Trends in Philanthropy

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How much did Americans give in 2018?

$427.71 billion

Americans gave $427.71 billion to charity in 2018 in a complex year for charitable giving.

Where did the generosity come from?

Contributions by source (by percentage of the total)

- Giving by Foundations: 18% of total giving in 2018
  - $75.86 billion (4.7% up when inflation adjusted)
  - 7.3% more in 2017

- Giving by Bequest: 9% of total giving in 2018
  - $39.71 billion (2.3% down when inflation adjusted)
  - Same as 2017

- Giving by Corporations: 5% of total giving in 2018
  - $20.05 billion (2.9% up when inflation adjusted)
  - 5.4% from 2017

- Giving by Individuals: 68% of total giving in 2018
  - $292.09 billion (3.4% down when inflation adjusted)
  - 1.1% from 2017

Giving to international affairs showed the largest growth in 2018 of any sector.

Where are all the charitable dollars going?

Contributions by source (by percentage of the total)

- Giving by individuals declined in 2018, comprising less than 70 percent of overall giving for the first time in at least 50 years.

- Giving by Foundations: 29% to Religion (12.4% down when inflation adjusted)
  - $124.52 billion (-1.5% - 3.9%)

- Giving by Foundations: 14% to Education (12% down when inflation adjusted)
  - $58.72 billion (-1.3% - 3.7%)

- Giving by Foundations: 12% to Human Services (10% down when inflation adjusted)
  - $51.54 billion (-0.3% - 2.7%)

- Giving by Foundations: 12% to Foundations (8% down when inflation adjusted)
  - $50.29 billion (-6.9% - 9.1%)

- Giving by Foundations: 10% to Health (5% down when inflation adjusted)
  - $40.78 billion (0.1% - 2.3%)

- Giving by Foundations: 7% to Public-Society Benefit (7.5% down when inflation adjusted)
  - $31.21 billion (-3.7% - 6.0%)

- Giving by Foundations: 5% to International Affairs (5% down when inflation adjusted)
  - $22.88 billion (96% 7.0%)

- Giving by Foundations: 5% to Arts, Culture, and Humanities (5% down when inflation adjusted)
  - $19.49 billion (0.3% - 2.1%)

- Giving by Foundations: 3% to Environment/Animals (3% down when inflation adjusted)
  - $12.70 billion (3.6% 1.2%)

- Giving by Foundations: 2% to Individuals (1% down when inflation adjusted)
  - $9.06 billion (- -)
And if that isn’t bad enough, the retention rate of new donors continues to decline!
WHY IS THIS HAPPENING?

TAX ACT  
Increase in standard deduction

RECESSION  
Loss of discretionary income

MILLENNIALS  
$1.5T of college debt

ELECTION  
Increase in political giving
WHAT TO DO ABOUT IT

ANALYTICS
Improve allocation of resources

BENCHMARK
Identify & share best practices

COLLABORATE
Expand academic research

INNOVATE
Expand donor universe
IN SUMMARY

USE DATA RESPONSIBLY

Your organizations are awash in data – use this data responsibly to engage and retain donors.

LEVERAGE COLLECTIVE RESOURCES

NetHope is a unique collaboration – leverage your collective resources to innovate and promote best fundraising practices.
Thank you!

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