Eat, Pray, Give

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Donor Relations Guru
@donorguru
For the first time ever, charitable giving exceeded the $400 billion mark in 2017, spurred by growth from all four sources of giving.

$410.02 billion

Where did the generosity come from?

- **Giving by Individuals**
  - $266.65 billion
  - Increased 5.2 percent (3.0 percent when inflation-adjusted) over 2016
  - 3.2% of the total

- **Giving by Foundations**
  - $66.90 billion
  - Increased 6.0 percent (3.8 percent when inflation-adjusted) over 2016
  - 16% of the total

- **Giving by Bequest**
  - $38.70 billion
  - Increased 2.3 percent (0.2 percent when inflation-adjusted) over 2016
  - 2.3% of the total

- **Giving by Corporations**
  - $20.77 billion
  - Increased 6.0 percent (5.7 percent when inflation-adjusted) over 2016
  - 8.0% of the total

Contributions by source (by percentage of the total)

- **Giving by Individuals** increased $14.27 billion over last year for a growth rate of 5.2 percent, on track with the growth in total giving.

Where are all of the charitable dollars going? (as a percentage of the total)

- **31% Religion**
  - $127.37 billion

- **14% Education**
  - $58.90 billion

- **12% Human Services**
  - $50.06 billion

- **11% To Foundations**
  - $45.89 billion

- **9% Health**
  - $38.27 billion

- **7% Public-Society Benefit**
  - $29.59 billion

- **5% Arts, Culture, and Humanities**
  - $19.51 billion

- **6% International Affairs**
  - $22.97 billion

- **3% Environment/Animals**
  - $11.83 billion

- **2% To Individuals**
  - $7.87 billion

The 6 largest subsectors all grew in 2017, but growth rates ranged widely from 2.9 percent all the way to 15.5 percent.


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.
Nonprofit Organizations
In the United States

2,201,946
Total Nonprofit Universe*

1,800,000+
Active Nonprofit Organizations

Top 5 Over 100K

#1: California
#2: Texas
#3: New York
#4: Florida
#5: Pennsylvania

KEY:
0 10K 25K 50K 75K 100K+

* Represents the number of nonprofit organizations you can research on www.guidestar.org.
PEOPLE PER 501(c)(3)
State population per registered 501(c)(3)s
45% of donors give to NGOs and NGOs located outside of their country of residence.

Top 5 Countries:

- **India**: 6%
- **Syria**: 5%
- **Kenya**: 4%
- **Haiti**: 4%
- **Israel**: 3%
ONCE A YEAR
GO SOMEPLACE
YOU’VE NEVER
BEEN BEFORE
-DALAI LAMA
Thank you
Giving Around
the Globe
2016 EDITION
Europe
- 81% of surveyed European companies give internationally.
- Brexit may affect companies’ contributions as well as labor mobility within the UK and continental Europe.

North America
- The median number of countries included in a North America-based company’s portfolio is 12.

Asia
- 65% of surveyed Asian companies give internationally.
- Pro bono most commonly offered domestic volunteer program.

Latin America
- 38% of Latin American companies offered matching-gift programs.
- 100% of surveyed companies report having a foundation.

South Africa
- Few pro bono programs offered (~20%).
- Higher proportion of total giving to education-related causes.
<table>
<thead>
<tr>
<th>Donating money by country and ranking</th>
<th>People (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Myanmar</td>
<td>81%</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>71%</td>
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<tr>
<td>Malta</td>
<td>71%</td>
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<td>Thailand</td>
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<td>Netherlands</td>
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<td>Indonesia</td>
<td>69%</td>
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<tr>
<td>Ireland</td>
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<tr>
<td>Australia</td>
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<tr>
<td>New Zealand</td>
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<td>Canada</td>
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<td>116</td>
</tr>
<tr>
<td>Madagascar</td>
<td>116</td>
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<tr>
<td>Tunisia</td>
<td>117</td>
</tr>
<tr>
<td>Zimbabwe</td>
<td>118</td>
</tr>
<tr>
<td>Armenia</td>
<td>119</td>
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<tr>
<td>State of Palestine</td>
<td>120</td>
</tr>
<tr>
<td>Niger</td>
<td>121</td>
</tr>
<tr>
<td>Greece</td>
<td>122</td>
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<tr>
<td>Yemen</td>
<td>123</td>
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<tr>
<td>Georgia</td>
<td>124</td>
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Most NPOs and NGOs in Africa do not have access to basic nonprofit technology. As a result, the donor community is small compared to other regions of the world. According to the 2017 Global NGO Technology Report (techreport.ngo), less than half of the organizations in Africa that have websites also have the capability to accept online donations. However, income growth and advances in technology will reveal a growing donor base over the coming decades.

