



**Giving
USA™**

A public service initiative
of The Giving Institute



**THE
Giving
Institute™**

Shared intelligence.
For the greater good.

Giving USA 2022

The Annual Report on Philanthropy for the year 2021


Comprehensive Presentation PowerPoint



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USA™**

A public service initiative
of The Giving Institute

Researched and written by

 IUPUI LILLY FAMILY SCHOOL OF PHILANTHROPY

Researched and written by  IUPUI LILLY FAMILY SCHOOL OF PHILANTHROPY

VISIONARY

Presenters



Jason Blumenthal
Senior Consultant



Nathan Dietz
Senior Researcher
Do Good Institute

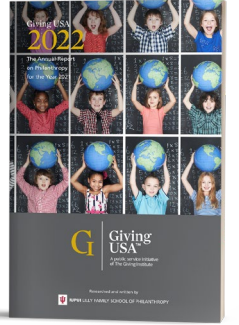


Scott R. Lange
President

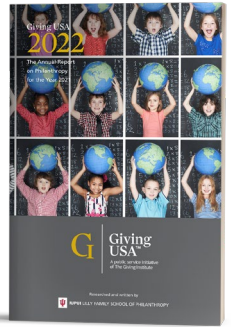


Michael Shippam
Principal

What is *Giving USA*?

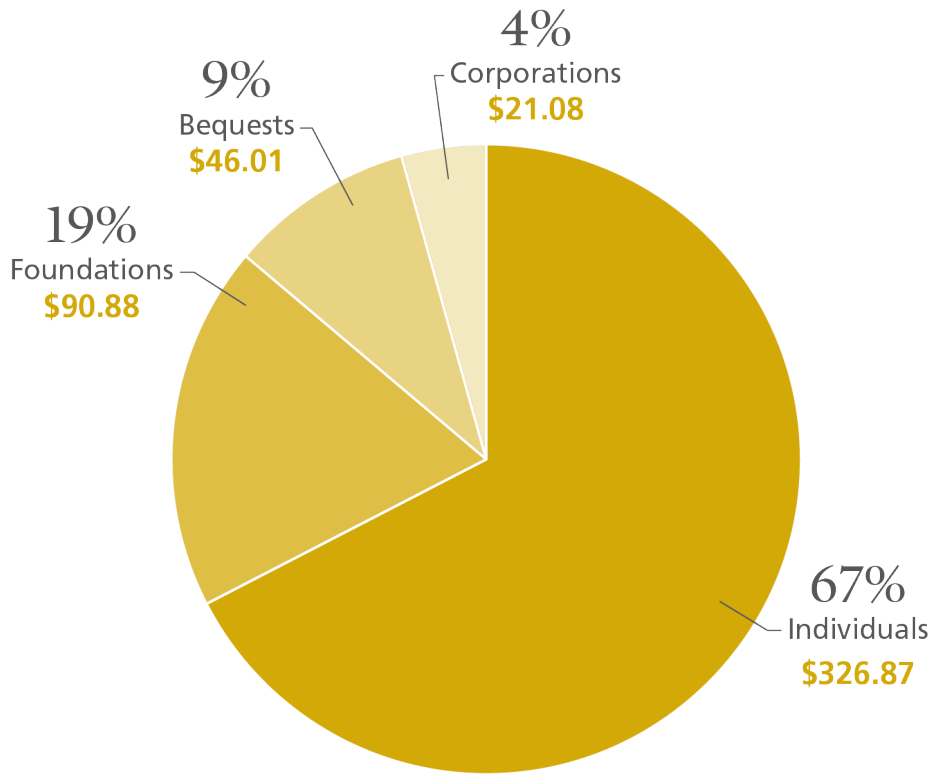


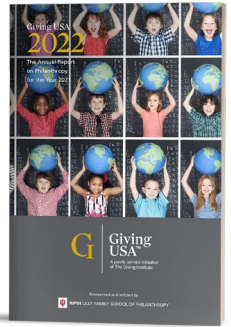
- The longest running, annual report on U.S. charitable giving
- Estimates for:
 - Sources of giving
 - Amounts received by type of organization
- Published by Giving USA Foundation™
- Begun in 1956 by the American Association of Fundraising Counsel, now The Giving Institute
- Made possible by contributions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



2021 contributions: \$484.85 billion by source of contributions

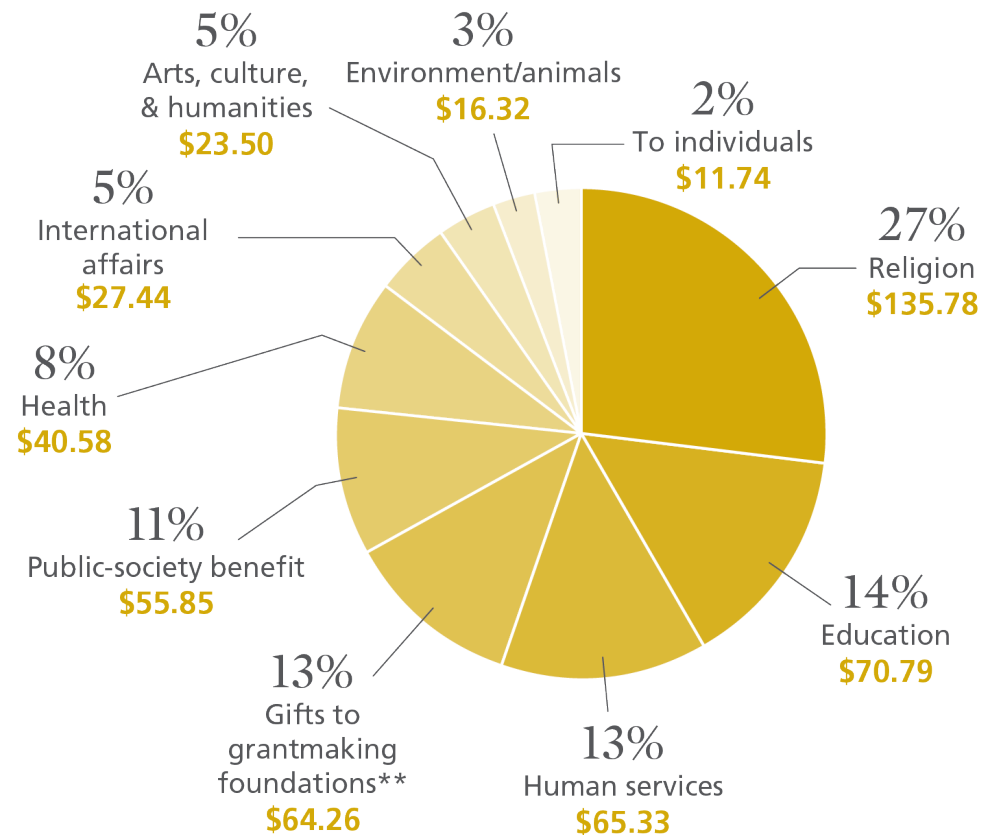
(in billions for dollars – all figures are rounded)





