

Key Takeaways from the 2024 Giving USA Report

Presented by: Missy Gale

Wednesday, July 31 | 2:00-3:00 p.m. ET



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Missy Gale
President & CEO, M. Gale



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Giving USA 2024

The Annual Report on Philanthropy for the Year 2023

Comprehensive Presentation PowerPoint

Researched and written by



LILLY FAMILY SCHOOL OF PHILANTHROPY
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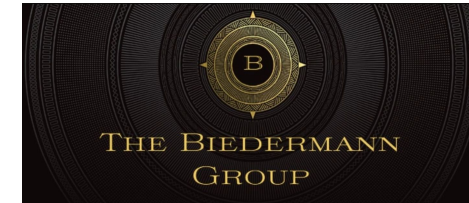


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The Monument Group
The Orr Group
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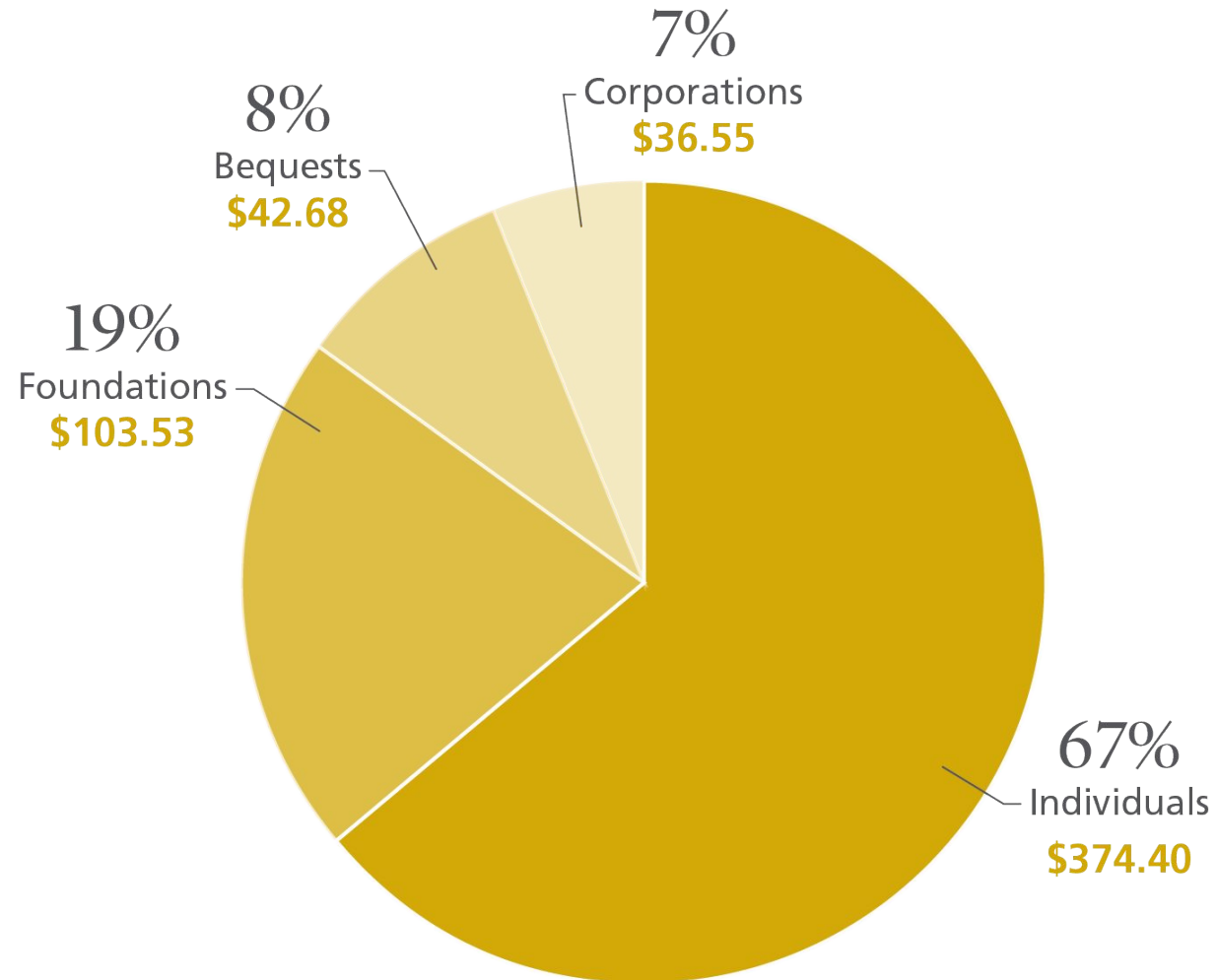
Overview



- What is *Giving USA*?
- 2023 contributions, by source and recipient type
- Rates of change for giving in the last two years, by source and recipient type
- Trends in total giving
- Economic trends and giving
- Trends in giving by source
- Trends in giving by recipient type

2023 contributions: \$557.16 billion by source of contributions

(in billions for dollars – all figures are rounded)



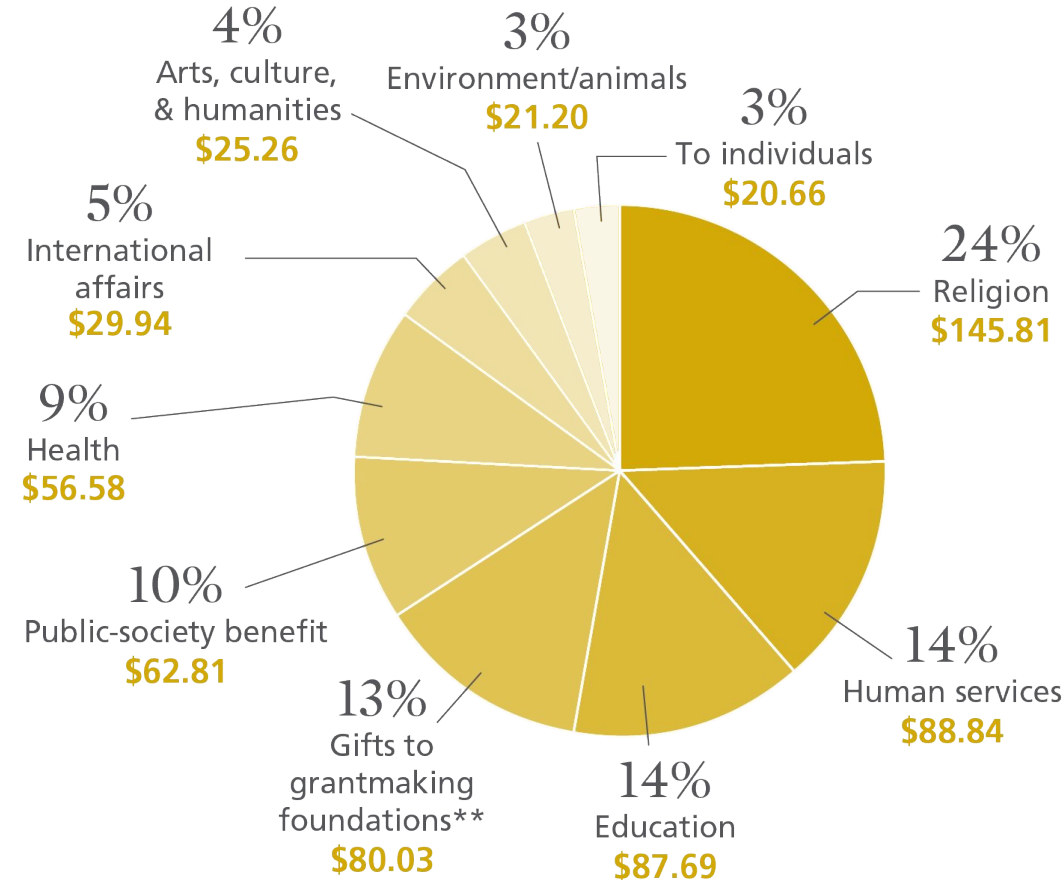
What is *Giving USA*?



- The longest running, annual report on U.S. charitable giving
- Estimates for:
 - Sources of giving
 - Amounts received by type of organization
- Published by Giving USA Foundation™
- Begun in 1956 by the American Association of Fundraising Counsel, now The Giving Institute
- Made possible by contributions from The Giving Institute member firms, foundations, and other donors
- Researched and written by the Indiana University Lilly Family School of Philanthropy

2023 contributions: \$557.16 billion by type of recipient organization*

(in billions for dollars – all figures are rounded)



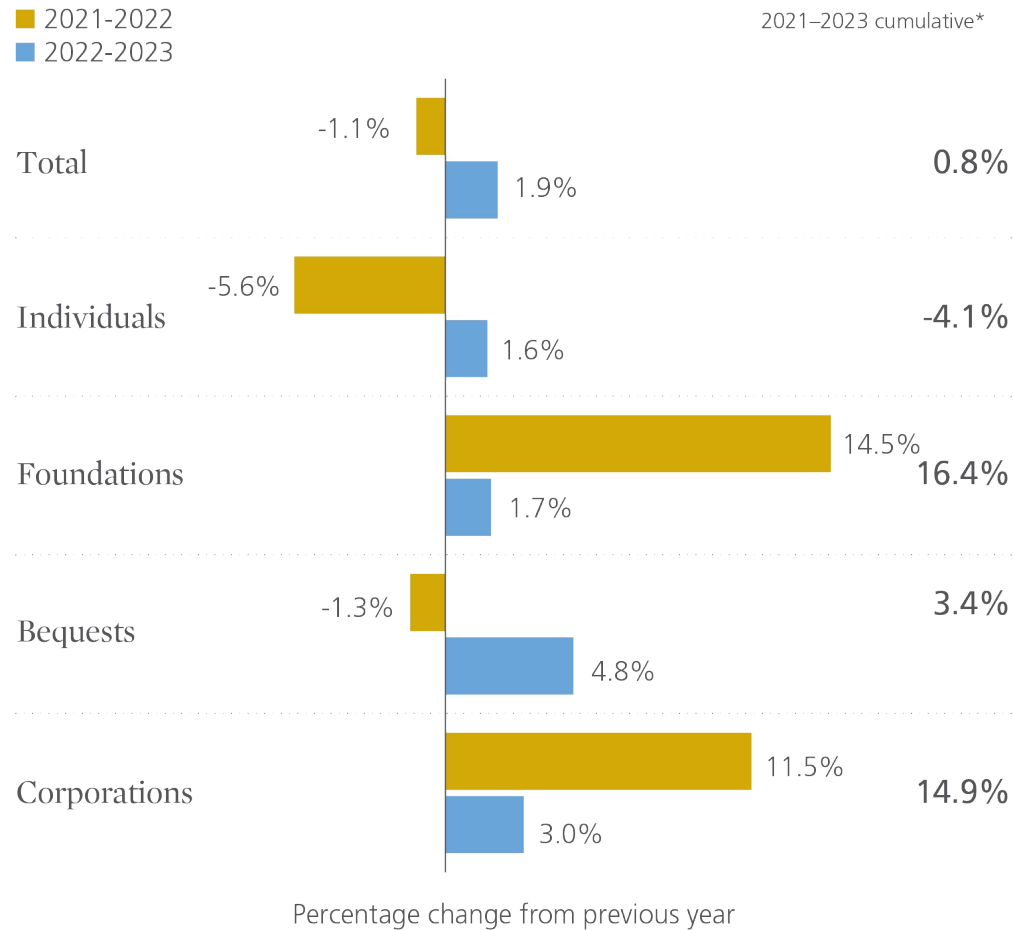
* Total includes unallocated giving, defined as the difference between giving by source and recipient categories. Unallocated giving totaled -\$61.66 billion in 2023.

** Estimates developed by Indiana University Lilly Family School of Philanthropy using data provided by Candid.



Changes in giving by source: 2021–2022 and 2022–2023, 2021–2023 cumulative

(in current dollars)

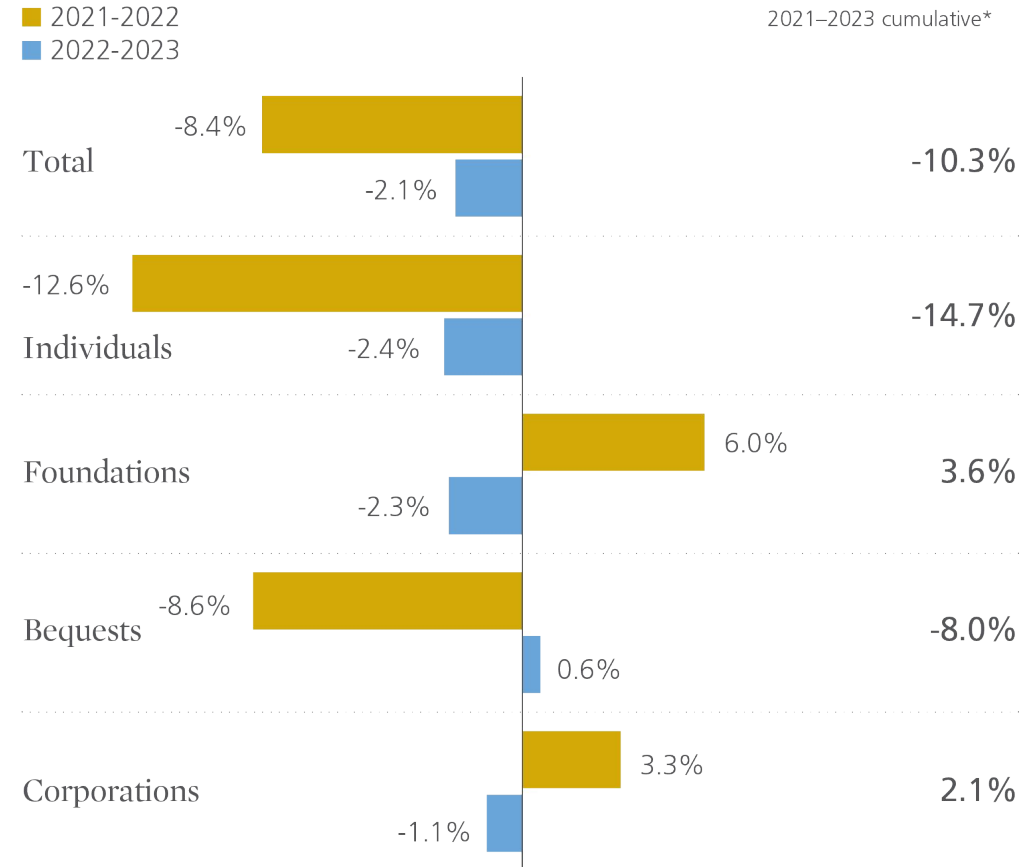


*The two-year change is calculated separately and is not the sum of the changes in the two years.



