

Eat, Pray, Give

Lynne M. Wester
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 ↑ 5.2% **70%**
\$286.65 billion

increased 5.2 percent (3.0 percent when inflation-adjusted) over 2016

Giving by Foundations ↑ 6.0% **16%**
\$66.90 billion

increased 6.0 percent (3.8 percent when inflation-adjusted) over 2016

Giving by Bequest ↑ 2.3% **9%**
\$35.70 billion

increased 2.3 percent (0.2 percent when inflation-adjusted) over 2016

Giving by Corporations ↑ 8.0% **5%**
\$20.77 billion

increased 8.0 percent (5.7 percent when inflation-adjusted) over 2016

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.

Visit www.GivingUSA.org to learn more and to order your copy of *Giving USA 2018: The Annual Report on Philanthropy for the Year 2017*.



Giving to arts was the second-fastest growing subsector, with an 8.7 percent increase over the previous year to a total of \$19.51 billion in 2017.



Giving to foundations increased 15.5 percent in 2017, the largest gain of any subsector, far outpacing the growth in total giving.

Where are all of the charitable dollars going?

(as a percentage of the total)

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

| | | | |
|--|---|--|------------------|
| | 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 |

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.

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Nonprofit Organizations In the United States

2,201,946

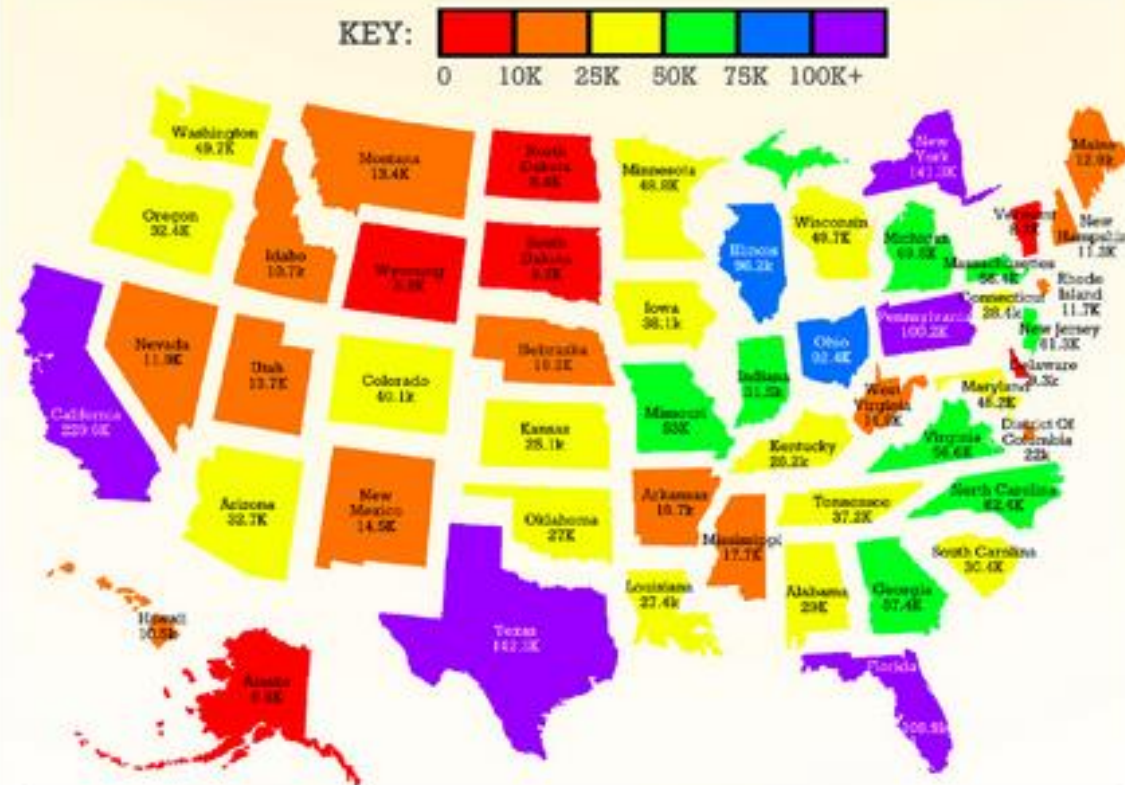
Total Nonprofit Universe*

1,800,000+

Active Nonprofit Organizations

Top 5 Over 100K

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

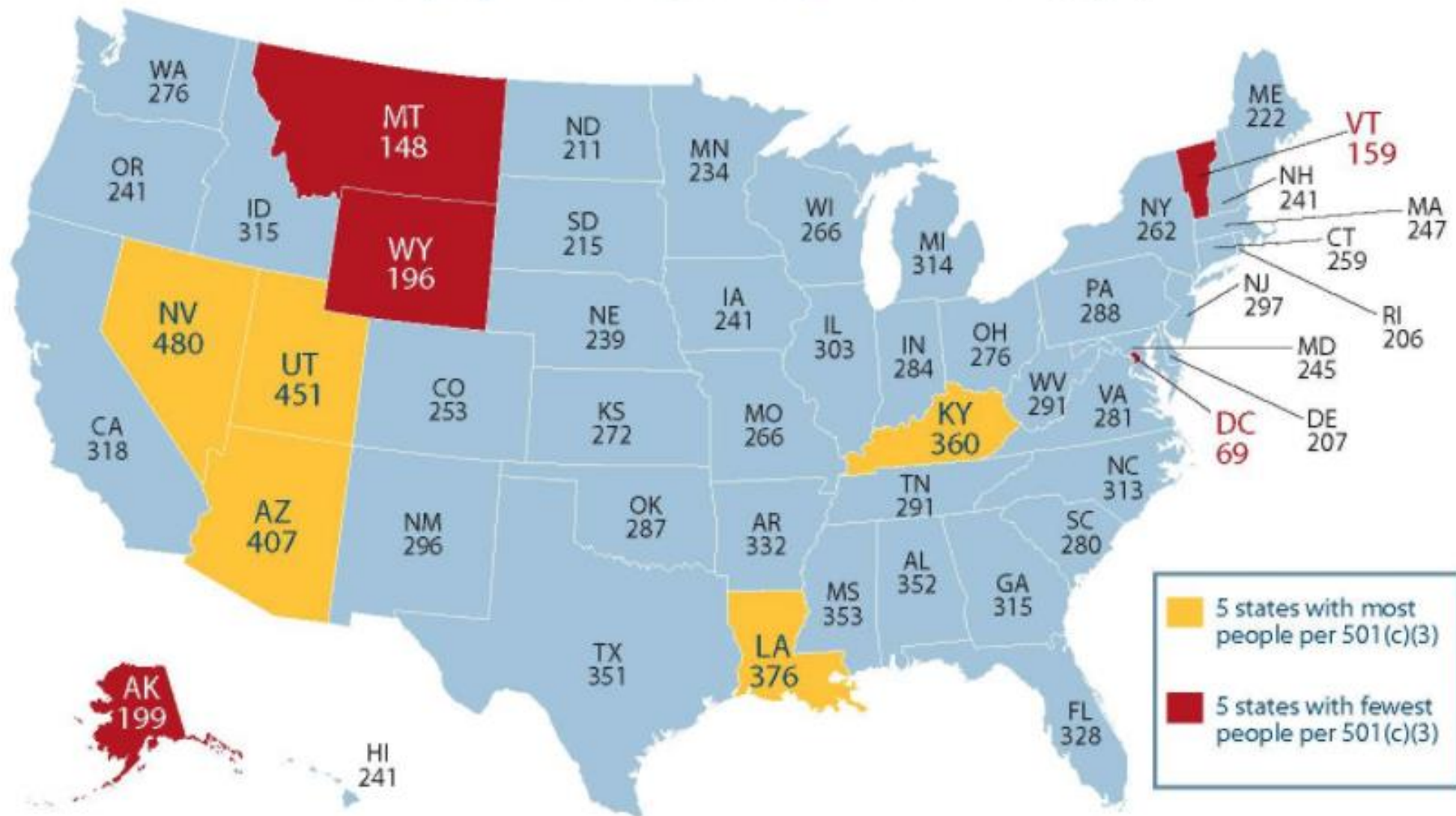


* Represents the number of nonprofit organizations you can research on www.guidestar.org.

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PEOPLE PER 501(c)(3)

State population per registered 501(c)(3)s



45% OF DONORS GIVE TO NPOS AND NGOS LOCATED OUTSIDE OF THEIR COUNTRY OF RESIDENCE

Top 5 Countries



6%
India



5%
Syria



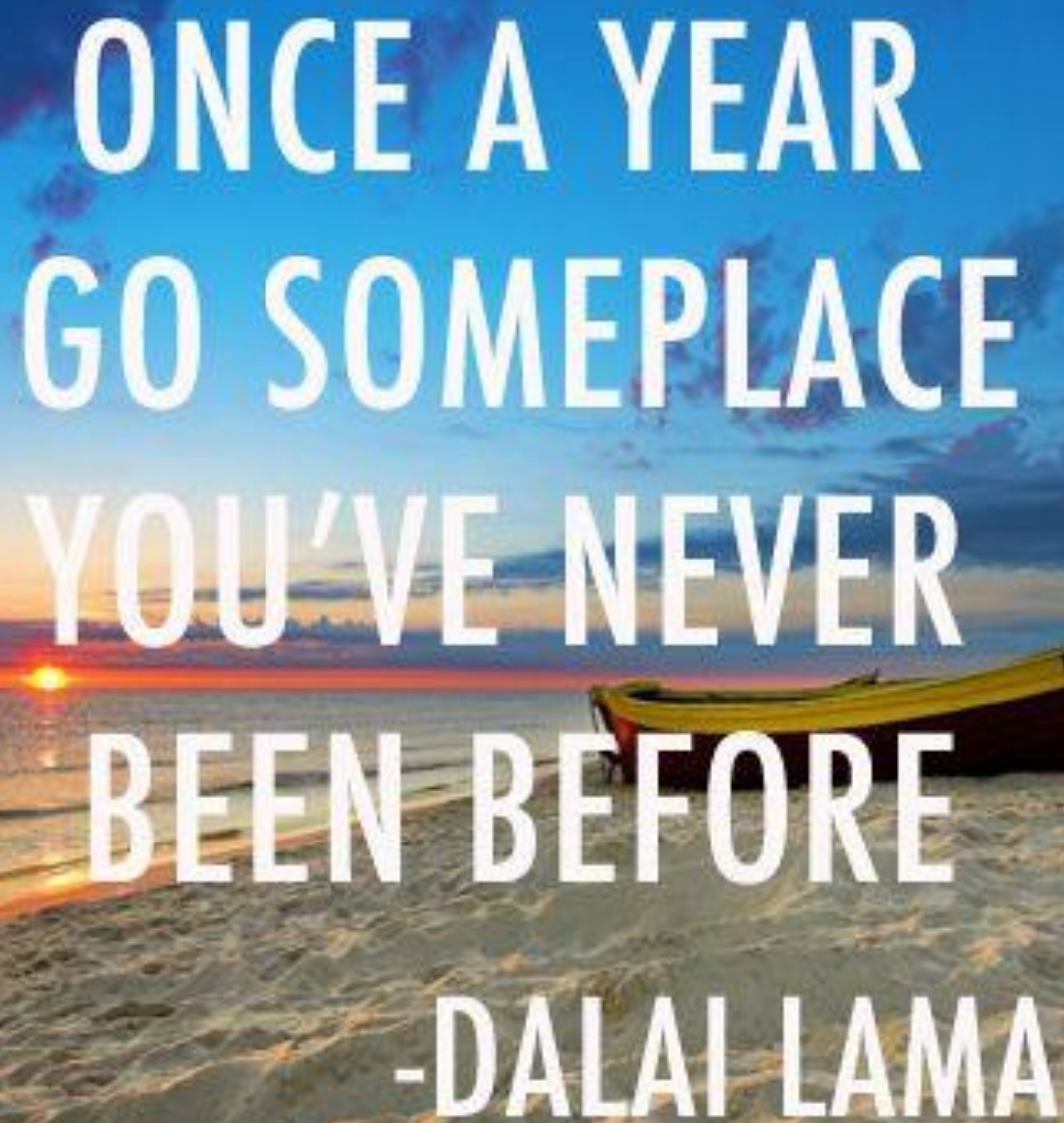
4%
Kenya



4%
Haiti



3%
Israel

A photograph of a beach at sunset. The sun is low on the horizon, casting a warm glow over the water and sand. A yellow boat is pulled up onto the beach. The sky is a mix of blue and orange.

