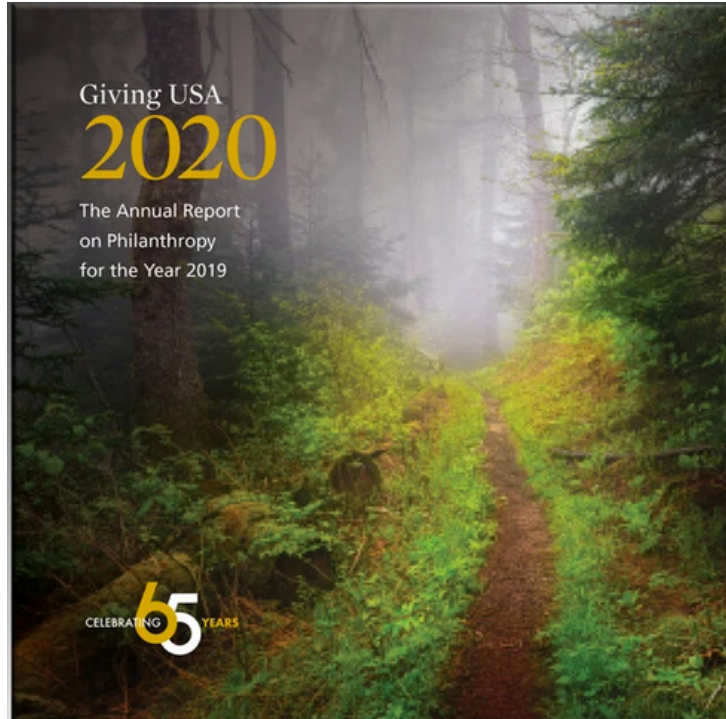


Giving USA 2020: Issues & Trends



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CELEBRATING **65** YEARS



PANELISTS

Dr. Patrick Rooney

Professor of Economics and Philanthropic Studies
Lilly Family School of Philanthropy
Indiana University



Laura MacDonald

Principal and Founder
Benefactor



NPQ's Illustrated Nonprofit Economy

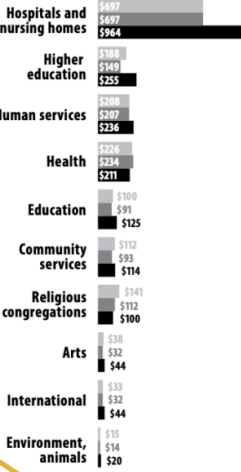
3rd Edition

by Jon Pratt (NPQ contributing editor)
and Kari Aanestad (contributing writer)

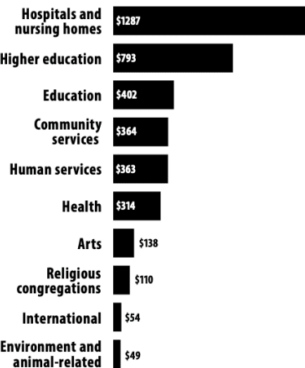
Sources

Source-to-Source Transfers

Revenue Growth (inflation adjusted in \$ billions; 2006, 2009, 2015)



Total Assets (in \$ billions, 2015)



Program fees
from private sources
\$1 trillion

Federal government
\$491 billion

State and local government
\$187 billion

Individuals
\$265 billion

Foundations
\$44 billion

Donor-advised funds
\$15 billion

Interest, dividends, and sale of assets
\$36 billion

Bequests
\$32 billion

Corporations
\$18 billion

Federated drives
\$15 billion

Hospitals and nursing homes
\$964 billion
(6,505 organizations)

Higher education
\$255 billion
(2,470)

Human services
\$236 billion
(143,871)

Health
\$211 billion
(43,084)

Education
\$125 billion
(71,345)

Community services
\$114 billion
(53,333)

Religious congregations
\$100 billion
(282,000)

Arts
\$44 billion
(45,831)

International
\$44 billion
(9,859)

Environment, animals
\$20 billion
(21,002)

Recipients

THE
Nonprofit
QUARTERLY

Get copies of "NPQ's Illustrated Nonprofit Economy, 3rd Edition" for your next event: ten for \$14.95, bulk orders eligible for greater discounts. Order at www.nonprofitquarterly.org, or send an e-mail to feedback@npqmag.org.

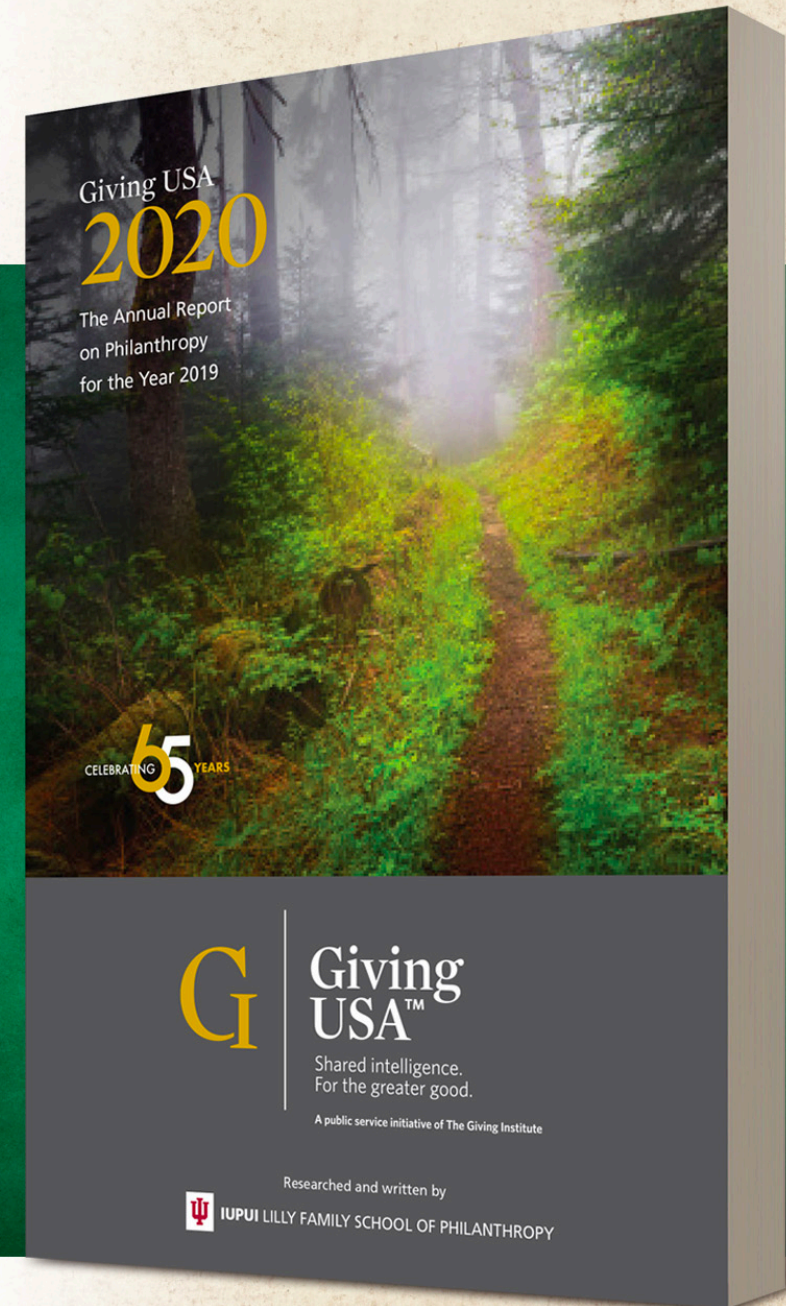
"NPQ's Illustrated Nonprofit Economy, 3rd Edition" is based on 2015 data. Jon Pratt conceived of this project and developed it with Kari Aanestad; Gregg Dinderman designed it; and Cassandra Heliczer managed it to completion. We thank Deondre Jones at the National Center for Charitable Statistics at the Urban Institute, Alan J. Abramson at George Mason University, and the team at www.open990.com for being crucial resources to the research community and this project.



