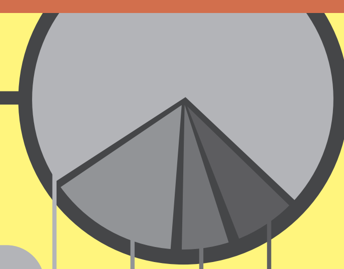
STEADY GIVING IN UNCERTAIN TIMES

$390.05 billion

2016 TOTAL CONTRIBUTIONS



WHO GAVE IN 2016?

		*change from 2015 revised estimates
72%	$281.86B from INDIVIDUALS	3.9%
15%	$59.28B from FOUNDATIONS	3.5%
5%	$18.55B from CORPORATIONS	3.5%
8%	$30.36B from BEQUESTS	-9%

WHO RECEIVED IN 2016?

		*change from 2015
32%	$122.9B to **Religion**	3.0%
15%	$59.77B to **Education**	3.6%
12%	$46.80B to **Human Services**	4.0%
10%	$40.56B to **Foundations**	3.1%
8%	$33.14B to **Health**	5.7%
8%	$29.89B to **Public-Society Benefit**	3.7%
6%	$22.03B to **International Affairs**	5.8%
5%	$18.21B to **Arts/Culture/Humanities**	6.4%
3%	$11.05B to **Environment/Animals**	7.2%

Rising and Falling
In a decade, itemized contributions grew 40% for households with an income of $100,000 or more, while falling 34% from those earning less (adjusted for inflation). 9 of 10 high-net-worth households give to charity compared to 58.8% for the total population.

Ups and Downs of Tax Reform
The charitable deduction appears safe, but tax reform could still hurt or help. Some proposals could reduce giving by an estimated $13B, while others could generate $12B in additional giving.

Quality Time
People (especially Gen X and Y) who give time to an organization are more likely to eventually give their money, and to encourage their employer to donate too.

The Main Attraction
Giving by individuals saw strong 2-year growth (8%), outpacing growth of overall giving (6.8 %), despite a drop in mega gifts. Individuals account for 88% of all giving when bequests and family foundations are included.

Side Show
Corporate giving rose 3.5% to $18.5B—still the smallest source of contributions. Cause sponsorships added another $2B. While corporate pre-tax profits rose 2.7%, most companies still donate less than 1% of pre-tax profits in cash.

Hold on tight!
For every 10 new donors, 9.9 were lost. For every new $10 gift, $9.50 was lost-totaling $4.6 billion lost among analyzed organizations.

CORPORATIONS
FOUNDATIONS
INDIVIDUALS
BEQUESTS

Three out of Four
Giving from individuals, corporations and foundations all saw steady growth while bequests—the most volatile sector—declined 9%. When this decline is omitted, growth in giving is closer to 4%.

DAF

Prized Ticket
Although Donor Advised Funds (DAFs) have existed since the 1930s, their growth is accelerating. Contributions to DAFs grew 11.4% to a record high of $22.26B. Distributions from DAFs also reached a record high, jumping 16.9% to $14.52B.

ACKNOWLEDGEMENTS
Please see www.benefactorgroup.com/GivingUSA2017 for a full list of sources cited in this document.
At Benefactor Group, our insights are shaped by Giving USA and many other studies. Unless otherwise noted, all data is cited in current dollars.

benefactor www.benefactorgroup.com
THE PHOENIX PHILANTHROPY GROUP
ARTWORK DESIGNED BY: ADAM BROUILLETTE WWW.ADAMBROUILLETTE.COM

Giving USA 2017: The Annual Report on Philanthropy for the Year 2016.
Researched and written by Indiana University Lilly Family School of Philanthropy.
Sponsored by *Giving USA* Foundation, a public service initiative of The Giving Institute.
Giving USA Shared intelligence. For the greater good.

GIVING USA **2017** ANALYSIS

BENE GRAPHICS

A RESOURCE FOR THE COMMON GOOD

benefactor® — THE PHOENIX PHILANTHROPY GROUP

benefactor®

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. ®

www.benefactorgroup.com

THE PHOENIX PHILANTHROPY GROUP

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.

www.phoenixphilanthropy.com

Nathan Dietz

Special thanks to Nathan Dietz, of the Urban Institute's Center on Nonprofits and Philanthropy and the University of Maryland's Do Good Institute, for his assistance.

http://www.urban.org/author/nathan-dietz
https://publicpolicy.umd.edu/faculty/nathan-dietz

Not Quite

$400 Billion

While we'll need to wait another year (or two) to celebrate the $400B milestone, $390B is still quite impressive.

Consider these statistics: 390 billion is…

- Less than the annual revenue of WalMart
- More than the total federal corporate income tax collected in America
- $390B — $400B
- More than the combined net worth of all 57 women on the Forbes 400 list (but less than the top seven men)
- Equal to the GDP of Norway
- Number of trees in the Amazon rainforest
- Almost 4x the total U.S. beer market
- 10x the distance from Earth to Jupiter (in miles)

That's $1,213 for every person in the United States or $54 for every person in the world

Giving USA™ — Shared intelligence. For the greater good.

Giving USA: The Annual Report on Philanthropy is published by *Giving USA* Foundation, a public service initiative of The Giving Institute.

Giving USA is the longest running, most comprehensive report on philanthropy in America. Advancing the research, education, and public understanding of philanthropy is the mission of *Giving USA* Foundation, founded in 1985 by The Giving Institute.

The complete *Giving USA* 2017 report, with estimates covering 2016 giving, is available at **www.givingusa.org**