ONCE A YEAR
GO SOMEPLACE
YOU'VE NEVER
BEEN BEFORE
-DALAI LAMA

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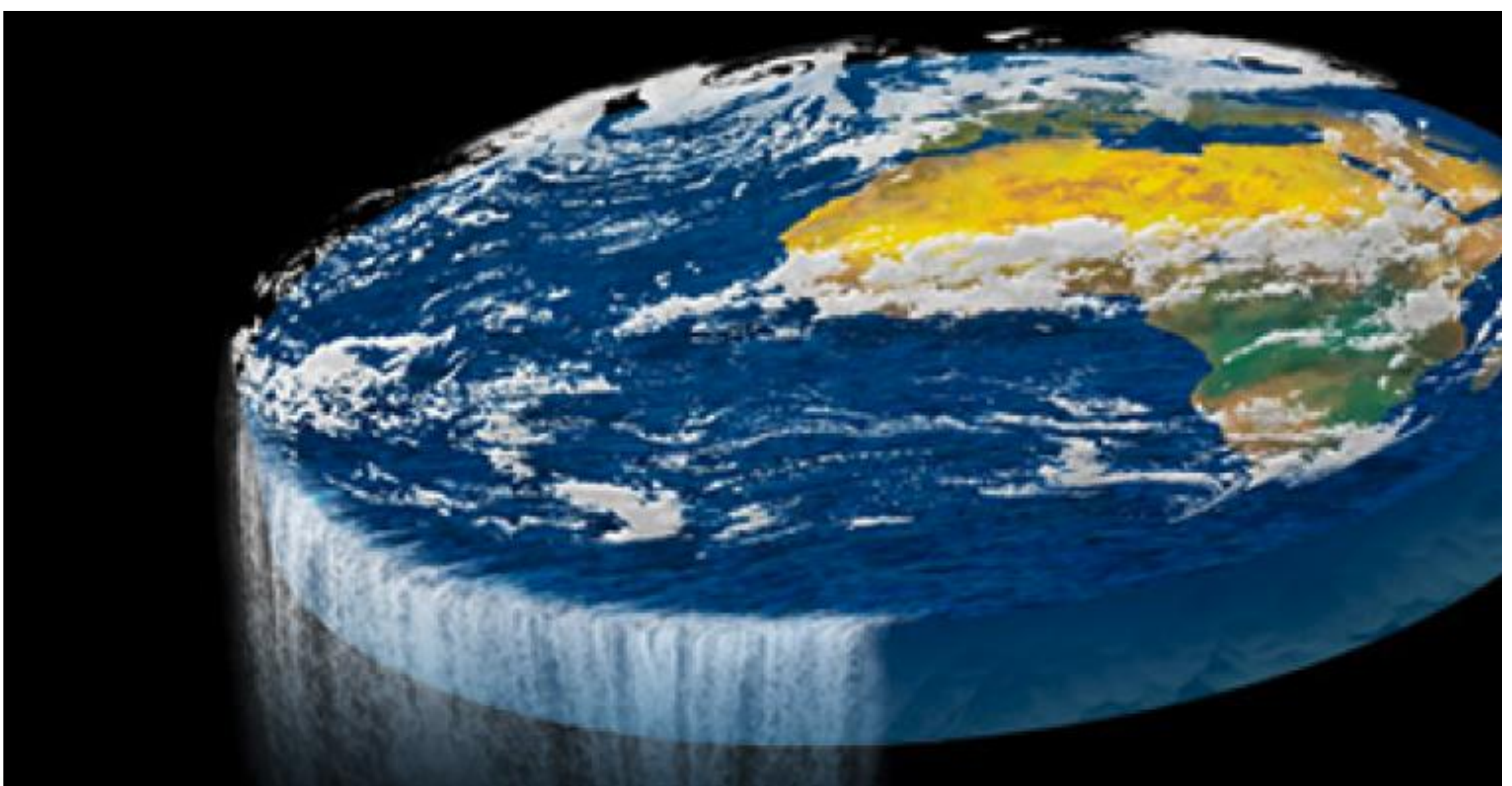






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Giving Around the Globe

2016 EDITION

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North America

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

Europe

- 81% of surveyed European companies give internationally.
- Brexit may affect companies' contributions as well as labor mobility within the UK and continental Europe.

