

Giving USA 2017

The Annual Report on Philanthropy
for the Year 2016

Findings At-A-Glance

Total Charitable Donations Rose
to a New High of \$390.05 Billion
a 2.7% Increase from 2015

**CRAMER
& ASSOCIATES** 
Forward Thinking. Forward Fundraising.

2016 SOURCES OF CONTRIBUTIONS

INDIVIDUALS

72% of Total Contributions

↑ 3.9%

Individuals gave \$281.86 billion

Giving by individuals grew by 3.9% and was the single largest contributor to the increase in total charitable giving in 2016. Individual giving grew at a higher rate than the other sources of giving, outpacing giving by foundations and by corporations, and offsetting the sharp decline in bequests.

FOUNDATIONS

15% of Total Contributions

↑ 3.5%

Foundations gave \$59.28 billion

Grantmaking grew among all types of foundations

- Community foundations increased 9.9%
- Operating foundations increased 4.5%
- Independent foundation increased 2.3%

Giving by foundations rose more slowly in 2016 compared to the stronger increases seen in recent years, according to data provided by the Foundation Center.

BEQUESTS

8% of Total Contributions

↓ 9.0%

Bequests gave \$30.36 billion

Giving by bequest fell sharply, following 2 years of strong growth. Only one mega-bequest, totaling \$400 million, occurred in 2016 from the estate of Howard & Lottie Marcus from San Diego.

CORPORATIONS

5% of Total Contributions

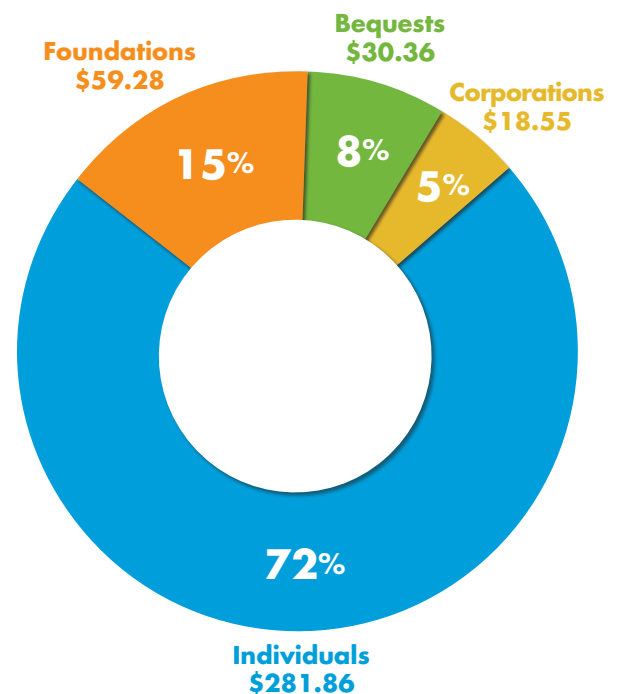
↑ 3.5%

Corporations gave \$18.55 billion

Over the last 10 years, giving by corporations as a percentage of corporate pre-tax profits averaged 0.8%. In 2016, corporate pre-tax profits rose an average of 2.7%, and corporate giving increased accordingly.

2016 Contributions: \$390.05 billion by source

(in billions of dollars – all figures are rounded)



Visit www.GivingUSA.org to learn more
and to order your copy of **Giving USA
2017: The Annual Report on Philanthropy
for the Year 2016**



**Giving
USA™**

A public service initiative
of The Giving Institute

CramerFundraising.com | 614.766.4483

2016 RECIPIENTS OF CONTRIBUTIONS

RELIGION

32% of Total Contributions

3.0%

Religion received \$122.94 billion

In the 2016 *State of the Plate Report*, 41% of churches reported an increase in giving by at least 5%. Throughout 2016, faith-based organizations realized the greatest year-over-year monthly increase in overall charitable revenue.