Giving USA 2020

The Annual Report on Philanthropy for the Year 2019

Researched and written by  IUPUI LILLY FAMILY SCHOOL OF PHILANTHROPY



DR. PATRICK ROONEY, PH.D.



Executive Associate Dean for Academic Programs;
Professor of Economics and Philanthropic Studies at the
Lilly Family School of Philanthropy at Indiana University

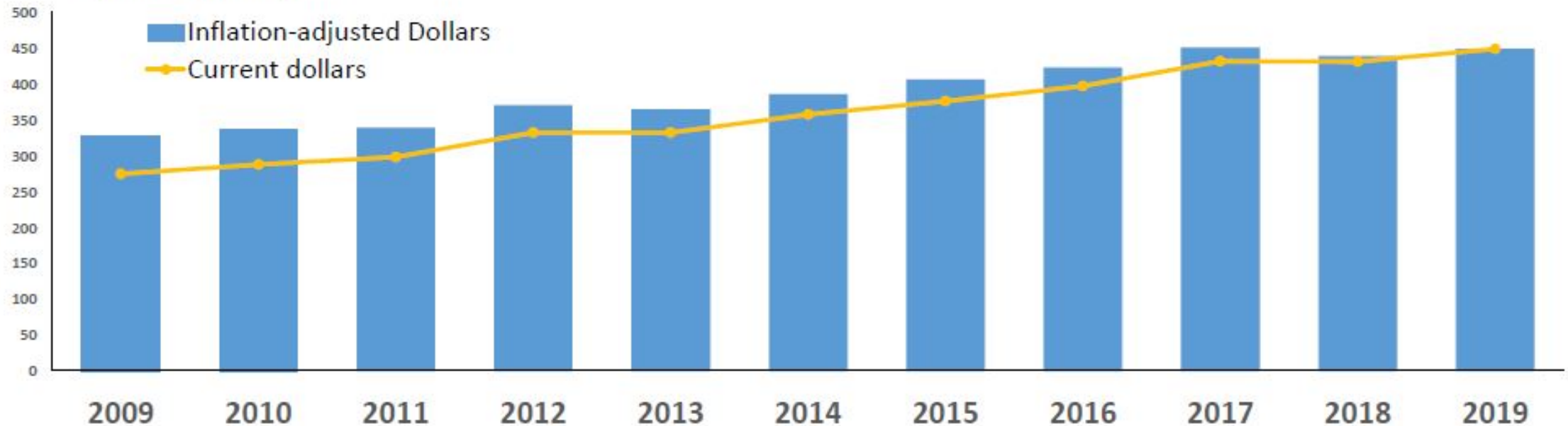
WHAT IS *GIVING USA*?

- 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

GIVING REACHED NEARLY \$450 BILLION IN 2019

- Total giving reached \$449.64 billion in 2019
- 2017, 2018, and 2019 are the three highest levels of total giving ever recorded

Total Giving: 2009-2019
(in billions of dollars)



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)



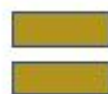
Giving by foundations



+2.5% (0.7% inflation-adjusted)

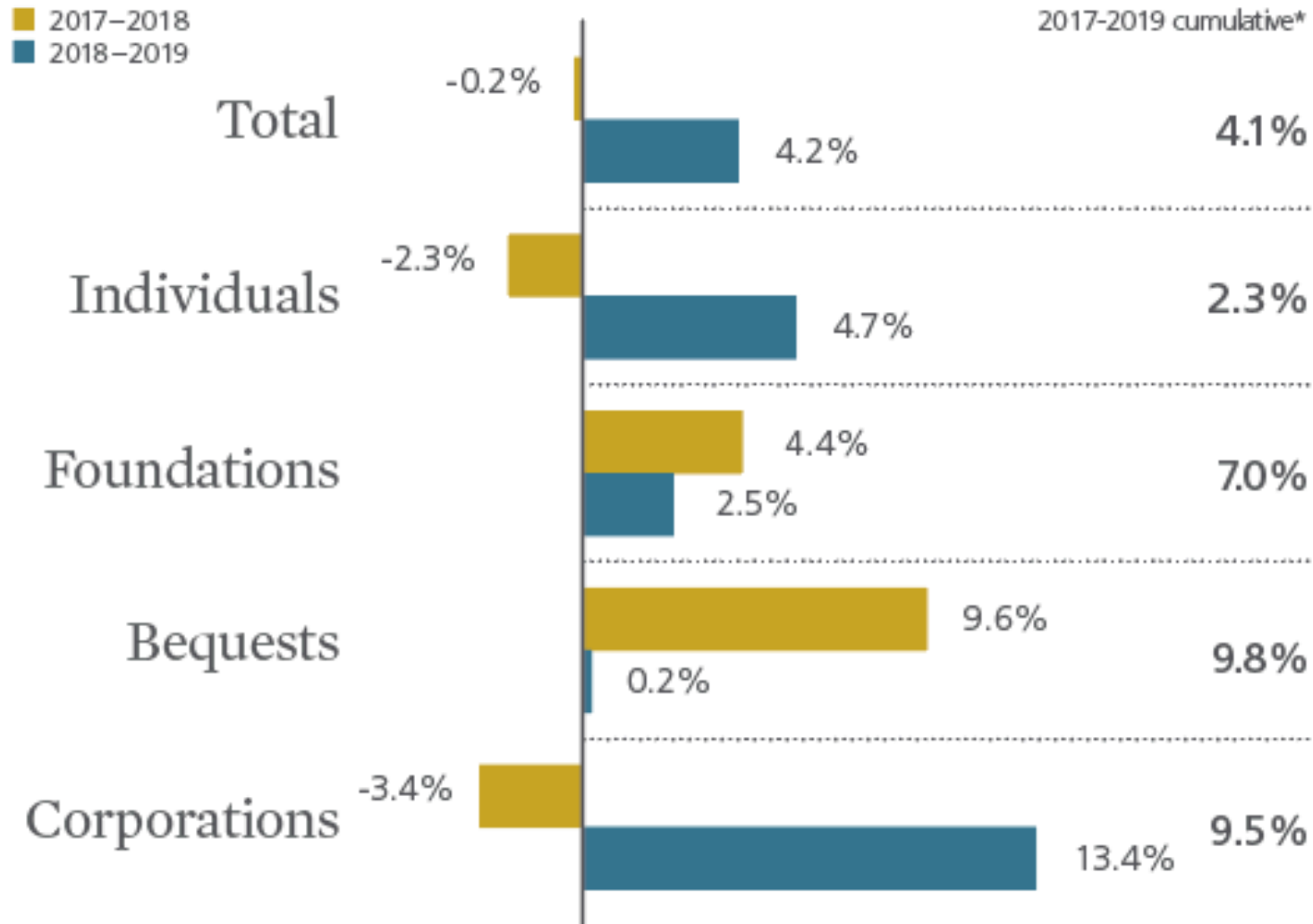


Giving by bequests



+ 0.2% (-1.6% inflation-adjusted)