Asia

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

Latin America

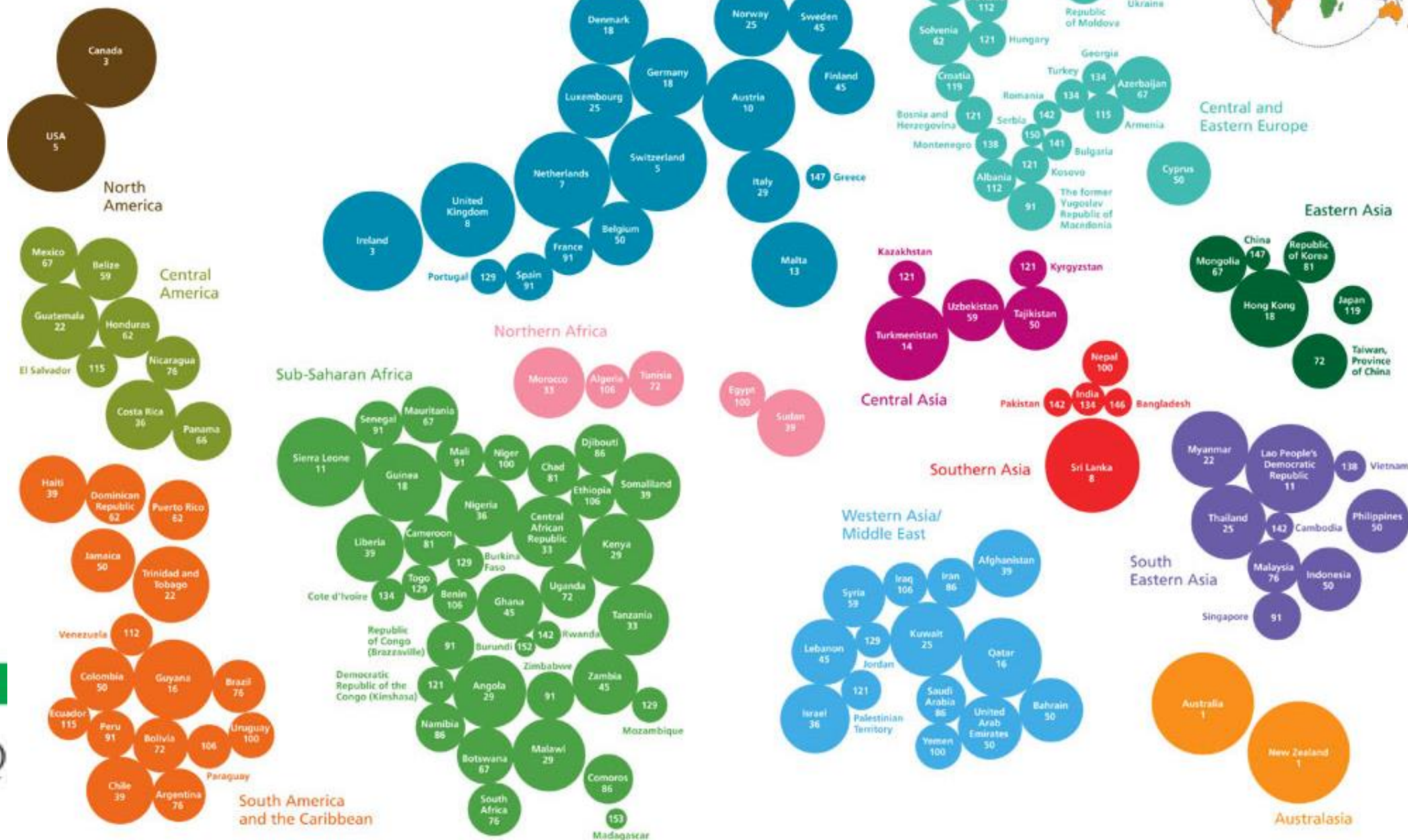
- 38% of Latin American companies offered matching-gift programs
- 100% of surveyed companies report having a foundation

South Africa

- Few pro bono programs offered (~20%).
- Higher proportion of total giving to education-related causes.

Place in the world giving index

Created by the Charities Aid Foundation





| Donating money by country and ranking | | People (%) |
|---------------------------------------|----|------------|
| Myanmar | 1 | 81% |
| United Kingdom | 2 | 71% |
| Malta | 3 | 71% |
| Thailand | 4 | 71% |
| Netherlands | 5 | 71% |
| Indonesia | 6 | 69% |
| Ireland | 7 | 69% |
| Australia | 8 | 68% |
| New Zealand | 9 | 65% |
| Canada | 10 | 63% |



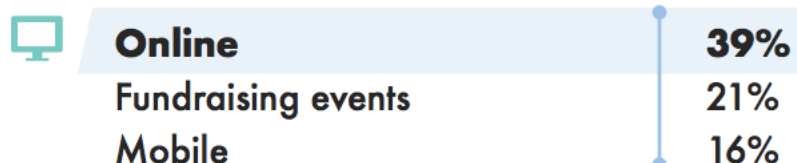
| Donating money by country and ranking | | People (%) |
|---------------------------------------|-----|------------|
| China | 116 | 11% |
| Madagascar | 116 | 11% |
| Tunisia | 117 | 10% |
| Zimbabwe | 118 | 10% |
| Armenia | 119 | 10% |
| State of Palestine | 120 | 10% |
| Niger | 121 | 9% |
| Greece | 122 | 7% |
| Yemen | 123 | 6% |
| Georgia | 124 | 6% |



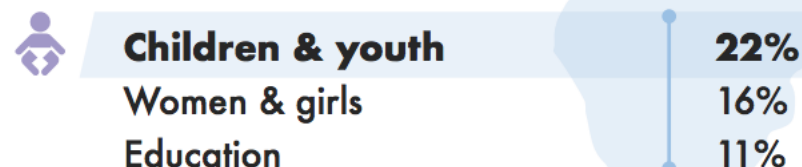
TRENDS IN GIVING: *AFRICA*

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.

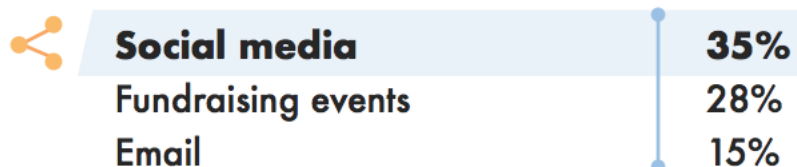
AFRICAN DONORS PREFER TO GIVE



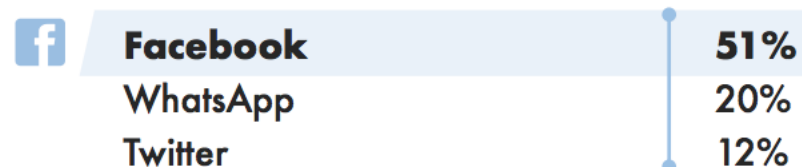
TOP 3 CAUSES DONATED TO



DONORS MOST INSPIRED TO GIVE BY



SOCIAL MEDIA THAT MOST INSPIRES GIVING



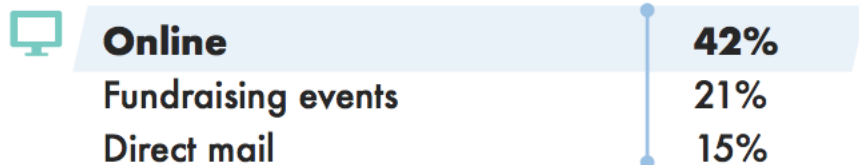
73% OF AFRICAN DONORS VOLUNTEER. 52% ATTEND FUNDRAISING EVENTS.