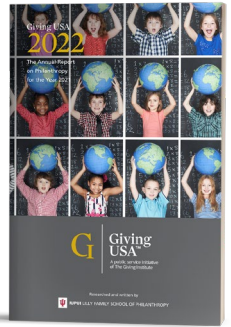
2021 contributions: \$484.85 billion by type of recipient organization*

(in billions for dollars – all figures are rounded)



* Total includes unallocated giving, which totaled -\$26.75 billion in 2021.

** Estimates developed by the Indiana University Lilly Family School of Philanthropy using data provided by Candid.

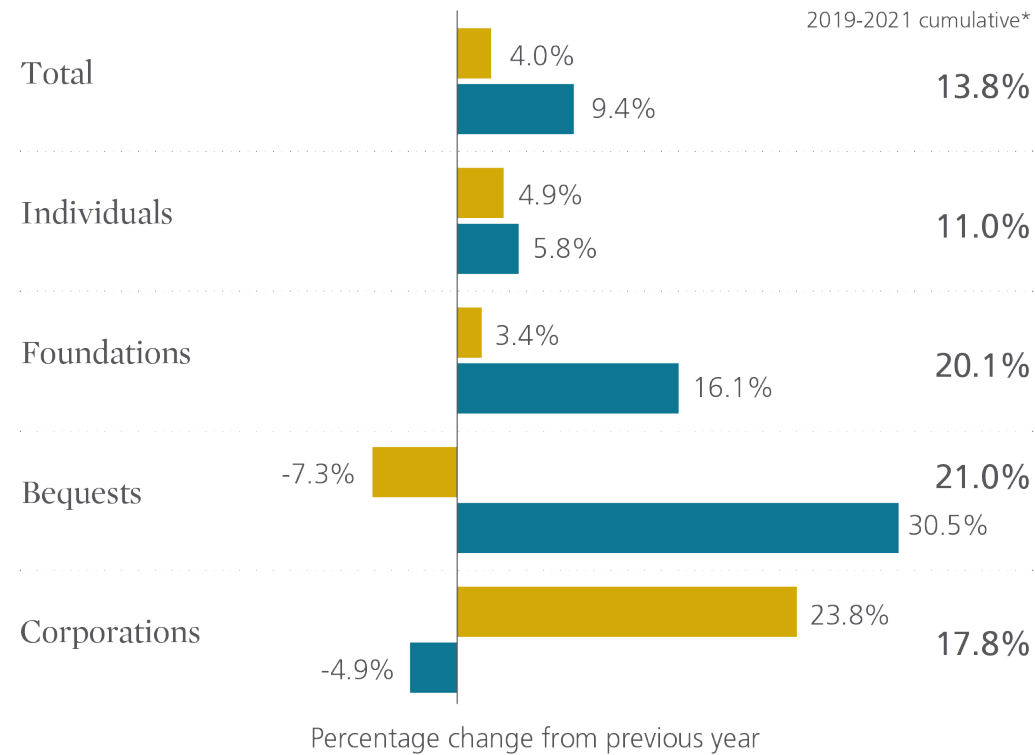


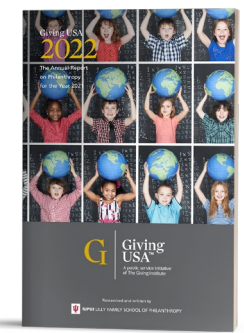
Changes in giving by source: 2019–2020 and 2020–2021, 2019–2021 cumulative

(in current dollars)

- 2020-2021
- 2019-2020

*The two-year change is calculated separately and is not the sum of the changes in the two years.