CHANGES IN GIVING BY SOURCE: 2017–2018 AND 2018–2019, 2017–2019 CUMULATIVE



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 2018

- Economic indicators boosted growth in giving



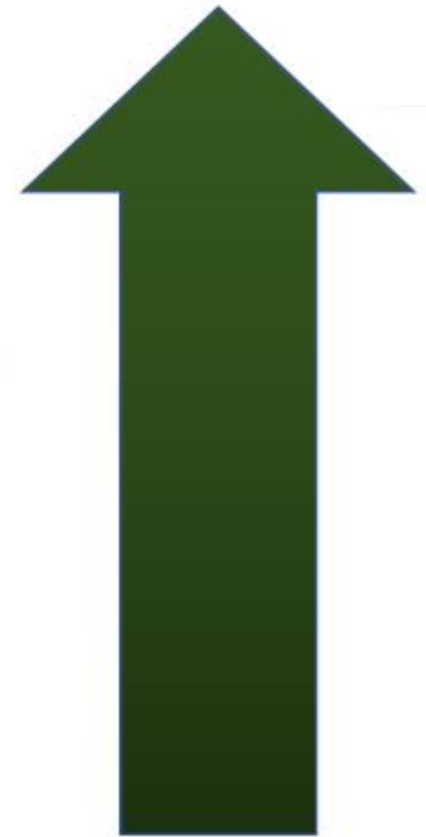
Personal income grew 4.4% over 2018



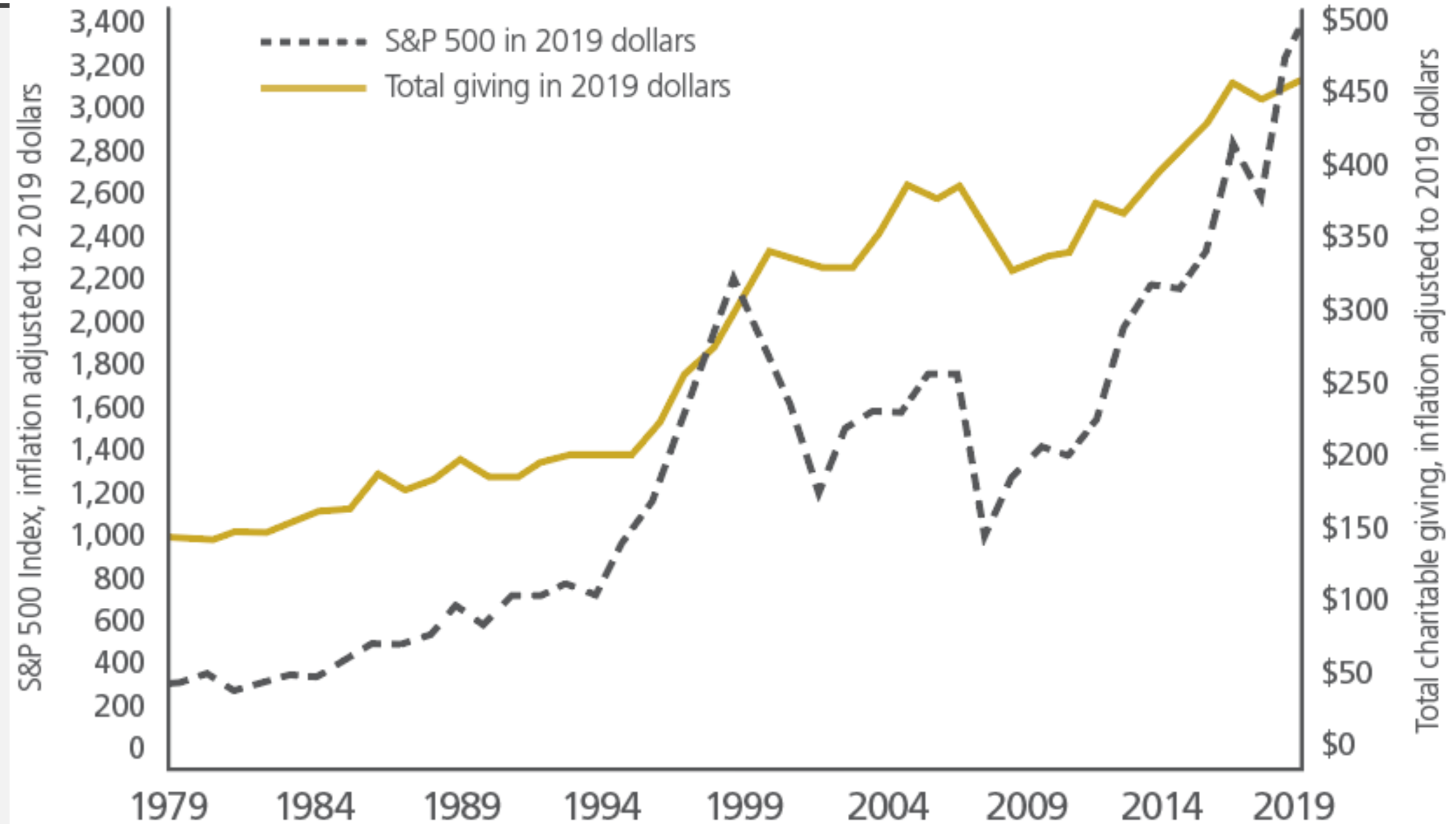
Gross domestic product grew 4.1% over 2018