Changes in giving by source: 2021–2022 and 2022–2023, 2021–2023 cumulative

(in inflation-adjusted dollars, 2023 = \$100)



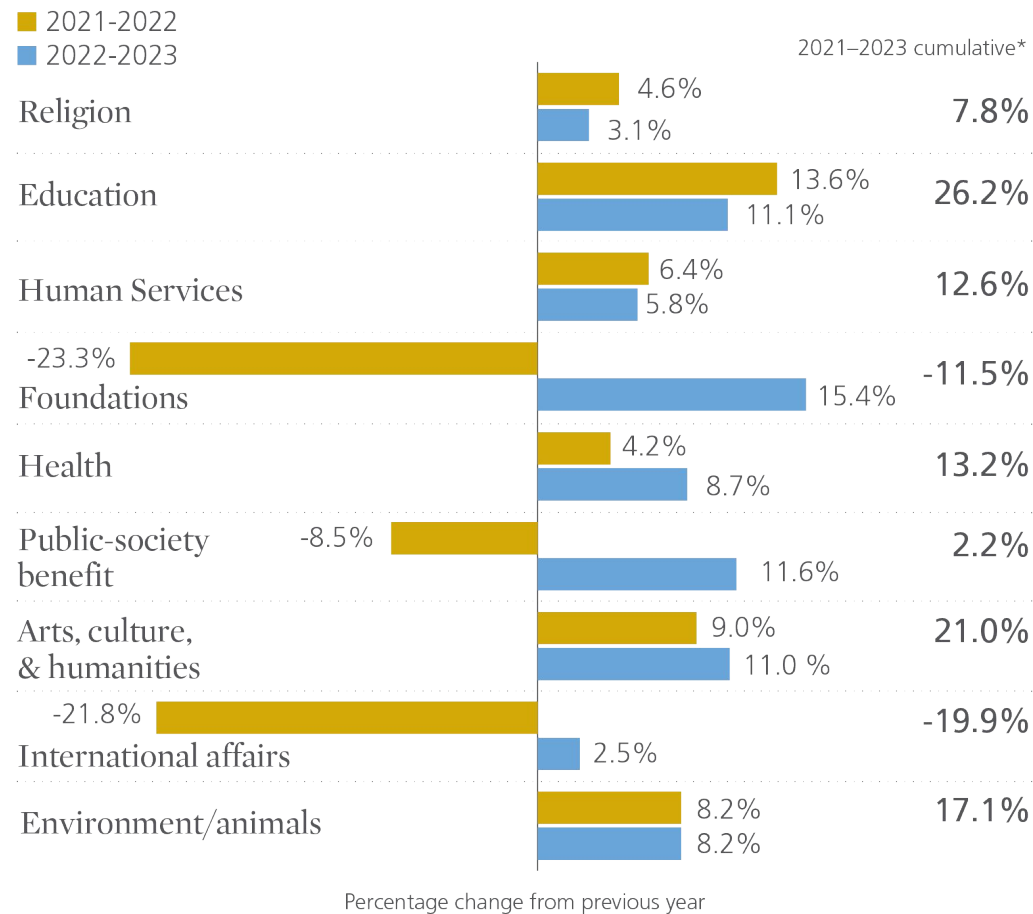
Percentage change from previous year

*The two-year change is calculated separately and is not the sum of the changes in the two years.



Changes in giving by type of recipient organization: 2021–2022 and 2022–2023, 2021–2023 cumulative

(in current dollars)

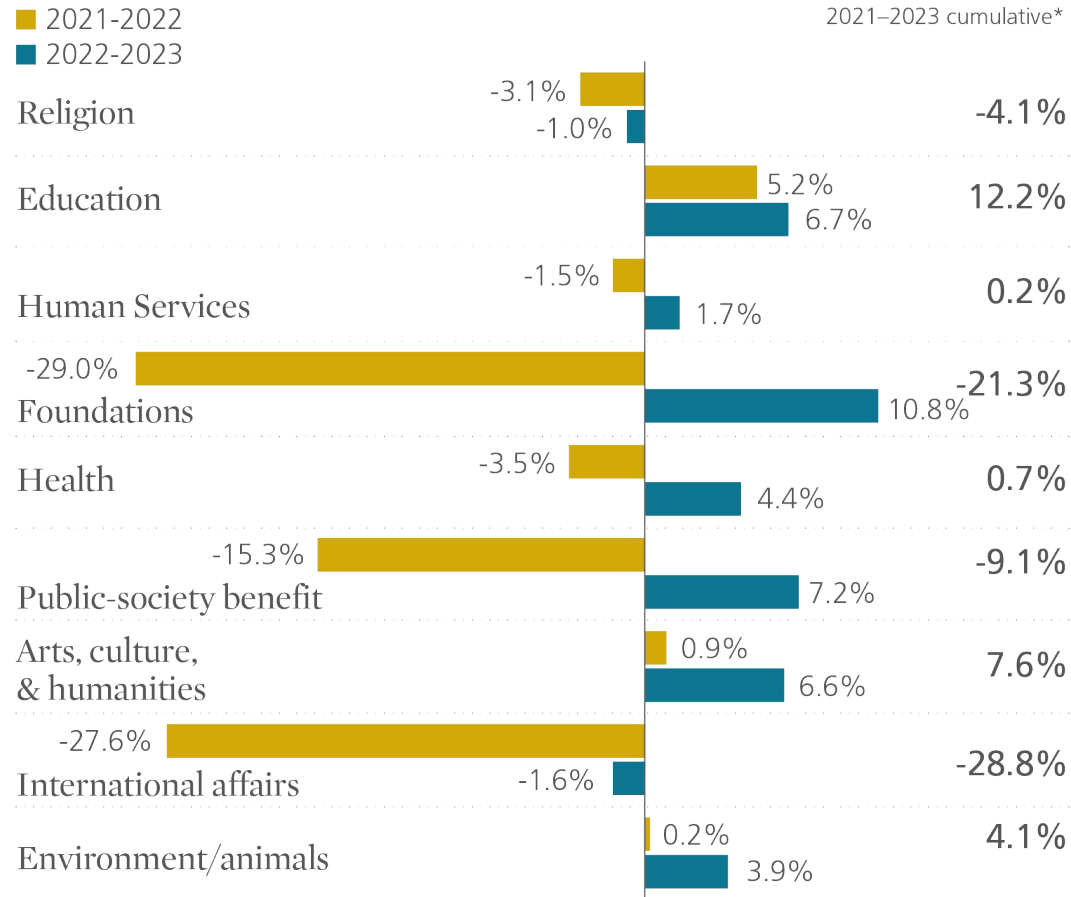


*The two-year change is calculated separately and is not the sum of the changes in the two years.



Changes in giving by type of recipient organization: 2021–2022 and 2022–2023, 2021–2023 cumulative

(in inflation-adjusted dollars, 2023 = \$100)



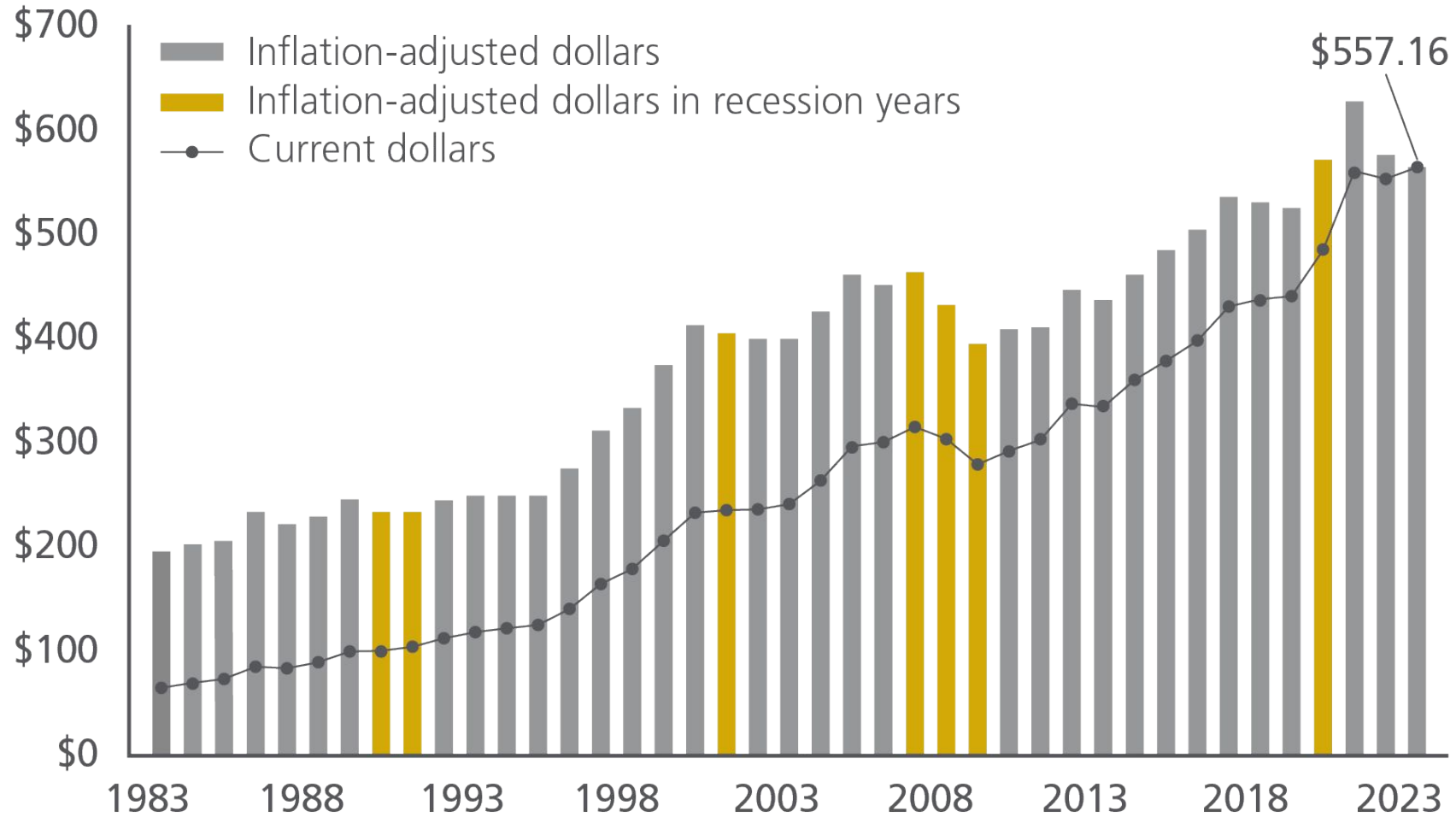
Percentage change from previous year

*The two-year change is calculated separately and is not the sum of the changes in the two years.



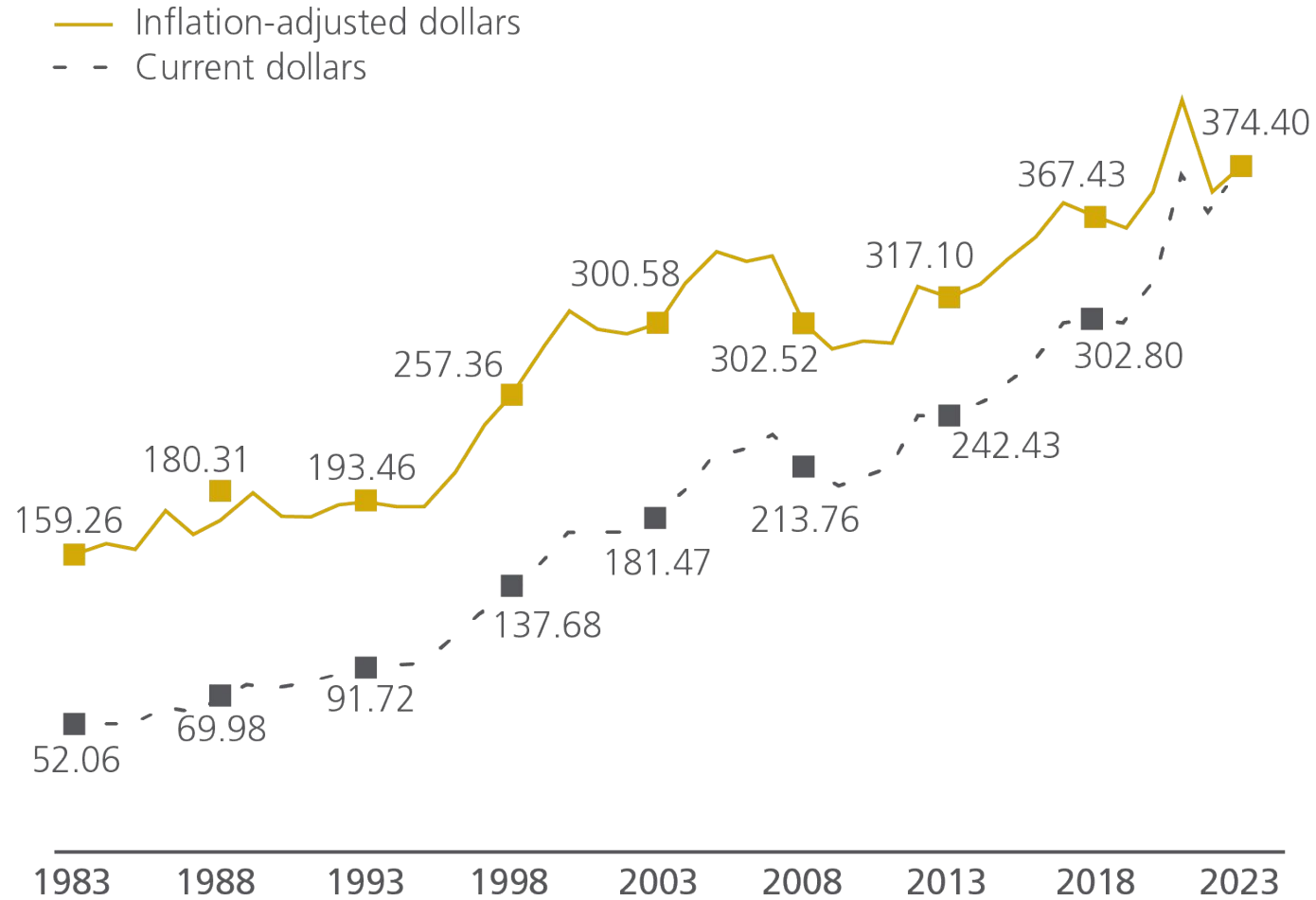
Total giving, 1983–2023

(in billions of dollars)



