



**Giving USA
2018**
The Annual Report on Philanthropy
for the Year 2017

**An In-Depth Look at
Giving USA 2018**

**AFP Coffee Chat
October 11, 8-10am
Cindy Grubenhoff**

The Giving Institute™
Research and analysis
for the greater good.

Giving USA™
The annual report on philanthropy
for the greater good.

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



Agenda

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1. Introduction of the Report
2. Key forces shaping philanthropy
3. Giving USA 2018 Results
4. Top 10 Take-Aways from *Giving USA 2018*
5. Coffee Chat Discussion



What is *Giving USA*?

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- The longest running, annual report on U.S. charitable giving
- Provides estimates for:
 - Sources of giving
 - Amounts received by type of organization
- Published by the Giving USA Foundation in partnership with the Indiana University Lilly Family School of Philanthropy, who is commissioned to research and write the report each year
- 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 



How can you get a copy of this data?

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-  Find the Executive Summary and/or the Infographic from givingusa.org
-  Email info@afpcc.org to get the full report, if you're a member of AFP Colorado Chapter.
-  Download these slides at afpcc.org (Coffee Chat page)

Where does the data come from?

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Sources

- 117 million U.S. households
- 12.4 million businesses/corporations
- 100,000 estates
- 76,000 foundations

Uses

- 1.6 million IRS-registered charities
- 300,000+ U.S. religious organizations

For the first time ever, charitable giving exceeded the \$400 billion mark in 2017, spurred by growth from all four sources of giving.

\$410.02 billion

Where are all of the charitable dollars going?

Where did the generosity come from?

(as a percentage of the total)

Contributions by source
By percentage of total

- 70%** Giving by Individuals: \$286.65 billion (↑5.2% from 2016)
- 16%** Giving by Foundations: \$66.90 billion (↑4.0% from 2016)
- 9%** Giving by Bequest: \$35.79 billion (↑2.3% from 2016)
- 5%** Giving by Corporations: \$20.77 billion (↑8.0% from 2016)

Where are all of the charitable dollars going?
(as a percentage of the total)

- 31% Religion**: \$127.37 billion
- 14% Education**: \$58.90 billion
- 12% Human Services**: \$50.06 billion
- 11% To Foundations**: \$45.89 billion
- 9% Health**: \$38.27 billion
- 7% Public Society Benefit**: \$29.59 billion
- 5% Arts, Culture, and Humanities**: \$19.51 billion
- 6% International Affairs**: \$22.97 billion
- 3% Environment/Animals**: \$11.83 billion
- 2% To Individuals**: \$7.87 billion

Key Insights:

- Giving to arts was the second fastest growing subsector, with an 8.7 percent increase over the previous year to a total of \$19.51 billion in 2017.
- Giving to foundations increased 15.5 percent in 2017, the largest gain of any subsector, far outpacing the growth in total giving.
- The 6 largest subsectors all grew in 2017, but growth rates ranged widely from 2.9 percent all the way to 15.5 percent!
- Giving by individuals increased \$18.27 billion over last year for a growth rate of 5.2 percent, on track with the growth in total giving.

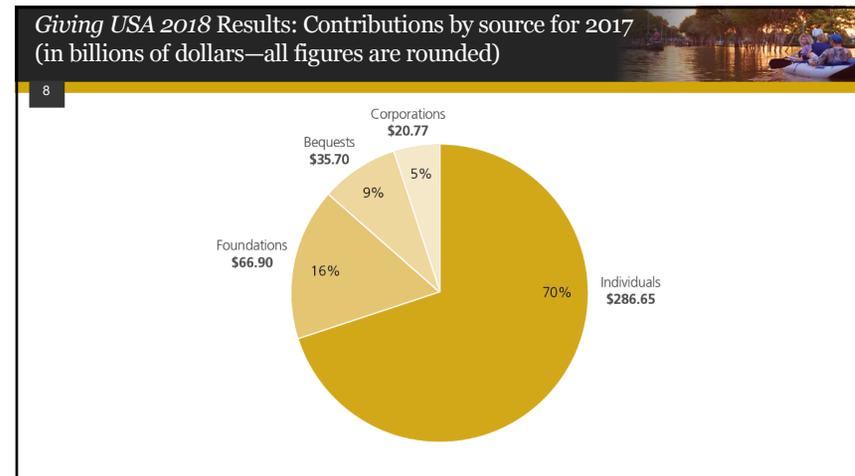
Visit www.GivingUSA.org to learn more and to order your copy of *Giving USA 2018: The Annual Report on Philanthropy for the Year 2017*.