**STANDARD
& POOR'S**

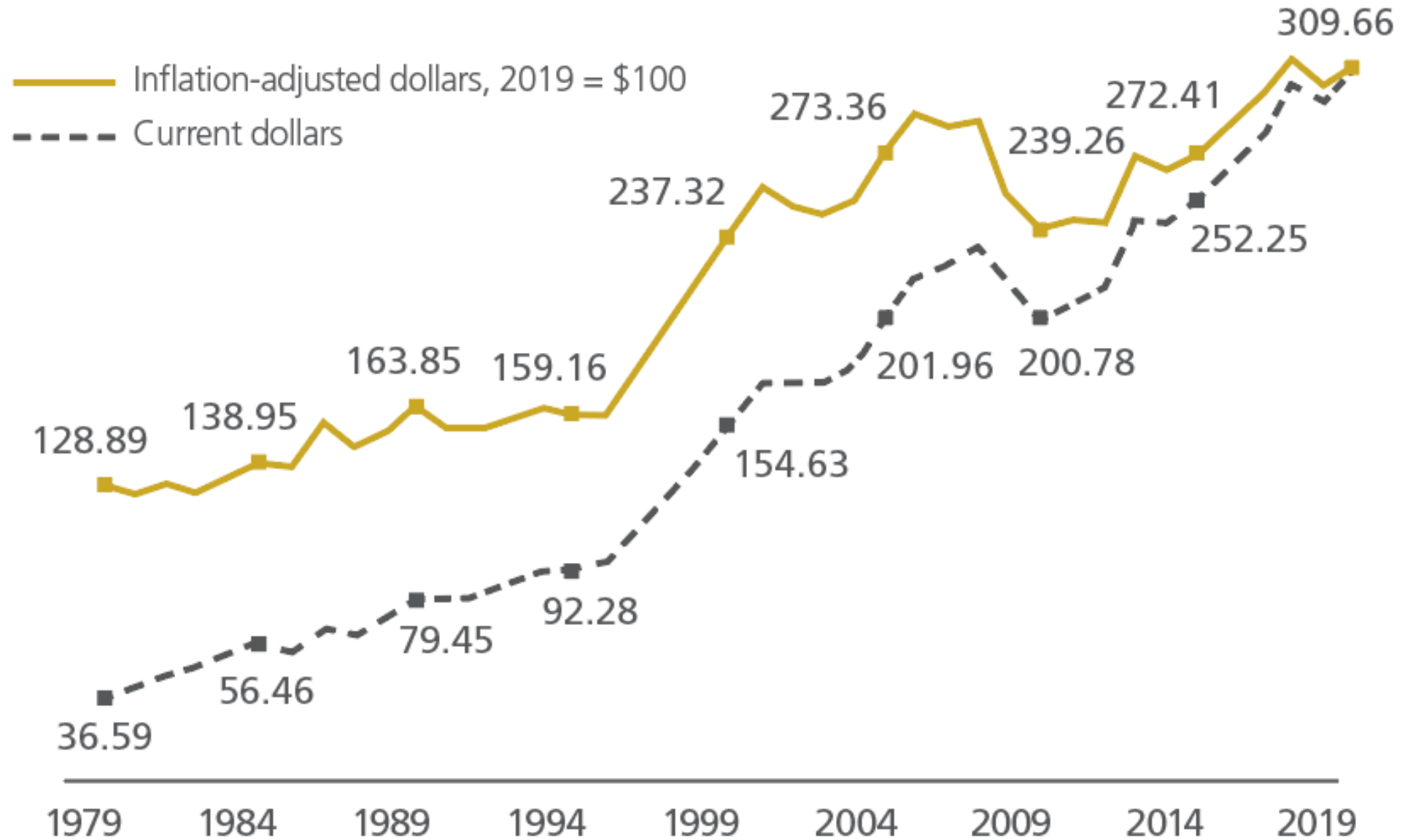
S&P 500 grew 28.9% over 2018



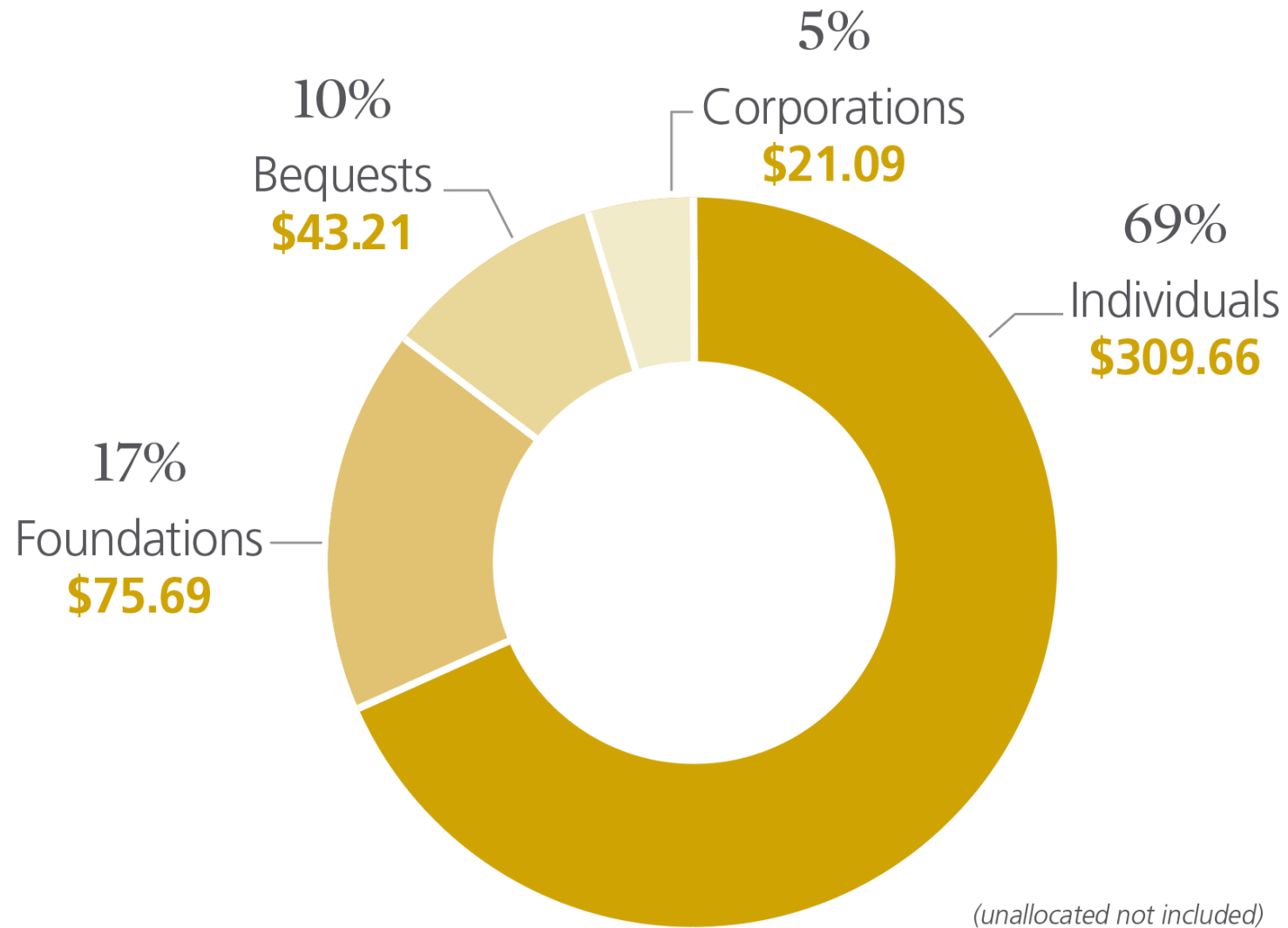
TOTAL CHARITABLE GIVING GRAPHED WITH THE STANDARD & POOR'S 500 INDEX, 1979-2019



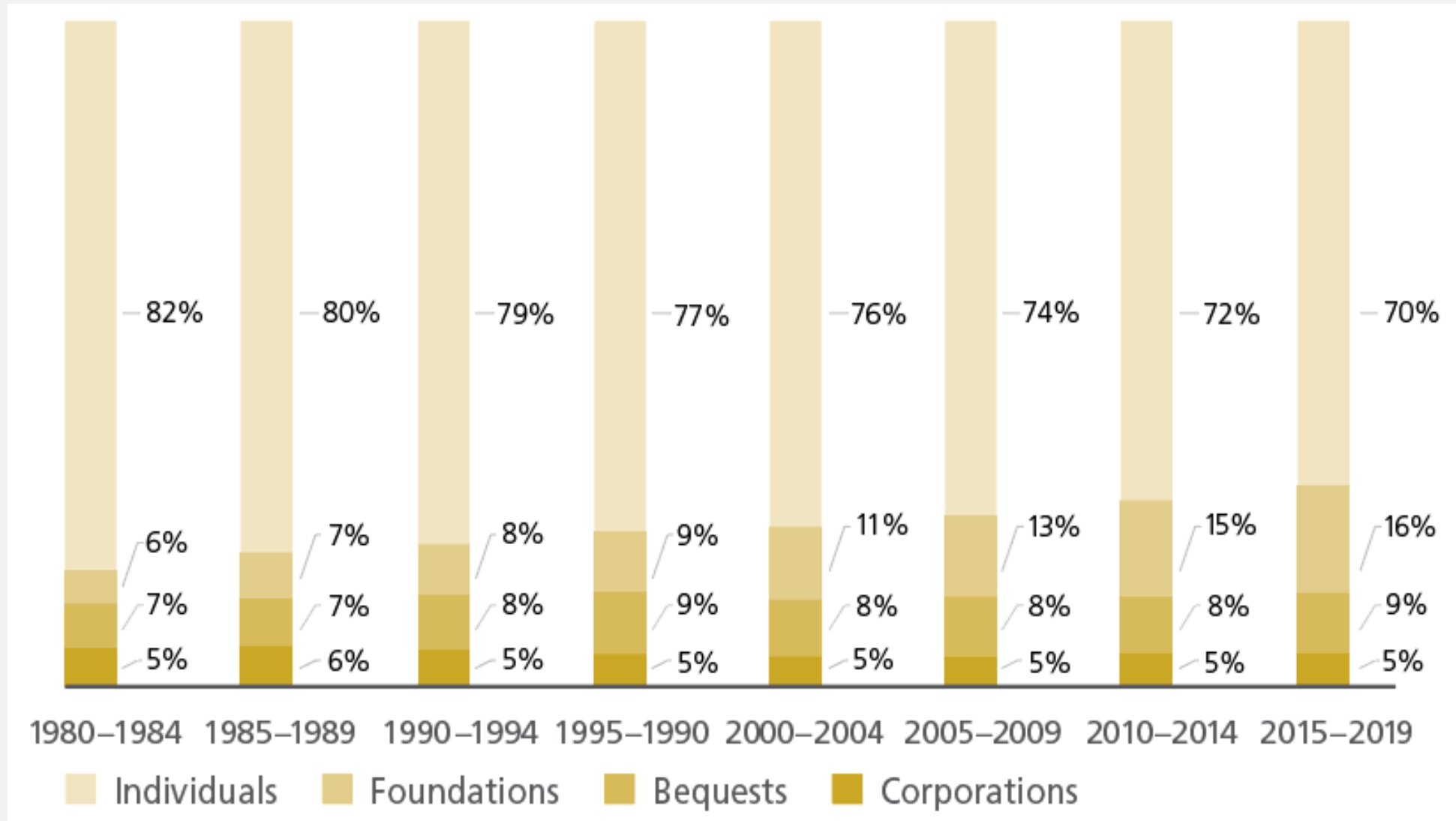
GIVING BY INDIVIDUALS, 1979-2019



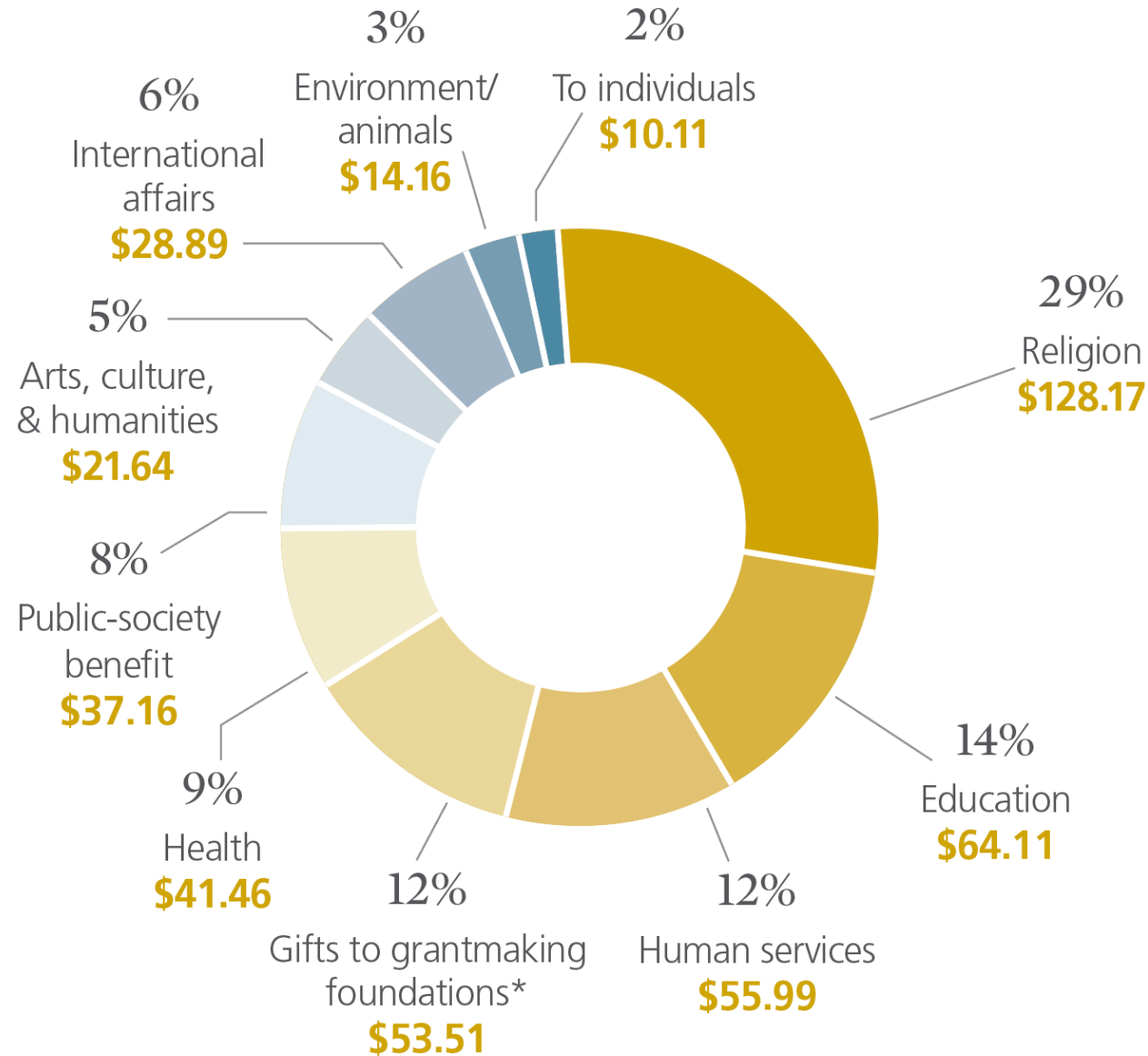
