

Growing Season

GIVING USA 2015:
ANNUAL REPORT ON
PHILANTHROPY FOR 2014

**\$358.38
billion**

GIVEN TO CHARITY IN 2014

Charitable giving is up 7.1% over 2013

All four sources increased giving in 2014

INDIVIDUALS
\$258.51 billion



up 5.7%
over 2013

The jump in individual giving made the greatest impact

BEQUESTS
\$28.13 billion



up 15.5%
over 2013

The increase in bequest giving includes two mega-bequests

FOUNDATIONS
\$53.97 billion



up 8.2%
over 2013

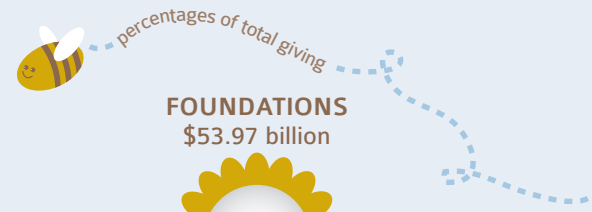
Foundation giving reached its prior high

CORPORATIONS
\$17.77 billion



up 13.7%
over 2013

Corporate giving has averaged 1.1% of pre-tax profits over the last four decades



60-YEAR HIGH
IN TOTAL GIVING

THE ECONOMY STIMULATES GIVING

GDP, S&P 500 and disposable personal income all increased from 2013 to 2014

SOME BIG SEEDS WERE PLANTED

Mega-gifts (several at \$200 million or more, a few greater than \$500 million and one at nearly \$2 billion) played a part; the majority of mega-gifts came from young tech entrepreneurs



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5th consecutive year of growth in total giving

NEW HIGHS

Religion, Education, Human Services, Health, Arts/Culture/Humanities and Environment/Animals subsectors all hit record highs in 2014

\$358.38 billion

TOTAL 2014 CONTRIBUTIONS

who received in 2014:

		change from 2013 (adjusted for inflation)
RELIGION	\$114.9 billion	▲ +0.9%
EDUCATION	\$54.62 billion	▲ +3.2%
HUMAN SERVICES	\$42.10 billion	▲ +1.9%
FOUNDATIONS	\$41.62 billion	▲ +0.1%
HEALTH	\$30.37 billion	▲ +3.8%
PUBLIC-SOCIETY BENEFIT	\$26.29 billion	▲ +3.4%
ARTS / CULTURE / HUMANITIES	\$17.23 billion	▲ +7.4%
INTERNATIONAL AFFAIRS	\$15.10 billion	▼ -3.6%
ENVIRONMENT / ANIMALS	\$10.50 billion	▲ +5.3%

\$6.42 billion allocated to individuals

Giving to eight of the nine recipient charity categories grew in 2014

HUMAN SERVICES

12%

Giving to Human Services has increased annually since 2006

EDUCATION

15%

Giving to Education remains strong: 2014 was the 5th year of increase; higher education was especially strong with two gifts of more than \$100 million

HEALTH

8%

In 2014, giving to Health totaled the highest value recorded to date

ENVIRONMENT/
ANIMALS

3%

Two subsectors saw the fastest growth in 2014: Arts/Culture/Humanities and Environment/Animals

ARTS/
CULTURE/
HUMANITIES

5%

PUBLIC-
SOCIETY BENEFIT

7%

Giving to Public-Society Benefit was the second-fastest growing subsector in 2014

RELIGION

32%

Religion is seeing a dramatic downward trend as a percentage of total giving, from 53% in 1987

GIFTS TO
FOUNDATIONS

12%

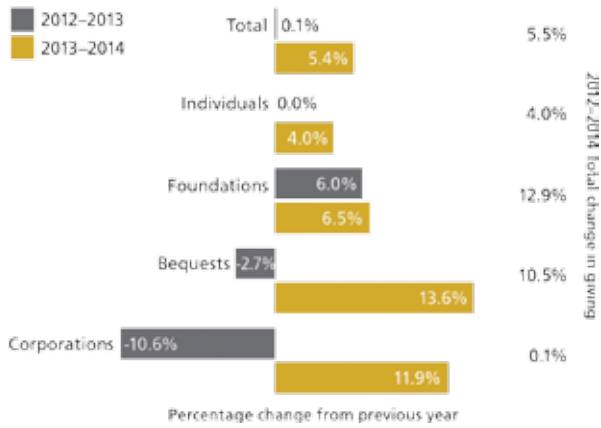
Giving to Foundations increased for the 4th straight year

INTERNATIONAL
AFFAIRS

4%

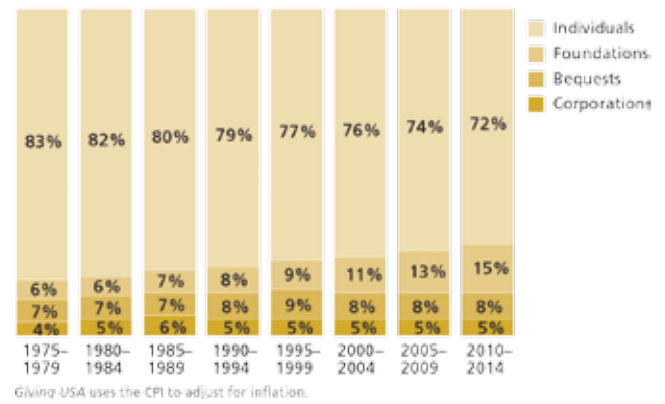
International giving is the only category to decline in 2014: 3rd year since 2010 in which giving dropped