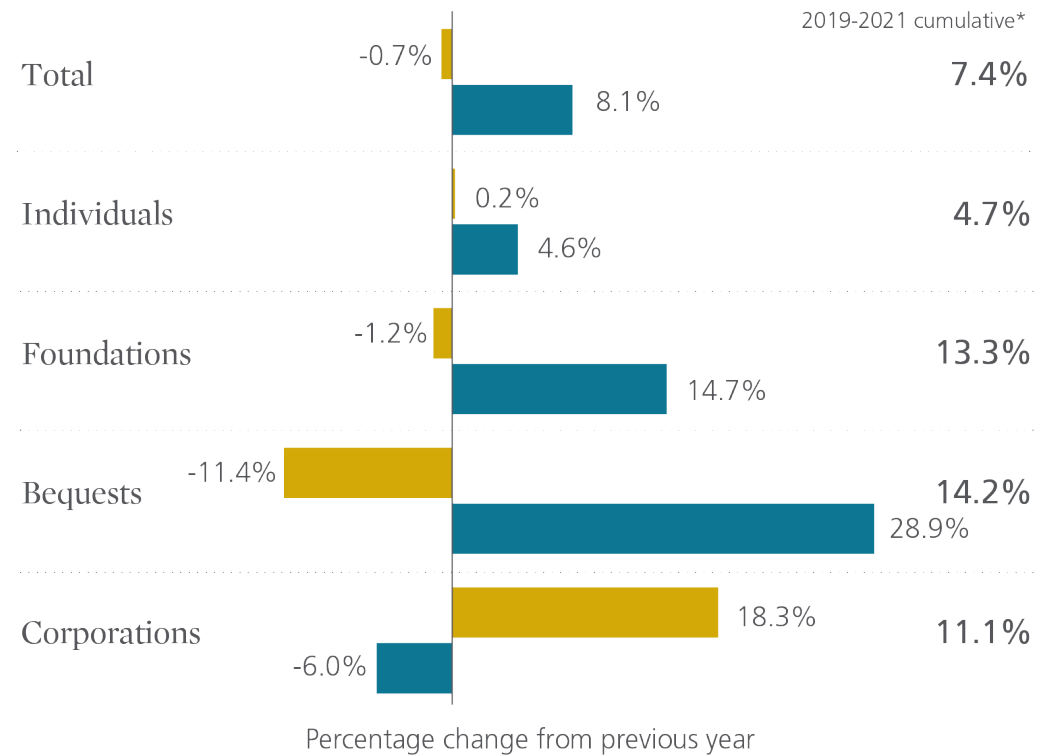


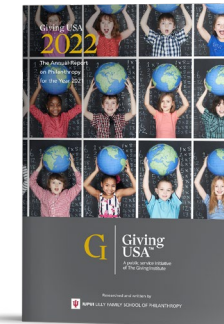
Changes in giving by source: 2019–2020 and 2020–2021, 2019–2021 cumulative

(in inflation-adjusted dollars, 2021 = \$100)

- 2020-2021
- 2019-2020

*The two-year change is calculated separately and is not the sum of the changes in the two years.



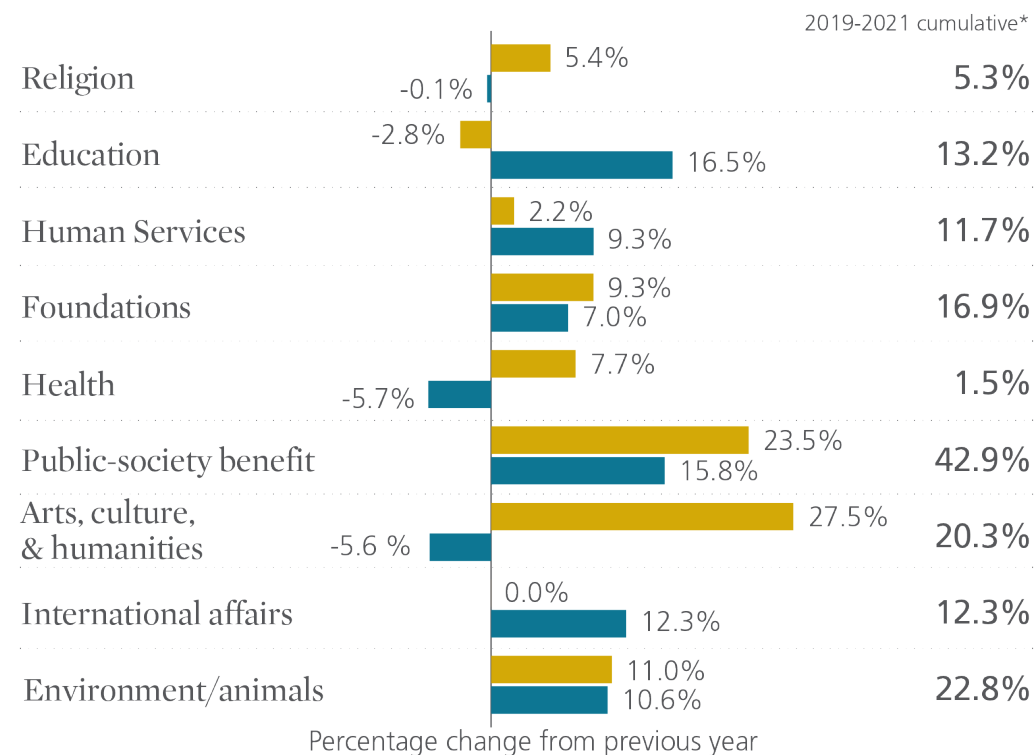


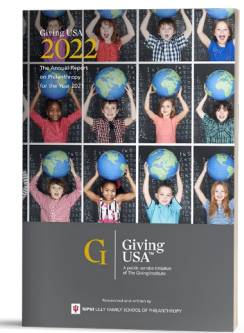
Changes in giving by type of recipient organization: 2019–2020 and 2020–2021, 2019–2021 cumulative

(in current dollars)

- 2020-2021
- 2019-2020

*The two-year change is calculated separately and is not the sum of the changes in the two years.