2019 CONTRIBUTIONS: \$449.64 BILLION BY SOURCE OF CONTRIBUTIONS



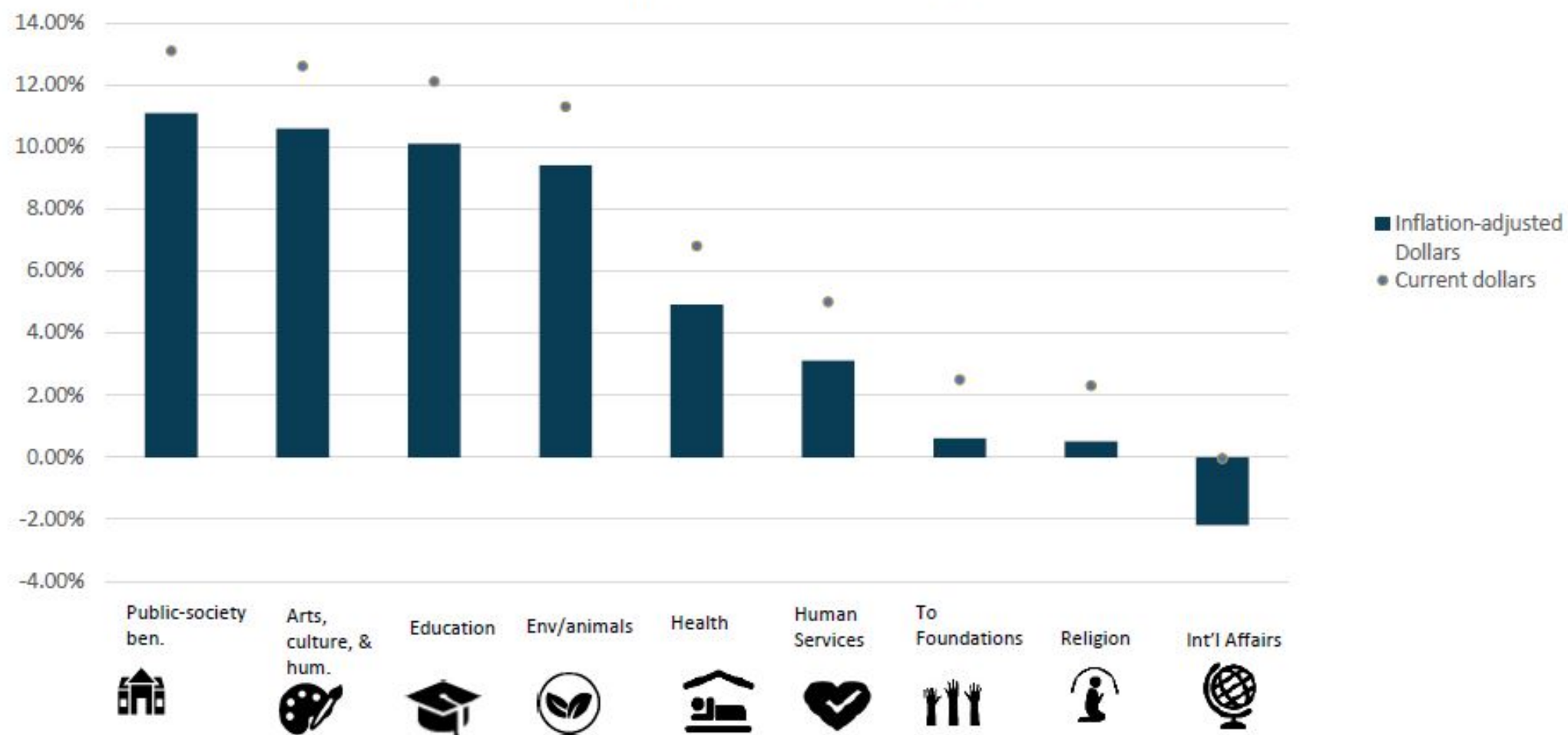
GIVING BY SOURCE: PERCENTAGE OF THE TOTAL IN FIVE-YEAR SPANS, 1980-2019



2019 CONTRIBUTIONS: \$449.64 BILLION



% Change in Subsector 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)



