



The Next Chapter: Donor Advised Funds



Giving USA 2022 Analysis



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A photograph of a sailboat on the water at sunset. The sailboat is in the foreground, with its sails partially visible. The water is blue with some ripples. In the background, there is a coastline with buildings and mountains under a sunset sky. A dark horizontal bar is overlaid on the image, containing white text.

Submit your questions for the panel to address today.

LOOKING FOR

SafeHarbor

GIVING USA **2022** ANALYSIS



INSPIRED BY



Giving
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Shared intelligence.
For the greater good.

AND OTHER SOURCES



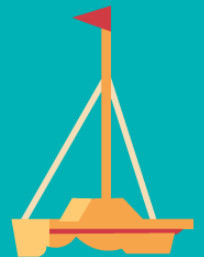
Our Annual Infographic



\$484.85B

2021 TOTAL CONTRIBUTIONS

+4%
INCREASE FROM 2020



BUOYED BY THE ECONOMY

Charitable giving grew in 2021, as did GDP, the S&P 500, and corporate pre-tax profits. These factors are sailing into strong headwinds in 2022, such as inflation.



Giving Tradewinds

MORE... or LESS?

OVERALL GIVING GREW

Giving grew by 4%, consistent with the historic average...

...but INFLATION GREW

Inflation grew even faster. The buying power of philanthropy actually declined 0.7%.

A photograph of a sailboat on the water at sunset. The sky is a mix of orange, yellow, and blue, with the sun low on the horizon. The water is a deep blue with some ripples. The sailboat is white with a dark hull and a tall mast. The text 'In the chat' is overlaid on a dark horizontal band across the middle of the image.

In the chat

How have contributions at your organization been affected by inflation?

change from
2020

WHO GAVE?

↑ 4.9%

67%

\$326.87B from

INDIVIDUALS

↑ 3.4%

19%

\$90.88B from

FOUNDATIONS

↑ 23.8%

4%

\$21.08B from

CORPORATIONS

↓ -7.3%

9%

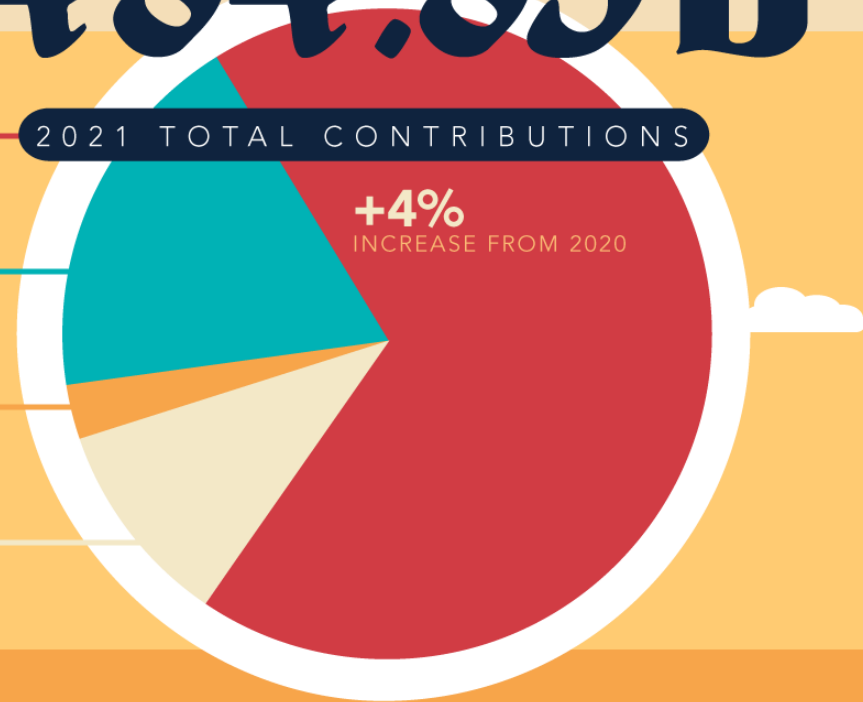
\$46.01B from

BEQUESTS

\$484.85B

2021 TOTAL CONTRIBUTIONS

+4%
INCREASE FROM 2020





30.5%
IN 2020

-7.3%
IN 2021



MAKING WAVES

Bequests are particularly volatile. Large bequests in 2020 led to a comparative decline in 2021. However, bequests grow strongly over time: five-year average growth exceeds that of total giving (5.9% vs 4.1%).

