

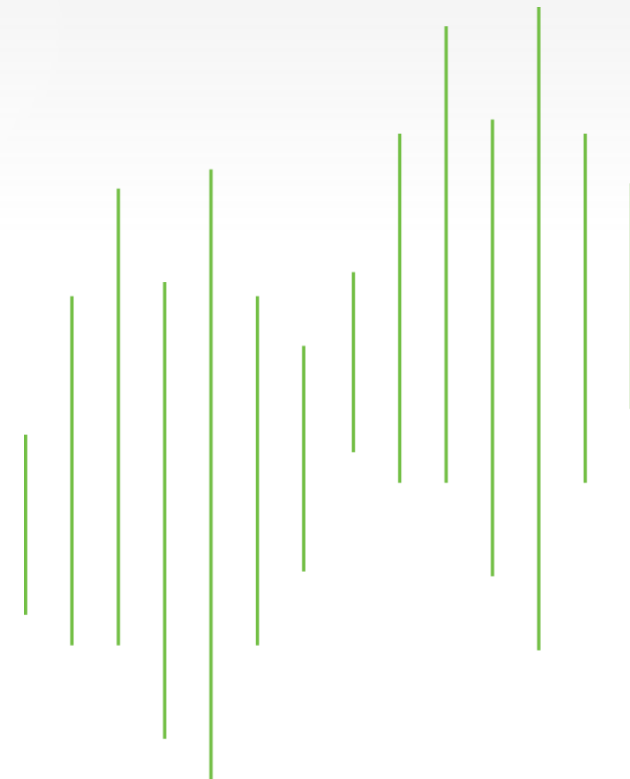


Trends in Philanthropy

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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.

Giving to foundations decreased the most, after experiencing strong double-digit growth in the year prior.



Where did the generosity come from?

Contributions by source (by percentage of the total)

Giving by Foundations

7.3% over 2017

18%

\$75.86 billion
(4.7% up when inflation adjusted)

Giving by Bequest

0.0% same as 2017

9%

\$39.71 billion
(2.3% down when inflation adjusted)

Giving by Corporations

5.4% from 2017

5%

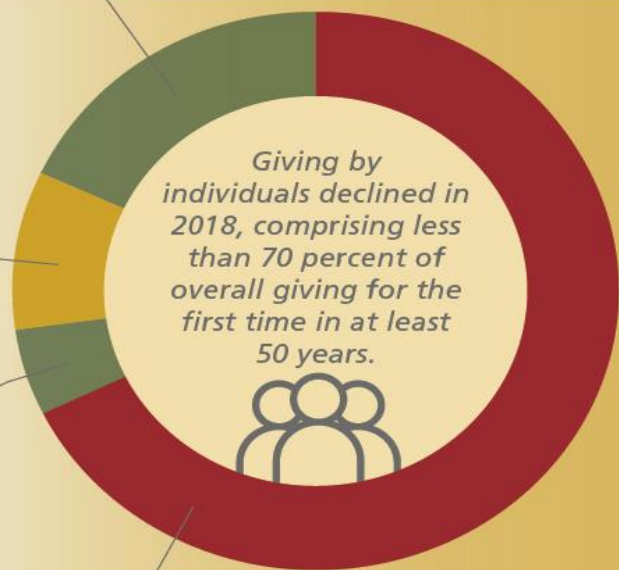
\$20.05 billion
(2.9% up when inflation adjusted)

Giving by Individuals

1.1% from 2017

68%

\$292.09 billion
(3.4% down when inflation adjusted)



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



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

Where are all the charitable dollars going?

Contributions by source (by percentage of the total)