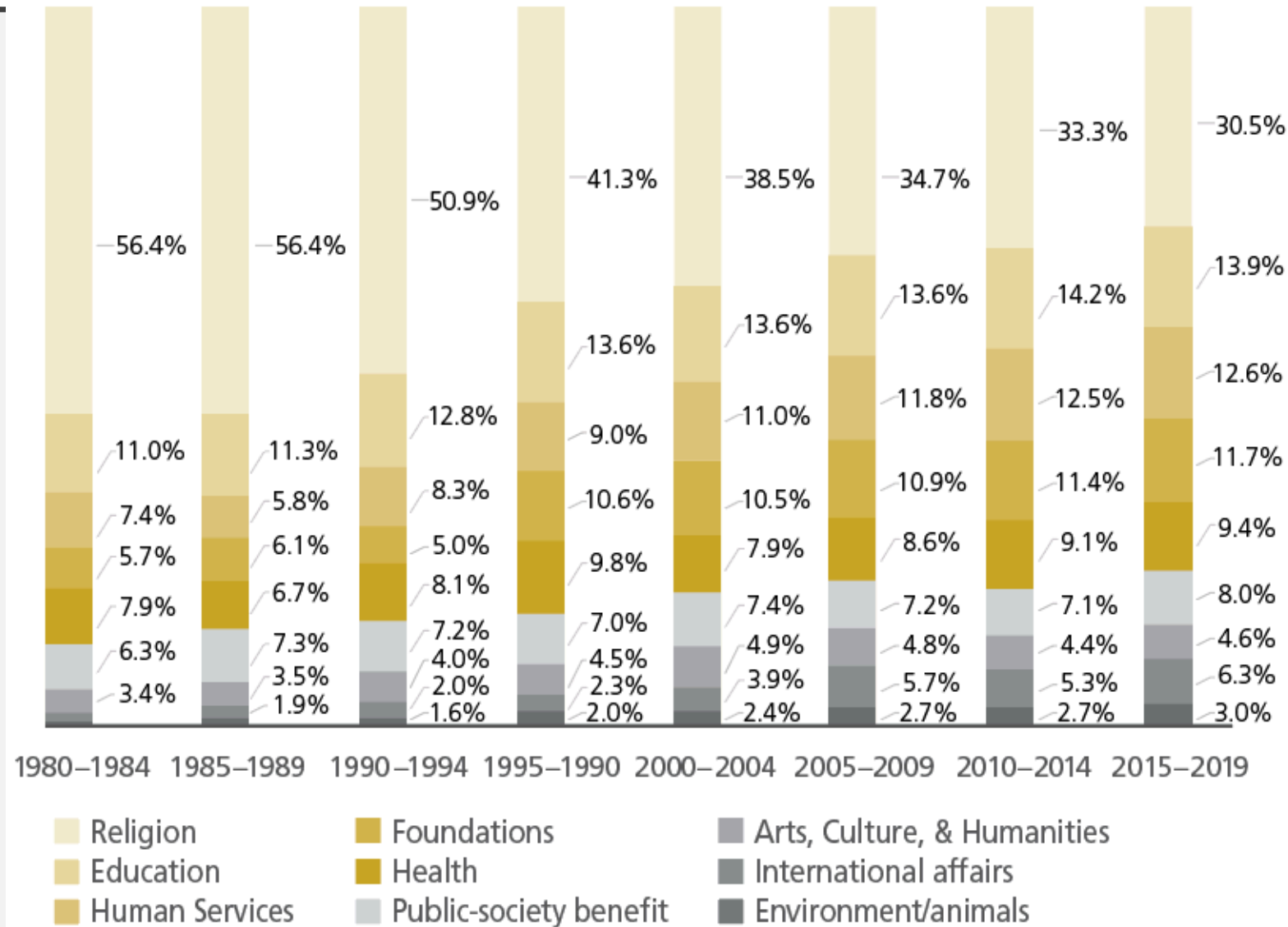
Environment and animals



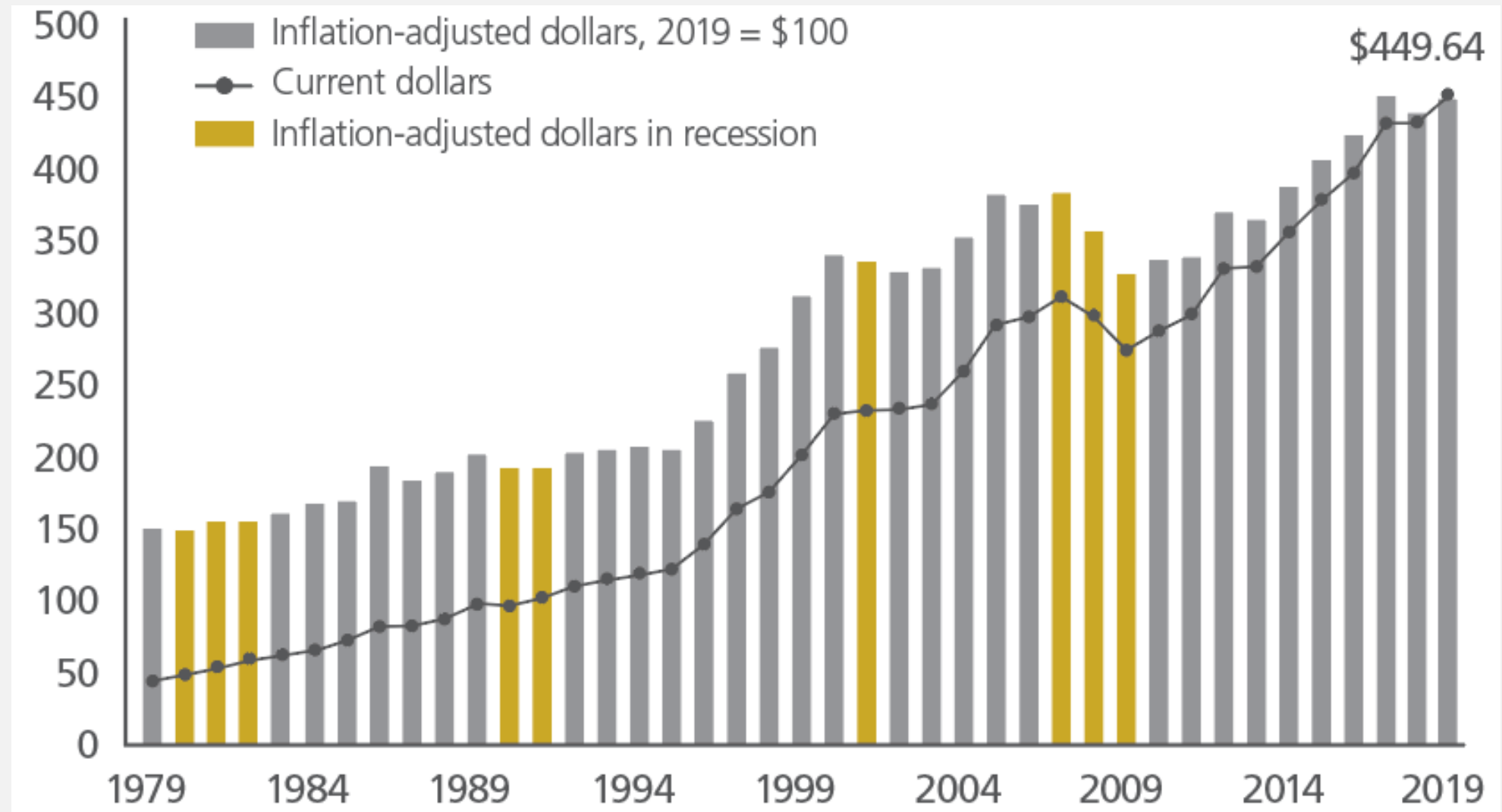
+11.3% +9.4 (inflation-adjusted)

*Statements based in current dollars.