Giving by individuals, 1983–2023

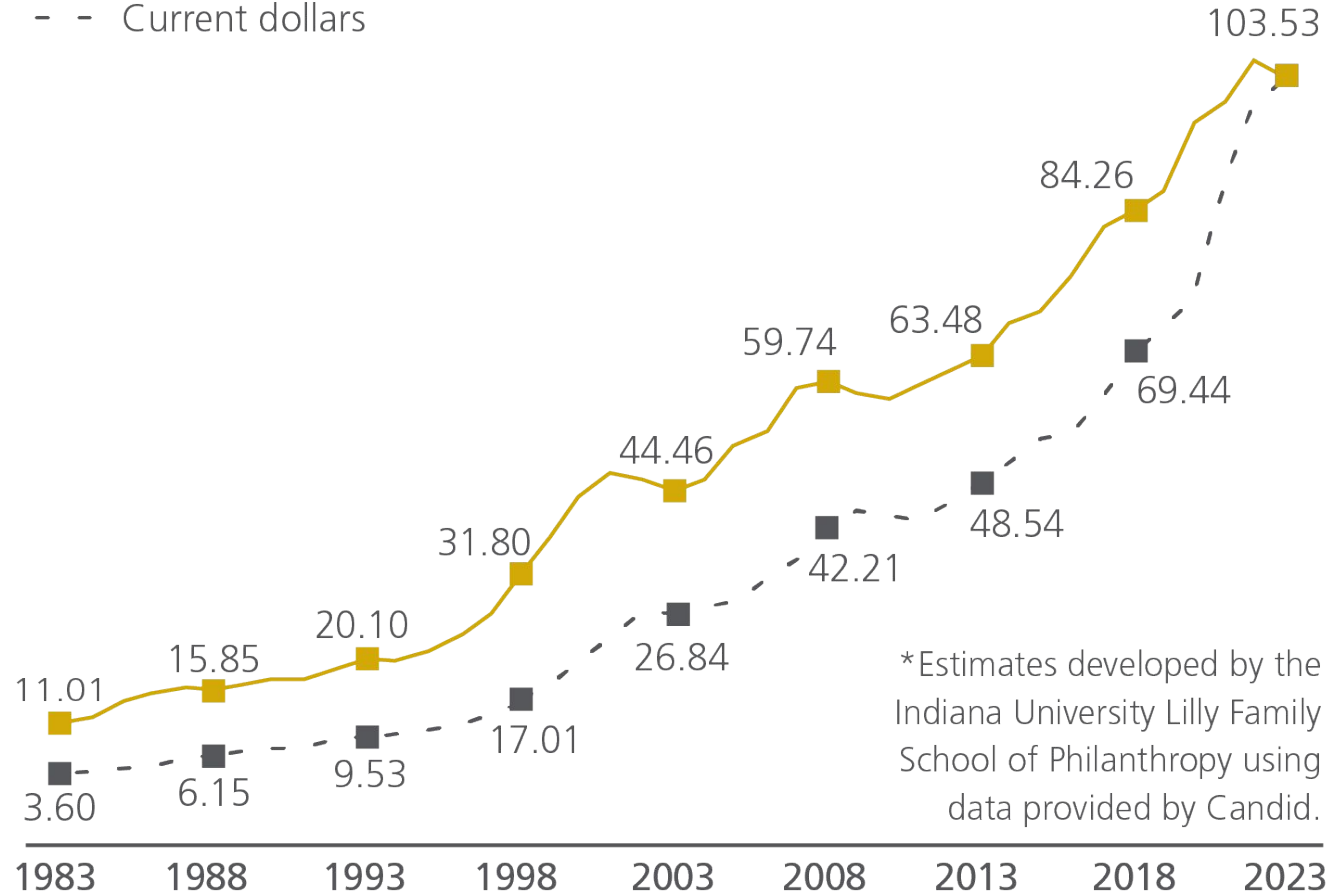
(in billions of dollars)



Giving by foundations, 1983–2023*

(in billions of dollars)

- Inflation-adjusted dollars
- - Current dollars



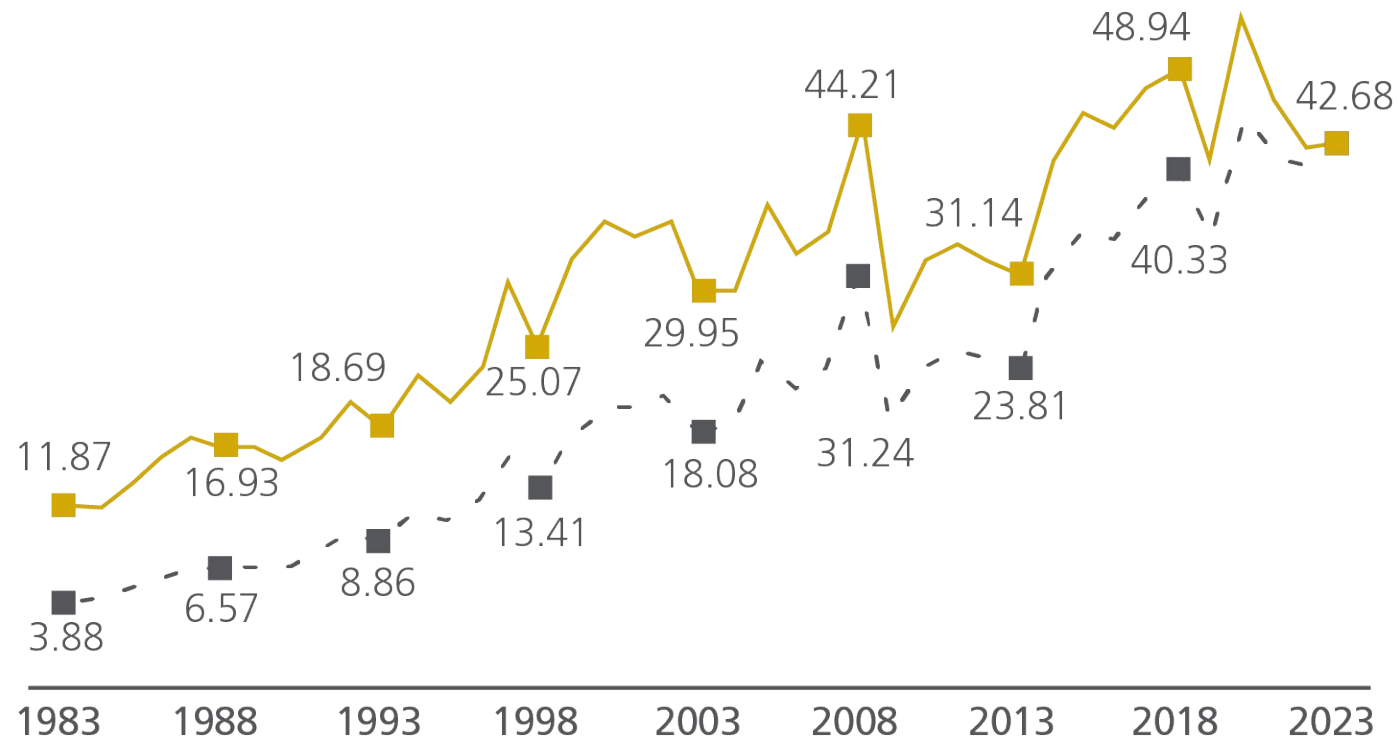
*Estimates developed by the Indiana University Lilly Family School of Philanthropy using data provided by Candid.



Giving by bequests, 1983–2023

(in billions of dollars)

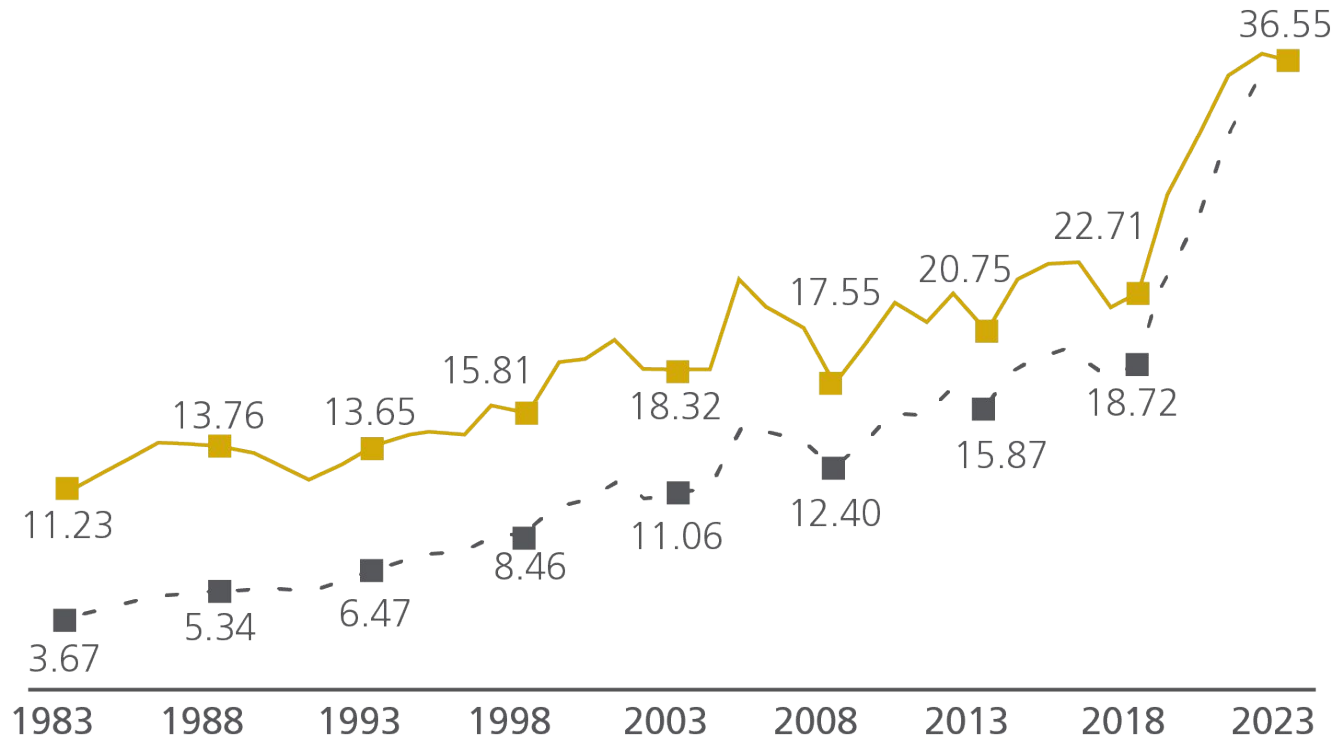
- Inflation-adjusted dollars
- - Current dollars



Giving by corporations, 1983–2023

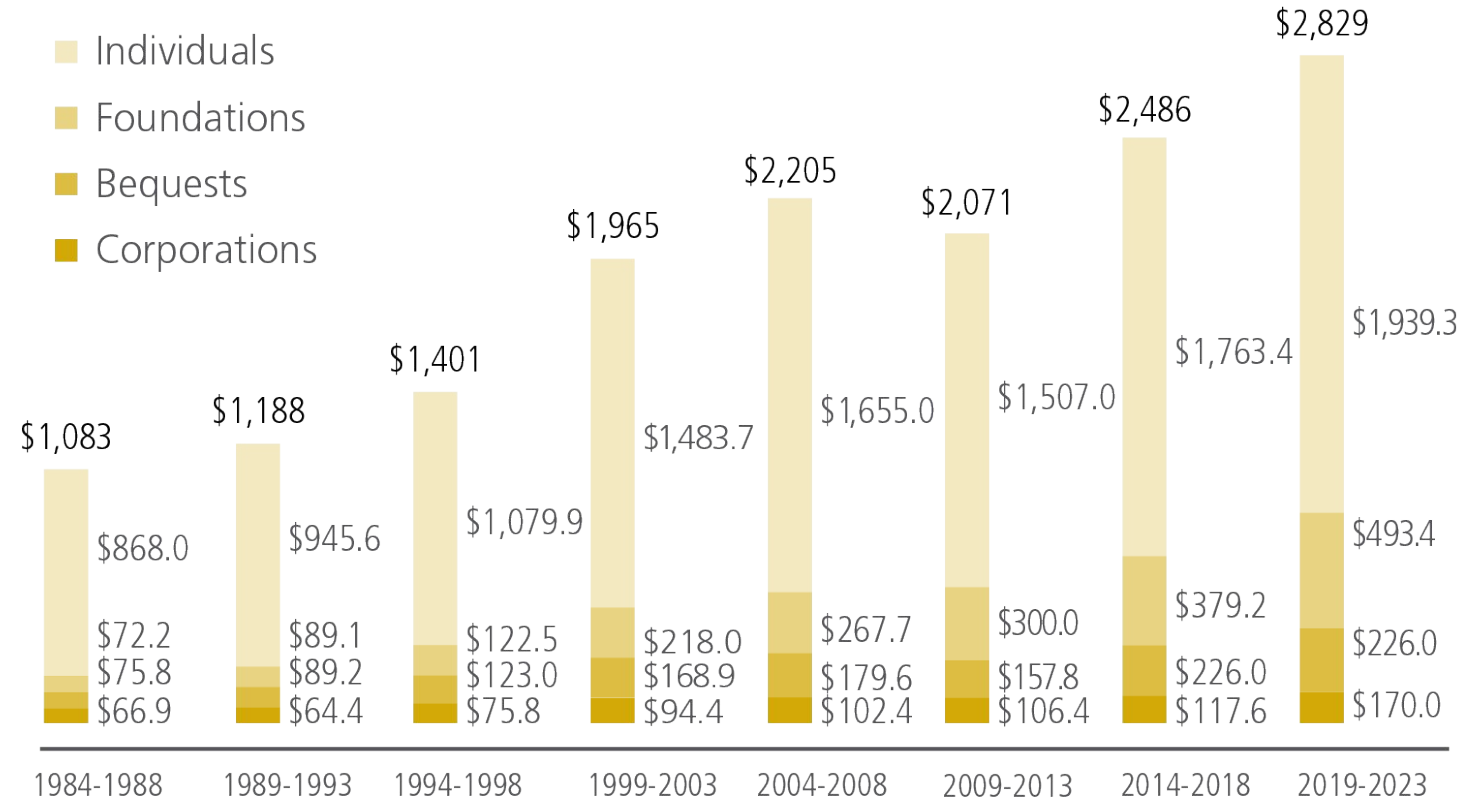
(in billions of dollars)

