpcc.org) (Coffee Chat page)

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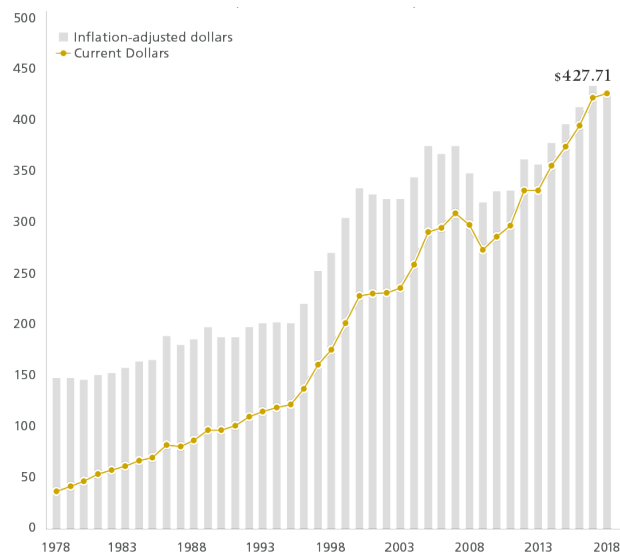


## 2018 Contributions By Type of Recipient Organization



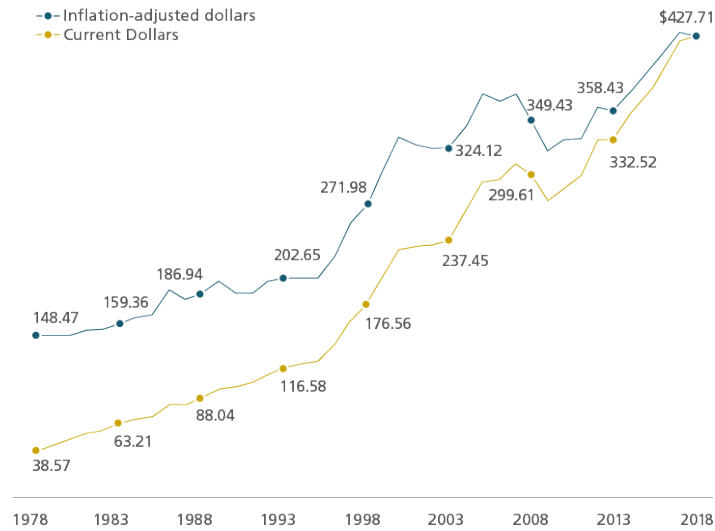
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## Total Giving, 1978-2018 (in billions of dollars)



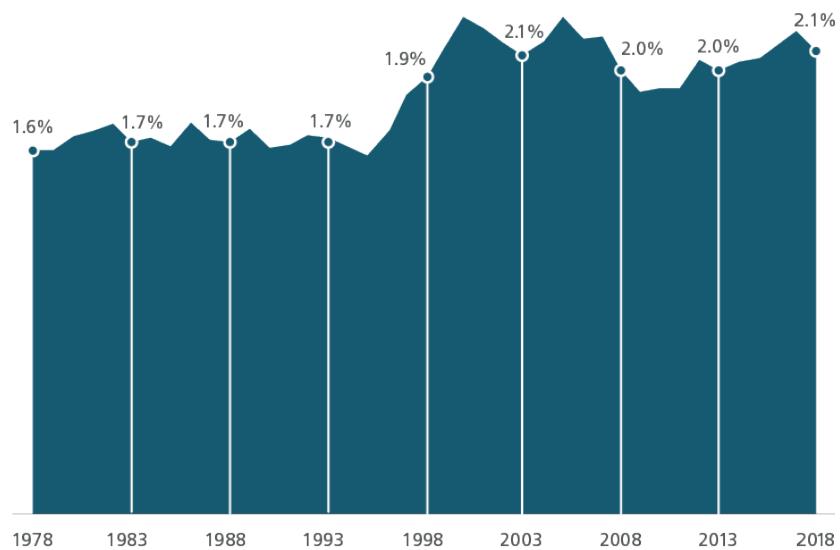
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## Trends in Total Giving, 1978-2018 (in billions of dollars)



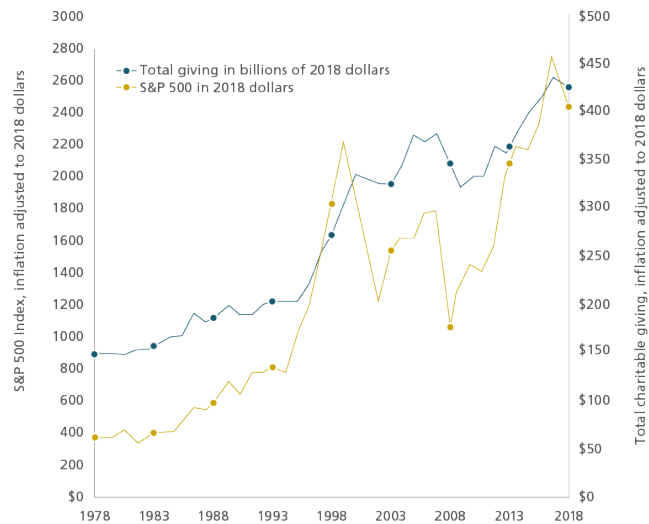
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## Total giving as a % of Gross Domestic Product, 1978-2018



