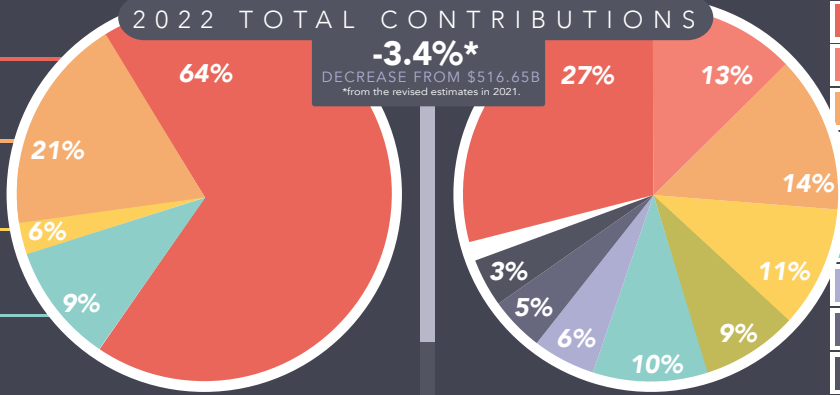


MIXED BAG

\$499.33B

2022 TOTAL CONTRIBUTIONS



WHO GAVE ?

-6.4%	\$319.04B from INDIVIDUALS
2.5%	\$105.21B from FOUNDATIONS
3.4%	\$29.48B from CORPORATIONS
2.3%	\$45.60B from BEQUESTS

WHO RECEIVED ?

\$143.57B to Religion	5.2%
\$70.07B to Education	-3.6%
\$71.98B to Human Services	-0.6%
\$56.84B to Foundations	10.1%
\$46.86B to Public-Society Benefit	-8.4%
\$51.08B to Health	5.1%
\$33.71B to International Affairs	10.9%
\$24.67B to Arts Culture & Humanities	2.9%
\$16.10B to Environment/Animals	-1.6%

Giving by Individuals declined after the 2 most generous years on record.
Giving by Corporations remains less than 1% of corporate pre-tax profits.
In 4 decades, giving by Foundations has grown from 5% to 21% of all giving.

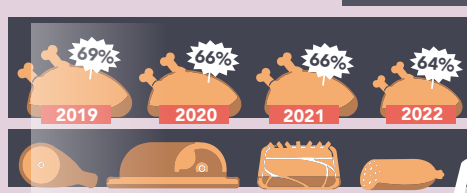
Giving to Arts and Culture has grown 28% since the pandemic in 2020.
Giving to International Affairs was driven by the war in Ukraine.

MISSING THE LABEL

In a recent survey, roughly 6 of 10 of participants reported giving to charity, but only 2 of 10 considered themselves "philanthropists."

REDUCED PORTION SIZE

Individual giving fell to just 64% of total giving in 2022: the lowest proportion recorded and the 4th year below 70%. Declines in giving may be caused by tax policy, a stock market downturn, lower disposable income, and higher inflation.



HELP WANTED

89% of nonprofit organizations say they don't have enough staff to raise money successfully. 48% of fundraisers say they are likely to leave their organization within 2 years.

MIXED OFFERING

The economic factors that influence charitable giving had mixed results in 2022.



TOO MANY EGGS IN ONE BASKET

Just 3% of donors provide 74% of charitable dollars. In the meantime, donors who make the smallest gifts declined by as much as 15%.



CHECK THIS OUT!

Check-out donations increased 24% in 2 years, successfully engaging "everyday donors." The total raised in 2022 was \$746 million, with 77 programs raising >\$1 million for causes ranging from hunger to Ukraine to children's hospitals.



MAKING ADJUSTMENTS

To bolster historical accuracy, Giving USA® adjusts estimates for the previous 2 years, based on revised data from sources like the IRS and Bureau of Economic Analysis.



HIGHER PRICES

Rising costs and continued demand for goods drove inflation up 8.0% over 2021, the highest amount since the 80s. Nonprofits felt the pinch with less purchasing power and increased costs to provide services.

AMPLIFIED BOUNTY

Big gifts beget more gifts. Research shows that supersized gifts don't tend to "crowd out" smaller gifts. The "follow-the-leader effect" means that seed money can bolster the confidence of other donors and lead to increased donations.