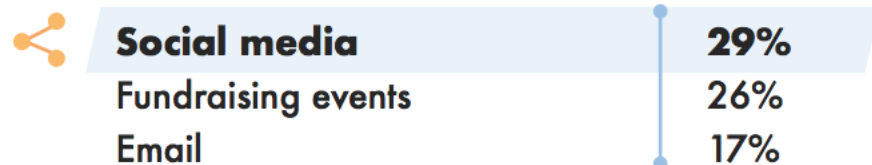
TRENDS IN GIVING: ASIA

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



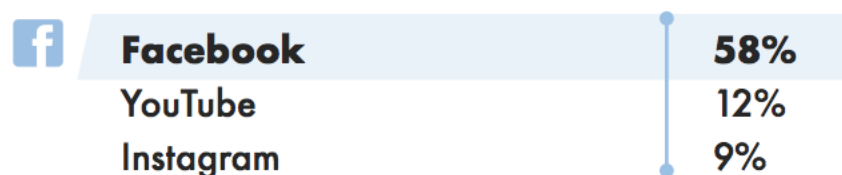
DONORS MOST INSPIRED TO GIVE BY



TOP 3 CAUSES DONATED TO



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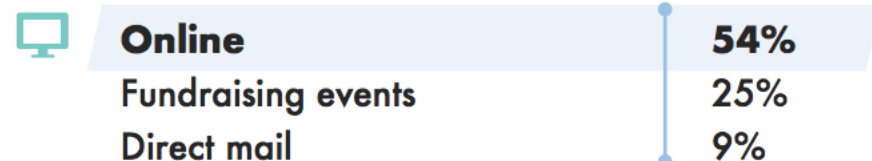


76% OF ASIAN DONORS VOLUNTEER. 49% ATTEND FUNDRAISING EVENTS.

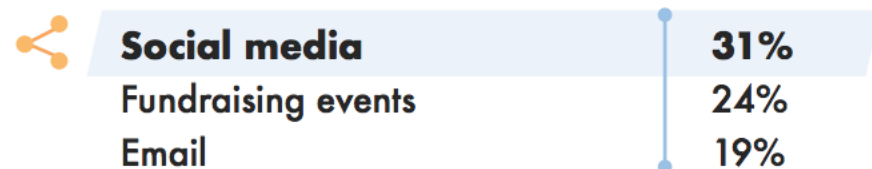
TRENDS IN GIVING: AUSTRALIA & OCEANIA

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.

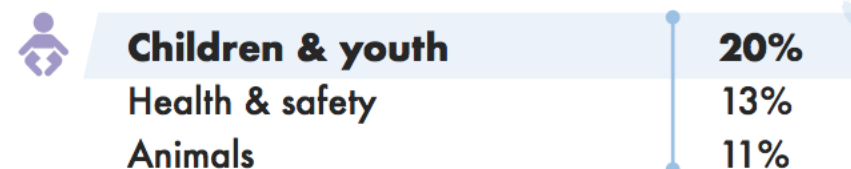
AUSTRALASIAN DONORS PREFER TO GIVE



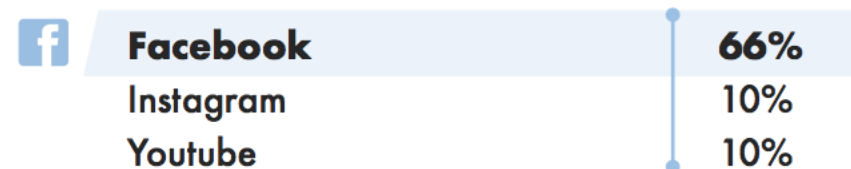
DONORS MOST INSPIRED TO GIVE BY



TOP 3 CAUSES DONATED TO



SOCIAL MEDIA THAT MOST INSPIRES GIVING



61% OF AUSTRALASIAN DONORS VOLUNTEER. 70% ATTEND FUNDRAISING EVENTS.





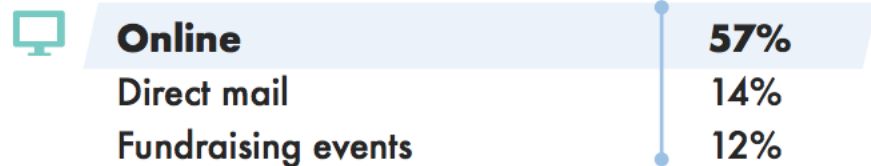
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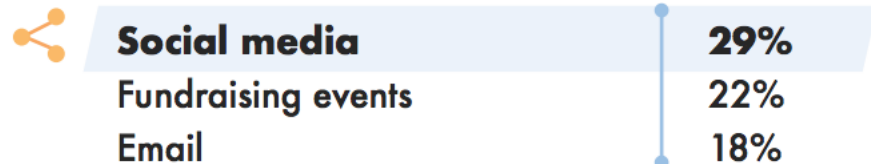
TRENDS IN GIVING: *EUROPE*

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.

EUROPEAN DONORS PREFER TO GIVE



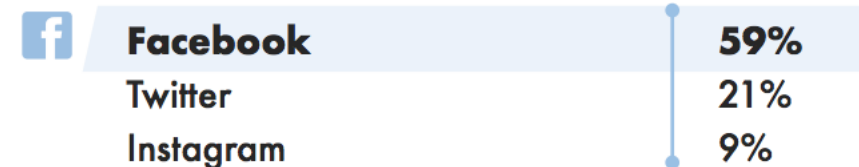
DONORS MOST INSPIRED TO GIVE BY



TOP 3 CAUSES DONATED TO



SOCIAL MEDIA THAT MOST INSPIRES GIVING

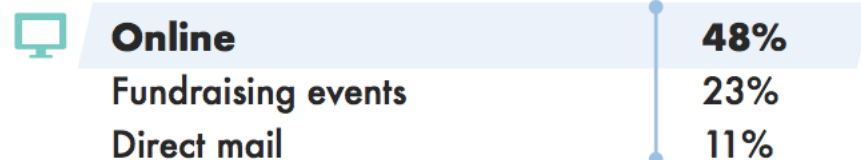


64% OF EUROPEAN DONORS VOLUNTEER. 38% ATTEND FUNDRAISING EVENTS.