\$484.85B

2021 TOTAL CONTRIBUTIONS

+4%
INCREASE FROM 2020

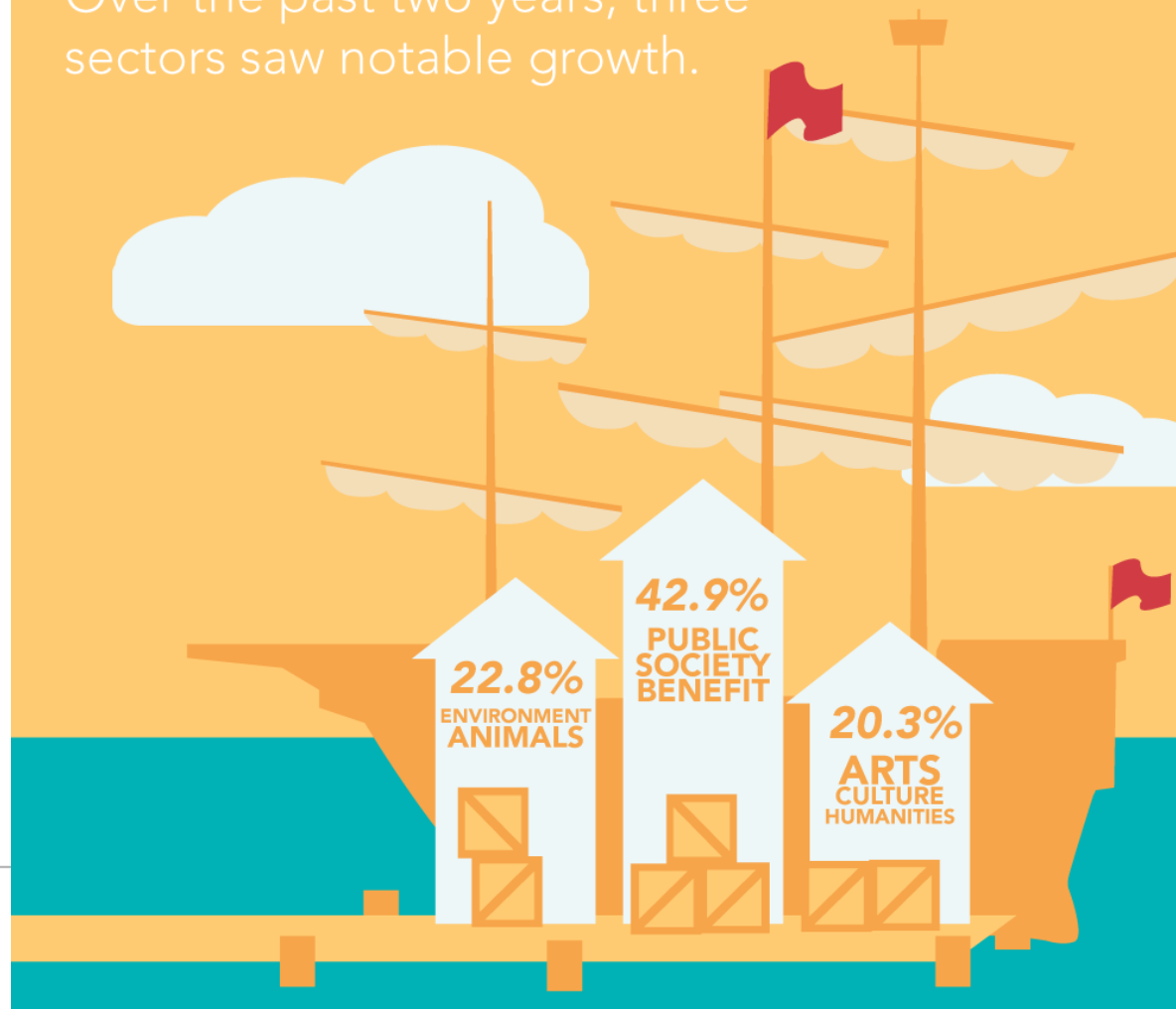
WHO RECEIVED?

