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June 2017 News



How America Gave in 2016

Did post-election donations skew giving overall last year? What has been the impact of 'rage' donations?

Monday, June 19, *Nonprofit Quarterly* hosted its annual preview of *Giving USA* numbers. Presenting the findings were Dr. Patrick Rooney, of Indiana University with commentary from Laura MacDonald, CFRE, co-chair of the *Giving USA 2017* Editorial Review Board. *Giving USA 2017* is a publication of the *Giving USA* Foundation and is researched and written by the Indiana University Lilly Family School of Philanthropy.

First the good news, Total charitable giving in the United States last year (2016) again increased to a total of \$390 Billion! Not so great, while growth

continued it's at a lower rate than the previous year (1.4% growth in 2016 compared to 3.8 % in 2015). That slower growth rate might be materially affected by a decline in bequests which fell over 10% from the year before. As you know, timing of bequests cannot be planned. (However Dr. Rooney and Laura MacDonald stated the younger generation is not leaving charitable bequests at the same rate as their parents, grandparents. More on that later.)

Other good news, every measured sector of nonprofits experienced some growth: Religious; Education: Gifts to grant makers; Health; Public Society Benefit; Arts and Culture; and Environment and Animal Welfare. Big headlines here are that despite continued growth, % of Nonprofit contributions continues to decline over a decade for Religious organizations. How donations were given ("market share") looks like this:

Religious	32%
Education	15%
Gifts to Grantmaking organizations (such as FFTC, Community Editions)	10%
Public Society Benefit (Such as United Ways, Jewish Foundations)	8 %
Arts and Culture	5%
Environment and Animal Welfare	5%

Growth and % from Individuals is now clearly the force of philanthropy The \$390 Billion in 2016 came from:

72%	Living Individuals
8%	Bequests
15%	Foundations (of which 7.5% is family foundations)
5%	Corporations

So adding together the Living Individuals, Bequests and Family Foundations above give us **85.5% of the total giving** - share that to board members who want Development staff chasing Corporate Sponsorships instead of retaining and acquiring individual donors!

Regarding the 'rage' donations to Planned Parenthood, ACLU and others due to political leanings last year, the key will be whether it's sustainable. As one of the presenters indicated, for every new \$10 given these organizations, \$9.5 left. Can these new outraged donors be converted to fans and supporters of the cause rather than coming in only as disgruntled voters?

Lasting and speaking of 'the cause'. *Giving USA* continues to find that younger donors are not interested in giving to *organizations*. But they are passionate about "*doing good for a cause*". That means we must **tell stories** of how their money impacts our cause and give them the chance to witness their money "doing good". Volunteerism is also continuing to decline for

younger generations. Giving them a chance to **experience** their money in action is key.

I look forward to this report every year because I think it's well done and has been produced for decades giving us the best look at giving trends in this country over time. If you also like this information, see more by ordering a copy from:

<https://store.givingusa.org/collections/2017-products>

Thanks for reading and learning about this together!

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