- Inflation-adjusted dollars
- - Current dollars



Total giving by source in five-year spans, 1984–2023

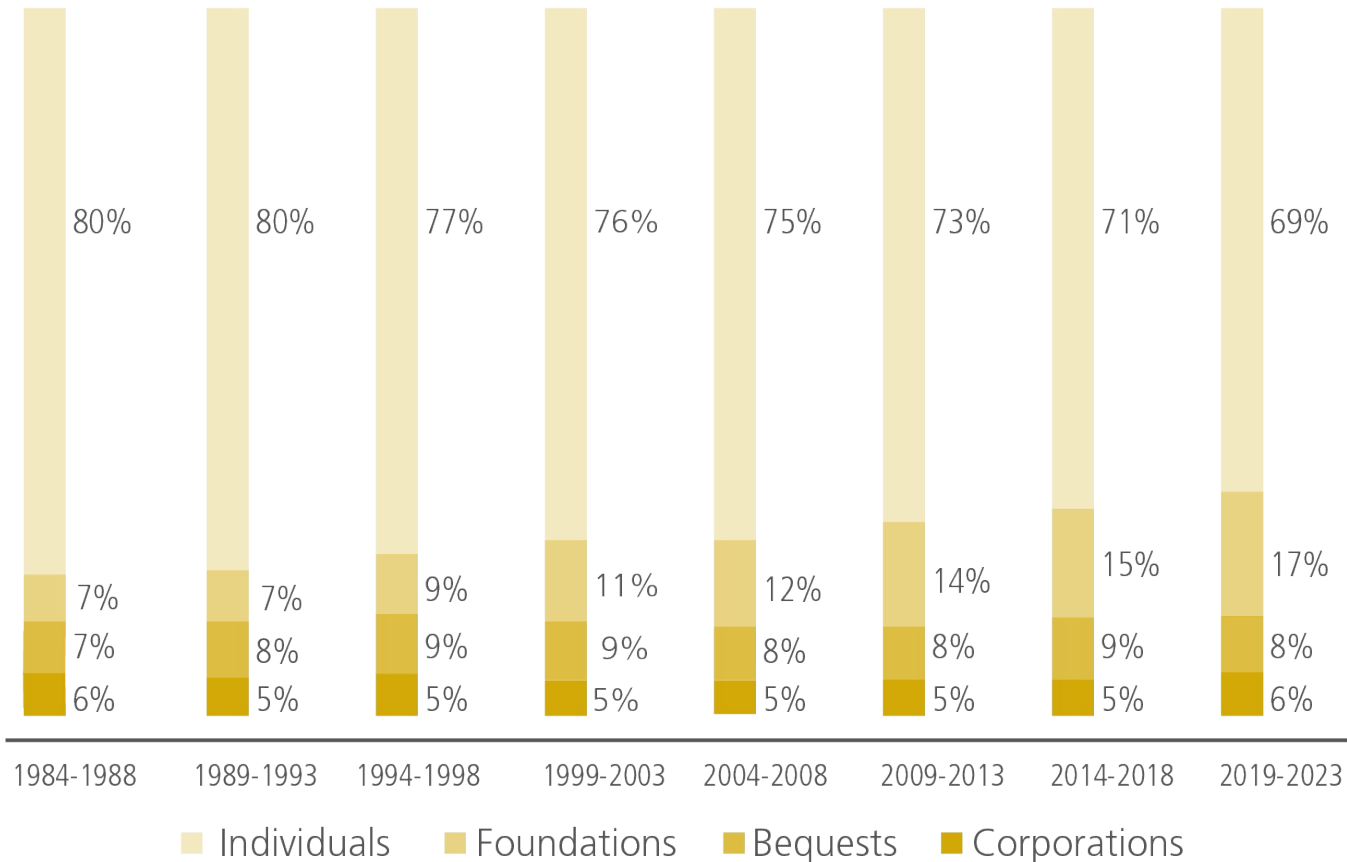
(in billions of inflation-adjusted dollars, 2023 = \$100)



Giving USA uses the CPI to adjust for inflation.

Giving by source: Percentage of the total in five-year spans, 1984–2023*

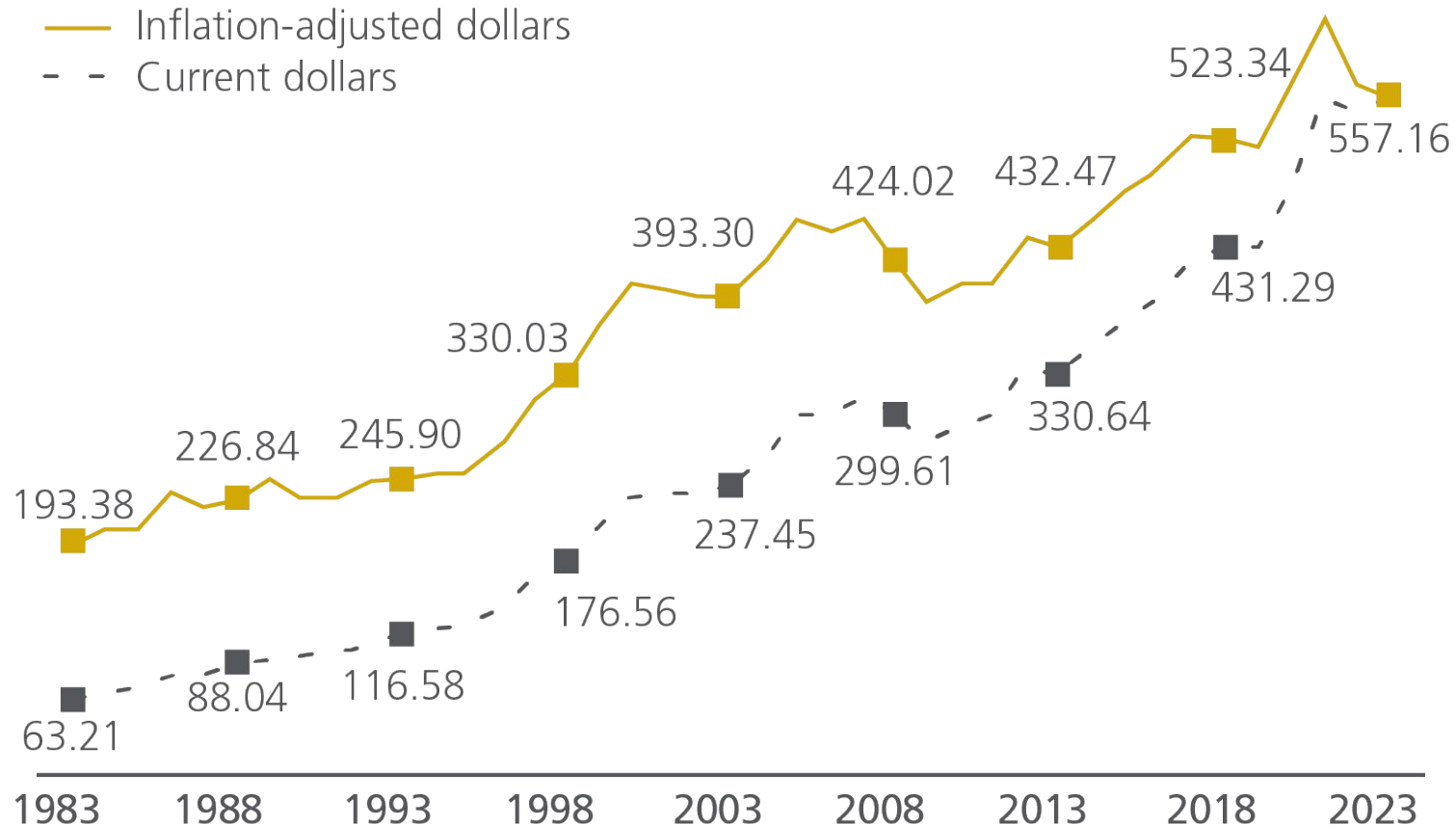
(in inflation-adjusted dollars, 2023 = \$100)



*Totals may not add to 100% due to rounding.

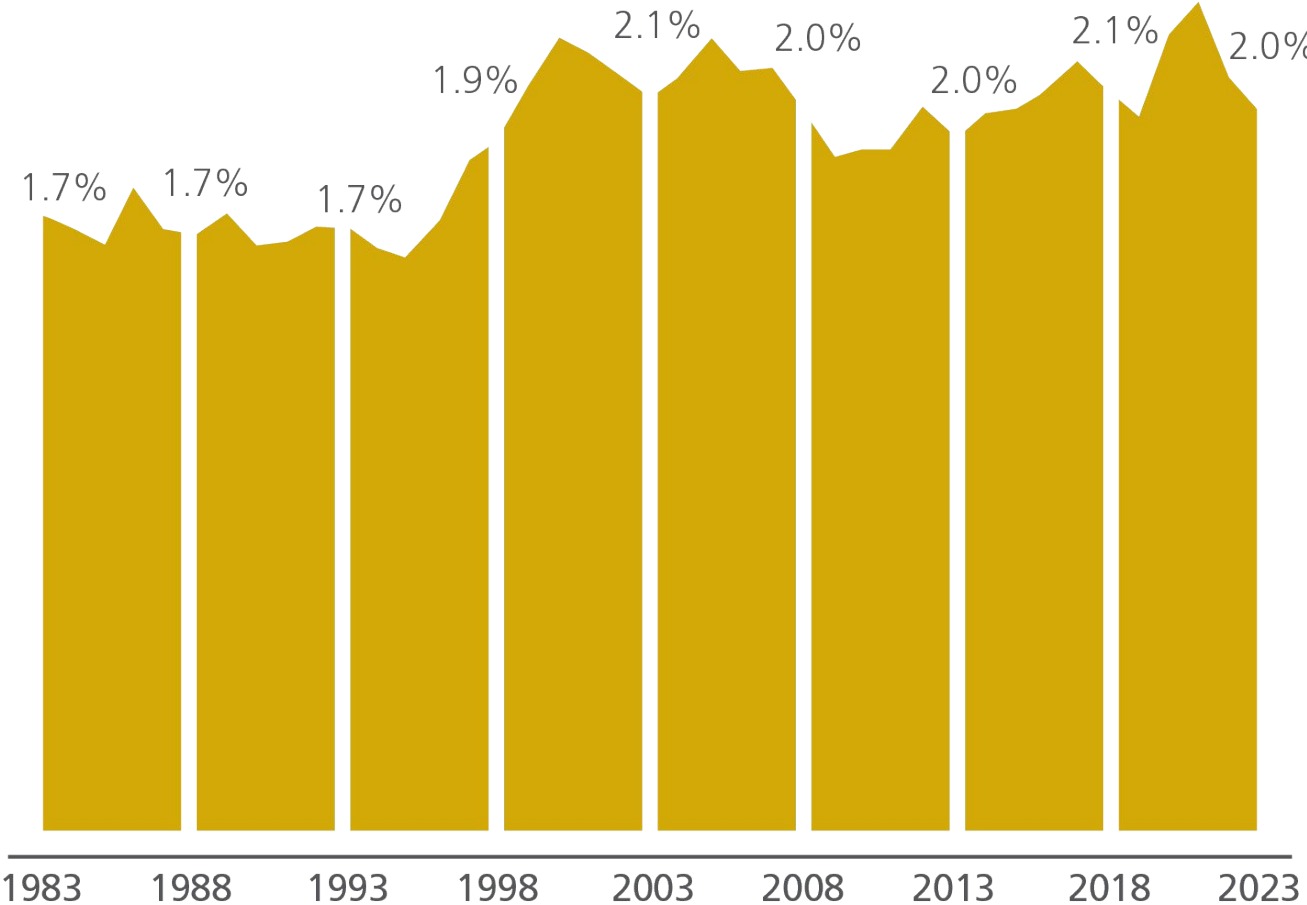
Trends in total giving, 1983–2023

(in billions of dollars)