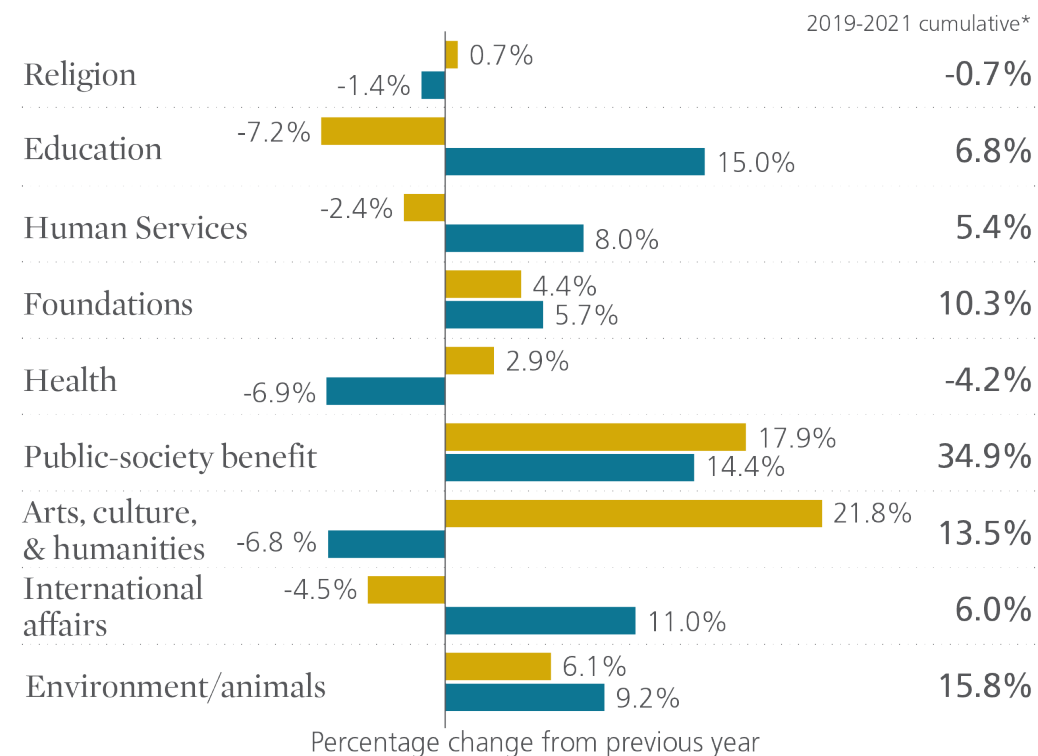


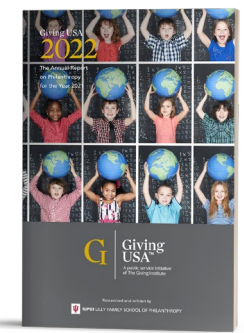
Changes in giving by type of recipient organization: 2019–2020 and 2020–2021, 2019–2021 cumulative

(in inflation-adjusted dollars, 2021 = \$100)

■ 2020-2021
■ 2019-2020

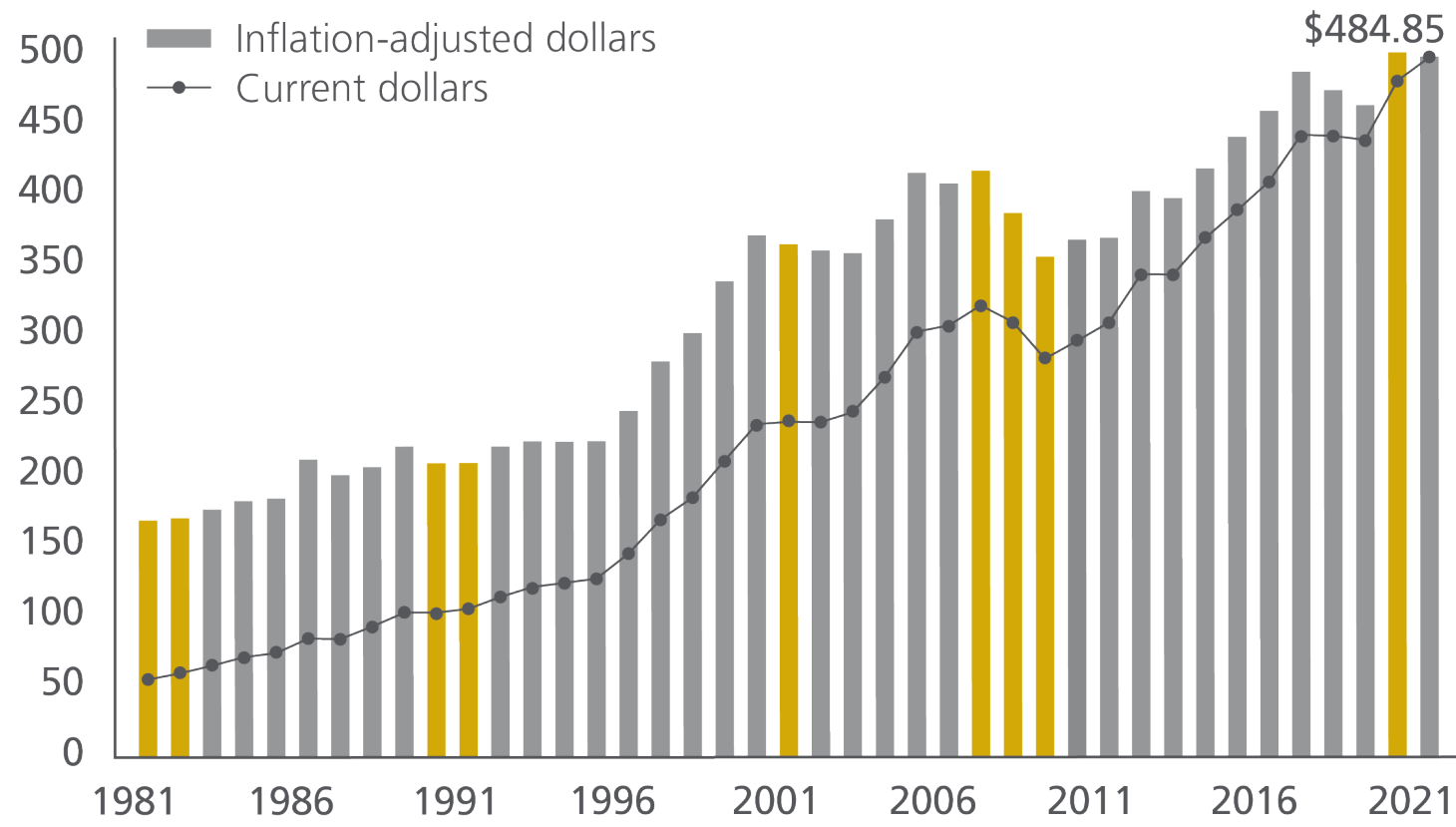
*The two-year change is calculated separately and is not the sum of the changes in the two years.