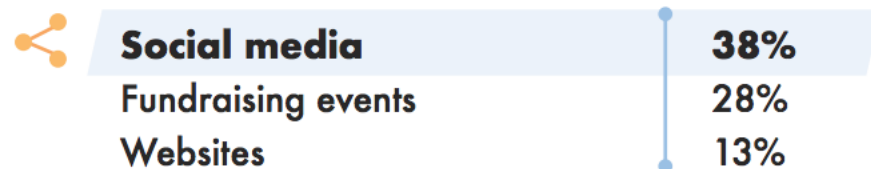
TRENDS IN GIVING: *SOUTH AMERICA*

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.

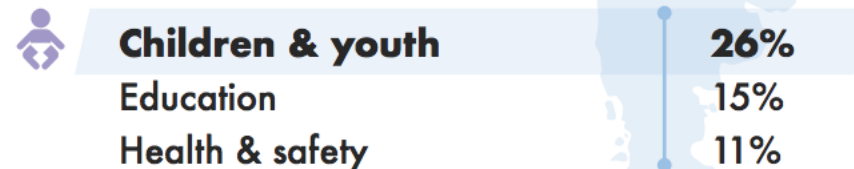
SOUTH AMERICAN DONORS PREFER TO GIVE



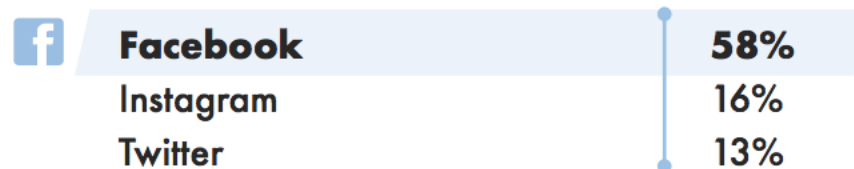
DONORS MOST INSPIRED TO GIVE BY



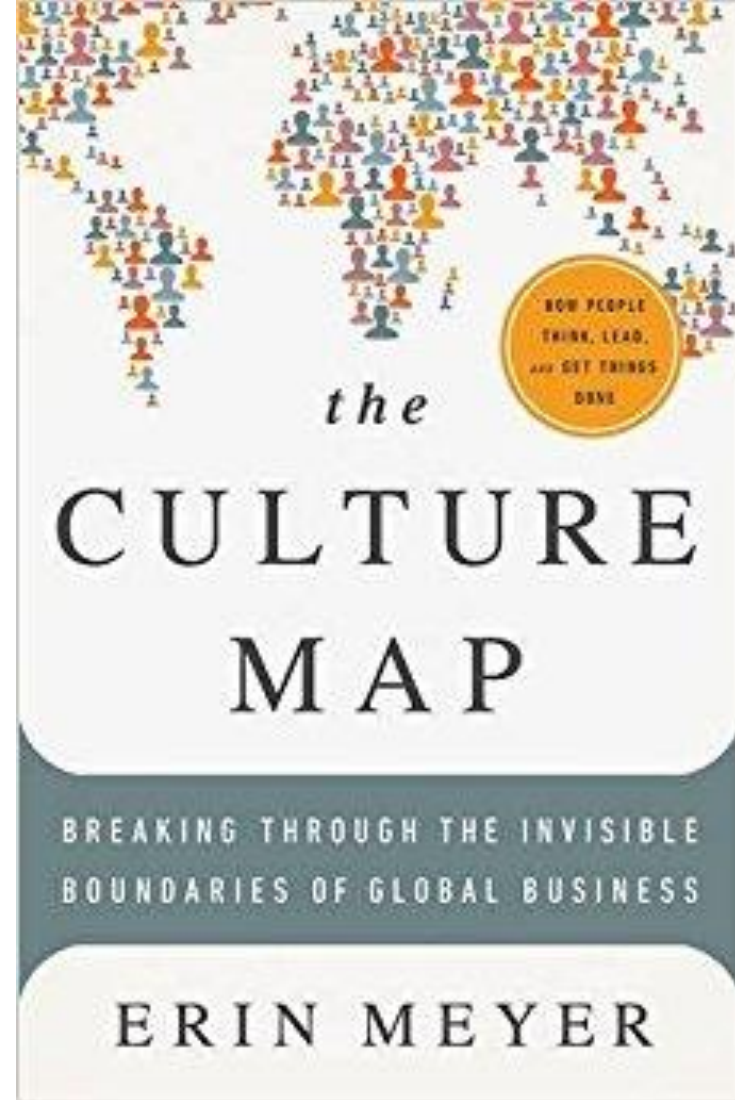
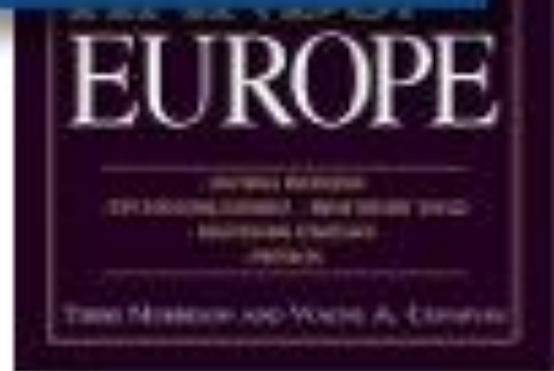
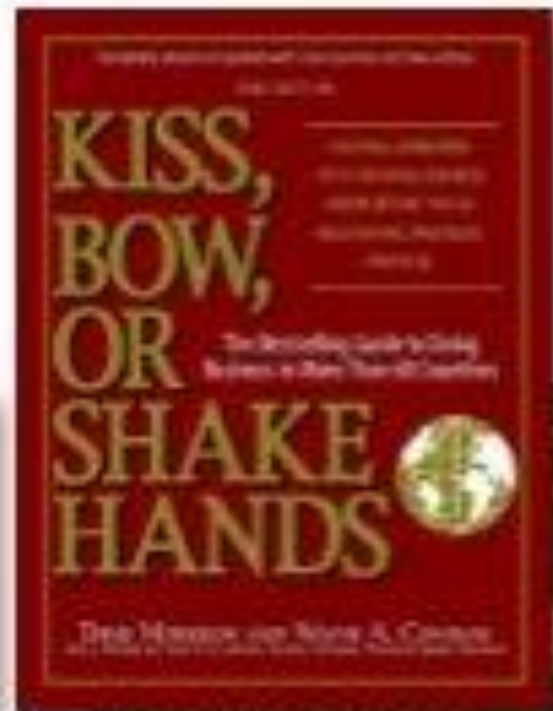
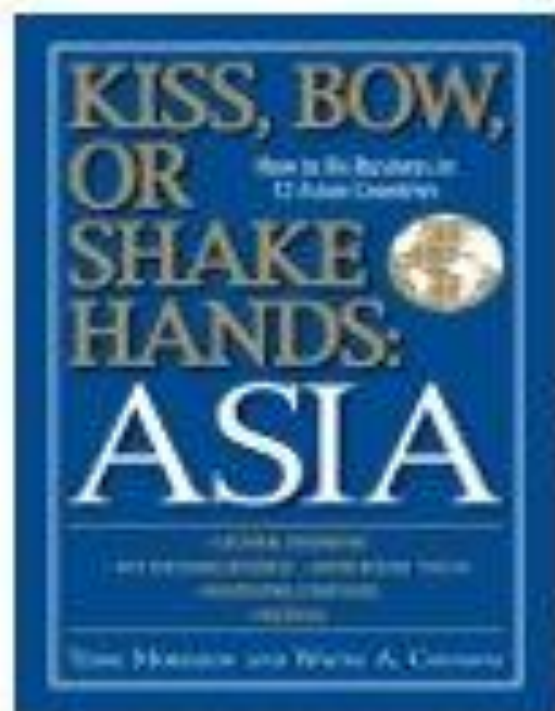
TOP 3 CAUSES DONATED TO



