Taking the Fear Out of Fundraising

IAFCC
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## 2016 - Giving USA

<table>
<thead>
<tr>
<th>Sector</th>
<th>Percent of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Religion</td>
<td>$122.94 billion (32%)</td>
</tr>
<tr>
<td>Education</td>
<td>$59.77 billion (15%)</td>
</tr>
<tr>
<td>Human Services</td>
<td>$46.8 billion (12%)</td>
</tr>
<tr>
<td>To Foundations</td>
<td>$40.56 billion (10%)</td>
</tr>
<tr>
<td>Health</td>
<td>$33.14 billion (8%)</td>
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<td>Public Society Benefit</td>
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<tr>
<td>International Affairs</td>
<td>$22.3 billion (6%)</td>
</tr>
<tr>
<td>Arts/Culture</td>
<td>18.21 billion (5%)</td>
</tr>
<tr>
<td>Environment/Animals</td>
<td>$11.05 (3%)</td>
</tr>
<tr>
<td>To individuals</td>
<td>$7.12 billion (2%)</td>
</tr>
</tbody>
</table>

_Giving USA 2016_
Where Did It Come From?

- Individuals: 72%
- Foundations: 15%
- Bequest: 8%
- Corporations: 5%

Giving USA 2016
In 2016, INDIVIDUAL DONORS drove the rise in philanthropic giving. And for only the sixth time in 40 years, all nine major philanthropy subsectors realized giving increases.

$390.05 billion

Where did the generosity come from?

Giving by Individuals
$281.86 billion
increased 3.9 percent (2.6 percent when inflation-adjusted) over 2015.

Giving by Foundations
$59.28 billion
was 3.5 percent (2.2 percent when inflation-adjusted) over 2015.

Giving by Bequest
$30.36 billion
described 9.0 percent (0.1 percent when inflation-adjusted) over 2015.

Giving by Corporations
$18.55 billion
increased 3.5 percent (2.3 percent when inflation-adjusted) over 2015.

Contributions by source (by percentage of the total)

72% Giving by Individuals
15% Giving by Foundations
8% Giving by Bequest
5% Giving by Corporations
3.5% Giving by Foundations
3.5% Giving by Corporations
9.0% Giving by Bequest

The single largest contributor to the growth in total giving was an increase of $10.53 billion in GIVING BY INDIVIDUALS—offsetting declines from bequest giving.

Each charitable subsector grew in 2016 except for giving to individuals. Growth rates ranged from approximately 3-7 percent.

Where are all of the charitable dollars going?

(As a percentage of the total)

Religion: $122.94 billion
Education: $59.77 billion
Human Services: $46.80 billion
To Foundations: $40.56 billion
Health: $33.14 billion
Public-Society Benefit: $29.89 billion
Arts, Culture, and Humanities: $18.21 billion
International Affairs: $22.03 billion
Environment/Animals: $11.05 billion
To Individuals: $7.12 billion


*All figures on this infographic are reported in current dollars unless otherwise noted.

Giving USA Foundation, The Giving Institute, and the Indiana University Lilly Family School of Philanthropy are pleased to continue their partnership in providing the most comprehensive, longest-running, and most rigorously researched resource on U.S. charitable giving. Giving USA: The Annual Report on Philanthropy. It is a privilege to report on Americans’ generosity and related historical trends on U.S. charitable giving.
Fun Factoids

- In 2016, per capita giving by US adults reached $1,155 and household giving was $2,240.
- Giving by non-itemizing individuals rose 3.4%, and by itemizing individuals by 4% ****
- Giving to education and public society benefit increased for the 7th consecutive year
Key Questions to Ponder

• Why was giving by corporations up?
• Why was giving by foundations up?
• What might have fueled the rise in individual donations?
Implications for Organizations?

- Focus on individuals
- Encourage gifts of stock
- Continue with bequests as long term strategy
• Differences in generational giving
Implications for Your Organization?

- Communication with donors
- Opportunities for volunteer involvement with millennials
- Specific types of ‘alternative’ giving options
Linkage
Ability
Interest
Components of Donor Development

- Stewardship, 40%
- Cultivation, 50%
- The Ask, 10%
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- Stewardship, 40%
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Top Reasons Why High Wealth Donors Stop Giving

- Too frequent solicitations or the non profit asked for an inappropriate amount (38%)
- The non profit changed leadership or activities (29%)
- The donor changed philanthropic focus or decided to support other causes (27%)
- The donor circumstances changed (22%)
- The donor was no longer personally involved with the organization (12%)
Chuck’s Things To Remember

• Involvement invites investment
• The board must role model giving behavior for other prospects and donors to follow.
• No organization owns a donor.
• No donor gives away his or her last $500 or $5000
• You seldom get more than you ask for
• Fundraising is about building and maintaining relationships – it’s a marathon, not a sprint
• It’s much easier to get more from an existing donor than $1 from a non donor
Remember - Date Your Donors