

A GOOD YEAR FOR GIVING

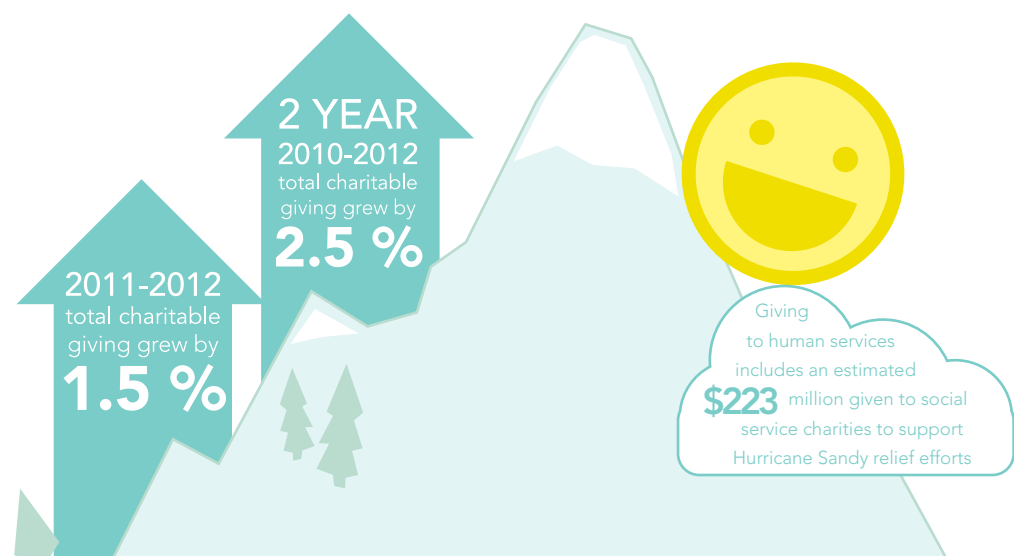
analysis of Giving USA 2013 report

PRESENTED BY  **benefactor**

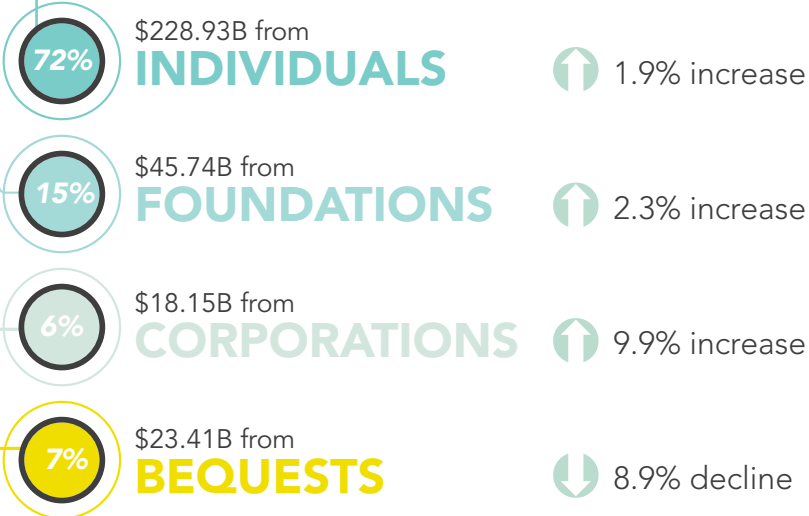
\$316.23 billion

total 2012 contributions

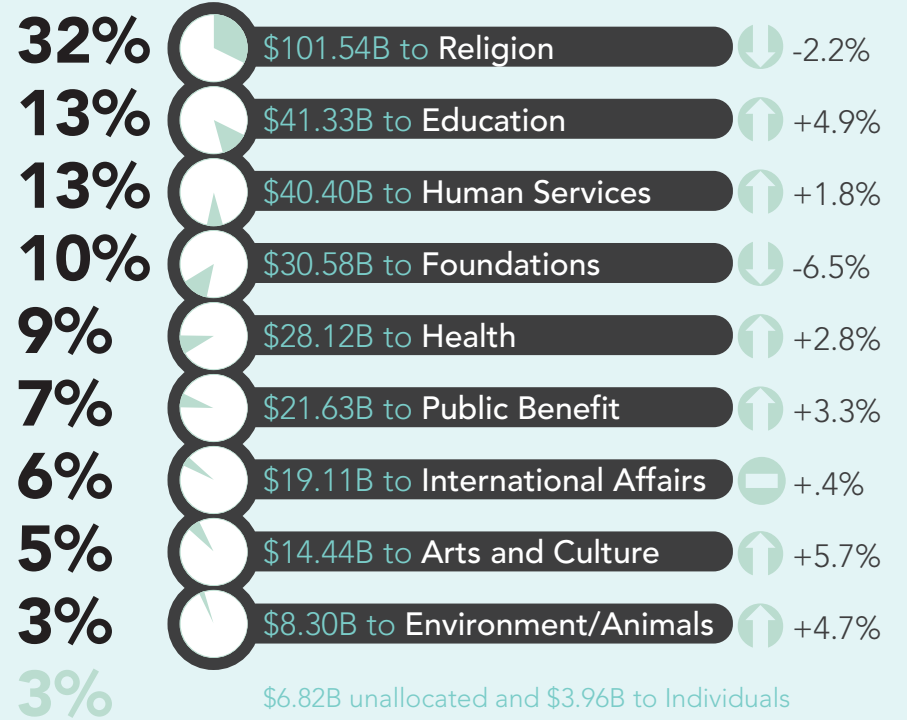
86% of all charitable giving was from individuals, bequests, and family foundations



WHO GAVE?



