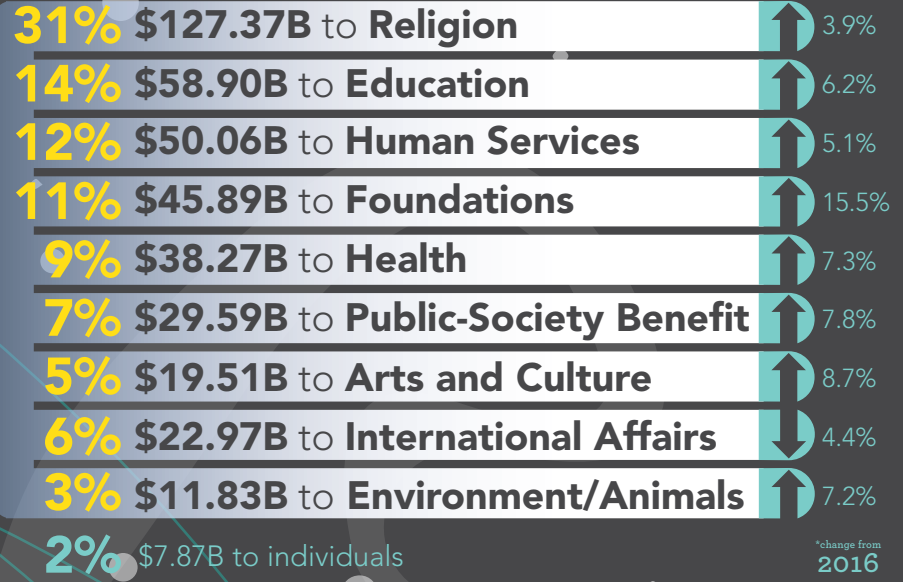
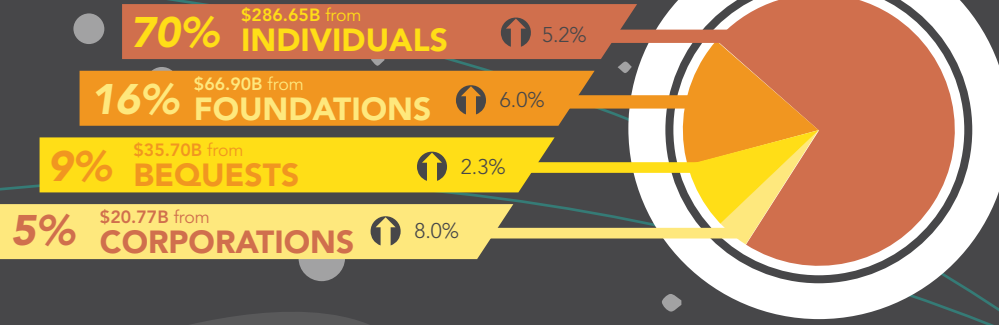


Giving eclipses \$400 billion for the first time.

+5.2%*
INCREASE

\$410.02 billion

2017 TOTAL CONTRIBUTIONS



*change from 2016

STILL GROWING

Donor-Advised Funds continue to grow at three times the rate of philanthropy overall. Gifts from DAFs go disproportionately to Education; Public-Society Benefit; and Arts, Culture, & Humanities.

BOOSTER FUEL

For the first time since the Great Recession, the % of households making new gifts to charities increased. First-time gifts declined by 16.1% from 2010 through 2016, then rose 10% in 2017. Gains were fueled largely by natural disasters and/or civic involvement.

BETTER TOGETHER

In a newer approach to stamp out poverty, more philanthropists are working collaboratively to focus giving within tightly defined boundaries, seeking to address the wicked problems that have kept generations of that area's residents from thriving.

A VANISHING TREND?

"Rage donations" emerged from the hyper-partisan 2016 elections. They've been described as a "middle-class citizen's form of protest—that actually works." In 2017, this phenomenon resulted in an unknown number of new or increased gifts. When the anger fades, will these gifts vanish?

BIENNIAL ORBIT

One impact of tax reform may see donors "bundling" their giving—taking the standardized deduction one year, and itemizing their charitable gifts the next year.

STUDIED ACCELERATION

Some donors rushed to make charitable contributions prior to the adoption of tax reform, resulting in a spike in year-end giving. But a study by Indiana University found that the longer-term impact could reduce charitable giving by as much as \$13 billion in future years.