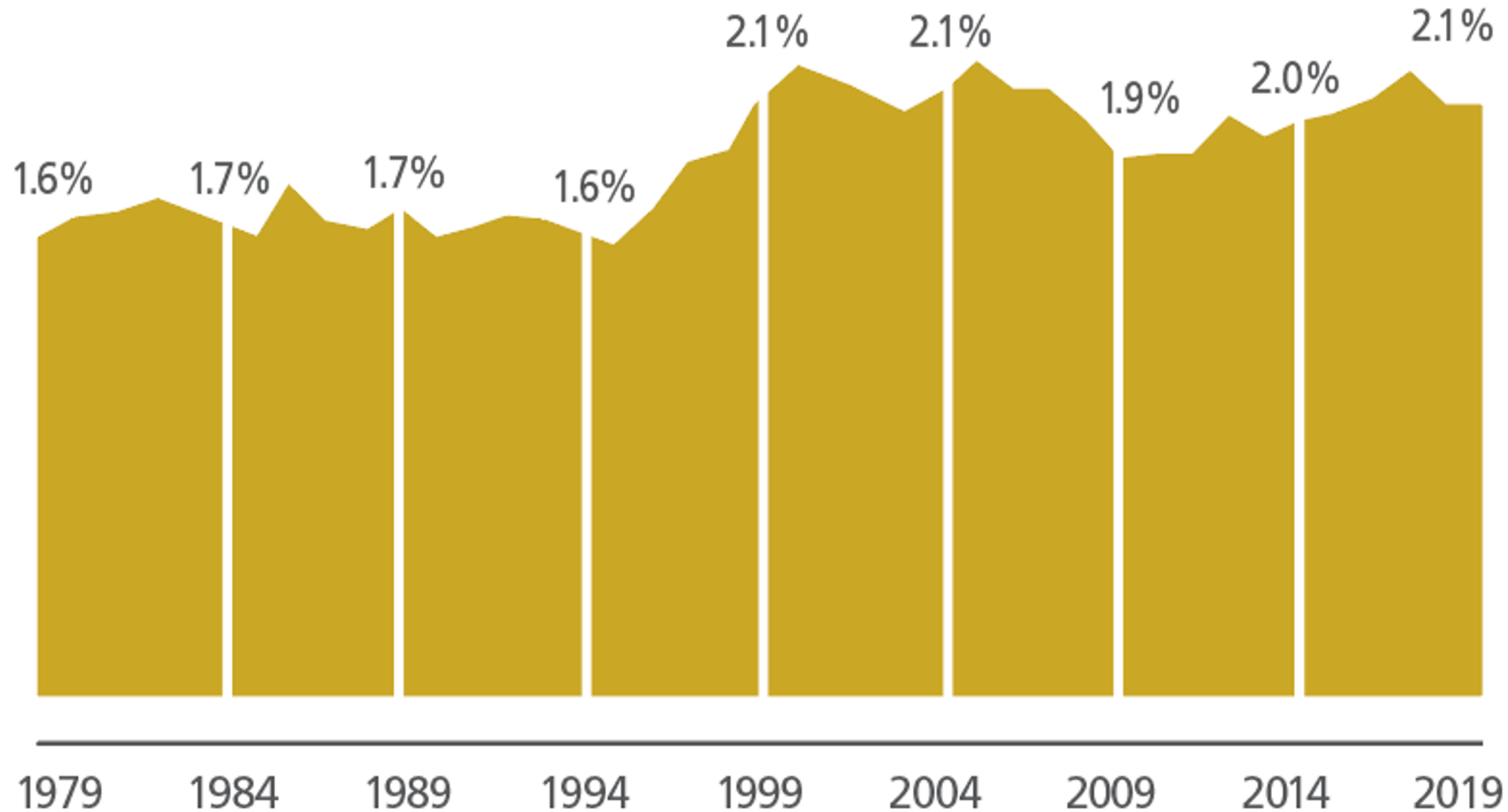
GIVING BY TYPE OF RECIPIENT: PERCENTAGE OF THE TOTAL IN FIVE-YEAR SPANS, 1979–2019