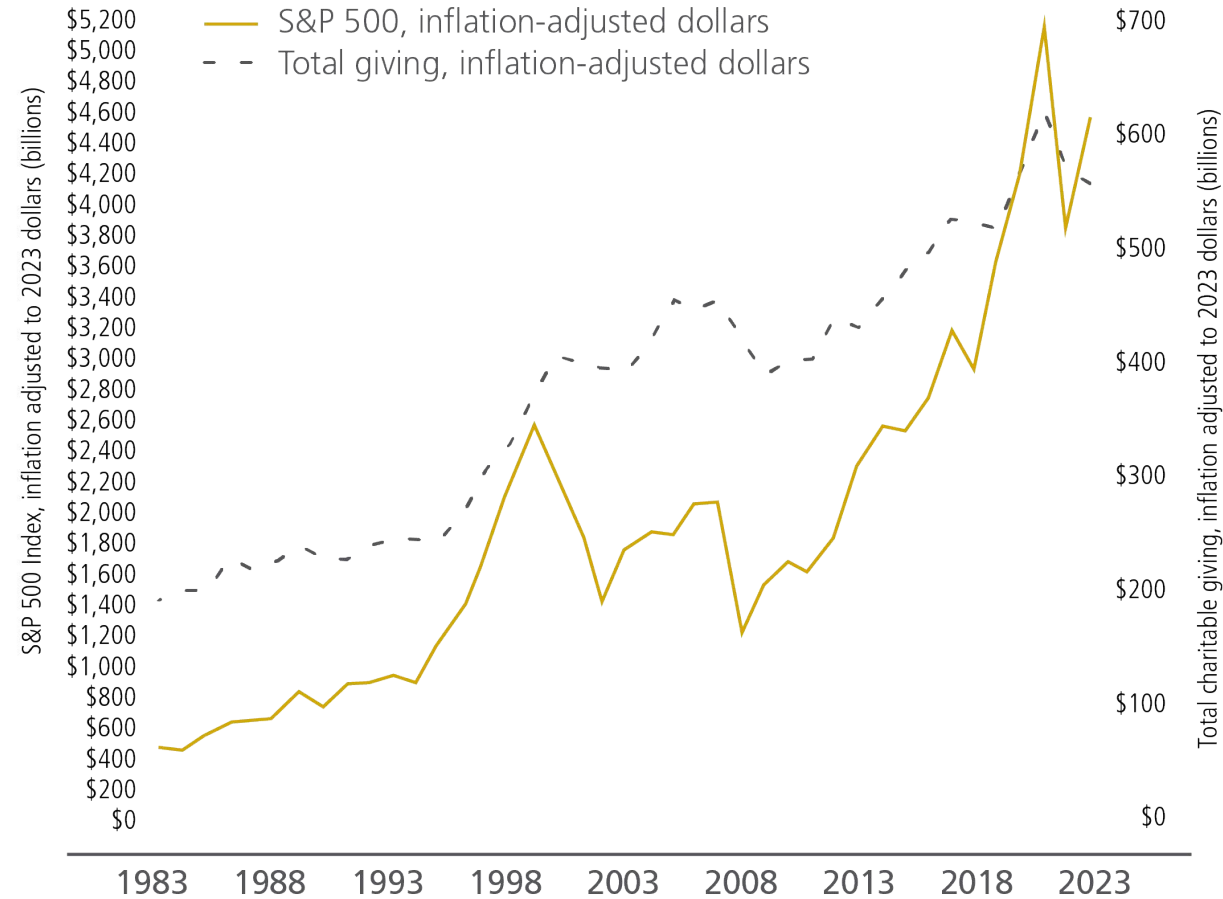
Total giving as a percentage of Gross Domestic Product, 1983–2023

(in current dollars)



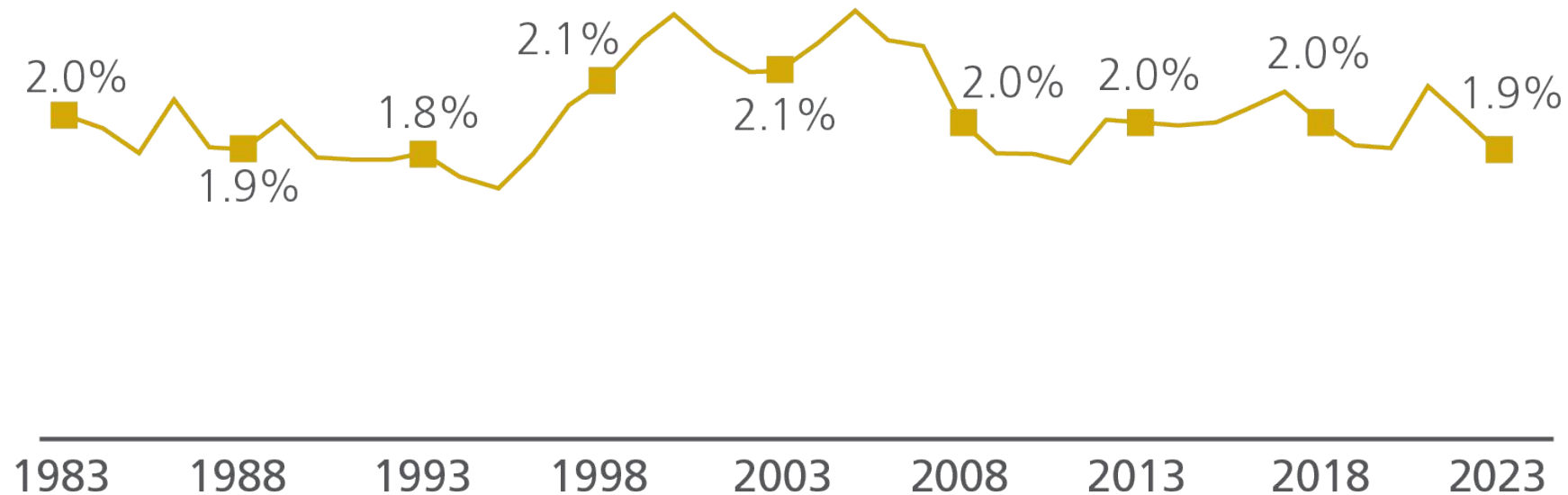
Total charitable giving graphed with the Standard & Poor's 500 Index, 1983–2023

(in billions of inflation-adjusted dollars, 2023 = \$100)



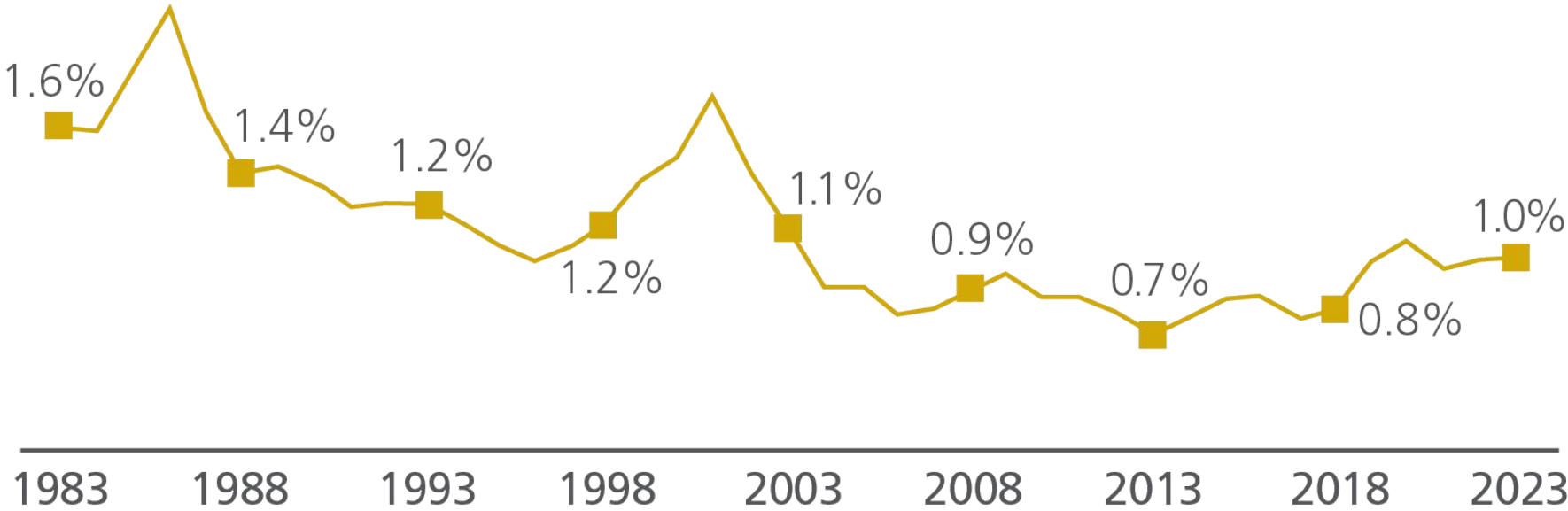
Individual giving as a share of disposable personal income, 1983–2023

(in current dollars)



Corporate giving as a percentage of corporate pre-tax profits, 1983–2023

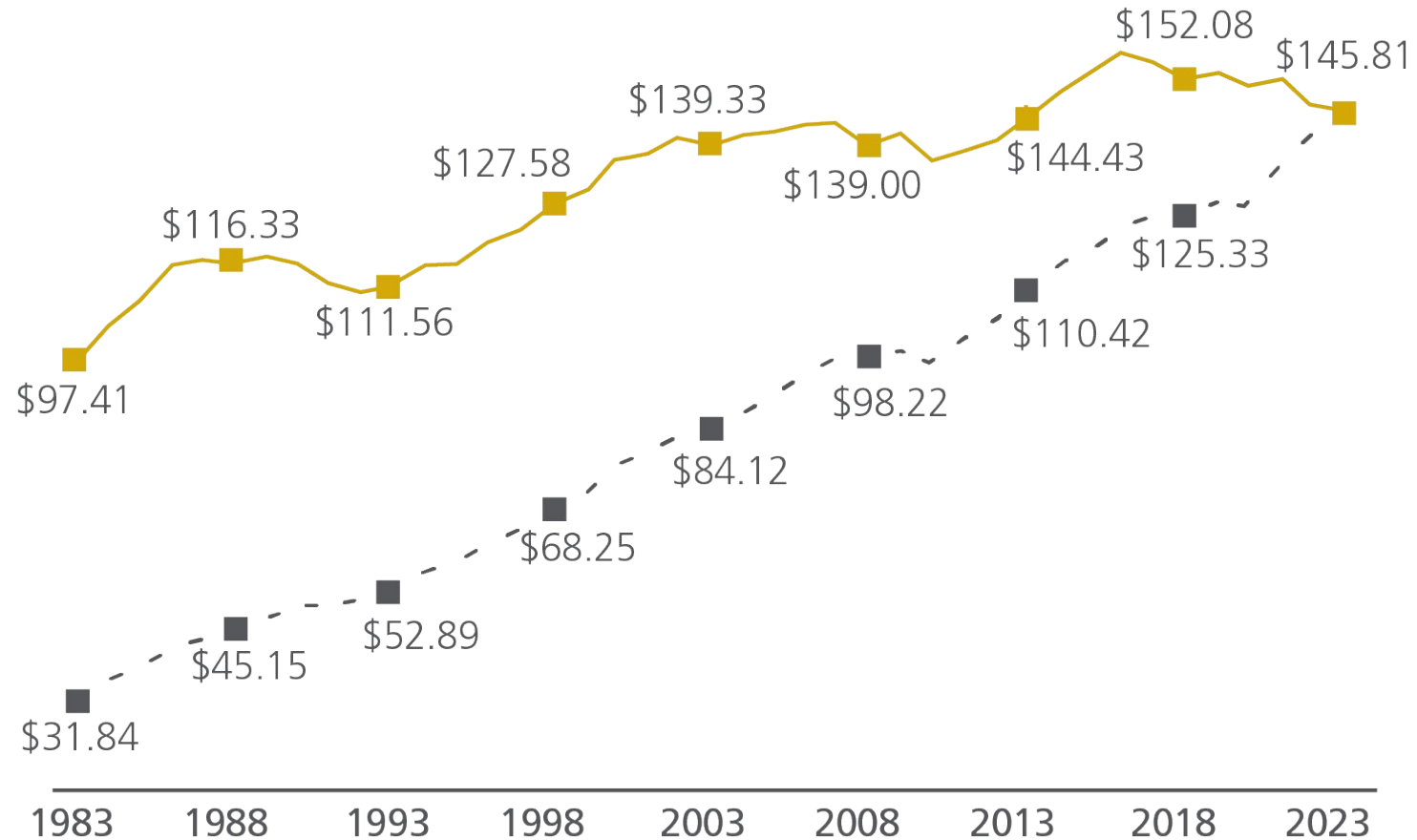
(in current dollars)



Giving to religion, 1983–2023

(in billions of dollars)

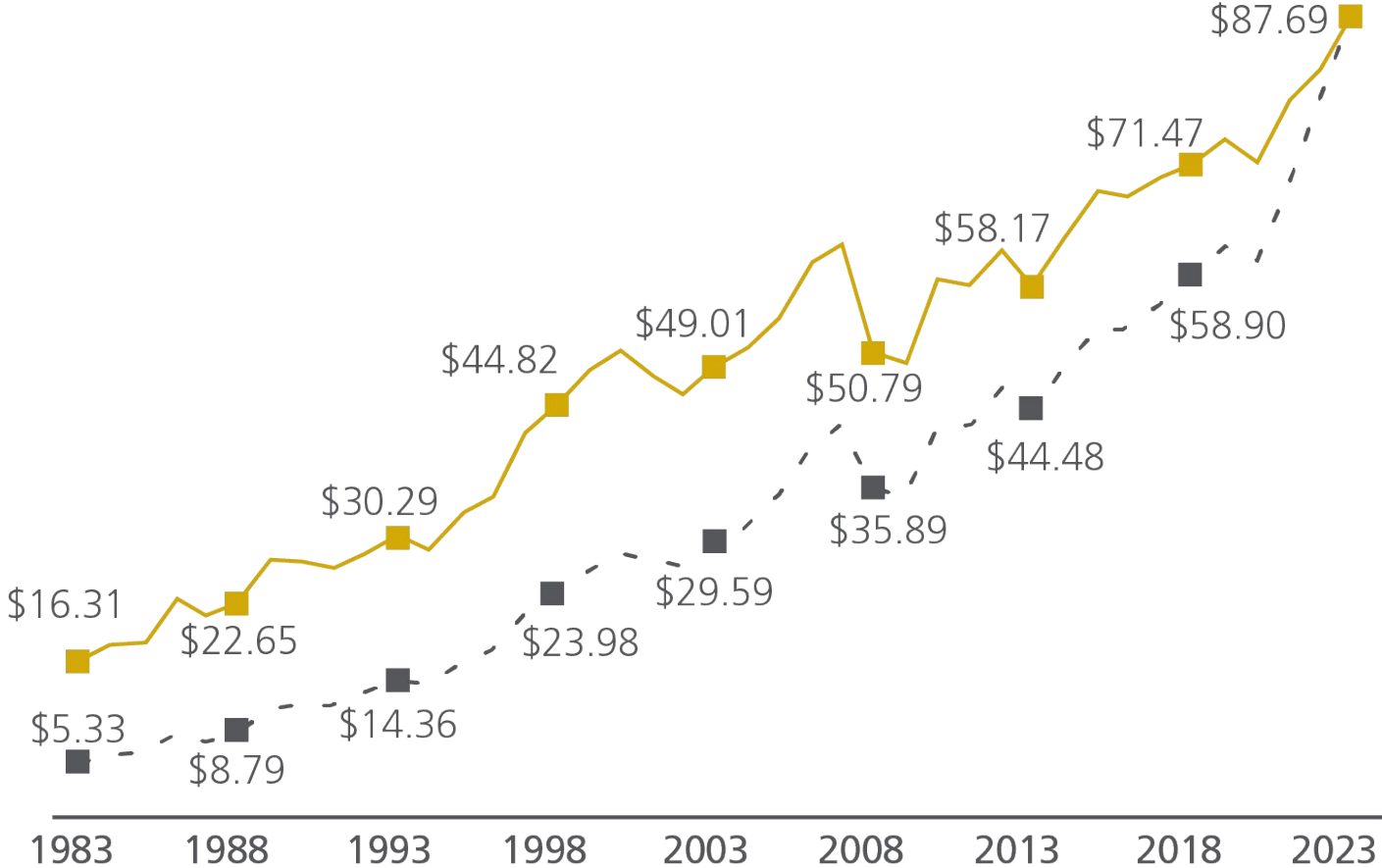
- Inflation-adjusted dollars
- - Current dollars