Changes in giving by source 2012–2013, 2013–2014, and 2012–2014 (in inflation-adjusted dollars)



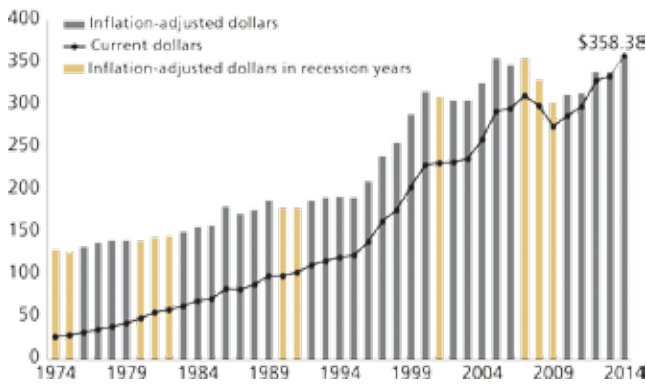
SOURCE: Giving USA Foundation | *Giving USA 2015*

Giving by source: Percentage of the total in five-year spans, 1975–2014 (in inflation-adjusted dollars, 2014 = \$100)



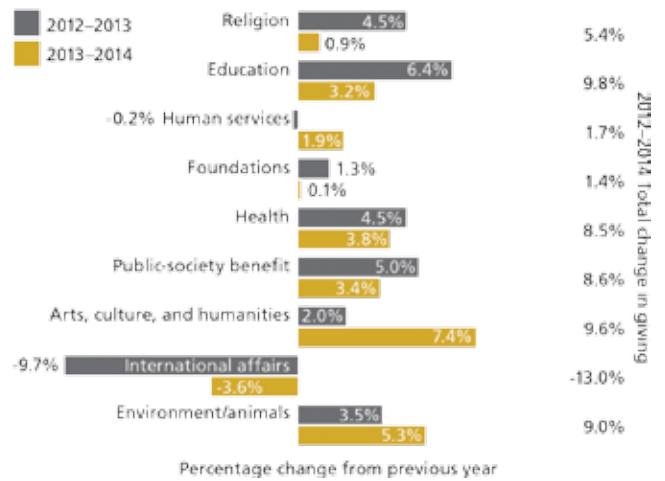
SOURCE: Giving USA Foundation | *Giving USA 2015*

Total giving, 1974–2014 (in billions of dollars)



SOURCE: Giving USA Foundation | *Giving USA 2015*

Changes in giving by type of recipient organization, 2012–2013, 2013–2014, and 2012–2014 (in inflation-adjusted dollars)



SOURCE: Giving USA Foundation | *Giving USA 2015*



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Jeffrey Byrne + Associates, Inc. is a nationally-recognized fundraising and financial development firm that specializes in building organizational capacity and conducting major gift, capital and endowment campaigns solely for nonprofit organizations. Led by founder and President + CEO Jeffrey Byrne, its team of consultants has successfully guided more than 320 nonprofit organizations through campaigns raising more than \$1,250,000,000.

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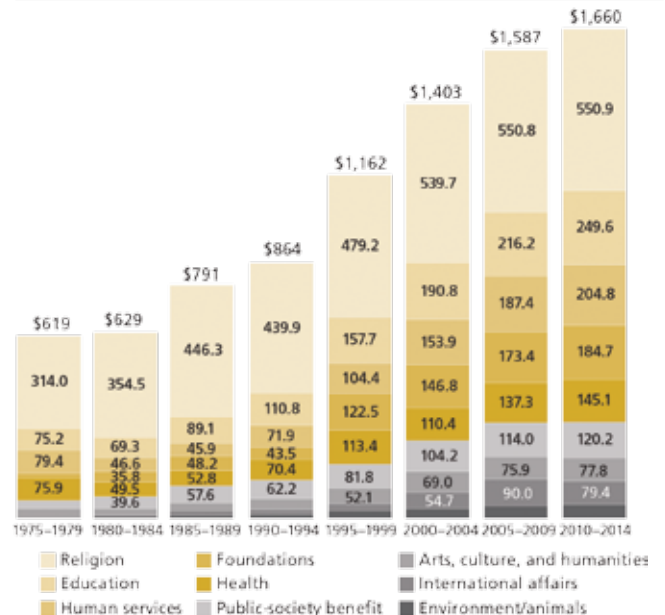
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Total giving by type of recipient organization in five-year spans, 1975–2014 (in billions of inflation-adjusted dollars, 2014 = \$100, does not include "unallocated")



SOURCE: Giving USA Foundation | *Giving USA 2015*