Giving USA 2015

Findings At-A-Glance

The Annual Report on Philanthropy for the Year 2014

SOURCES OF CONTRIBUTIONS
(reported in current dollars)

INDIVIDUALS
72% of total contributions

UP 5.7%

Individuals gave $258.51 billion in 2014.
Megagifts, gifts of $200 million or more, accounted for $4.79 billion of total individual giving. Many of these megagifts came from the technology industry, particularly young, tech entrepreneurs. Another positive trend is that the average size of donations from individuals is increasing.

FOUNDATIONS
15% of total contributions

UP 8.2%

Foundations gave $53.97 billion in 2014.
Giving grew among all types of foundations:

- Community foundation giving grew by 10.9%, the fastest among the three foundation types
- Operating foundation giving grew by 8.1%
- Independent foundation giving grew by 7.8%

The increase in foundation giving may be attributed to foundations receiving a higher return on their investments as result of a strong stock market.

BEQUESTS
8% of total contributions

UP 15.5%

Bequests totaled $28.13 billion in 2014.
It is estimated that between $6.6 trillion and $27.4 trillion in charitable bequests will be made between 1998 – 2052.

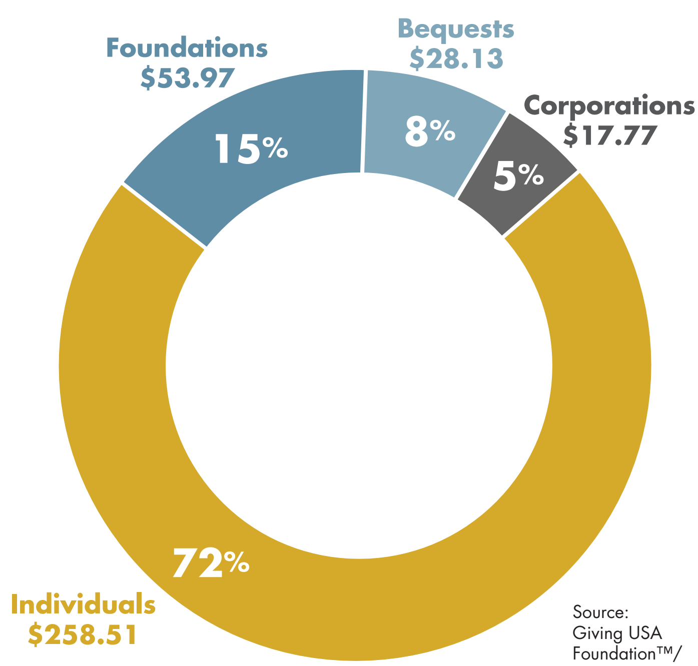
CORPORATIONS
5% of total contributions

UP 13.7%

Corporations gave $17.88 billion in 2014.
Historically, there has been a 1 to 2 year lag between trends in corporate profits and trends in giving. However, we are now seeing more corporate giving linked with real-time profits. Also, according to a recent CECP (formerly, the Committee Encouraging Corporate Philanthropy) report, the average corporation gave 19% of their total philanthropic budget in the form of in-kind/non-cash contributions.

Giving in 2014 set the record for the highest total giving amount in the Giving USA report's 60-year history. Americans gave $358.38 billion to charitable causes in 2014, a 7.1% increase from 2013. This is the fifth consecutive year of increases in giving, surpassing pre-recession levels. The Giving Institute credits the resilience and perseverance of the donors and the nonprofits as one of the major contributors to returning to the pre-recession giving levels.

2014 Contributions: $358.38 billion by source
(in billions of dollars – all figures are rounded)



Source: Giving USA Foundation™/ *GIVING USA* 2014

To download a full copy of the Giving USA 2015 Report go to: **www.givingusareports.org**

Giving USA™
A public service initiative of The Giving Institute

CRAMER & ASSOCIATES
Forward Thinking. Forward Fundraising.