Giving to education, 1983–2023

(in billions of dollars)

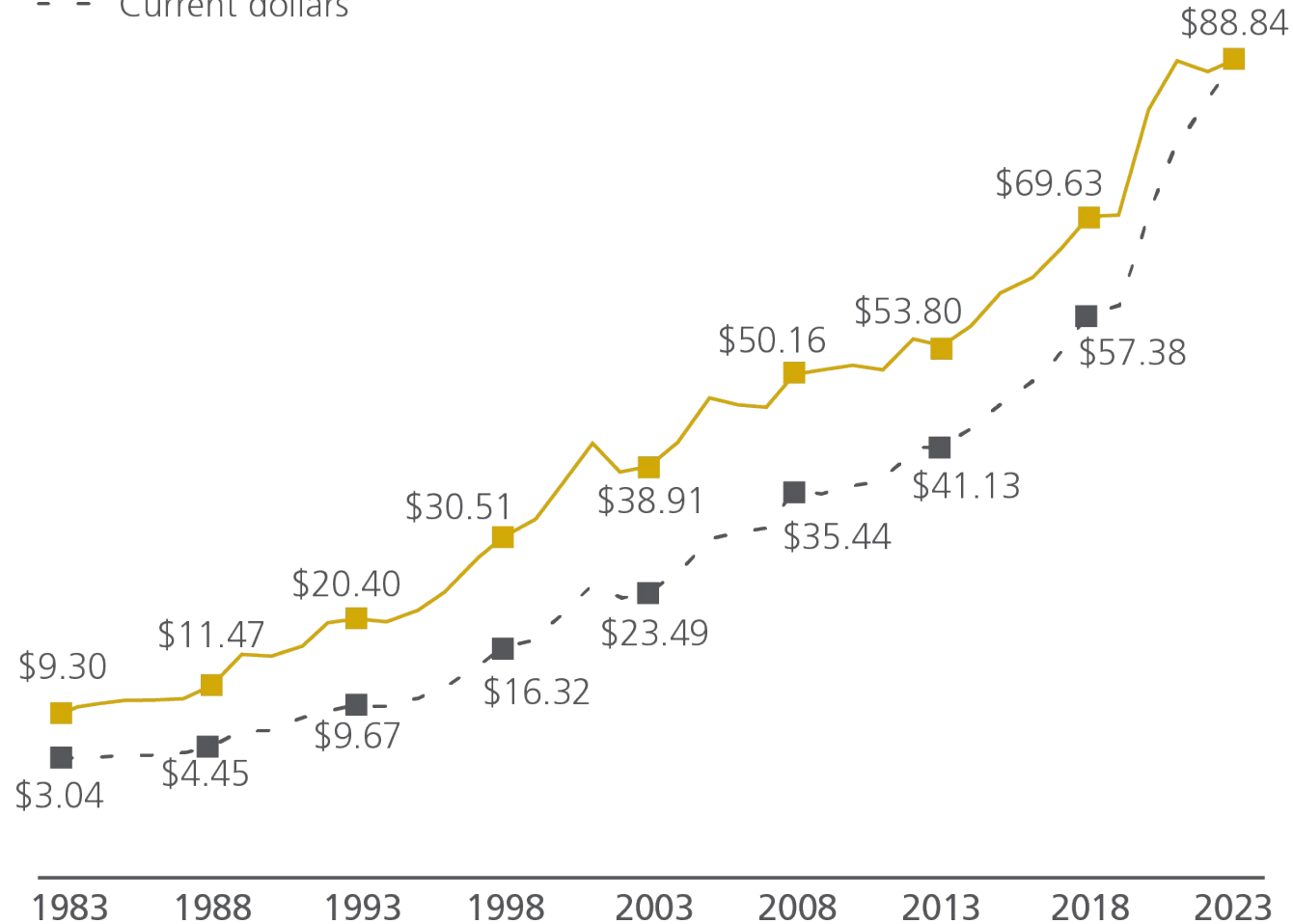
- Inflation-adjusted dollars
- - Current dollars



Giving to human services, 1983–2023

(in billions of dollars)

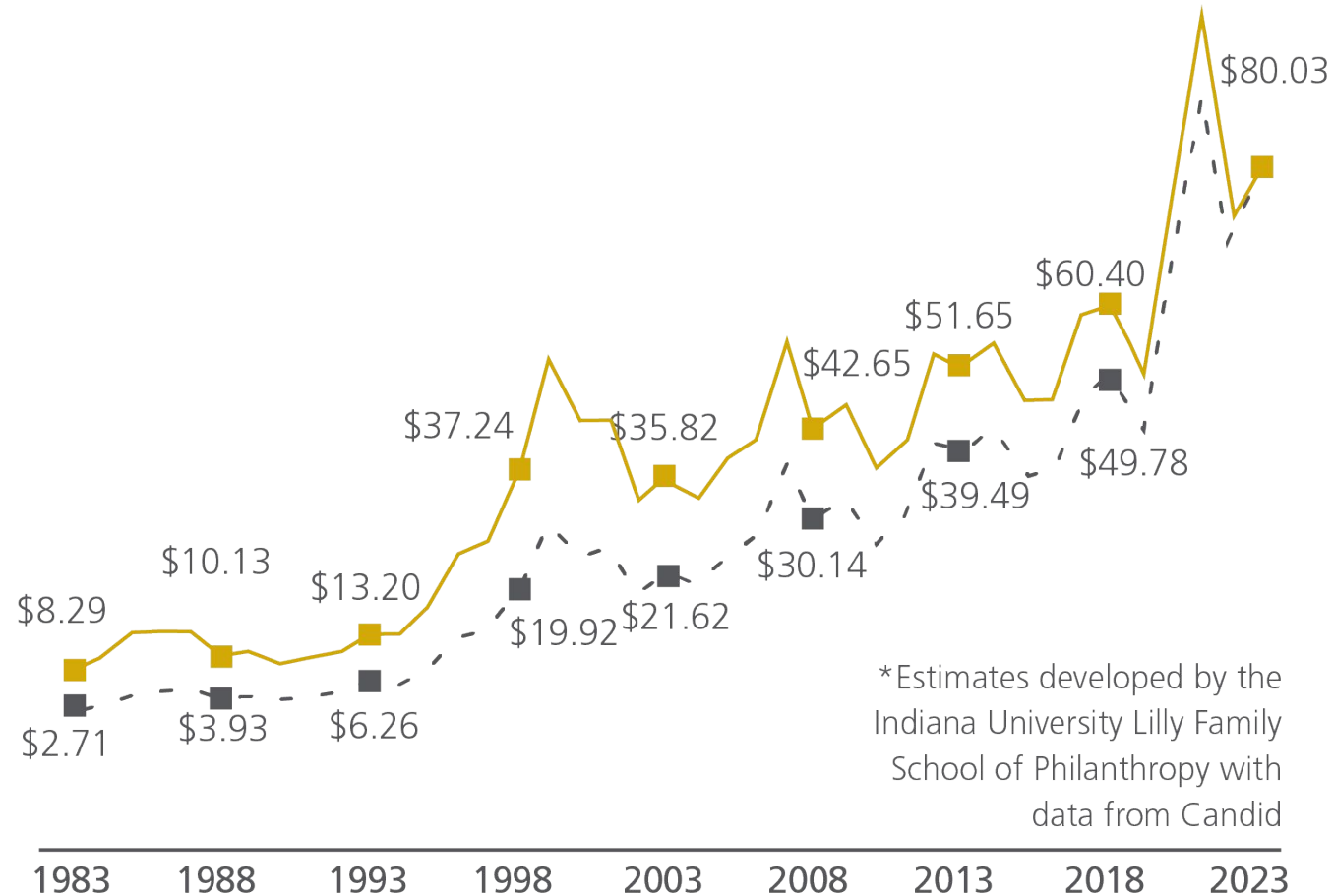
- Inflation-adjusted dollars
- - Current dollars



Giving to foundations, 1983–2023*

(in billions of dollars)

- Inflation-adjusted dollars
- - Current dollars



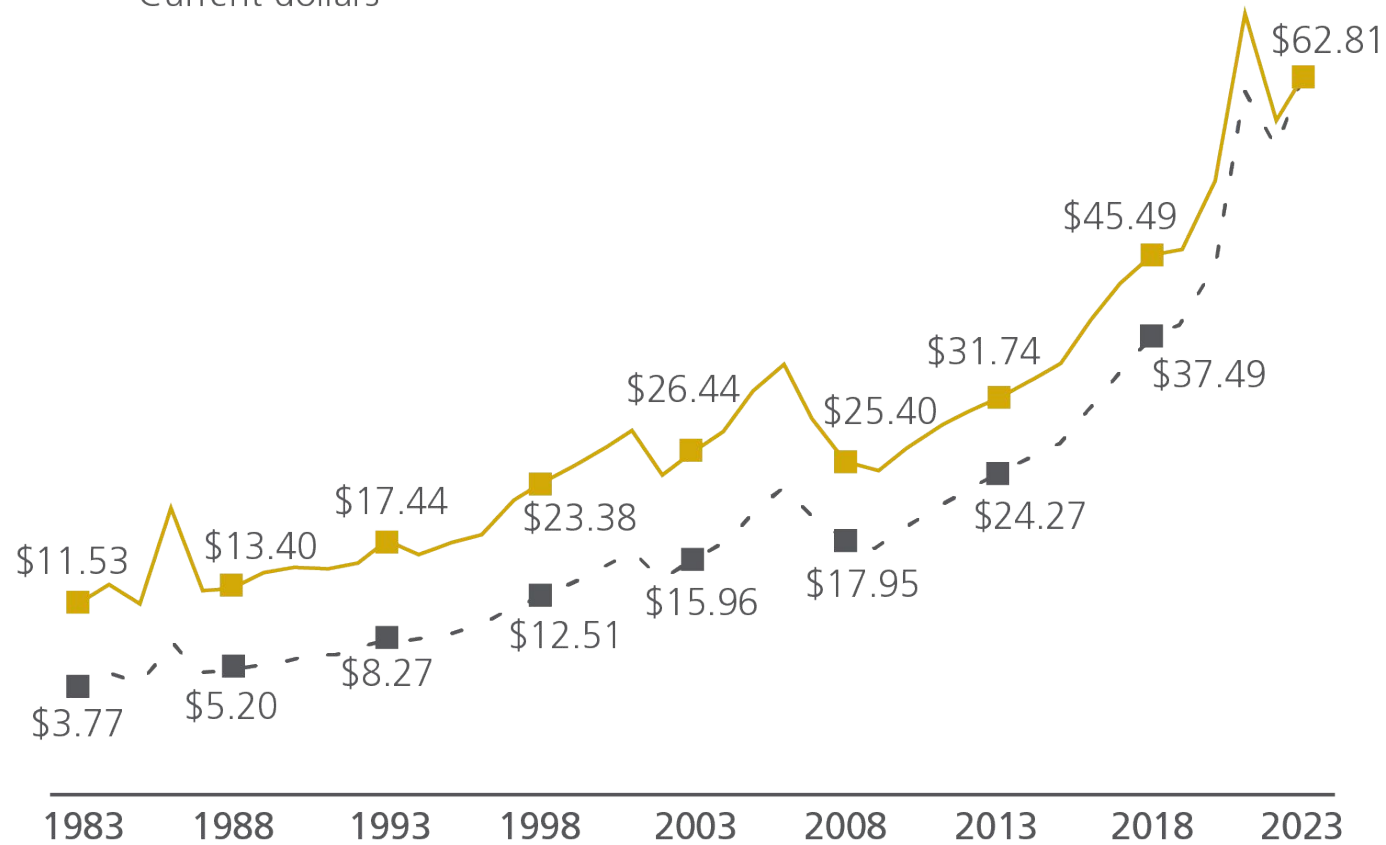
*Estimates developed by the Indiana University Lilly Family School of Philanthropy with data from Candid