**AFRICAN DONORS PREFER TO GIVE**

- **Online**: 39%
  - Fundraising events: 21%
  - Mobile: 16%

**DONORS MOST INSPIRED TO GIVE BY**

- **Social media**: 35%
  - Fundraising events: 28%
  - Email: 15%

**TOP 3 CAUSES DONATED TO**

- **Children & youth**: 22%
- **Women & girls**: 16%
- **Education**: 11%

**SOCIAL MEDIA THAT MOST INSPIRES GIVING**

- **Facebook**: 51%
- **WhatsApp**: 20%
- **Twitter**: 12%

73% of African donors volunteer. 52% attend fundraising events.
TRENDS IN GIVING: ASIA

Giving to charity is an integral part of cultural norms and religious practice throughout Asia. Much of that giving is in micro-amounts and has not yet transitioned to the Internet, but the rise of social media, messaging apps, and mobile technology in Asia is laying a foundation for the largest, most tech-savvy donor community in history to emerge as a force for good worldwide.

ASIAN DONORS PREFER TO GIVE

<table>
<thead>
<tr>
<th>Method</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Online</td>
<td>42%</td>
</tr>
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<td>Fundraising events</td>
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</tr>
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DONORS MOST INSPIRED TO GIVE BY

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TOP 3 CAUSES DONATED TO

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<th>Cause</th>
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<tr>
<td>Children &amp; youth</td>
<td>18%</td>
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SOCIAL MEDIA THAT MOST INSPIRES GIVING

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76% OF ASIAN DONORS VOLUNTEER. 49% ATTEND FUNDRAISING EVENTS.
TRENDS IN GIVING: AUSTRALIA & OCEANIA

Donors in Australia and New Zealand have embraced online giving as new fundraising services have become widely available to NPOs and NGOs over the last decade. Organizations in the Pacific Islands, however, struggle to utilize the Internet as a fundraising tool because Internet access can be unreliable and fundraising services are limited. That said, Australian and Kiwi donors are well-known for being generous.

AUSTRALASIAN DONORS PREFER TO GIVE

- Online: 54%
  - Fundraising events: 25%
  - Direct mail: 9%

DONORS MOST INSPIRED TO GIVE BY

- Social media: 31%
  - Fundraising events: 24%
  - Email: 19%

TOP 3 CAUSES DONATED TO

- Children & youth: 20%
- Health & safety: 13%
- Animals: 11%

SOCIAL MEDIA THAT MOST INSPIRES GIVING

- Facebook: 66%
- Instagram: 10%
- Youtube: 10%

61% OF AUSTRALASIAN DONORS VOLUNTEER. 70% ATTEND FUNDRAISING EVENTS.
TRENDS IN GIVING: EUROPE

62% of European donors give to NPOs and NGOs located outside of their country of residence. Europe’s diversity in culture combined with its proximity to Africa and Asia has made the European donor community the most internationally generous in the world. That generosity is reflected in the fact that European donors give the most to international development organizations - especially those with programs in India, Syria, and Uganda.

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<td>Fundraising events</td>
<td>International development</td>
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<tr>
<td>57%</td>
<td>15%</td>
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64% of European donors volunteer. 38% attend fundraising events.
Donors in South America are concentrated in Argentina, Brazil, and Chile where NPOs and NGOs are active in large numbers, but throughout the continent there is a concerted effort being made by civil society to organize and empower the charitable sector. Recent economic and political instability is a challenge, but more than any other region in the world, 99% of South American donors agree that NPOs and NGOs are essential for creating social change.

**SOUTH AMERICAN DONORS PREFER TO GIVE**
- Online: 48%
  - Fundraising events: 23%
  - Direct mail: 11%

**TOP 3 CAUSES DONATED TO**
- Children & youth: 26%
  - Education: 15%
  - Health & safety: 11%

**DONORS MOST INSPIRED TO GIVE BY**
- Social media: 38%
  - Fundraising events: 28%
  - Websites: 13%

**SOCIAL MEDIA THAT MOST INSPIRES GIVING**
- Facebook: 58%
- Instagram: 16%
- Twitter: 13%

68% of South American donors volunteer. 47% attend fundraising events.
PRAY
Percentage of Americans who give to all types of organizations by religious tradition

- Black Protestant: 47%, 46%, 50%
- Evangelical Protestant: 50%, 49%, 50%
- Jewish: 37%, 45%, 56%
- Mainline Protestant: 47%, 46%, 53%
- Roman Catholic: 53%, 48%, 53%

Legend:
- Purple: Congregations
- Purple (lighter): RIOs
- Orange: NRIOs

@DonorGuru
Giving begrudgingly and making the recipient feel disgraced or embarrassed
Giving cheerfully but giving too little
Giving cheerfully and adequately but only after being asked
Giving when you do not know who is the individual benefiting, but the recipient knows your identity
Giving when you know who is the individual benefiting, but the recipient does not know your identity.
Giving when neither the donor nor the recipient is aware of the other's identity
Giving money, a loan, your time or whatever else it takes to enable an individual to be self-reliant.
Obrigado!

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