614.766.4483
CramerFundraising.com

RECIPIENTS OF CONTRIBUTIONS
(reported in current dollars)

RELIGION
32% of total contributions

UP 2.5%

While giving to places of worship has increased, religious institutions are still facing declining membership and attendance rates.

Religion now accounts for 32% of total giving, but at its peak in the 1980s it accounted for 57% of total giving.

EDUCATION
15% of total contributions

UP 4.9%

This is the fifth consecutive year for increases in giving to education.

Many megagifts were designated to support research rather than large capital building projects as seen in the past.

HUMAN SERVICES
12% of total contributions

UP 3.6%

Human services has the longest run of year-to-year growth in giving of all subsectors and had not seen a decline since 2002.

This continues to be an important sector for charitable support by many American philanthropists.

GIFTS TO FOUNDATIONS
12% of total contributions

UP 1.8%

Giving to foundations has not yet returned to its pre-recession levels.

Bill and Melinda Gates had the top gift of $1.92 billion to the Bill & Melinda Gates Foundation.

HEALTH
8% of total contributions

UP 5.5%

This is the third consecutive year of growth.

Giving to the health subsector has not been affected by the Affordable Care Act as much as the decline in the health systems' charitable care contributions and the development of their own assets.

PUBLIC-SOCIETY BENEFIT
7% of total contributions

UP 5.1%

This subsector is comprised of large donor-advised funds such as Fidelity and Schwab as well as United Way and the Jewish Federation.

This is the fifth consecutive year of growth. However this subsector has not yet returned to pre-recession levels.

ARTS, CULTURE & HUMANITIES
5% of total contributions

UP 9.2%

This is the highest increase among all subsectors.

Arts and cultural organizations are using cutting edge social media tools and technology to engage donors, which has positively influenced giving in this sector.

INTERNATIONAL AFFAIRS
4% of total contributions

DOWN 2.0%

International affairs has experienced three declines since 2010 making it the slowest growing subsector.

This decline is attributed to an absence of international disasters and individuals shifting their giving priorities to domestic causes.

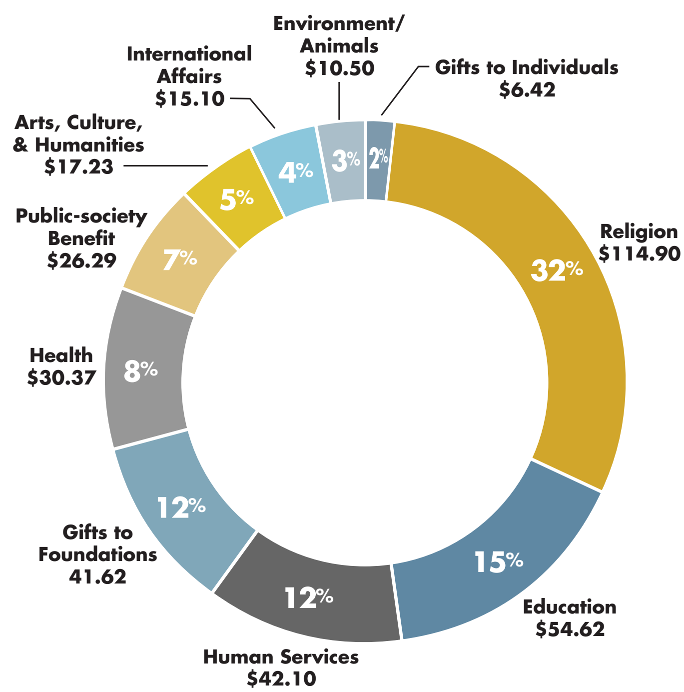
ENVIRONMENT/ANIMALS
3% of total contributions

UP 7.0%

Giving to this sector continues to see growth.

Online charitable donations to this subsector are showing a particularly strong growth pattern.

2014 Contributions: $358.38 billion by type of recipient organization (in billions of dollars – all figures are rounded)



*Includes gifts to non-grantmaking foundations, deductions carried over, contributions to organizations not classified in subsector, and other unallocated gifts.

Source: Giving USA Foundation™/*GIVING USA* 2015