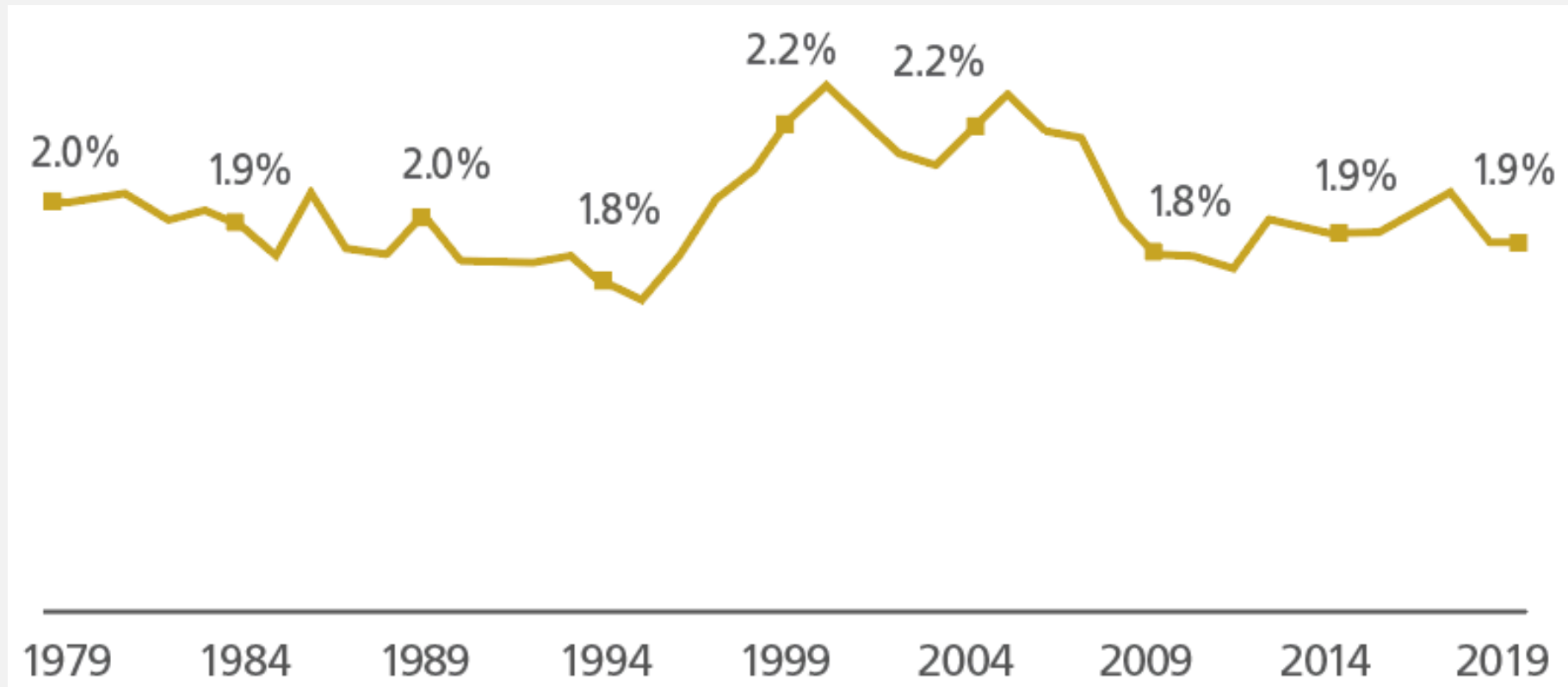
TOTAL GIVING, 1979-2019



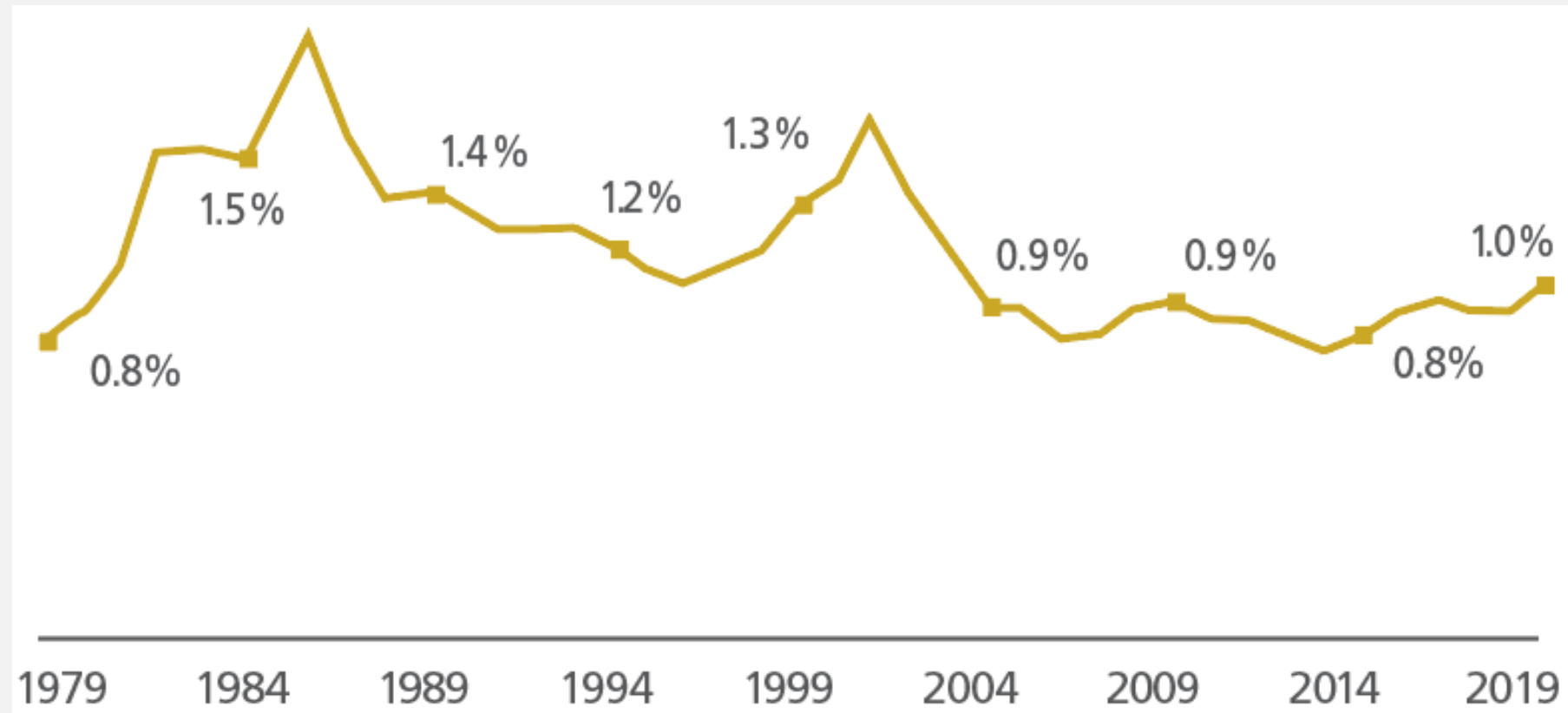
Total giving as a percentage of gross domestic product (GDP), 1979–2019 (in current dollars)



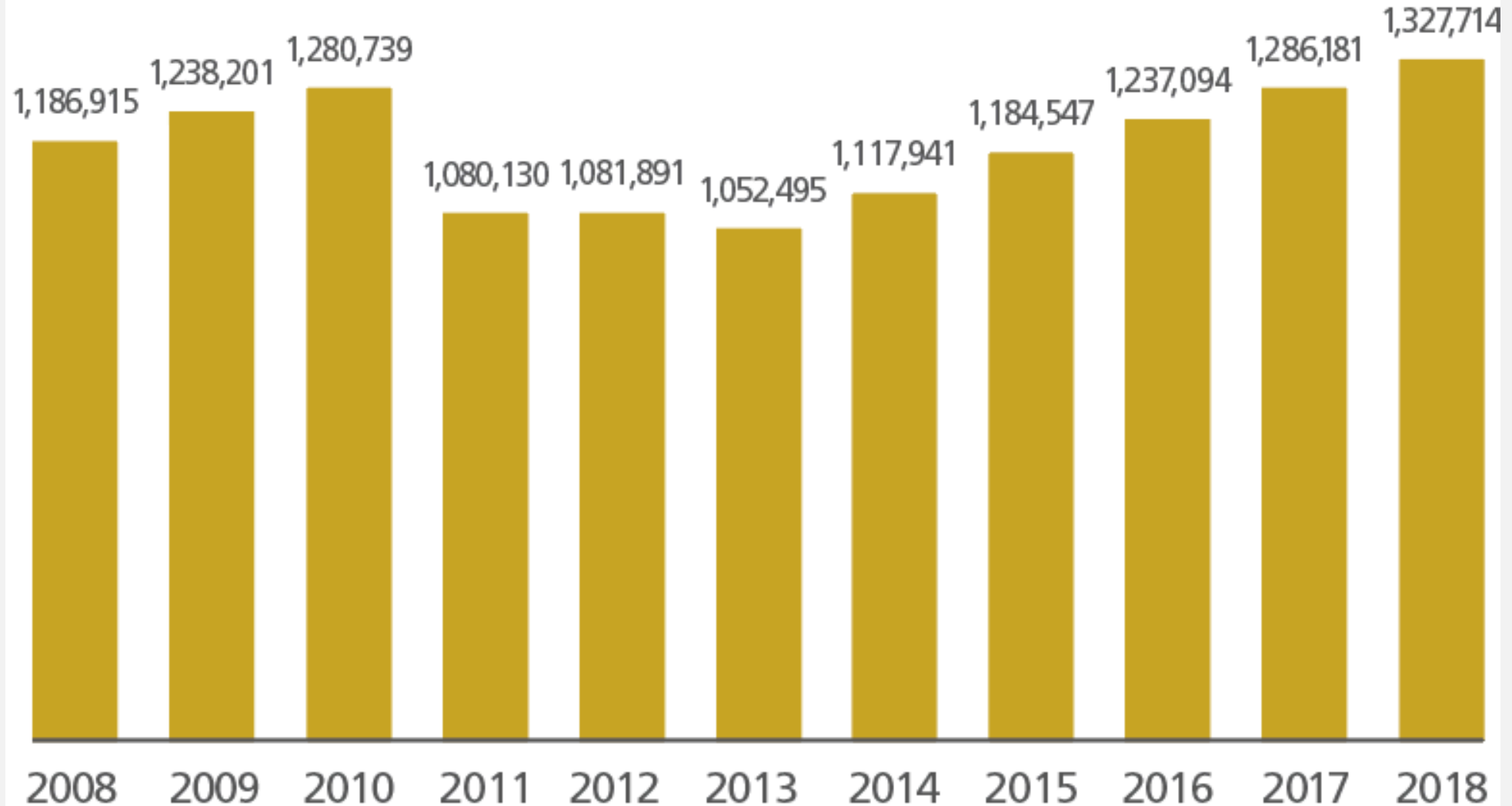
INDIVIDUAL GIVING AS A SHARE OF DISPOSABLE INCOME, 1979-2019



CORPORATE GIVING AS A PERCENTAGE OF CORPORATE PRE-TAX PROFITS, 1979–2019



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



Q&A

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