* All figures on this infographic are reported in current dollars unless otherwise noted.

Key forces shaping philanthropy

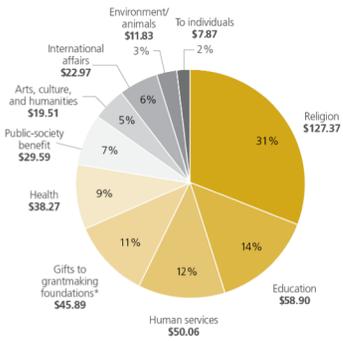
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- Effects of the strong economy
- Technology and the increase in online giving
- Changes in policy
- Shifts in demographics



Giving USA 2018 Results: Contributions by type of recipient organization for 2017 (in billions of dollars—all figures are rounded)

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* Estimate developed jointly by the Foundation Center and Giving USA

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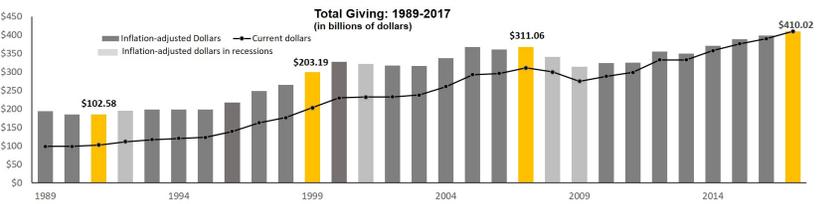
Top 10 Take-Aways from Giving USA 2018

#1 Giving topped \$400 billion for the first time

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2017 total giving reached its highest inflation-adjusted level ever, at \$410.02 billion

- Giving increased by 5.2 percent (3.0 percent adjusted for inflation)
- 2017 joins other record-breaking years for giving: 1991 (broke \$100 billion in current dollars); 1999 (broke \$200 billion in current dollars); and 2007 (broke \$300 billion in current dollars)

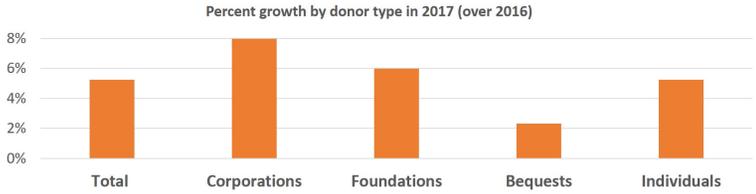


#2 All four sources of giving realized increases in 2017

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In 2017, giving increased for all donor types:

- Giving by individuals grew 5.2 percent (3.0 percent adjusted for inflation)
- Giving by bequests increased 2.3 percent over 2016 (0.2 percent adjusted for inflation)
- Giving by foundations grew 6.0 percent (3.8 percent adjusted for inflation)
- Corporate giving grew 8.0 percent (5.7 percent adjusted for inflation)

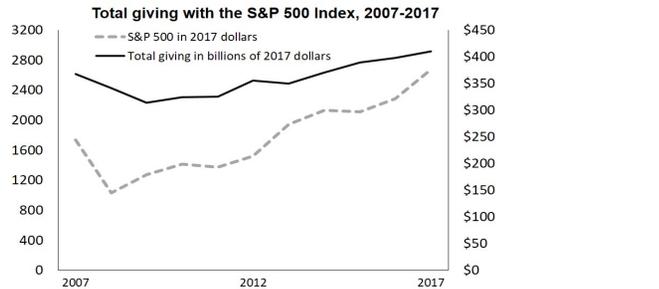


#3 Key economic factors associated with giving by individuals posted strong growth in 2017

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Giving by individuals grew, boosted in part by strong financial markets