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

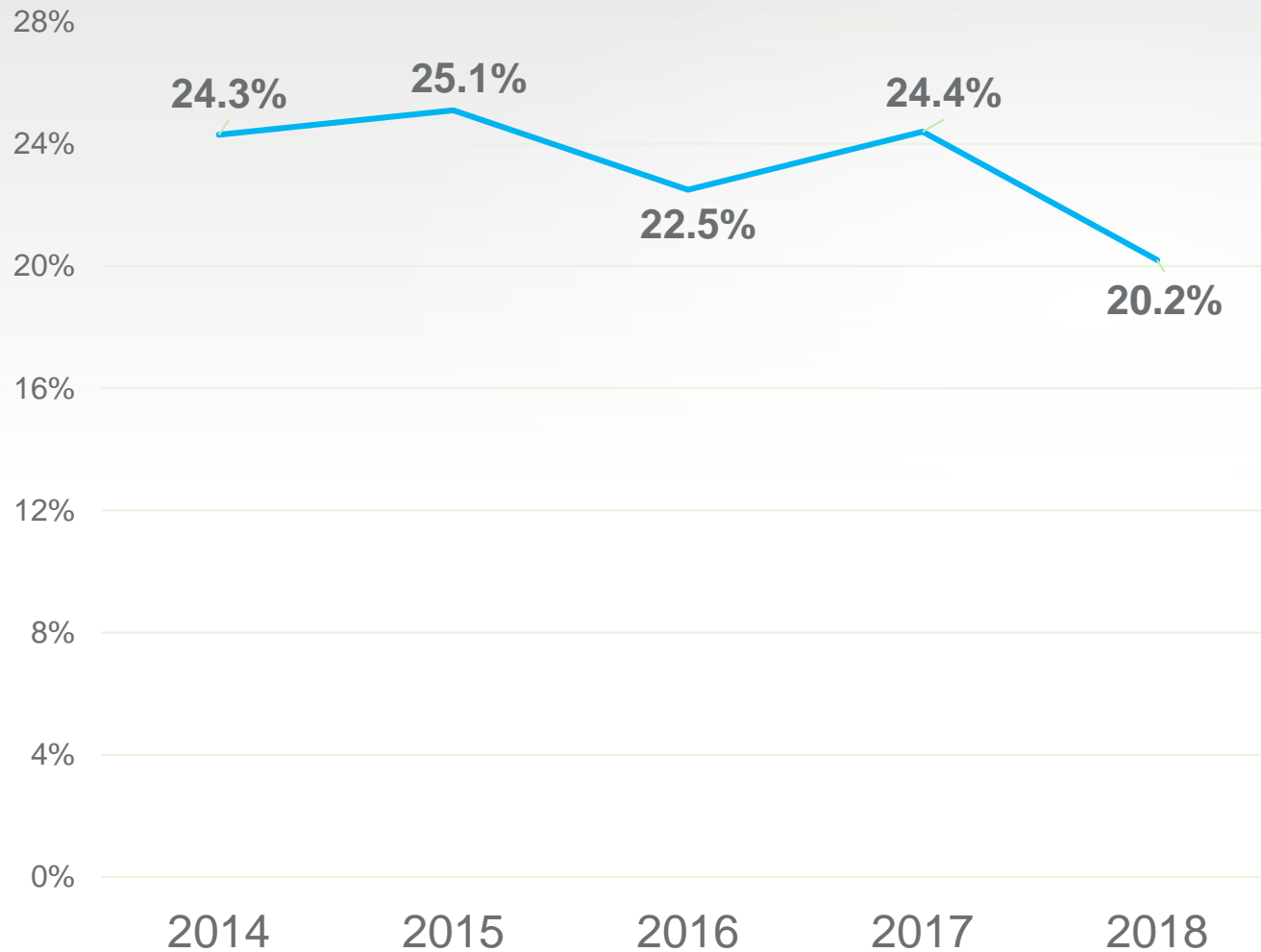


Giving to international affairs showed the largest growth in 2018 of any sector.

	% of total giving in 2018	\$ amount	% change from 2017	inflation adjusted
29% to Religion	29%	\$124.52 billion	↓ -1.5%	-3.9%
14% to Education	14%	\$58.72 billion	↓ -1.3%	-3.7%
12% to Human Services	12%	\$51.54 billion	= -0.3%	-2.7%
12% to Foundations	12%	\$50.29 billion	↓ -6.9%	-9.1%
10% to Health	10%	\$40.78 billion	= 0.1%	-2.3%
7% to Public-Society Benefit	7%	\$31.21 billion	↓ -3.7%	-6.0%
5% to International Affairs	5%	\$22.88 billion	↑ 9.6%	7.0%
5% to Arts, Culture, and Humanities	5%	\$19.49 billion	= 0.3%	-2.1%
3% to Environment/Animals	3%	\$12.70 billion	↑ 3.6%	1.2%
2% to Individuals	2%	\$9.06 billion	-	-