SOCIAL MEDIA THAT MOST INSPIRES GIVING



68% OF SOUTH AMERICAN DONORS VOLUNTEER. 47% ATTEND FUNDRAISING EVENTS.



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EAT



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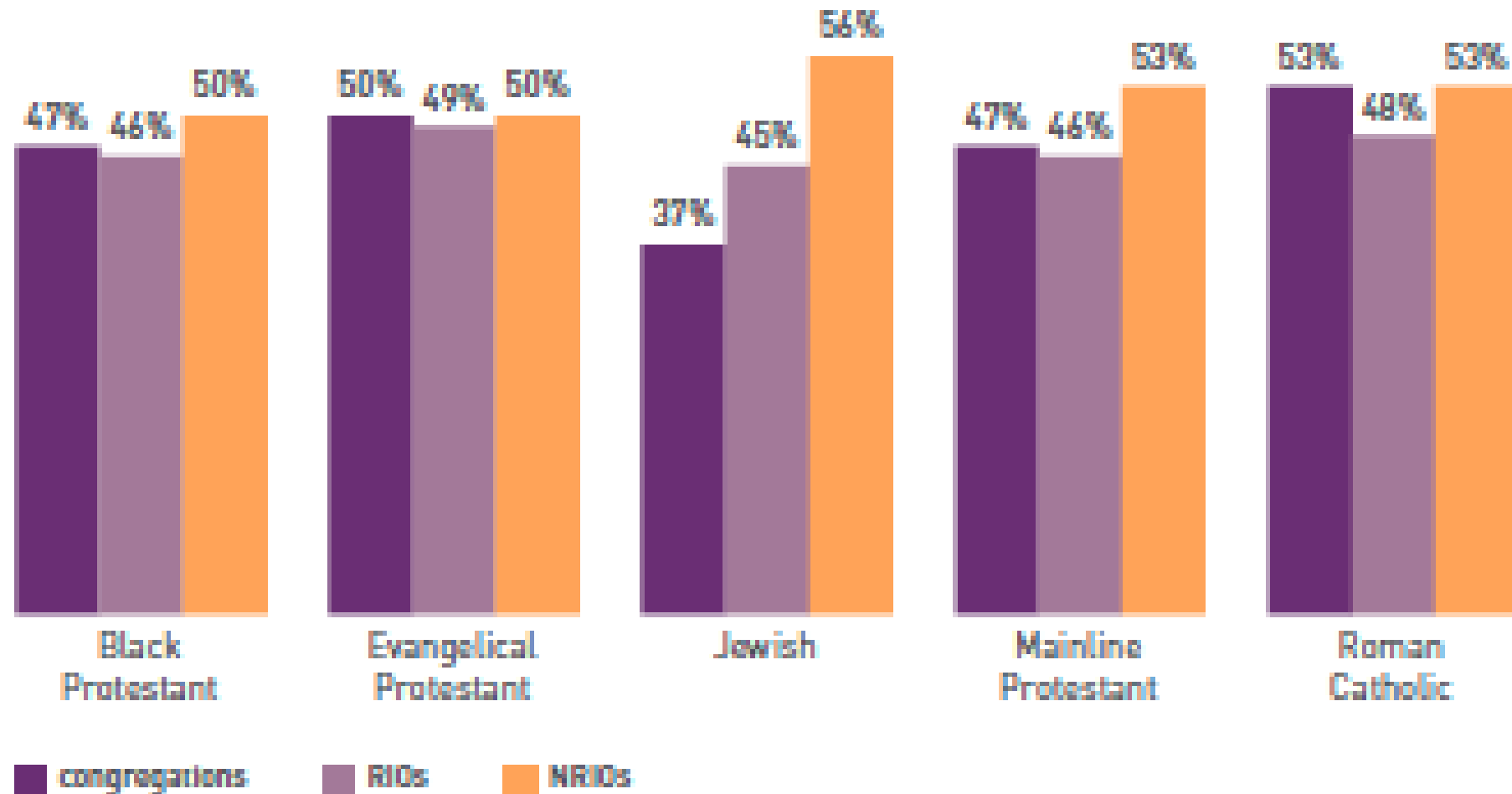
PRAY