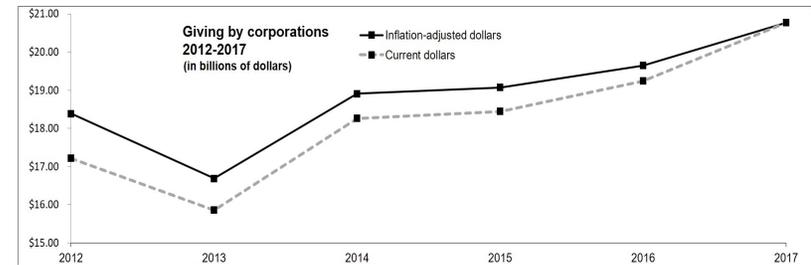
- S&P 500 index, one important factor, increased 19.4 percent



#4 Giving by corporations driven by strong response to disasters

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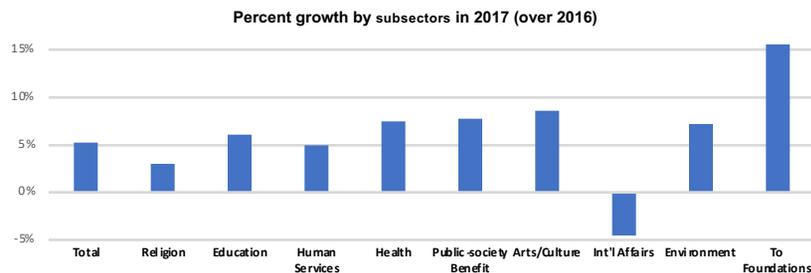
Giving by corporations experienced a \$405 million bump from corporate gifts to disasters in 2017, and a growth rate of 8.0 percent in current dollars



#5 Eight of 9 charitable subsectors realized growth in giving

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In 2017, 8 out of 9 major charitable subsectors saw increases in giving and the highest inflation-adjusted levels ever recorded



#6 Giving BY and giving TO foundations saw strong growth

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Giving BY all three types of foundations grew in 2017:

-  Giving by independent foundations increased 4.9% in current dollars;
-  Giving by operating foundations increased 6.2% in current dollars;
-  Giving by community foundations increased 11.0% in current dollars

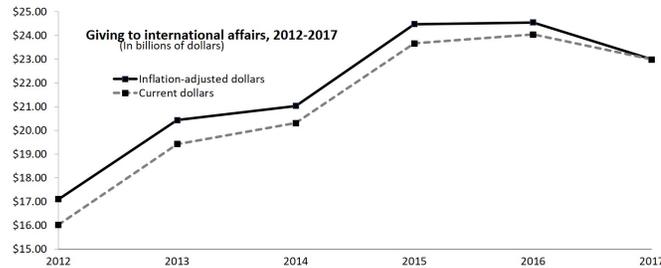
Giving TO foundations increased by 15.5% in current dollars, partly due to \$4.35 billion in mega-gifts to family foundations.

Citigroup USA estimates for giving to and by foundations are derived in partnership with Foundation Center

#7 After several years of strong growth, giving to international affairs decreased

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Giving to international affairs declined 4.4 percent in 2017, but still reached its fourth-highest inflation-adjusted level ever



#8 Arts, health, and public-society benefit experienced strong growth

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Growth rates for public-society benefit, arts and health organizations were between 7 and 9 percent

-  Giving to public-society benefit organizations includes gifts made to national donor-advised fund sponsors. This subsector experienced its eighth consecutive year of growth (in current dollars).
-  Giving to the arts has rebounded after facing significant setbacks after the 2008 recession and a relatively slow recovery. This subsector experienced its sixth consecutive year of growth.
-  Giving to health has seen steady year-over-year gains for the last five years. Large gifts to medical health centers continue to boost giving in this subsector.

#9 Fundraisers must find ways to sustain growth amid a changing policy landscape

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While the market has remained relatively strong, changes to tax policy that became law in December 2017 will likely have an impact on giving.



#10 Understand and research donor-advised funds

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Donor-advised funds: Average contributions by type of recipient organization, 2015

