

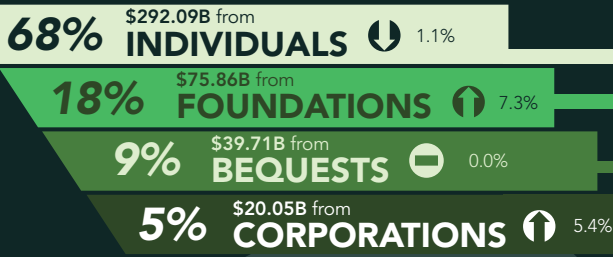
A VOLATILE YEAR IN PHILANTHROPY

\$427.71B

2018 TOTAL CONTRIBUTIONS

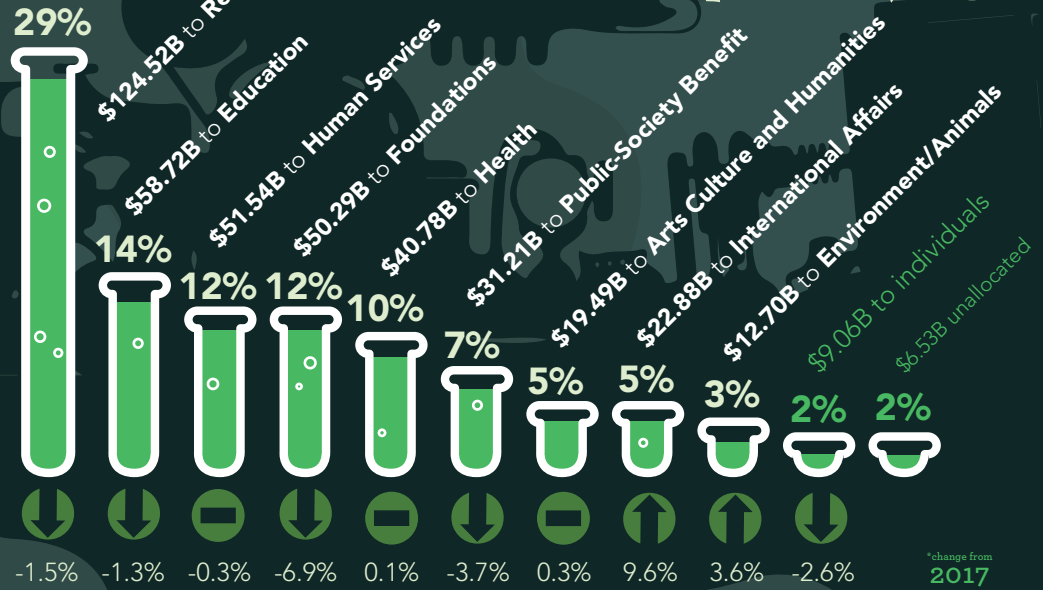
+0.7%* INCREASE FROM \$424.74B
*from the revised estimates in 2017.

WHO GAVE?



GIVING USA 2019 ANALYSIS

WHO RECEIVED?

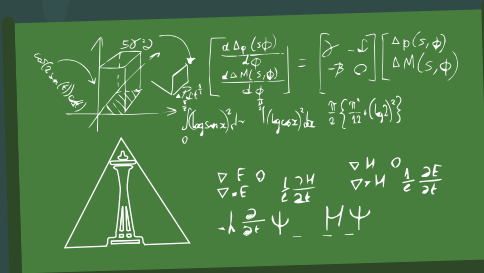


SUPER CHARGED

Giving may be going up (slightly), but it is also becoming more concentrated at the top. Just 100 charities (or .006%) amassed 11% of all charitable gifts—and that doesn't include national DAF sponsors that brought in billions. And 90% of high-net-worth households give compared to just 56% of all households. On the bright side: the gender, generation, race, and sexual orientation of donors are diverse.

A CHANGED EQUATION

The campaign pyramid equation has changed. They now resemble the Space Needle, starting with a handful of mega-gifts, concluding with a rally of smaller gifts, with scant attention to the middle.