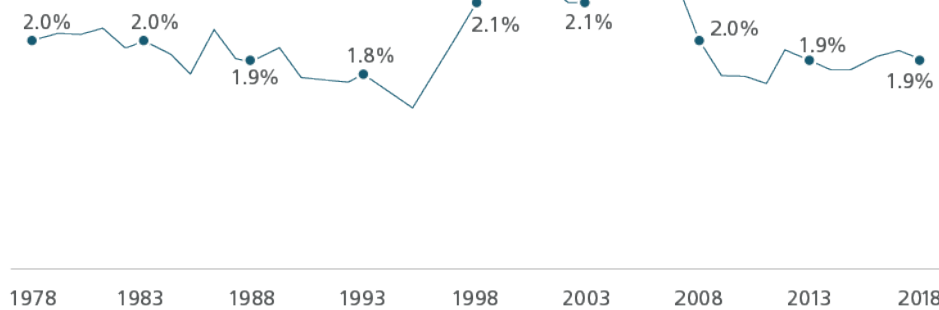
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## Total Charitable Giving with the S&P 500 Index



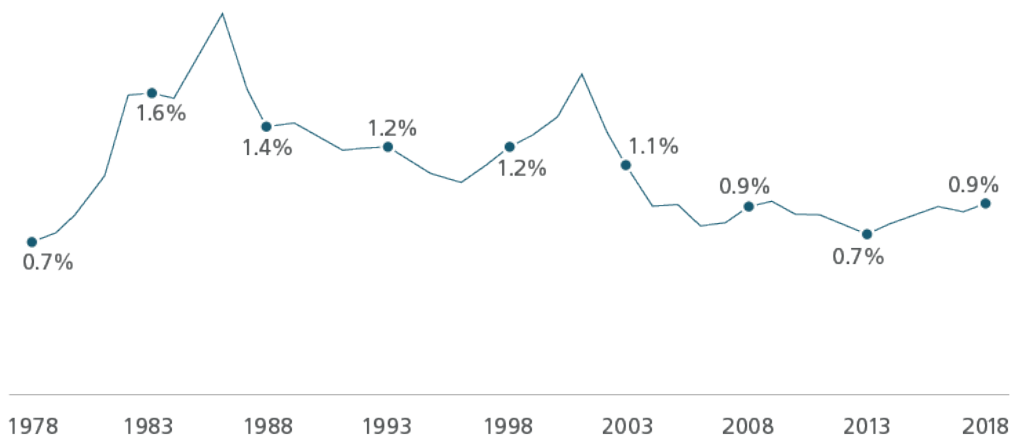
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## Individual giving as a % of Disposable Personal Income



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## Corporate Giving as a % of Corporate Pre-Tax Profits



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## Key Factors Associated with Giving



### Some economic indicators may have boosted growth:



- Disposable personal income grew 5% in 2018
- Gross Domestic Product grew 5.2% in 2018
- Mega-wealthy donors are giving more

### While other factors had a negative impact:



- Stock market volatility at the end of 2018
- New Tax Cut and Jobs Act impacted giving incentives
- Donors of moderate means are giving less or not at all

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## So...Now What??



1. Understand the New Trends
2. Commit to Donor Retention
3. Embrace New Strategies
4. Don't Panic

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## 1. Understand the New Trends



Especially: Fewer households of moderate income are giving, while more mega-donors are giving more.

*"Giving is increasing because of larger gifts from richer donors. Smaller and mid-level donors are slowly but surely disappearing — across the board, among all organizations. Philanthropy should not and cannot be just the domain of the wealthy, and the entire sector needs to look at how we reach out to and engage these donors."*

- **Elizabeth Boris**, Chair of AFP's Growth in Giving Initiative

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## 2. Commit to Donor Retention



- Launch a robust donor engagement program
- Don't assume new donors will give again
- Extend your prospect management to include some donors below the major gift level
- Find resources to learn about diverse communities and their giving habits and culture
- Talk to your biggest donors in a direct way about how the policy climate affects them

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## 3. Embrace New Strategies



- Individual donors are more likely to give from their Family foundations
- Crowdsourcing continues to rise in popularity
- DAF's are not as mysterious as we once thought
- Donors are more comfortable with sustained giving programs
- On-line tools make leaving a bequest easier and more affordable than before

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## 4. Don't Panic



- You cannot ignore the trends, but you can adapt your strategies accordingly.
- Yes, we declined but after a record year of growth. 2018 was still the second highest year of giving on record.
- People don't give if they are not asked. Use this data to inform how you spend your time.
- Focus on cleaning up your database.

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## Coffee Chat Discussion



- What surprised you?
- How can this information inform your work?
- Who else at your organization needs to hear this?
- How can you respond if someone decides to panic?

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