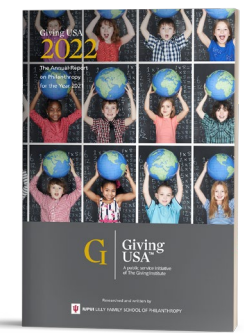




Total giving, 1981-2021

(in billions of dollars)

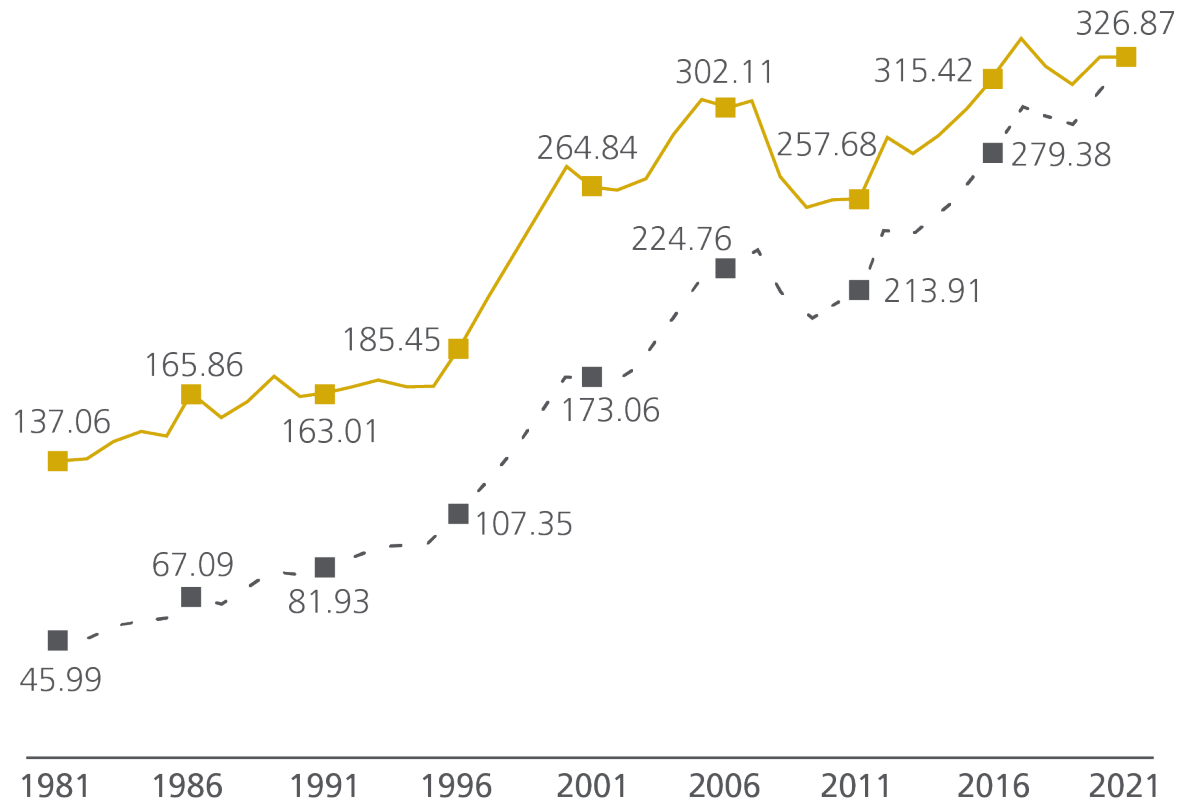


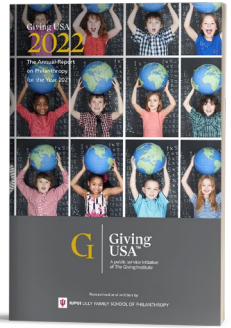


Giving by individuals, 1981-2021

(in billions of dollars)