Giving to public-society benefit, 1983–2023

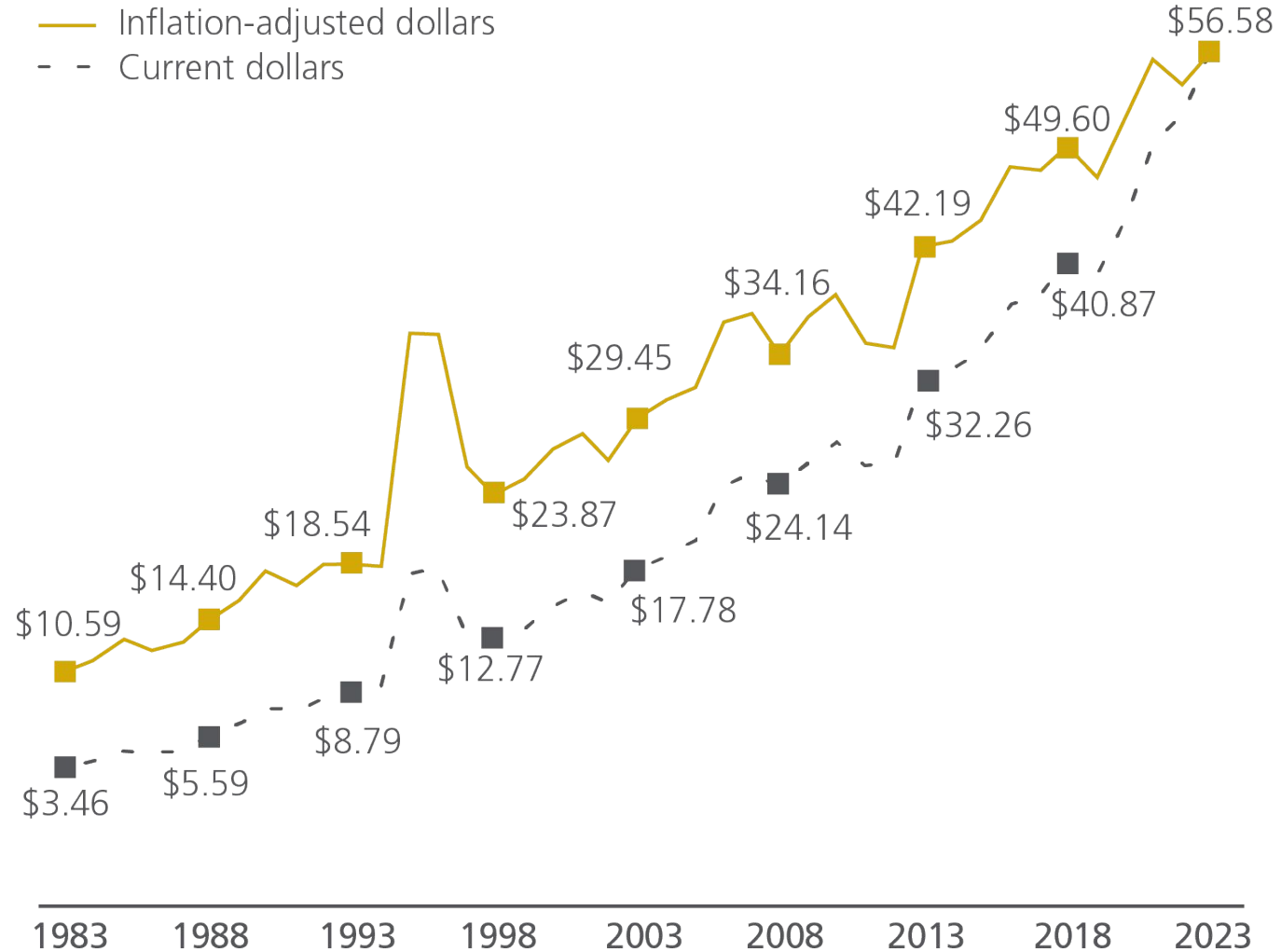
(in billions of dollars)

- Inflation-adjusted dollars
- - Current dollars



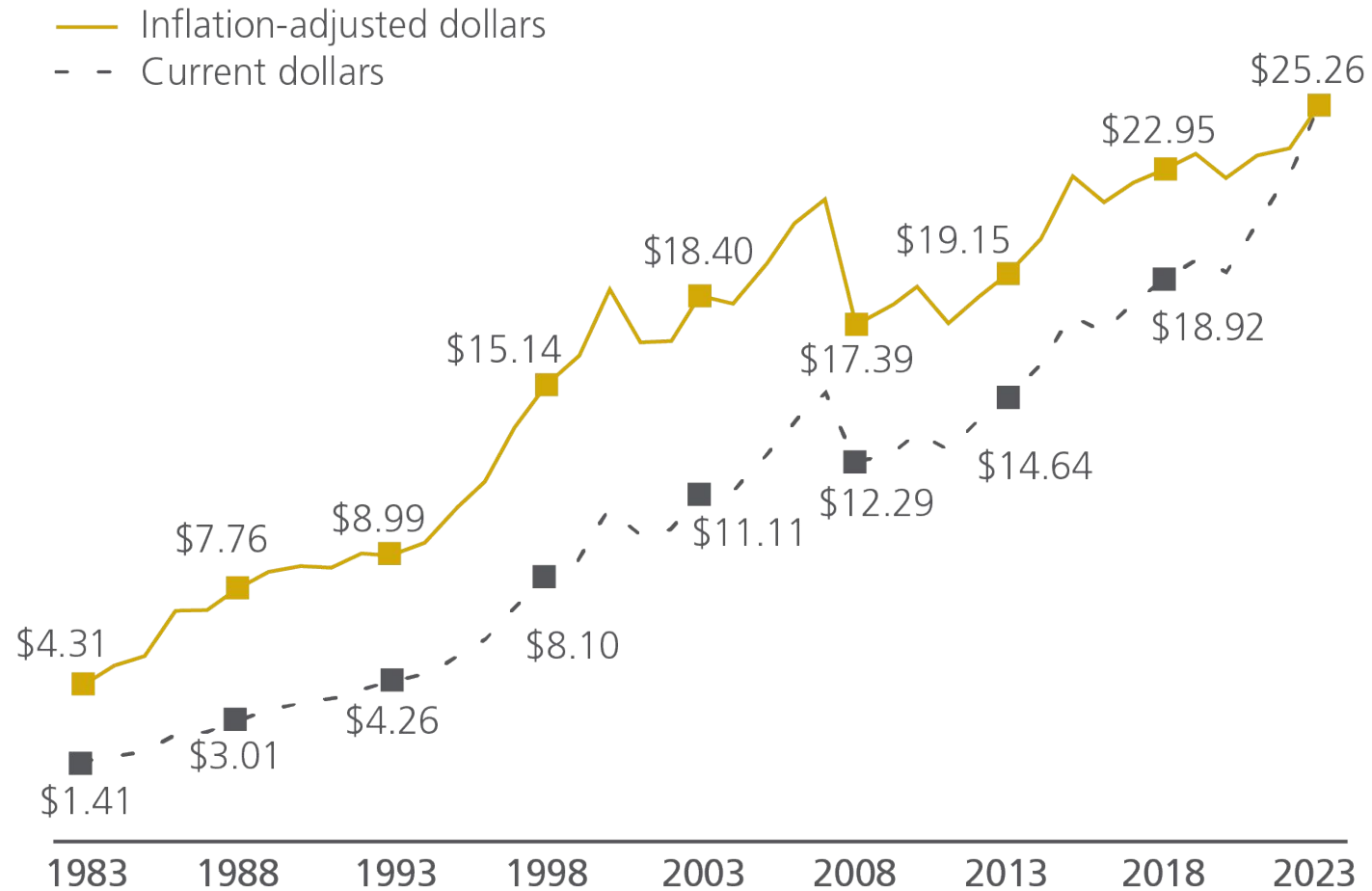
Giving to health, 1983–2023

(in billions of dollars)



Giving to arts, culture, and humanities, 1983–2023

(in billions of dollars)

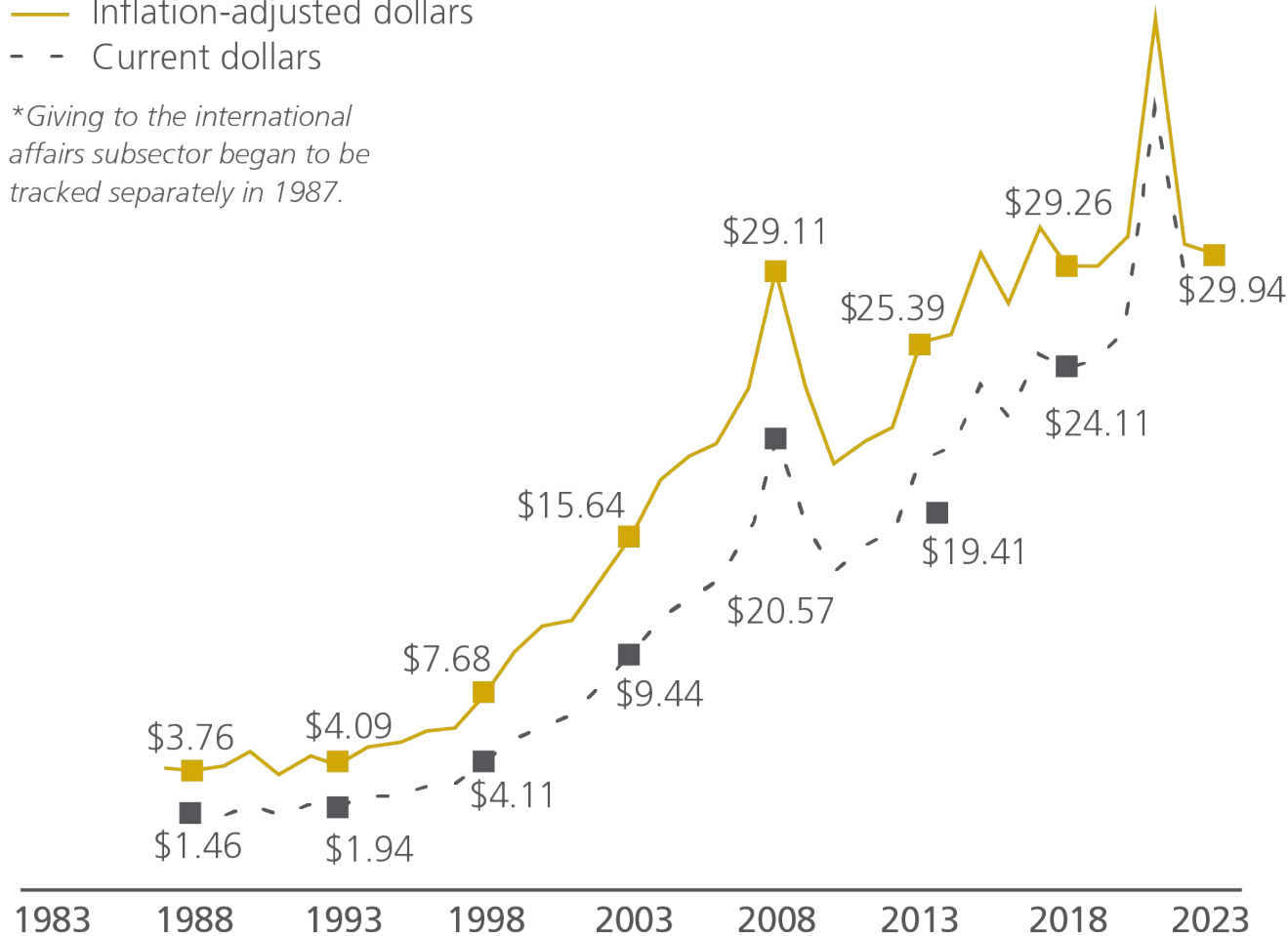


Giving to international affairs, 1987–2023*

(in billions of dollars)

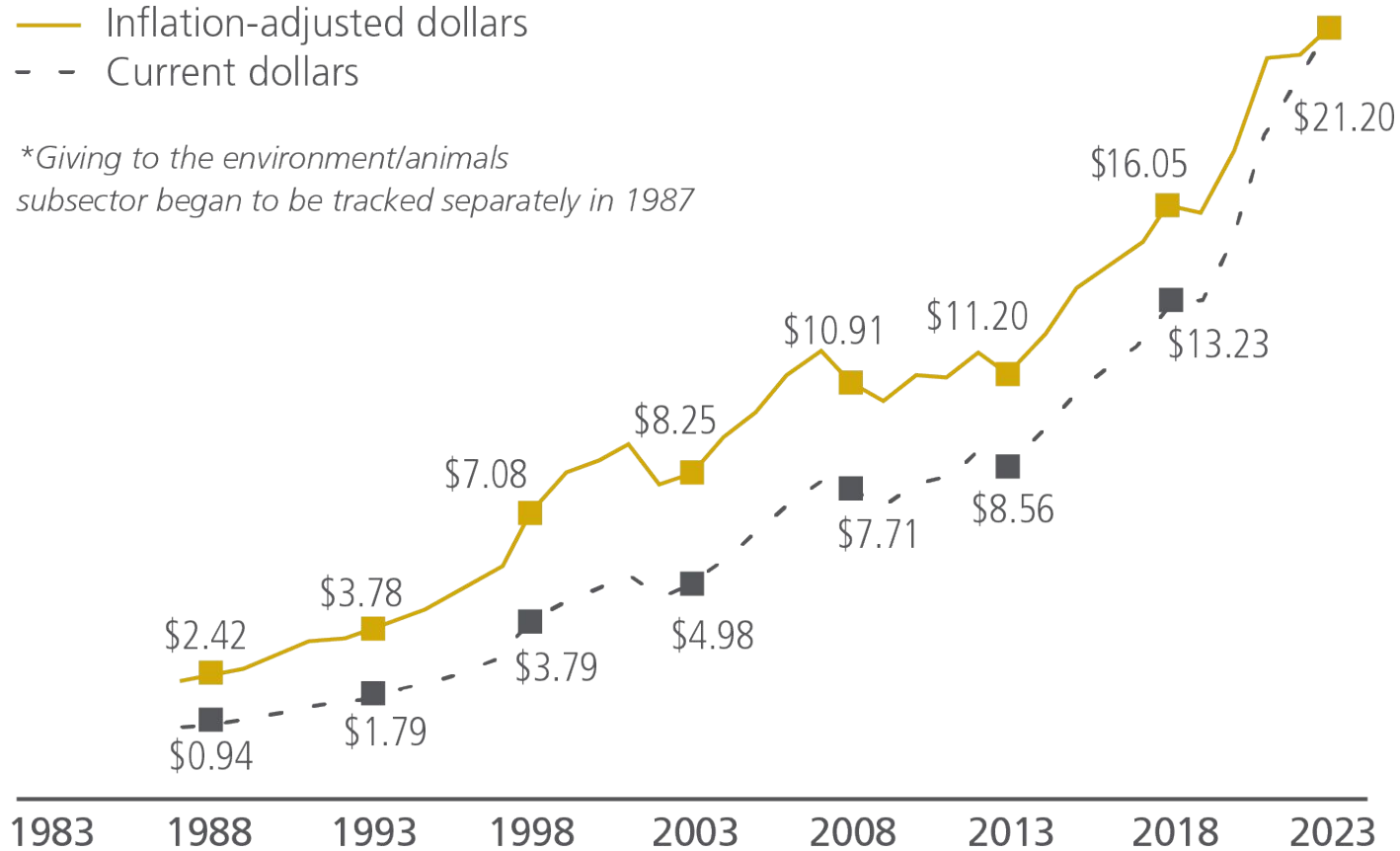
- Inflation-adjusted dollars
- - Current dollars

*Giving to the international affairs subsector began to be tracked separately in 1987.



