

STEADY & STRONG

GIVING

\$373.25 billion

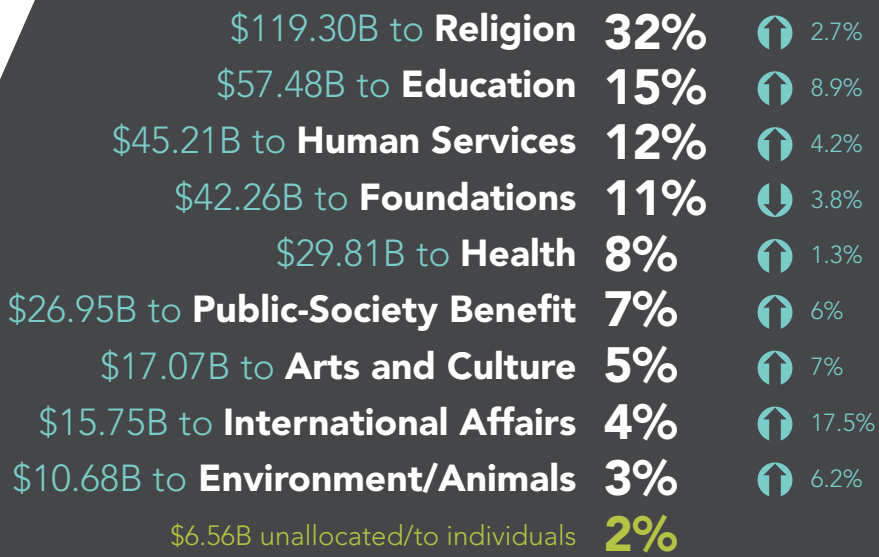
2015 TOTAL CONTRIBUTIONS

88% of all charitable giving in 2015 was from individuals, bequests, and family foundations.

WHO GAVE IN 2015?



WHO RECEIVED IN 2015?



ON THE RISE
2014 and 2015 combined saw giving increase 12.2%, the largest two-year increase since 2003-2005.

POWER OF WEALTH

On average, about 50% of total giving by individuals comes from the top 3% of all American households; those with annual income greater than \$200,000 or assets greater than \$1 million.

ESTATE HOLDOUTS

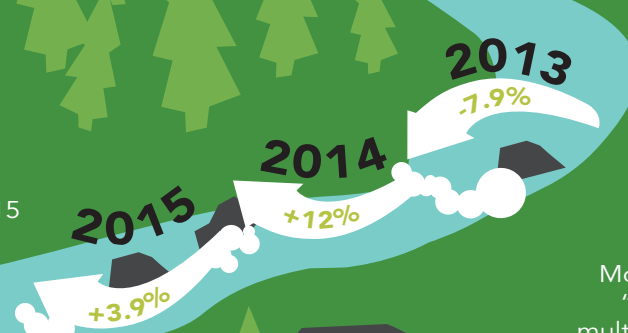
Only 5% of estates leave a charitable bequest each year. Despite recent estate tax law changes, there appears to be no change in the percentage of estates that leave a bequest in recent years.

ERODING DONOR RETENTION

For every 100 new donors gained by the typical nonprofit 96 other donors lapse. Overall donor retention held steady at 46%.

DANGEROUS CURRENTS

The variable conditions in which corporations gave from 2013-2015 is reflected in increased volatility.



VARIETY IN GIVING

More and more individual donors are "doing good" in new ways through multiple channels outside of traditional philanthropy by directing resources to social enterprises and charitable LLCs.

DIFFERENT UMBRELLAS

Foundation giving of \$58.46 billion represents three distinct types of grantmakers: independent foundations (75%), operating foundations (14%) and community foundations (12%).

Online Giving Is Surging

Overall online giving grew 19% for all reporting organizations in 2015 (compared with 12% in 2014), with monthly renewal giving increasing 24%.

0.6% +10.7% -11.8%

CHARITABLE ORGANIZATIONS

THE BIG GET BIGGER

Large organizations saw the highest rate of revenue growth, while the smallest organizations saw the largest loss. Mid-sized organizations were stagnant.