- Inflation-adjusted dollars
- - Current dollars



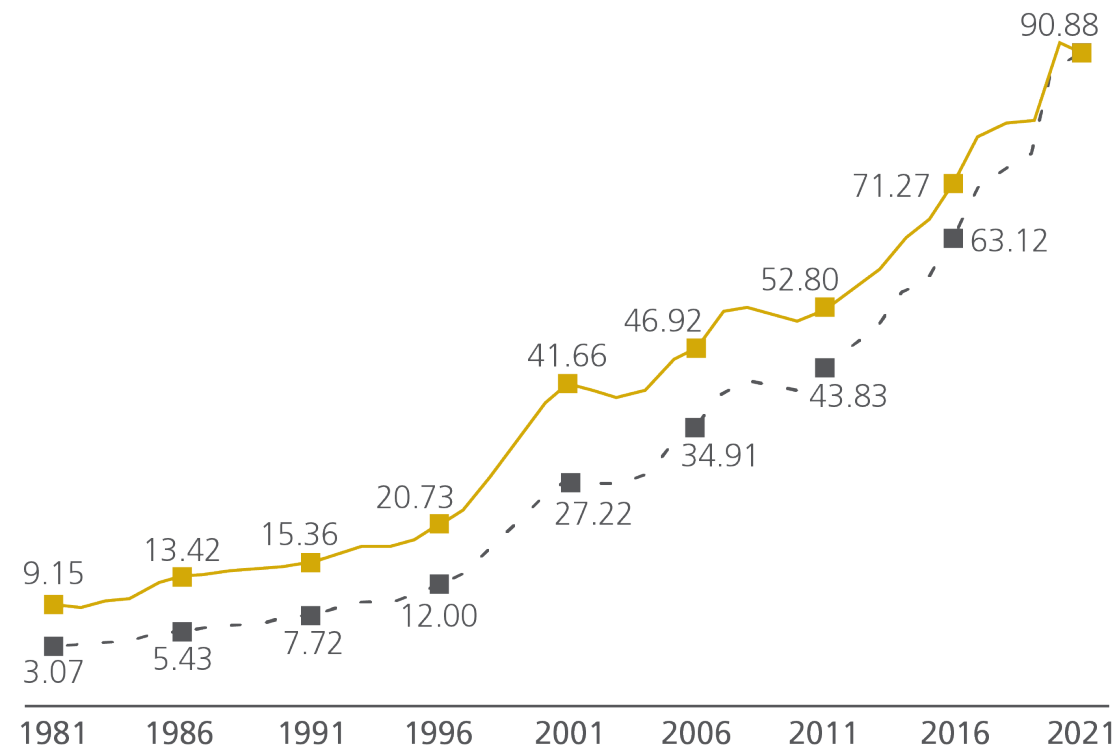


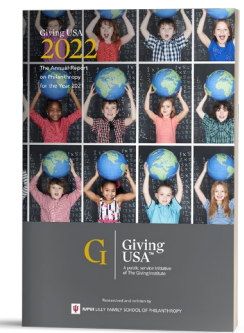
Giving by foundations, 1981-2021

(in billions of dollars)

- Inflation-adjusted dollars
- - Current dollars

*Estimates developed by the Indiana University Lilly Family School of Philanthropy using data provided by Candid.

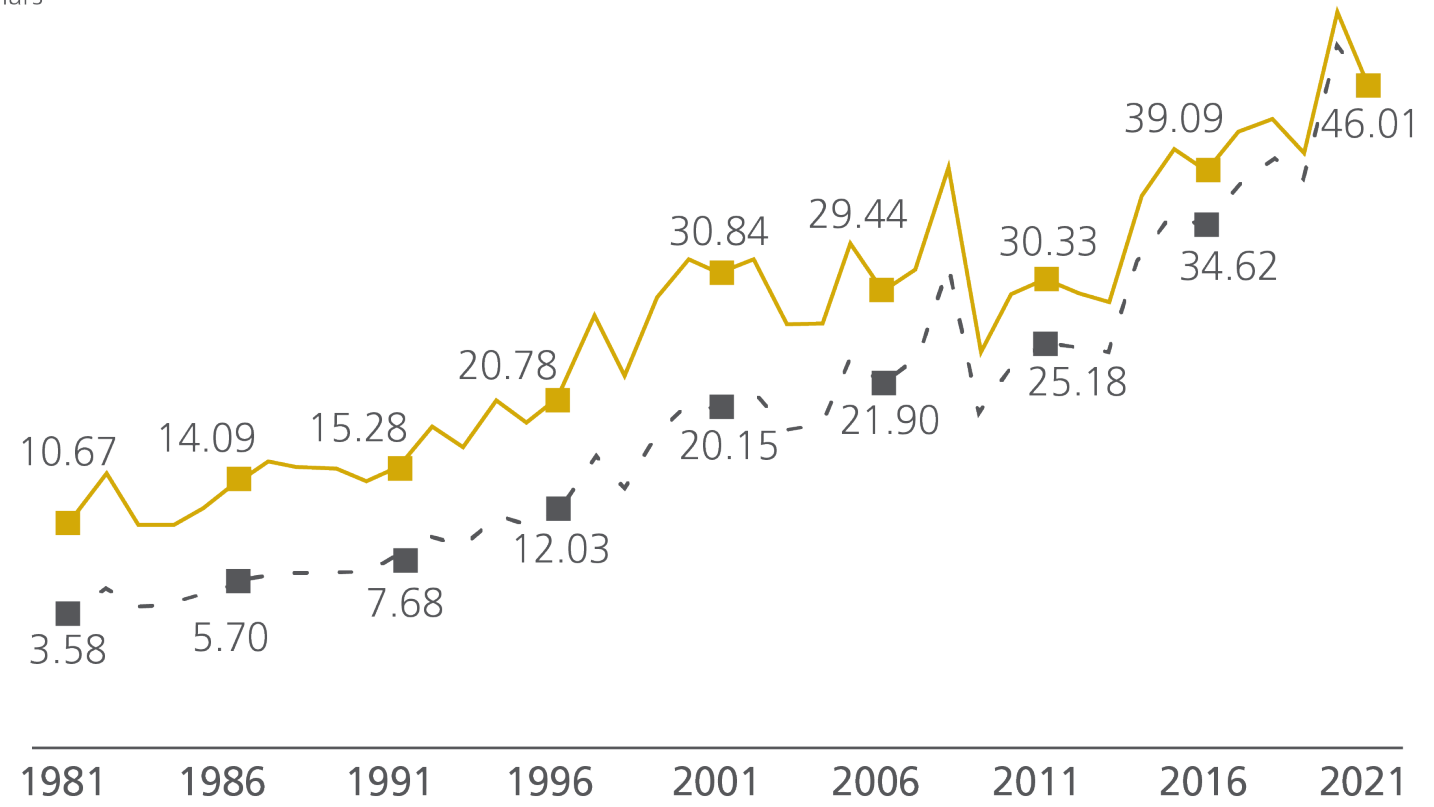




Giving by bequest, 1981-2021

(in billions of dollars)