WHO RECEIVED?



TRENDS IN GIVING

LONG ROAD BACK

For most sectors, charitable giving reached a peak in 2007. How long will it take to return to pre-recession levels of giving? If the clock began in January 2013, then each sector will eclipse 2007 levels of giving as follows:



on the rise

We saw four subsectors with declines between 2010 and 2011, but only two in 2011-2012, religion and foundations.

BENEFICIAL BUSINESS

Corporate foundation grantmaking is estimated to have grown to \$5.25 billion

THE DOORS ARE OPEN

NOT JUST CASH
Additional corporate support has been increasing through sponsorships, cause-related marketing, workforce development investments, and employee volunteering

Corporate giving rose almost 10% in 2012.

\$18.5 billion in corporate support came from cash gifts, in-kind gifts, and employee matching gifts

THE LARGEST GIFTS ARE RETURNING

- Corporate gifts will follow the increase in pre-tax profits
- High-net-worth households (just 4.3% of all households) are rebounding more quickly, and so is their giving

THE MISSING MIDDLE

- "In our experience, it's getting tougher to find the gifts in the middle of the donor pyramid."
- Income growth is anemic for the vast majority of households
 - Wealth (as measured by home equity, securities, etc.) has just begun a slow rebound

THE BROAD BASE IS STABLE

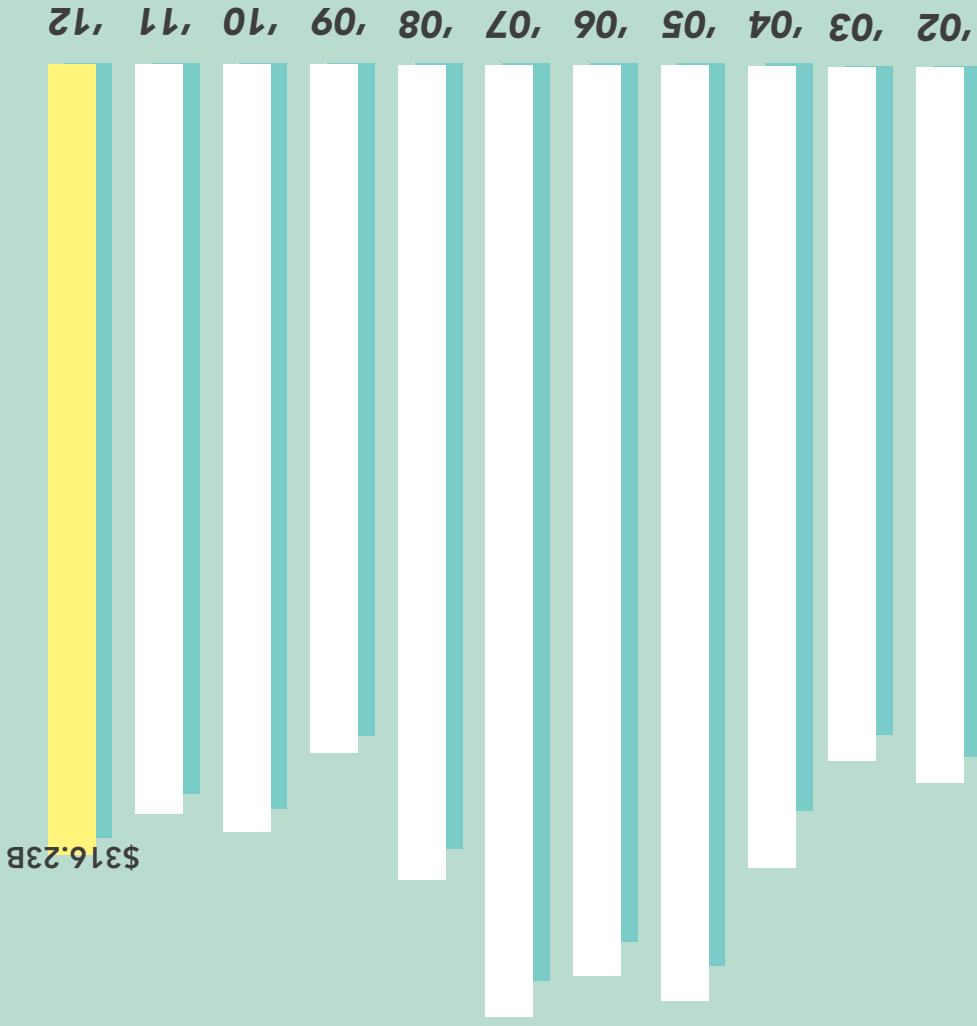
- The percentage of US households that make charitable gifts (66%) remains steady
- Millennials are demonstrating their generosity as they enter the charitable economy

Note: all percentages indicating a change over time are adjusted for inflation



Charitable giving continues to rebound in the United States, totaling \$316.23 Billion in 2012. The road back to the peak set in 2007 will take an estimated six to seven more years, but the 1.5% growth rate (adjusted for inflation) shows promise as giving by individuals, foundations, and corporations continues to rise.

A PEEK AT THE PAST TEN YEARS



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BENE GRAPHICS

A RESOURCE FOR THE COMMON GOOD



Giving USA 2013 analysis of giving facts and figures



About Giving USA 2013
Giving USA: The Annual Report on Philanthropy is 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 2013 report, with estimates covering 2012 giving, is available at www.givingusa.org
Additional data provided by Corporate Giving Standard (CGS) survey, CECF and The Conference Board, 2013, <http://cecp.co>