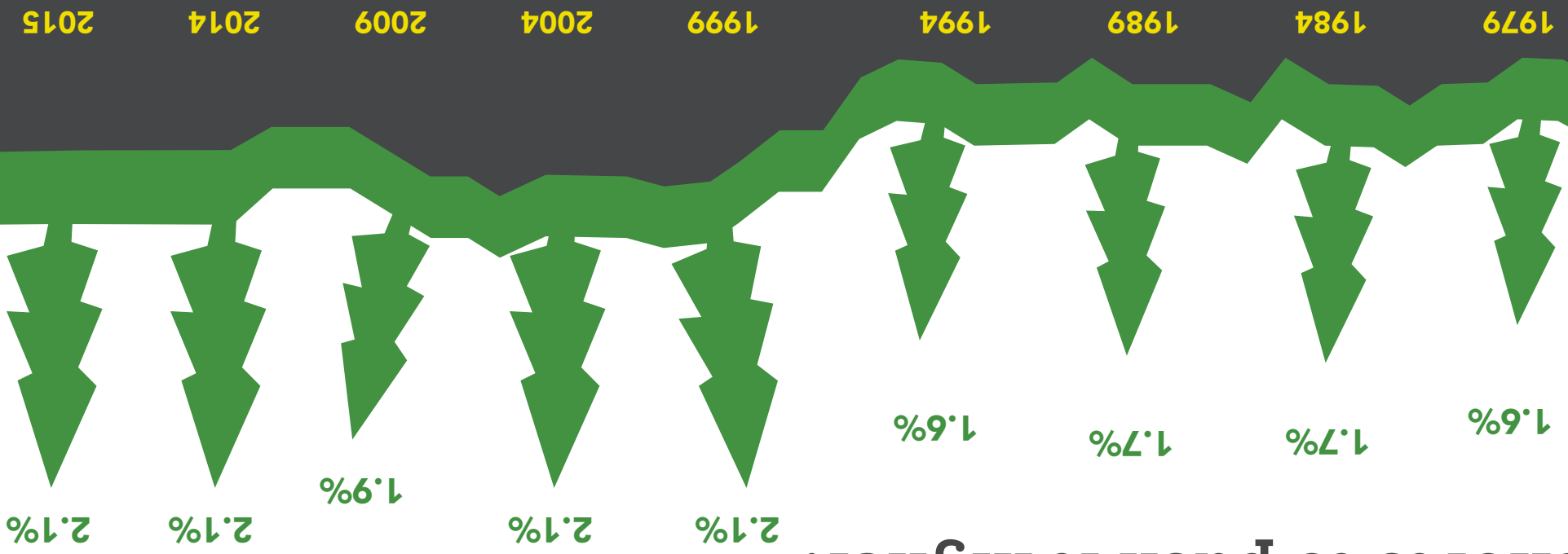
THE POWER OF DATA

Nonprofits harness the power of data to improve their understanding of donors and increase contributed revenue. Organizations that emphasize data and analytics when making decisions saw a 6% increase in performance that they would not have realized without it.

ACKNOWLEDGEMENTS

At Benefactor Group, our insights are shaped by Giving USA and many other sources, including these: **2016 Fundraising Effectiveness Survey Report**, Association of Fundraising Professionals, Urban Institute, March 19, 2016, <http://www.afpnet.org/files/ContentDocuments/FEP2016FinalReport.pdf> M+R Strategic Services and NTen, **Nonprofit Benchmarks Study**, 2016, www.e-benchmarksstudy.com. **Strength in Numbers: How Does Data-Driven Decisionmaking Affect Firm Performance?** Brynjolfsson, Erik and Hitt, Lorin M. and Kim, Heekyung Hellen, <http://ssrn.com/abstract=1819486>

*Changes from 2014 to 2015 are reported in current dollars and use the Giving USA revised estimates for 2014.



Giving held steady at 2.1% of gross domestic product, despite numerous efforts to push it higher.

AS A PERCENT OF GDP

Giving Holds Steady



Benefactor Group helps nonprofits raise funds, build capacity, and strengthen leadership. Our access to human resources, thought leadership, technology, and professional networks is tailored to meet each client's needs.

We nurture mutually rewarding relationships that serve those who serve the common good. ®

Additional information and listing of representative clients may be found at www.benefactorgroup.com



The Phoenix Philanthropy Group is a nonprofit consulting firm that partners with organizations and individuals to build the strategies and resources to optimize their impact on our global society.

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