change from
2020

\$135.78B (27%) to Religion	↑ 5.4%
\$70.79B (14%) to Education	↓ -2.8%
\$65.33B (13%) to Human Services	↑ 2.2%
\$64.26B (13%) to Foundations	↑ 9.3%
\$55.85B (11%) to Public-Society Benefit	↑ 23.5%
\$40.58B (8%) to Health	↑ 7.7%
\$27.44B to (5%) International Affairs	○ 0%
\$23.50B (5%) to Arts Culture & Humanities	↑ 27.5%
\$16.32B (3%) to Environment/Animals	↑ 11%
(-4%) to individuals and unallocated	

TWO-YEAR BOUNTY

Over the past two years, three sectors saw notable growth.



MANY ROUTES TO GIVING

32% of Americans supported a crowdfunding effort. Of those, 80% also gave through traditional channels. Crowdfunding donors tend to be younger, less religious, and more likely to be single.



Giving Tradewinds

MORE... or LESS?

TRUST IS HIGH

Americans place high trust in nonprofits and philanthropy.

...but PERCEPTIONS CHANGE

57% of Gen Z says giving directly to individuals or causes has greater impact.

RUN AGROUND

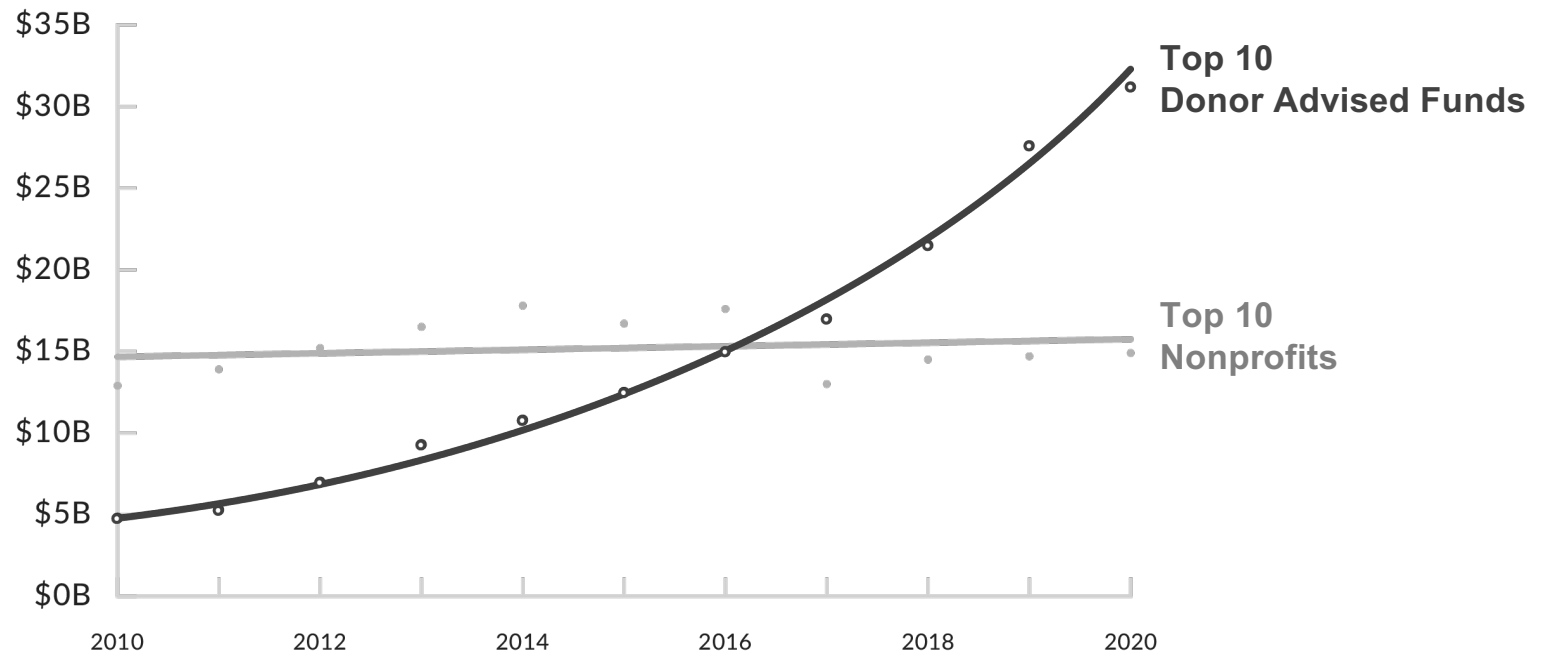
As improving conditions lead workers to leave jobs at near-record levels, an AFP survey identified “lack of staff” and “staff retention” as the greatest challenges facing fundraising offices.