- Inflation-adjusted dollars
- - Current dollars

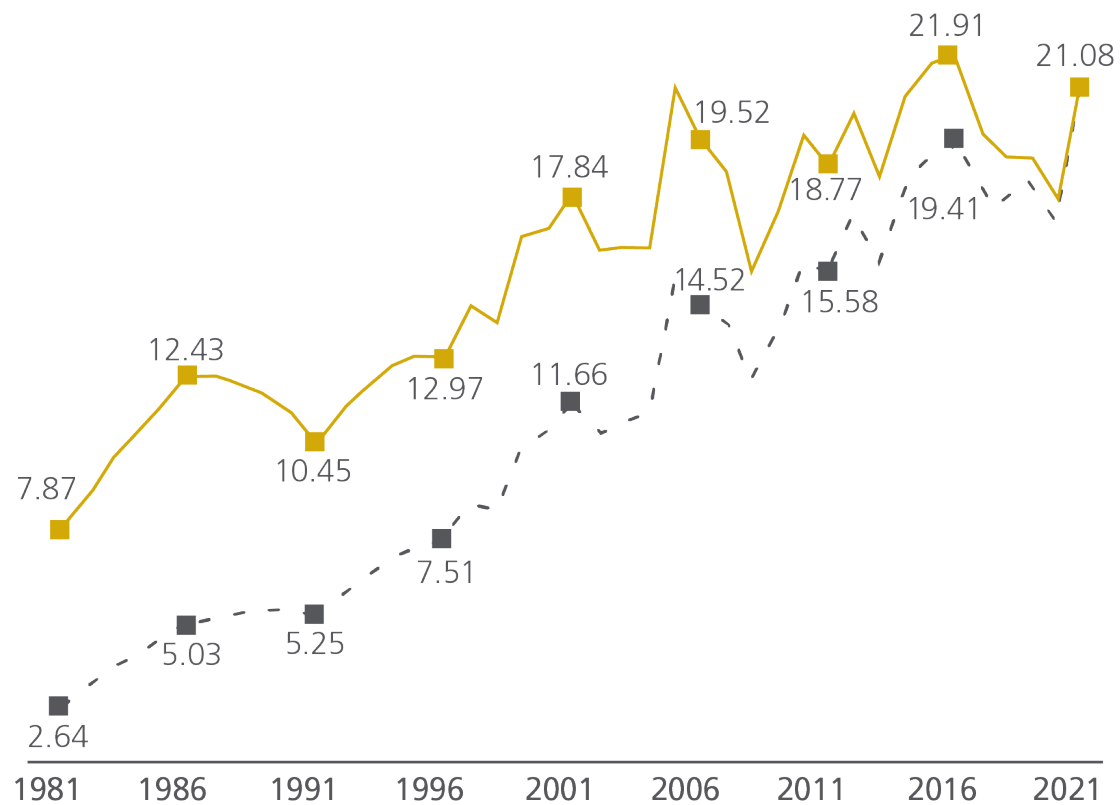


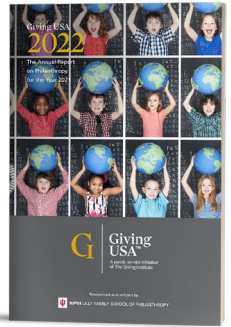


Giving by corporations, 1981-2021

(in billions of dollars)

