

# Giving USA 2023

THE ANNUAL REPORT ON PHILANTHROPY  
FOR THE YEAR 2022 *AT-A-GLANCE*



## Giving declined by 3.4% to \$499.33B in 2022.

After two remarkable years of philanthropic giving that surpassed the half-trillion-dollar mark during the pandemic, the charitable sector experienced a 3.4% decline in estimated contributions in 2022 due to stock market drops and economic instability.

### WHO GAVE? & how much?

#### 2022 TOTAL CHARITABLE GIVING BY SOURCE

(in billions of dollars - all figures are rounded)



**Individuals: \$319.04B**

↓ **DECREASED BY 6.4%**

For the second year in a row, mega-gifts by high-net-worth individuals accounted for 5% (\$14B) of all individual giving. Despite this, total giving by individuals declined in 2022, following two of the most generous years on record.



**Foundations: \$105.21B**

↑ **INCREASED BY 2.5%**

In 2022, \$1 out of every \$5 given to charity came from foundations as they continue to expand their footprint in the American philanthropic landscape.



**Bequests: \$45.60B**

↑ **INCREASED BY 2.3%**

Bequests continue to be the most volatile source of giving, with fluctuation from year-to-year. Following a 7.3% decrease in 2021, giving by bequests increased by 2.3% in 2022.

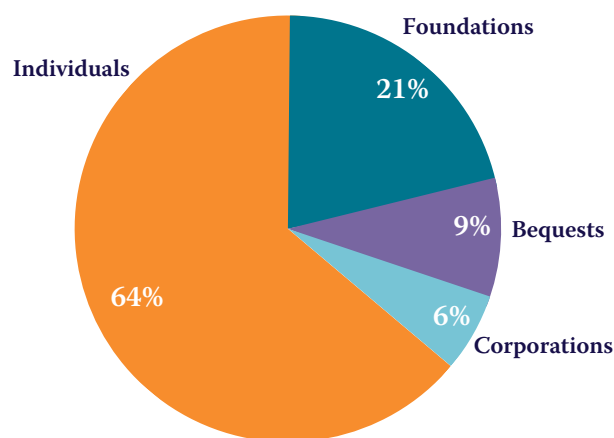


**Corporations: \$21.08B**

↑ **INCREASED BY 3.4%**

In the midst of unusual economic conditions, giving by corporations performed relatively well. Corporate giving had a modest increase in 2022 (that is more stagnant when adjusted for inflation) after an impressive 23.8% jump in 2021.

#### \$499.33B by Source



#### Three key challenges permeated nearly every aspect of American philanthropy in 2022:

- Record-high inflation and interest rates that outpaced most charitable giving
- A decline in disposable income
- A volatile stock market

#### But there are also bright spots:

- Improving employment conditions
- Modest GDP growth
- Historical evidence consistently shows an increase in philanthropy after every economic downturn.

#### What does this mean for nonprofits?

**Given the current climate, nonprofits must prioritize resilience, innovation, and expanding their donor pool to achieve success.**



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Visit **GivingUSA.org** to learn more and to order your copy of *Giving USA 2023: The Annual Report on Philanthropy for the Year 2022*.

Source: Giving USA Foundation/Giving USA 2023 | All figures are reported in current dollars



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## 2022 TOTAL CHARITABLE GIVING BY SUBSECTOR

(in billions of dollars - all figures are rounded)



**Religion: \$243.57B**

↑ **INCREASED BY 5.2%**

Religion still represents the largest subsector in terms of charitable giving, even as religious organizations continue to navigate a hybrid attendance model introduced during the pandemic.



**Human Services: \$71.98B**

↓ **DECREASED BY 0.6%**

Giving to this subsector remained relatively flat in 2022, coming off the heels of generous responses to the COVID-19 pandemic and economic uncertainty that began in 2020.



**Education: \$70.07B**

↓ **DECREASED BY 3.6%**

Continuing to come down from a record-breaking year of giving to education during the pandemic in 2020, giving to this subsector decreased for the second year in a row in 2022.



**Foundations: \$56.84B**

↑ **INCREASED BY 10.1%**

Gifts to independent, community, and operating foundations increased by 10.1% to reach the second highest value on record in 2022 when adjusted for inflation.



**Health: \$51.08B**

↑ **INCREASED BY 5.1%**

Continuing its 2021 rebound in charitable giving, this subsector saw an increase for the second year in a row.



**Public-Society Benefit: \$46.86B**

↓ **DECREASED BY 8.4%**

After a major 23.5% increase in giving to public-society benefit in 2021, a declining stock market reversed the trend line for this subsector in 2022, marked by an 8.4% decrease.



**International Affairs: \$33.71B**

↑ **INCREASED BY 10.9%**

Sparked largely by the conflict in Ukraine and other world events, giving to international affairs surpassed a stagnant 2021 and grew at a rate that outpaced inflation in 2022.



**Arts, Culture & Humanities: \$24.67B**

↑ **INCREASED BY 2.9%**

Keeping up modest momentum after a significant comeback in 2021, giving to the arts, culture & humanities subsector increased slightly for the second year in a row.

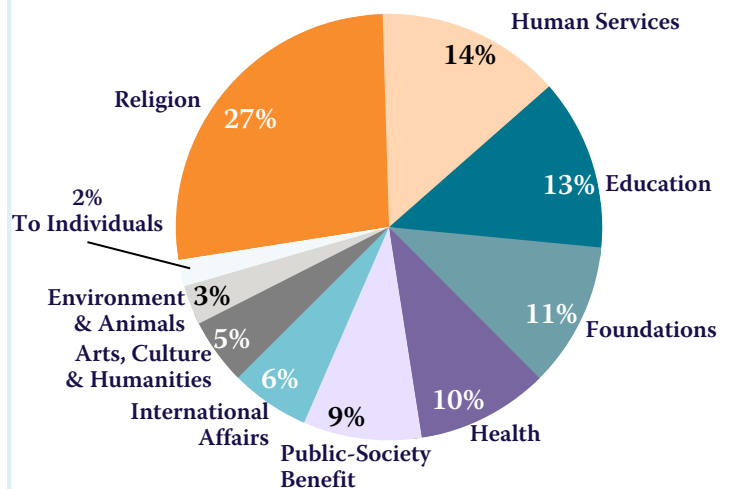


**Environment & Animals: \$16.10B**

↓ **DECREASED BY 1.6%**

Comprising the smallest share of charitable giving, giving to this subsector decreased in 2022 following a 10.1% increase in 2021.

### \$499.33B by Subsector



### Giving Trends



#### Online giving continues to rise.

The trend of online giving is on the rise and seems to be here to stay. The COVID-19 pandemic accelerated this growth, and technology will remain crucial for nonprofit organizations to attract and maintain supporters.



#### Effective communication and engagement with donors is crucial.

Although maintaining human connections is still essential for building relationships, AI-powered tools like ChatGPT provide exciting new opportunities for nonprofits, fundraisers, and donors alike.