The Next Chapter: Donor Advised Funds

Total Raised in Private Support



Data collated from IRS Forms 990 and The Chronicle of Philanthropy's America's Favorite Charities Database 2010 to 2021.



New DAF Chapter research questions

- **Original Research**

- What types of organizations receive grants from DAFs?
- How have these trends changed over time?
- How do trends differ by different types of DAF-sponsoring organizations?

- **Trends**

- What do recent news articles, reports from the field, and academic research tell us about the trends in giving by and to DAFs?



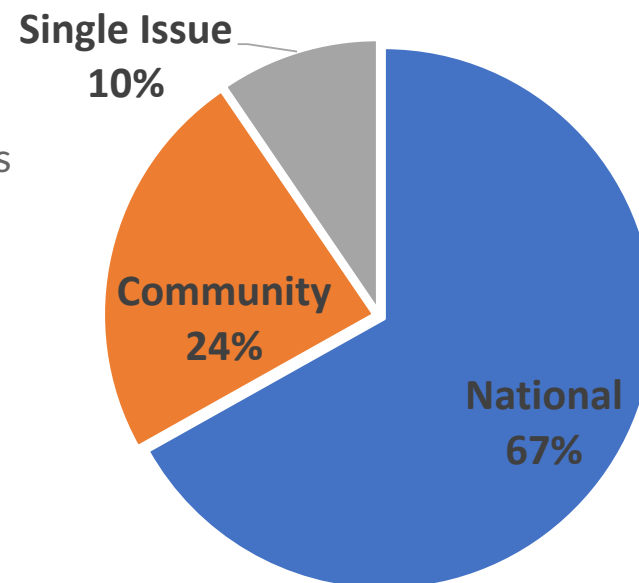
New DAF Chapter research plan

- **Data**
 - Collected IRS Form 990 Schedule I data
 - Partner with a wider range of DAF-sponsoring organizations to receive granting data directly
- **Research**
 - Literature review of DAF research from around the field

What's new in the Giving by and to DAFs chapter?

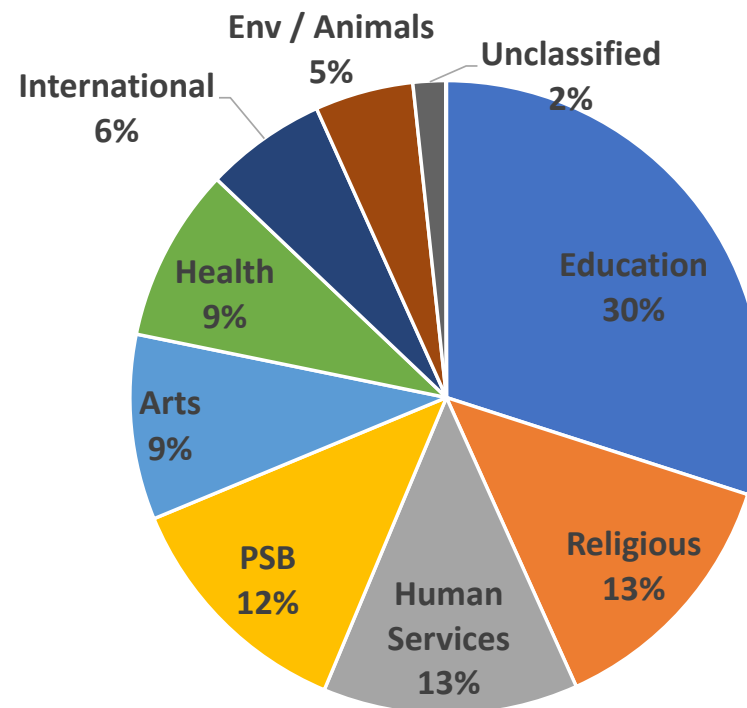
- Updated 2018 & 2019 data
- For 2019:
 - Represents 88% of DAF grant dollars
 - Analyzes over \$27 billion in grant dollars
 - Includes data from 442 DAF-sponsoring organizations