ACKNOWLEDGEMENTS

For a full list of sources cited in this document visit www.benefactorgroup.com/GivingUSA2023

BENE GRAPHS

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Serving those who serve the common good. ©

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WITH THANKS TO



The Lilly Family School of Philanthropy at IUPUI is dedicated to improving philanthropy to improve the world by training and empowering students and professionals to be innovators and leaders who create positive and lasting change.

www.philanthropy.iupui.edu

Advancement Resources is a global leader in research-based professional education, implementation services, strategic events, and breakthrough thinking in philanthropy.

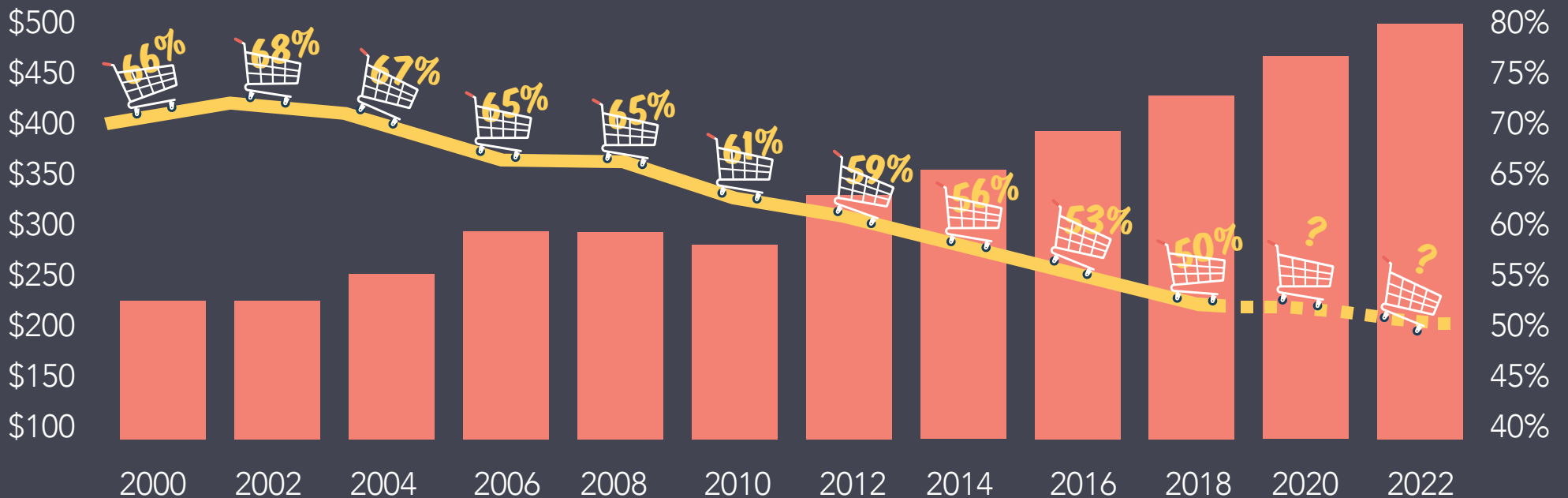
www.advancementresources.org



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IS GIVING FRESH? OR NEARING AN EXPIRATION DATE?

AMOUNT GIVEN (CURRENT BILLIONS USD)
% OF HOUSEHOLDS THAT GIVE

After an outpouring of generosity during the upheavals of 2020 and 2021, giving declined in 2022 for only the 5th time in 8 decades (although it hasn't always kept pace with inflation).

In 2022, both the number of individual donors and the dollars they gave declined according to the Fundraising Effectiveness Project.

Over time, large gifts—especially those from high-net-worth households—have accounted for a growing proportion of the amounts given.

WHY DOES IT MATTER?

1. Donor concentration risk ©
2. Volume is fuel
3. Inclusive philanthropy serves the common good

WHAT CAN BE DONE?

1. Embrace broader definitions of "philanthropy"
2. Debunk the overhead myth
3. Adopt policies that value all gifts
4. Question traditions that increase exclusivity
5. Adjust fundraising tactics to engage all types of donors

READ MORE HERE