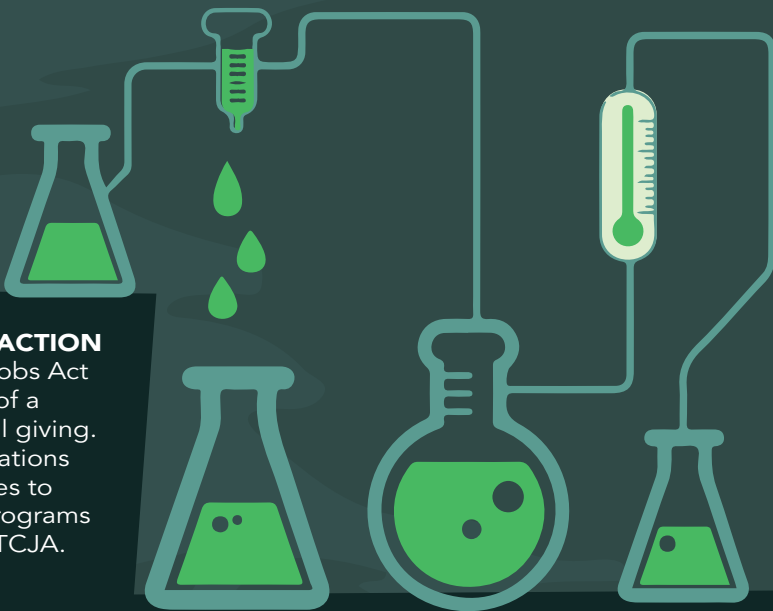


EVOLVING DATA

Giving USA's © annual estimate of giving is calculated from IRS data, the Philanthropy Panel Study, the S&P 500, personal income, etc. As data becomes more accurate, Giving USA © refines estimates for the two prior years. Recent tax reform will reduce the availability of this data and make the calculation even more challenging.

TCJA ACTION/REACTION

The Tax Cuts and Jobs Act may be one cause of a decline in individual giving. Yet, over 30 corporations announced increases to charitable giving programs in response to the TCJA.



HEAVY METTLE

Campaigns are getting bigger...and bigger. In 30 states, the largest ongoing campaign goal was \$1 billion+! This wave of "conquest" campaigns counts on big gifts, 7+ years' duration, and creatively counting all current and deferred gifts.

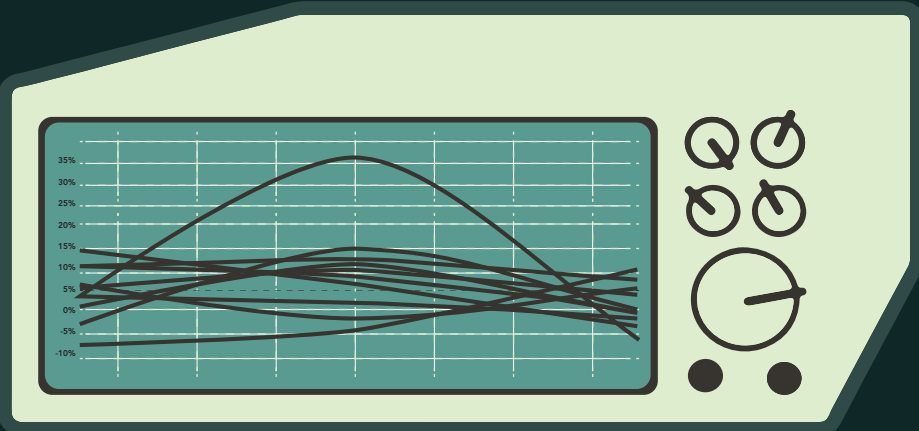
UNDER THE MICROSCOPE

Donor-advised funds...escalating salaries...undue donor influence... tainted gifts...supersized endowments. All have become targets of regulators and philanthropy's critics in the US and globally, placing the entire sector under the microscope.



SPONTANEOUS COMBUSTION

Giving is catalyzed by cultural factors such as social change movements. Out-of-step organizations felt negative consequences, while others used public sentiment to create better chemistry with donors.



TWO YEARS OF FLUX

From 2016 to 2018, giving grew by a total of 8%, and every recipient and source experienced an increase. But a closer examination shows annual oscillations.

ACKNOWLEDGEMENTS

Please see www.benefactorgroup.com/GivingUSA2019 for a full list of sources cited in this document and an explanation of the updated methodology used to estimate giving for 2018.

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