DISASTER GIVING:

American donors responded with generosity to an unusual number of disasters that affected North America including hurricanes Harvey, Irma and Maria; the earthquake in Mexico; and the most destructive wildfire season on record.

DIGITAL GIVING INCREASES

Online donations increased by 23% according to the M+R Report and mobile giving is up 9% from 2017 over 2016.

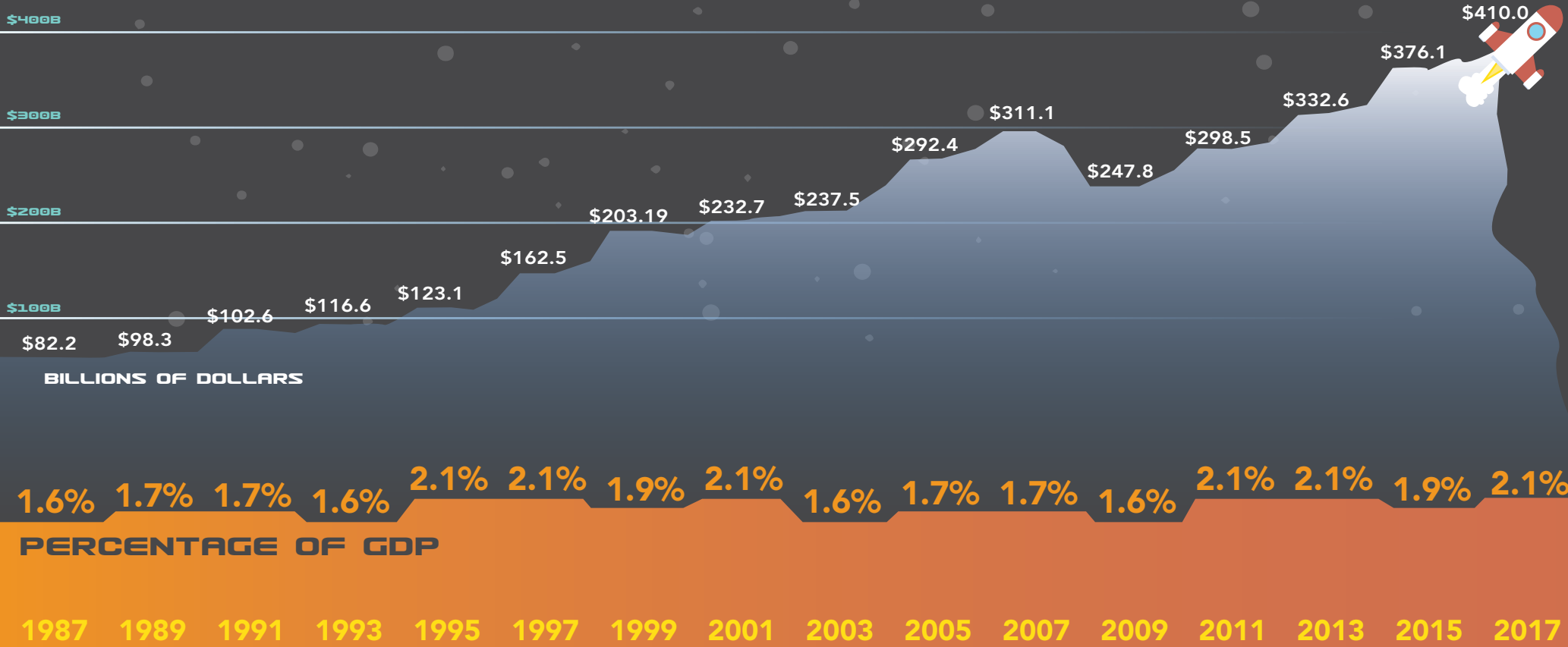
ACKNOWLEDGEMENTS

Please see www.benefactorgroup.com/GivingUSA2018 for a full list of sources cited in this document and an explanation of the updated methodology used to estimate giving for 2017.

At Benefactor Group, our insights are shaped by Giving USA and many other studies. Unless otherwise noted, all data is cited in current dollars.

2.1% GRAVITY

Total giving has soared as a result of multiple economic boosts, including a rising S&P 500 and strong consumer spending. But giving seems stuck at +/- 2 percent of GDP. An increase to 2.5% of GDP would translate into an increase of \$74 billion in total giving. Just imagine all the good that could do!



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