Percentage of DAF grant dollars by type of DAF-sponsoring organization

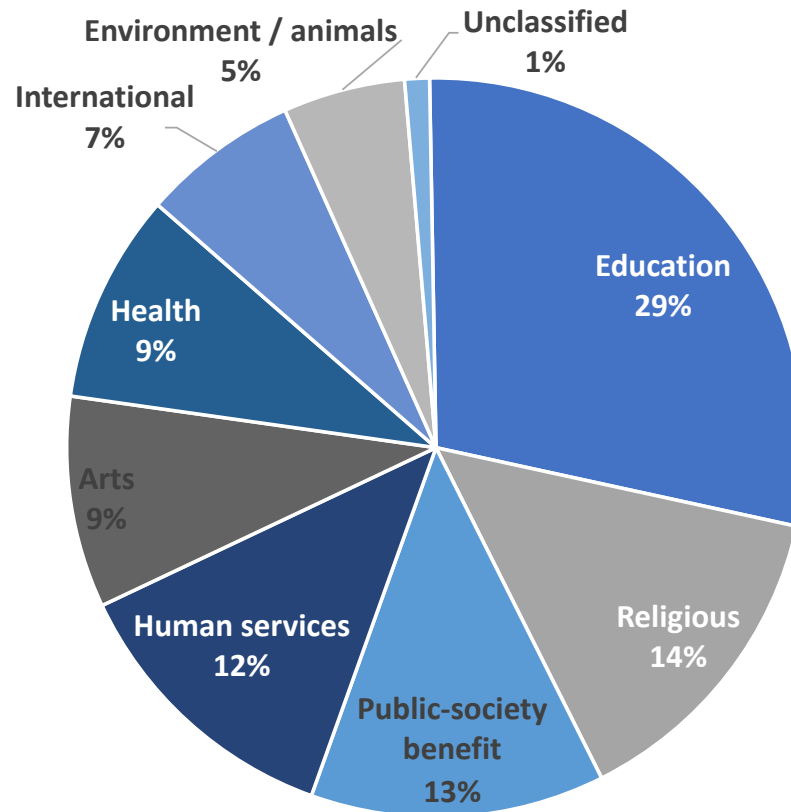


2018 looks similar to earlier years of DAF granting data

Average contributions by type of recipient category from donor-advised fund grant dollars,
2018

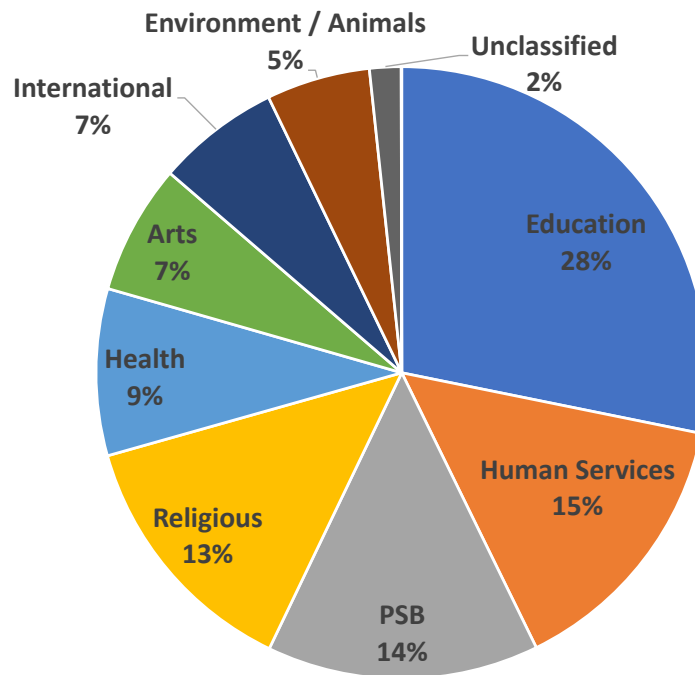


Grants from donor-advised funds (DAFs) 2014-2018, average contributions by type of recipient organization



