

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.

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.

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.

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?

DIGITAL GIVING INCREASES

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

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.

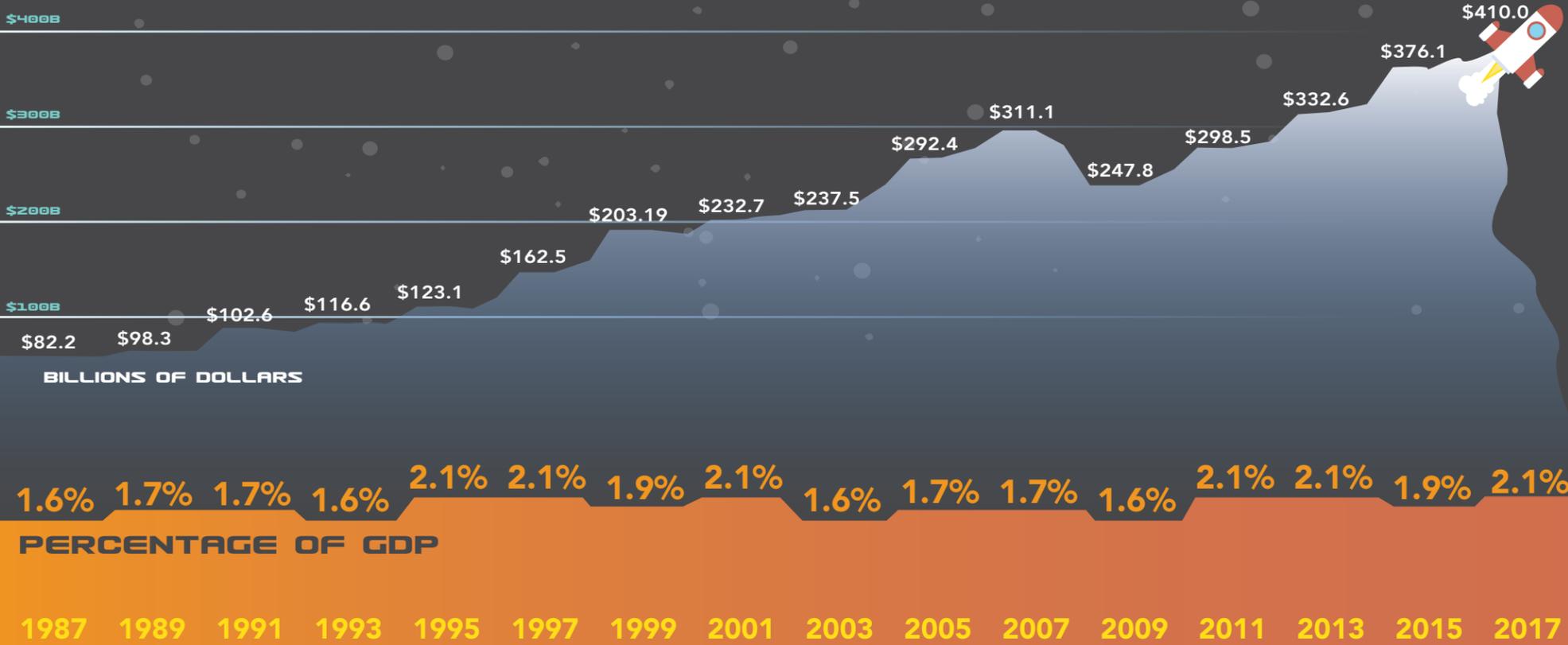
ACKNOWLEDGEMENTS

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!



PRODUCED BY



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

WITH THANKS TO



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



Advancement Resources is a world leader in research-based philanthropy training and provides a comprehensive array of services designed to help organizations reach – and exceed – their fundraising goals through meaningful philanthropy.

www.advancementresources.org



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



Attribution-NonCommercial-NoDerivs
CC BY-NC-ND

Free to copy and distribute with proper attribution.



BENE GRAPHICS

A RESOURCE FOR THE COMMON GOOD

PRODUCED BY



WITH SUPPORT FROM



GIVING USA 2018 ANALYSIS