■ indicates growth in current dollars with a decline after adjusted for inflation

NEW DONOR RETENTION RATE



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

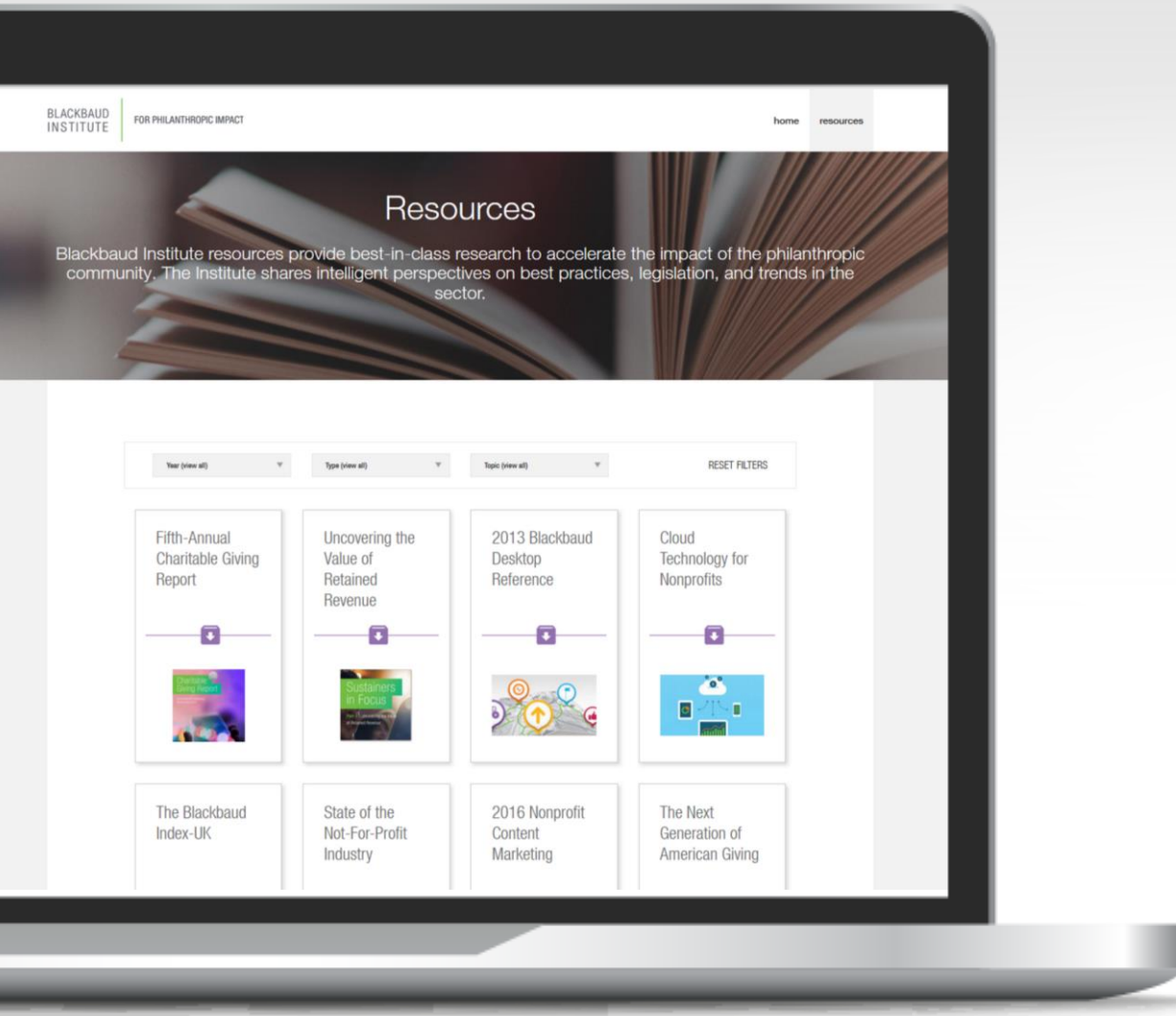
IN SUMMARY

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!

blackbaudinstitute.com/resources

