

BOUNTIFUL

YEAR IN PHILANTHROPY



*change from
2018

WHO GAVE?



4.7%

69% \$309.66B from
INDIVIDUALS



2.5%

17% \$75.69B from
FOUNDATIONS



0.2%

10% \$43.21B from
BEQUESTS



13.4%

5% \$21.09B from
CORPORATIONS

\$449.64B

2019 TOTAL CONTRIBUTIONS



WHO RECEIVED?

*change from
2018



2.3%

\$128B to **Religion** **29%**



12.1%

\$64B to **Education** **14%**



5%

\$56B to **Human Services** **12%**



2.5%

\$54B to **Foundations** **12%**



6.8%

\$41B to **Health** **9%**

\$37B to **Public-Society Benefit** **8%**



13.1%

\$29B to **International Affairs** **6%**



-0.4%

\$22B to **Arts and Culture** **5%**



12.6%

\$14B to **Environment/Animals** **3%**



11.3%

\$10B to individuals **2%**

ONE IN FOUR

One in four dollars given by individuals to small organizations (<\$2 million) is generated online. Convenience lowers barriers, but nonprofits must grapple with a new challenge. As face-to-face engagement declines, how can community be built online?

A BIGGER SHED

Expanding the definition of philanthropy to encompass gifts of time, skill, and testimony appeals to a more diverse group of donors—especially women, next-generation supporters, and communities of color.

2015
70.12%

2016
70.81%

2017
78.64%

2018
85.68%

2019
84.47%

ALL SIZES MATTER

In just five years, major gifts (\$1,000+) grew from 70% of contributed revenue to 85% at the typical nonprofit. But the concentration declined by 1% in 2019, reminding fundraisers that gifts of all sizes matter.

MAJOR GIFTS AS % OF CONTRIBUTED REVENUE

NEW TOOLS

Nonprofits expect a boom - 64% are planning to invest in new technologies. This percentage leaps to 75% among CEOs, who especially see its value. ROI is always part of the equation. While AI may be shiny, the focus is on fundraising tech and analytics.

A FERTILE ENVIRONMENT

A strong economy in 2019 fortified economic factors that affect giving: the S&P 500 grew 28.9%, and GDP grew 4.1%

IS GIVING PERENNIAL?

While fewer than 60% of American households give in any one year, over an eight-year period, 87% of households gave. Among people who give to charitable organizations, a little more than 40% give every other year or less often. Fundraisers must move beyond encouraging people to give more dollars—instead to give more frequently.

TAINTED GIFTS

Donations from living donors with questionable ethics—or even single blunders—are the target of the “cancel culture,” while grants from the foundations or heirs of long-dead scoundrels escape criticism. To navigate these perils, consider an ethics committee and detailed gift acceptance policy.

BELOW THE SURFACE

Giving as a percentage of gross domestic product seems stuck around 2%. But beneath the surface, data shows it has risen for all sectors other than congregations.

ACKNOWLEDGEMENTS

Please see www.benefactorgroup.com/GivingUSA2020 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.

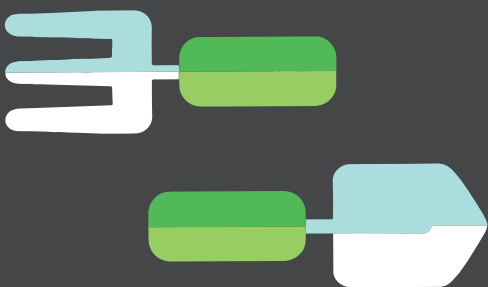
INNOVATE
Fundraising is art and science. Behavioral economists are honing the science to nudge donor behavior: like amounts for online giving, or leveraging seed funding.



ACTIVATE
Don't allow clouded uncertainty to dictate strategy. Donors remain committed to causes that matter to them.



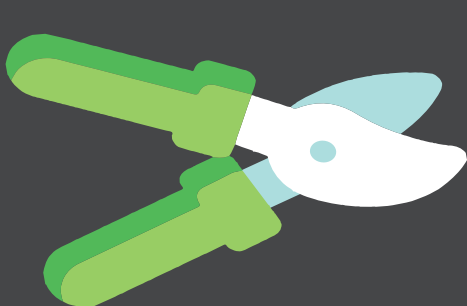
DISCOVER
Data suggests that many donors make a first planned gift in middle age (~age 53), including donors with incomes > \$100,000. Traditional planned giving programs that only screen major gift portfolios for wealthy and older households may miss out on promising prospects.



NURTURE
Shift messages and tactics from transactional to relational. Even if donors' ability to give is compromised now, when their financial health is restored, they'll reward organizations that stay connected.



ADJUST
Capital campaigns adapted to past disruptions by extending deadlines, shifting messages, and offering donors flexible gift terms. Many still achieved their goals, although it took a year or two longer than planned.



RETAIN
Only 20% of first-time donors make a second gift. Better stewardship and increased retention can capture \$100,000's in lifetime value from these donors.



Giving was bountiful in 2019. Changing conditions in 2020 create new challenges for donors and fundraisers. The right response can help to weather difficult times.

RESILIENCE AMID CHANGE



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