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LOGISTICS

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PANELISTS

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2020

The Annual Report on Philanthropy for the Year 2019

Researched and written by IUPUI Lilly Family School of Philanthropy
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WHAT IS GIVING USA?

• The longest running, annual report on U.S. charitable giving
• Estimates for:
  • Sources of giving
  • Amounts received by type of organization
• Published by Giving USA Foundation™
• Begun in 1956 by the American Association of Fundraising Counsel, now The Giving Institute
• Made possible by contributions from The Giving Institute member firms, foundations, and other donors
• Researched and written by the Indiana University Lilly Family School of Philanthropy
• Total giving reached $449.64 billion in 2019.

• 2017, 2018, and 2019 are the three highest levels of total giving ever recorded.
THREE OUT OF 4 SOURCES OF GIVING

In 2019, giving increased for three sources and stayed flat for one:

- Giving by corporations: +13.4% (11.4% inflation-adjusted)
- Giving by individuals: +4.7% (2.8% inflation-adjusted)
- Giving by foundations: +2.5% (0.7% inflation-adjusted)
- Giving by bequests: +0.2% (-1.6% inflation-adjusted)


Percentage change from previous year

* The two-year change is calculated separately and is not the sum of the changes in the two years.
KEY ECONOMIC FACTORS ASSOCIATED WITH TOTAL CHARITABLE GIVING POSTED STRONG GROWTH IN 2019

- Economic indicators boosted growth in giving

  - **Personal income** grew 4.4% over 2018
  - **Gross domestic product** grew 4.1% over 2018
  - **S&P 500** grew 28.9% over 2018

**STANDARD &POOR’S**
TOTAL CHARITABLE GIVING GRAPHED WITH THE STANDARD & POOR’S 500 INDEX, 1979-2019

- S&P 500 in 2019 dollars
- Total giving in 2019 dollars

S&P 500 Index, inflation adjusted to 2019 dollars

Total charitable giving, inflation adjusted to 2019 dollars
2019 CONTRIBUTIONS: $449.64 BILLION BY SOURCE OF CONTRIBUTIONS

- Corporations: $21.09 billion (5%)
- Individuals: $309.66 billion (69%)
- Bequests: $43.21 billion (10%)
- Foundations: $75.69 billion (17%)

(unallocated not included)
GIVING BY SOURCE: PERCENTAGE OF THE TOTAL IN FIVE-YEAR SPANS, 1980-2019

(In billions of inflation-adjusted dollars, 2019 = $100)
2019 CONTRIBUTIONS: $449.64 BILLION

- 6% International affairs: $28.89
- 5% Arts, culture, & humanities: $21.64
- 8% Public-society benefit: $37.16
- 9% Health: $41.46
- 12% Gifts to grantmaking foundations*: $53.51
- 12% Human services: $55.99
- 12% Education: $64.11
- 29% Religion: $128.17
- 2% To individuals: $10.11
- 3% Environment/animals: $14.16
EIGHT OF 9 SUBSECTORS GREW IN 2019

*This chart shows percent change in current dollars.*
FOUR SUBSECTORS SAW DOUBLE DIGIT GROWTH YEAR-OVER-YEAR*

- Public-society benefit: +13.1% (+11.1% inflation-adjusted)
- Arts, Culture, & Humanities: +12.6% (+10.6% inflation-adjusted)
- Education: +12.1% (+10.1% inflation-adjusted)
- Environment and animals: +11.3% (+9.4% inflation-adjusted)

*Statements based in current dollars.
TOTAL GIVING, 1979-2019

- Inflation-adjusted dollars, 2019 = $100
- Current dollars
- Inflation-adjusted dollars in recession

$449.64
Total giving as a percentage of gross domestic product (GDP), 1979–2019 (in current dollars)
INDIVIDUAL GIVING AS A SHARE OF DISPOSABLE INCOME, 1979-2019
CORPORATE GIVING AS A PERCENTAGE OF CORPORATE PRE-TAX PROFITS, 1979–2019

0.8% 1.5% 1.4% 1.2% 1.3% 0.9% 0.9% 0.8% 1.0%

(IN CURRENT DOLLARS)
THE NUMBER OF 501(C)(3) ORGANIZATIONS, 2008–2018

- 2008: 1,186,915
- 2009: 1,238,201
- 2010: 1,280,739
- 2011: 1,080,130
- 2012: 1,081,891
- 2013: 1,052,495
- 2014: 1,117,941
- 2015: 1,184,547
- 2016: 1,237,094
- 2017: 1,286,181
- 2018: 1,327,714
Please complete your brief evaluation now.

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