@DONORGURU



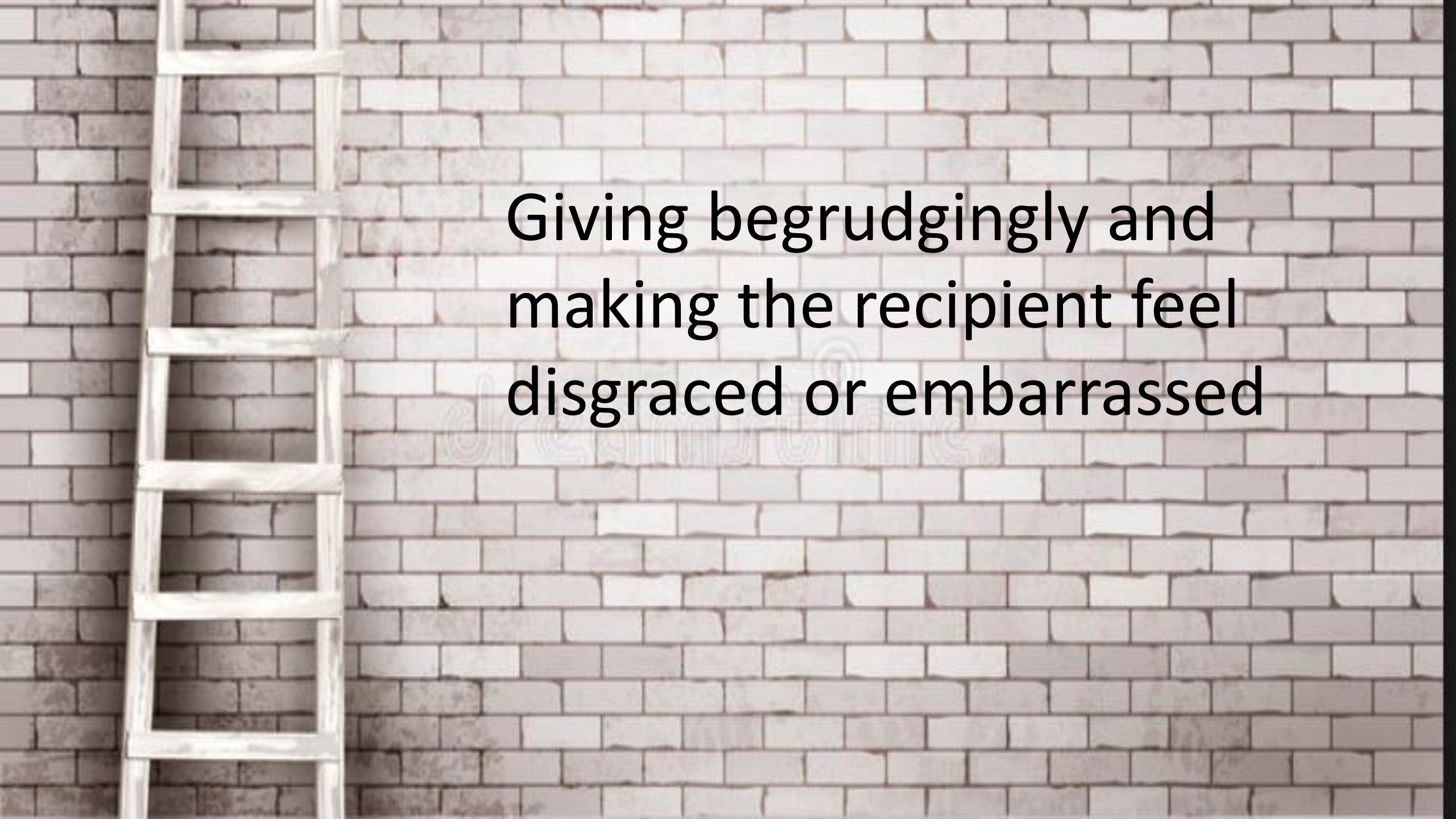
Percentage of Americans who give to all types of organizations by religious tradition





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A wooden ladder is leaning against a brick wall on the left side of the image. The wall is made of light-colored bricks with dark mortar. The text is centered on the right side of the image.

Giving begrudgingly and
making the recipient feel
disgraced or embarrassed

A wooden ladder is leaning against a brick wall on the left side of the image. The ladder is made of light-colored wood and has several rungs. The brick wall is made of reddish-brown bricks with light-colored mortar. The text "Giving cheerfully but giving too little" is written in a black, sans-serif font in the center-right of the image. A faint, stylized watermark "dreamstime." is visible below the text.

Giving cheerfully but giving too
little

A wooden ladder is leaning against a brick wall on the left side of the image. The ladder is made of light-colored wood and has several rungs. The brick wall is made of reddish-brown bricks with dark mortar. The text "Giving cheerfully and adequately but only after being asked" is written in a black, sans-serif font across the middle of the image. A faint "dreamstime." watermark is visible below the text.


Giving cheerfully and adequately but
only after being asked

A wooden ladder is leaning against a brick wall on the left side of the image. The ladder is made of light-colored wood and has several rungs. The brick wall is made of reddish-brown bricks with white mortar. The text is centered on the right side of the image.


Giving when you do not know who
is the individual benefiting, but the
recipient knows your identity

dreamstime




A wooden ladder is leaning against a brick wall on the left side of the image. The ladder is made of light-colored wood and has several rungs. The brick wall is composed of reddish-brown bricks with white mortar. The text is overlaid on the right side of the image.

Giving when you know who is the individual benefiting, but the recipient does not know your identity

A wooden ladder is leaning against a brick wall on the left side of the image. The ladder is made of light-colored wood and has several rungs. The brick wall is made of reddish-brown bricks with white mortar. The text is centered on the right side of the image.

Giving when neither the donor
nor the recipient is aware of the
other's identity

A wooden ladder is leaning against a brick wall on the left side of the image. The ladder is made of light-colored wood and has several rungs. The brick wall is made of reddish-brown bricks with white mortar. The text is centered on the right side of the image.

Giving money, a loan, your time or
whatever else it takes to enable an
individual to be self-reliant

dreamstime.

GIVE



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Obrigado!

Lynne M. Wester

@donorguru

www.donorrelationsguru.com

lynne@donorrelationsguru.com