EDUCATION

15% of Total Contributions

3.6%

Education received \$59.77 billion

Giving to education marked its 7th consecutive year of growth. This was largely due to many billion-dollar plus university campaigns that either met, or exceeded, their fundraising goals in 2016.

HUMAN SERVICES

12% of Total Contributions

4.0%

Human Services received \$46.80 billion

In 2016, more human services organizations appeared on the annual Chronicle of Philanthropy's 400 list of top U.S. Charities; three social service organizations placed in the top five.

FOUNDATIONS

10% of Total Contributions

3.1%

Foundations received \$46.80 billion

After a sharp decline in 2015, giving to foundations recovered in 2016. Giving to foundations is a subsector that frequently experiences large swings in contributions.

HEALTH

8% of Total Contributions

5.7%

Health received \$33.14 billion

The Chronicle of Philanthropy's list of the 50 most generous donors prioritized medical research in 2016. Collectively they pledged \$424 million to support research into cancer prevention and treatment and other health causes.

PUBLIC-SOCIETY BENEFIT

8% of Total Contributions

3.7%

Public-Society Benefit received \$29.89 billion

Giving to this subsector grew for the seventh consecutive year. National (commercial) donor-advised funds such as Fidelity and Vanguard were included in the estimates and showed strong increases.

ARTS, CULTURE & HUMANITIES

5% of Total Contributions

6.4%

Arts, Culture & Humanities received \$18.21 billion

Organizations in this subsector are employing new and innovative fundraising techniques to increase donations; including social media campaigns, the use of data analytics, and "beacon technology" will allow for data gathering via smartphones.

INTERNATIONAL AFFAIRS

5% of Total Contributions

5.8%

International Affairs received \$22.03 billion

This subsector continues to grow for several reasons, including increasing monthly givers, and massive annual gifts from philanthropists such as Bill & Melinda Gates.

ENVIRONMENT & ANIMALS

3% of Total Contributions

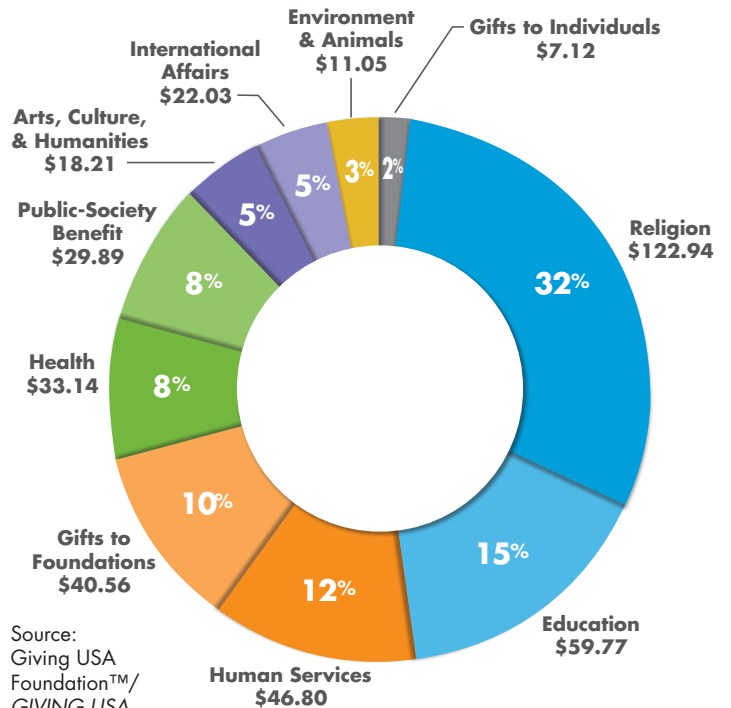
7.0%

Environment & Animals received \$11.05 billion

Environmental and animal organizations experienced the fastest growth out of the nine subsectors, with a two-year growth rate of 13.5%.

2016 Contributions: \$390.05 billion by type of recipient organization

(in billions of dollars – all figures are rounded)



Source: Giving USA Foundation™/GIVING USA 2017