2019 shows some differences in grant distribution compared to earlier years

Average contributions by type of recipient category from donor-advised fund grant dollars, 2019

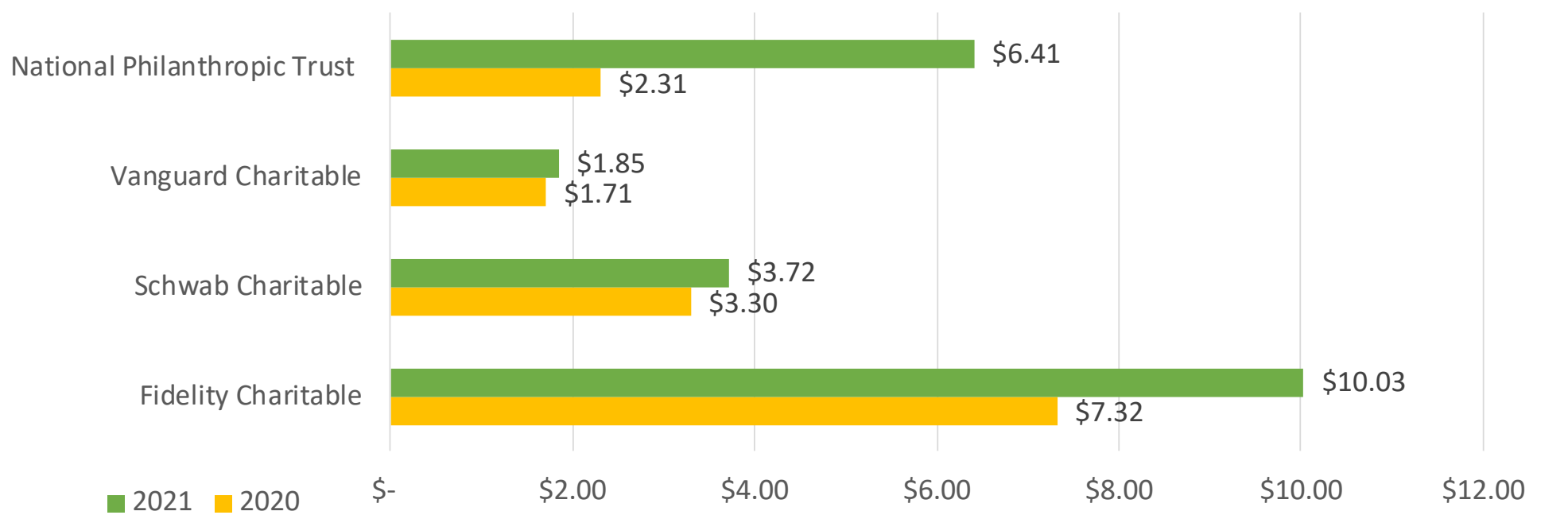


Different types of DAF sponsors had different granting patterns in 2019

	National	Community foundations	Single issue
Arts	6%	9%	5%
Education	30%	25%	24%
Environment / animals	6%	7%	0%
Health	9%	10%	3%
Human services	14%	19%	10%
International	7%	4%	12%
Public-society benefit	14%	16%	10%
Religion	13%	6%	36%
Unclassified	1%	4%	2%