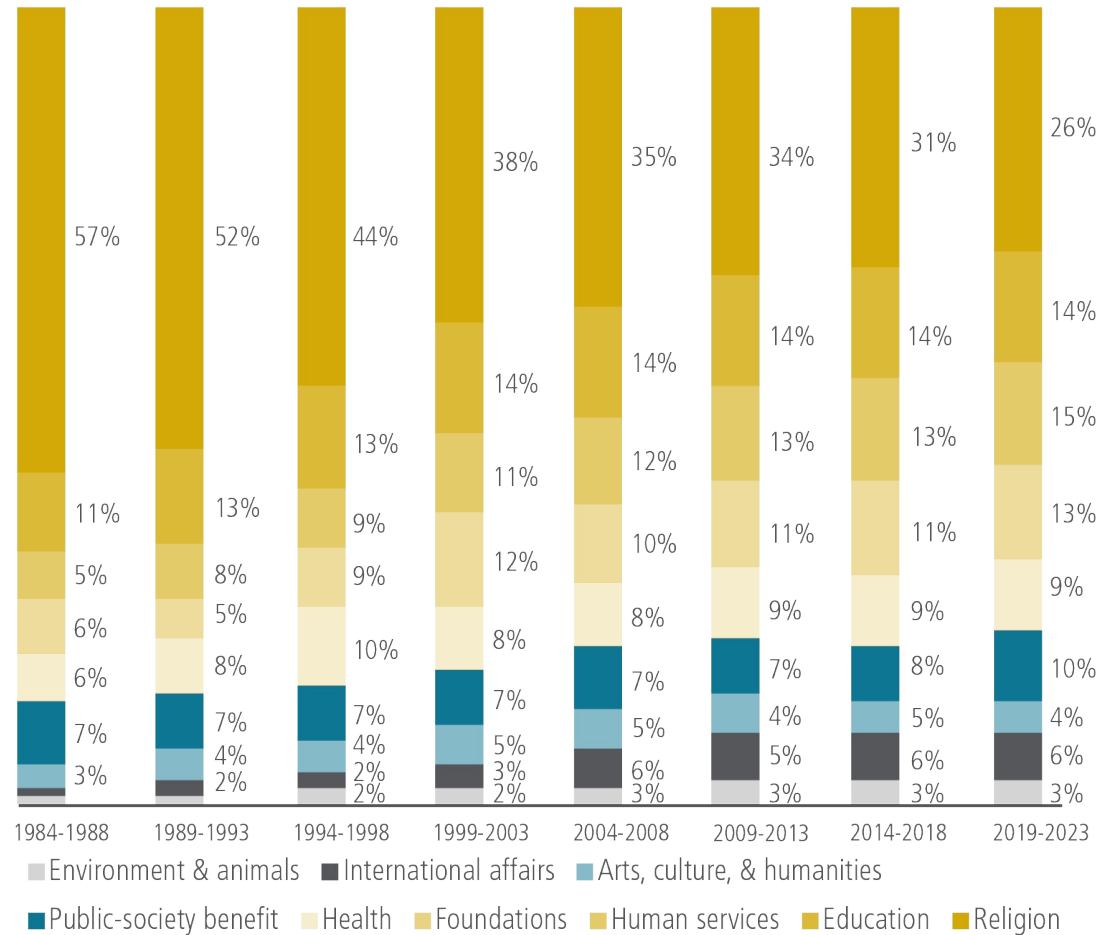
Giving to environment/animals, 1987–2023*

(in billions of dollars)



Giving by type of recipient: Percentage of the total in five-year spans, 1984–2023*

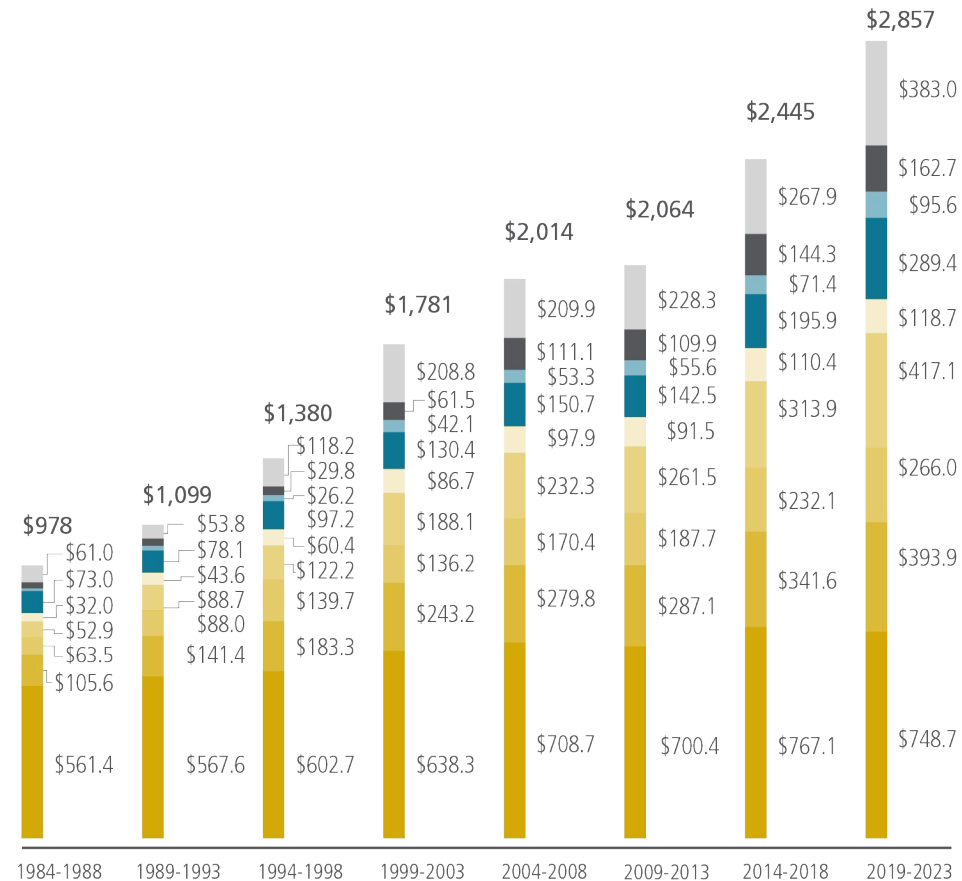
(adjusted for inflation, 2023 = \$100)



* Does not include "unallocated" or "giving to individuals"

Total giving by type of recipient organization: in five-year spans, 1984–2023*

(in billions of inflation-adjusted dollars, 2023 = \$100)

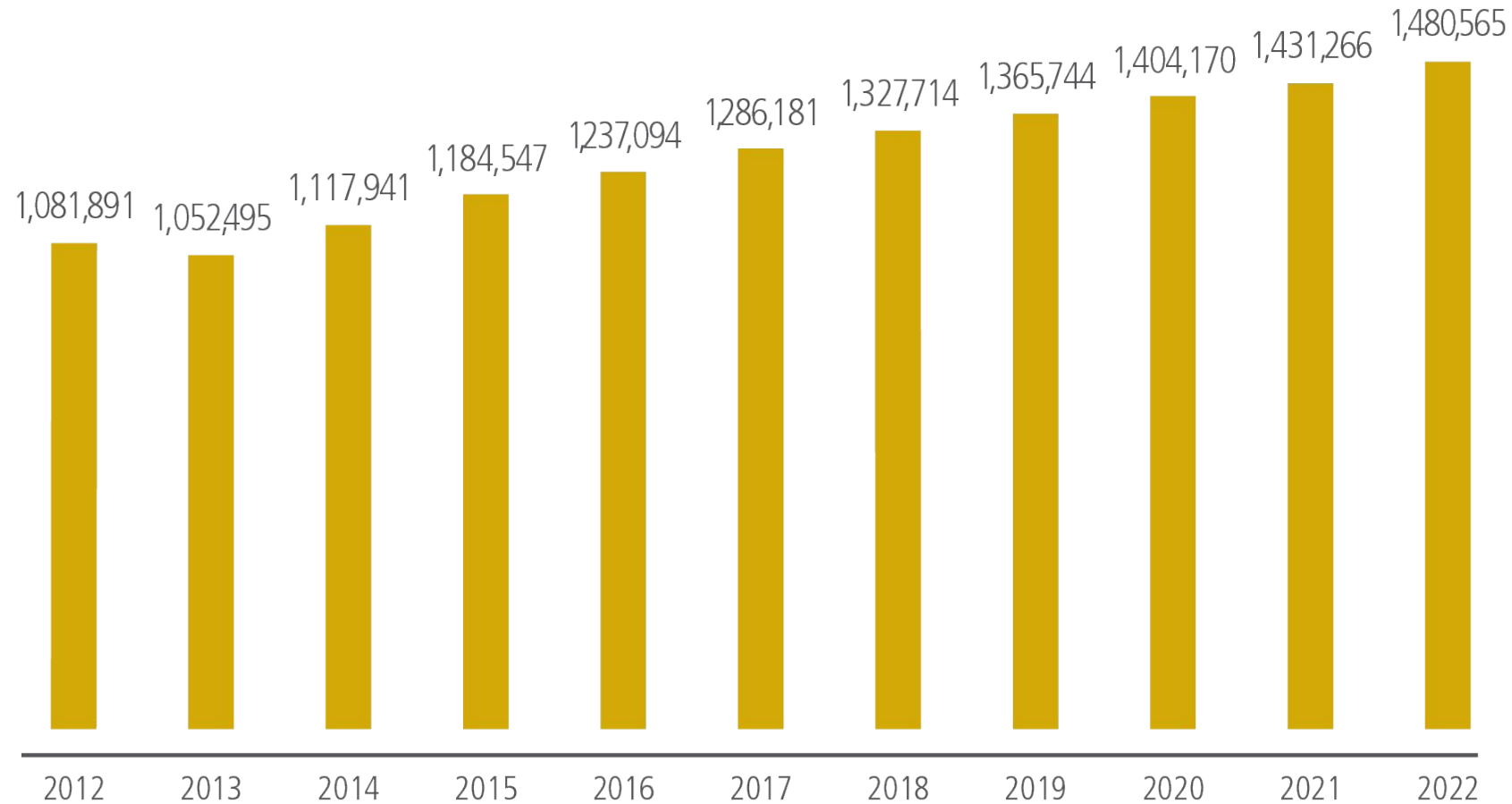


■ Foundations ■ International affairs ■ Environment/animals ■ Public-society benefit
■ Arts, culture, and humanities ■ Human services ■ Health ■ Education ■ Religion

* Does not include "unallocated" or "giving to individuals"



The number of 501(c)(3) organizations, 2012–2022



References



1 All data in this section are reported as estimates, which are subject to revision. To provide the most accurate estimates for charitable giving, as new data become available, *Giving USA* typically revises its estimates for at least the last two years. See more about how *Giving USA* calculates charitable giving by sources and uses in the “Brief summary of methods used” section of this report.

2 Estimates developed by the Indiana University Lilly Family School of Philanthropy using data provided by Candid.

3 Same as note 1.

4 Same as note 1.

5 Same as note 2.

6 Same as note 1.

7 Same as note 2.

8 Same as note 1.

9 Same as note 1.

10 Same as note 1.

11 These figures do not include changes in giving of less than one percent, which is considered a flat rate of change for *Giving USA* purposes.

References



12 Same as note 11.

13 Same as note 1.

14 See the “Brief summary of methods used” section of this report for more information.

15 Same as note 1.

16 Data provided by Candid, April 2024.

17 Same as note 1.

18 Same as note 1.

19 “Gross Domestic Product,” Bureau of Economic Analysis, U.S. Department of Commerce, 2023, retrieved April 2024, www.bea.gov

20 This data is in current dollars. All figures are rounded. “Corporate Profits Before Tax by Industry,” Bureau of Economic Analysis, U.S. Department of Commerce, 2023, retrieved April 2024, www.bea.gov

21 Same as note 1.

22 Estimates for giving by foundations were developed by the Indiana University School of Philanthropy using data provided by Candid. Data on giving by and to foundations in previous years is available in Candid’s *Key Facts on U.S. Foundations* reports, available at Candid’s website at www.candid.org.

23 Same as note 1.

References



24 Same as note 1.

25 “Methodology Papers,” Bureau of Economic Analysis, U.S. Department of Commerce, 2023, Retrieved April 2024, www.bea.gov

26 Same as note 19.

27 “S&P 500 Stock Price Index (S&P 500),” Federal Reserve Bank of St. Louis, FRED® Economic Data, 2023, retrieved April 2024, <http://research.stlouisfed.org>

28 *NIPA Handbook: A Guide to the National Income and Product Accounts of the United States*, Bureau of Economic Analysis, U.S. Department of Commerce, <https://www.bea.gov/resources/methodologies/nipa-handbook>

29 “Personal Income and Its Disposition,” Bureau of Economic Analysis, U.S. Department of Commerce, 2023, retrieved April 2024, www.bea.gov

30 These data are in current dollars. Data about corporate pre-tax profits comes from: “Corporate Profits Before Tax by Industry,” Bureau of Economic Analysis, U.S. Department of Commerce, 2023, retrieved April 2024, www.bea.gov/iTable/index_nipa.cfm

31 Same as note 1.

References



32 *Giving in Faith: Exploring Key Trends in Religious Giving*. Givelify & Lake Institute on Faith and Giving, January 2024, https://go.givelify.com/2024_Giving_in_Faith_Report

33 Same as note 1.

34 *CASE Insights on Voluntary Support of Education: 2023 Key Findings*, Council for Advancement and Support of Education (CASE), 2024, <https://www.case.org/research/surveys/voluntary-support-education-survey/findings-and-reports>; “Giving to U.S. College and Universities at \$58 Billion in Fiscal Year 2023”, *Council for Advancement and Support of Education (CASE)*, February 21, 2024, <https://www.case.org/resources/giving-us-college-and-universities-58-billion-fiscal-year-2023>

35 Same as note 1.

36 *Benchmarks 2024*, M+R, 2024, www.mrbenchmarks.com. Note that this study uses a convenience sample of 225 organizations and that the organization types reported in this study do not necessarily match those used in *Giving USA*.

37 Same as note 1.

38 Same as note 1.

References

39 Same as note 36.

40 Same as note 1.

41 Same as note 36.

42 Same as note 1.

43 Same as note 36.

44 Same as note 1.

45 Alex Daniels, “The \$10 billion charity no one has heard of,” *Associated Press*, December 15 2023,

<https://apnews.com/article/sdg-impact-fund-united-nations-goals-501330514ed7d644a665d26dff9282e7>

46 Same as note 1.

47 Same as note 36.

48 Same as note 1.

49 Same as note 1.

50 Table 17a: “Tax Exempt Activities,” 2022 Data Book, IRS, retrieved April 2024,

<https://www.irs.gov/pub/irs-pdf/p55b.pdf>

51 Same as note 50.



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