Data from around the field

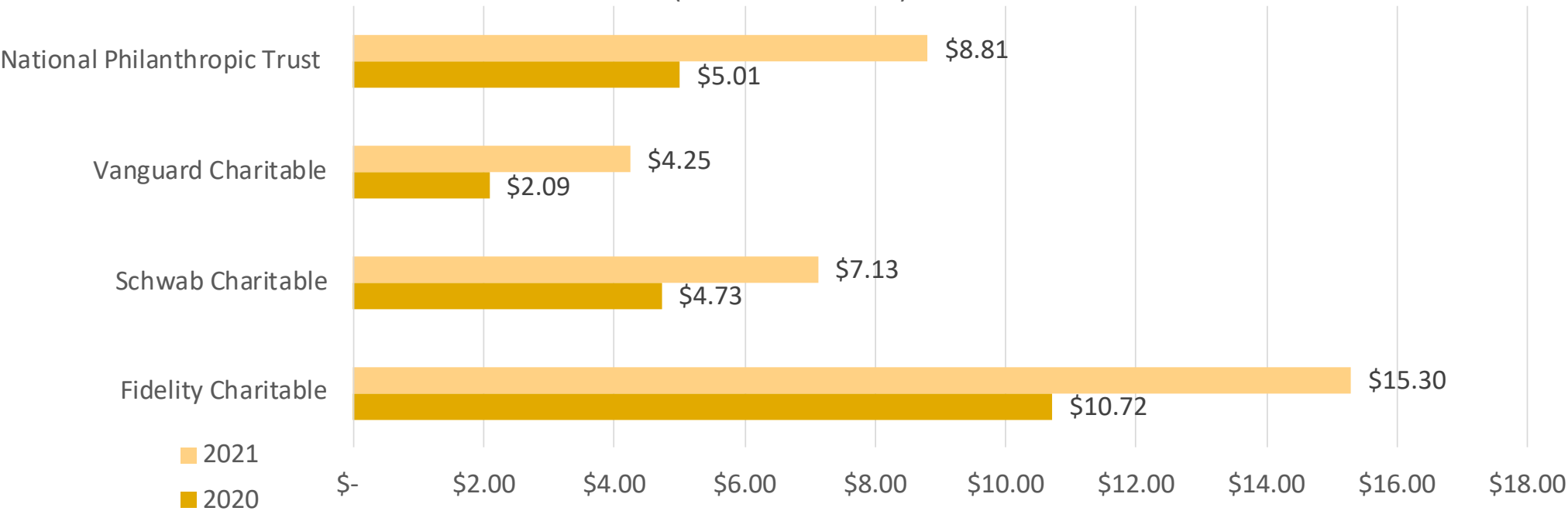
Changes in grants from select donor-advised fund sponsors, fiscal years 2020 and 2021
(billions of dollars)





Data from around the field

Changes in contributions to select donor-advised fund sponsors, fiscal years 2020 and 2021
(billions of dollars)

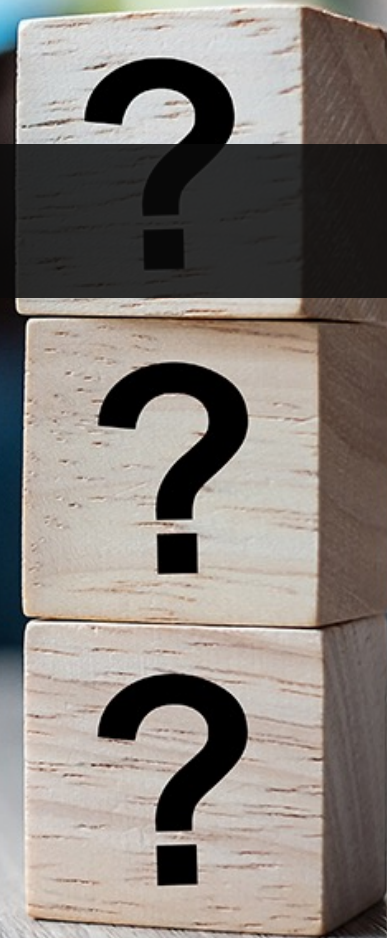




Non-cash assets continue to be a popular way to donate to DAFs

- Non-cash assets include publicly traded securities, non-publicly traded assets, and complex assets
- According to reports from Schwab Charitable Fund and Fidelity Charitable, non-cash assets represented 2/3 or more of contributions in 2021;
- According to the Jewish Communal Fund, 43% of donations in 2021 were non-cash assets.
- The Jewish Communal Fund received 43 percent of contributions in 2021 in publicly traded securities and complex assets.

Your Questions



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