- Inflation-adjusted dollars
- - Current dollars

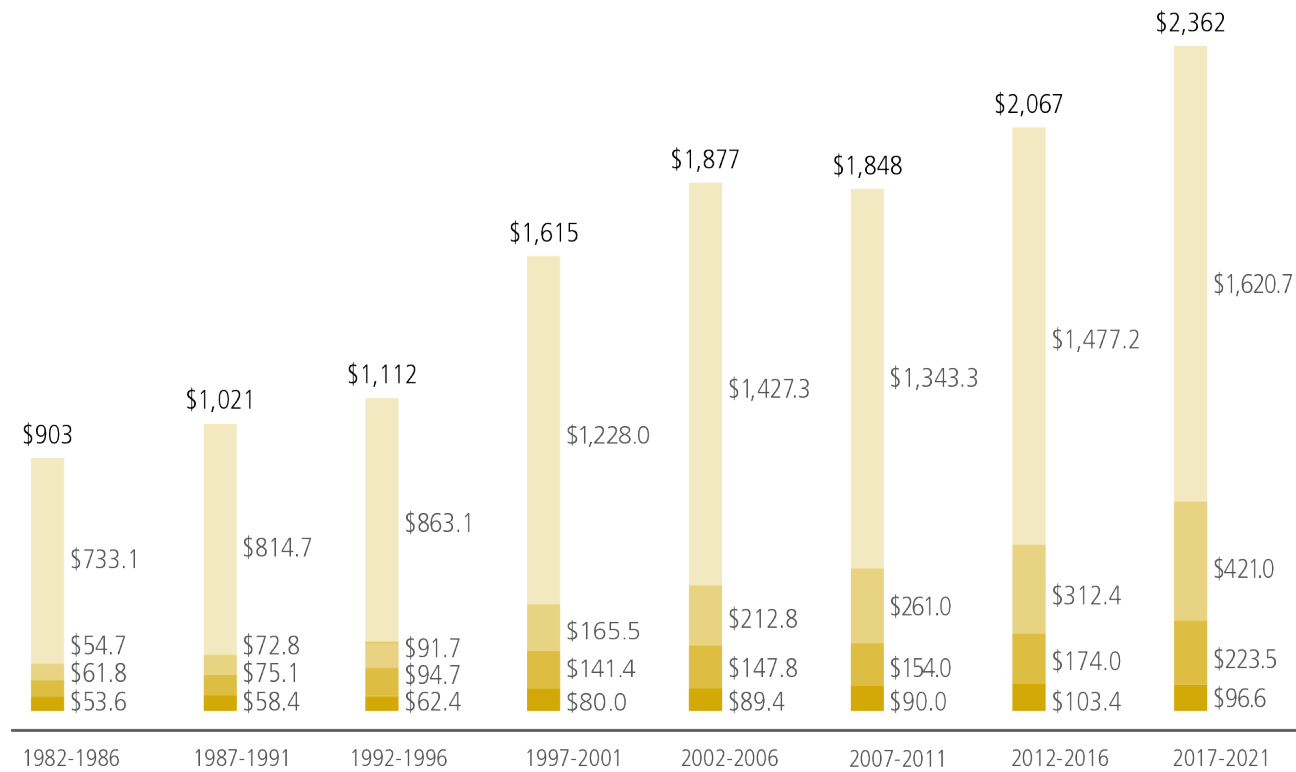




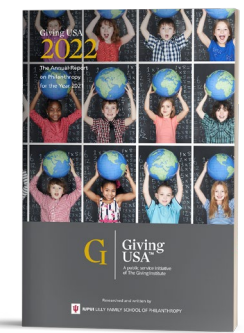
Total giving by source in five-year spans, 1982-2021

(in billions of inflation-adjusted dollars, 2021 = \$100)

- Individuals
- Foundations
- Bequests
- Corporations



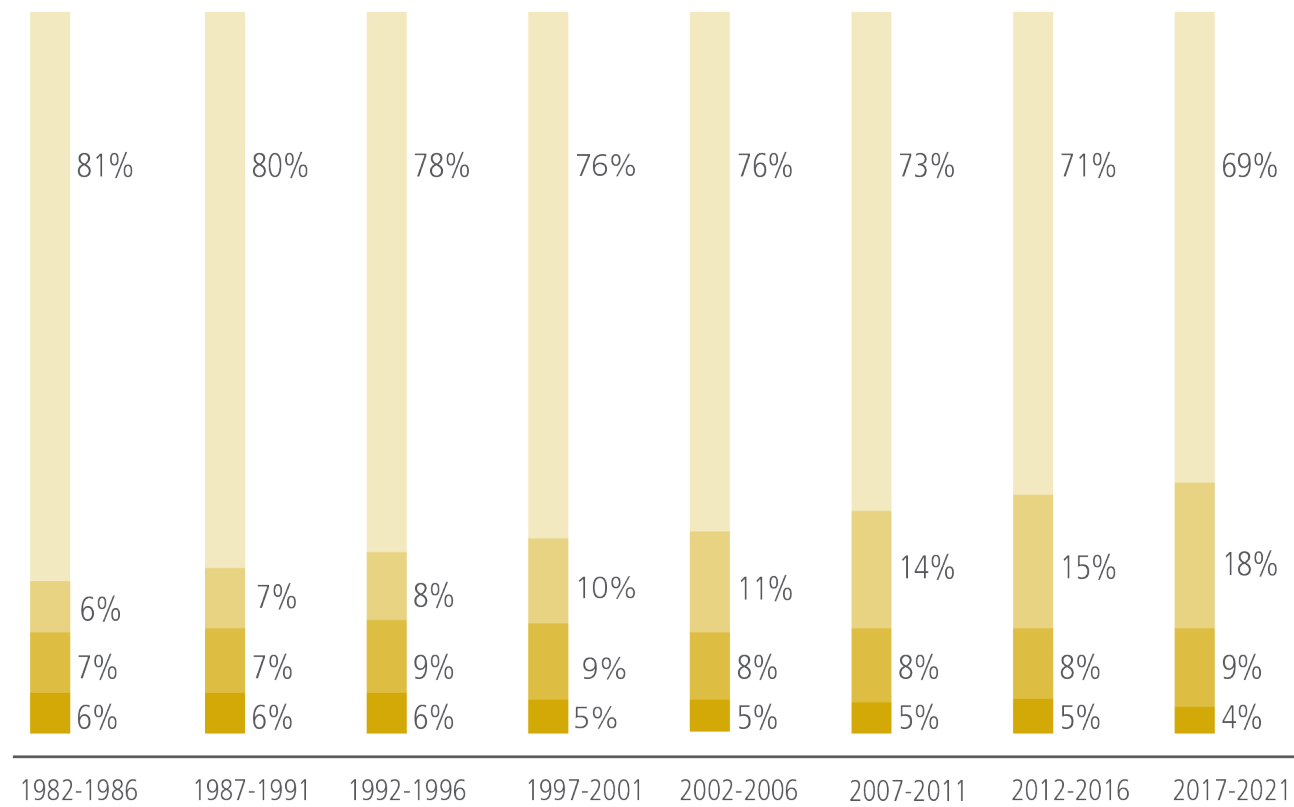
Giving USA uses the CPI to adjust for inflation.

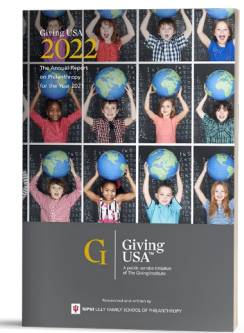


Giving by source: Percentage of the total in five-year spans, 1982-2021

(in inflation-adjusted dollars, 2021 = \$100)

- Individuals
- Foundations
- Bequests
- Corporations

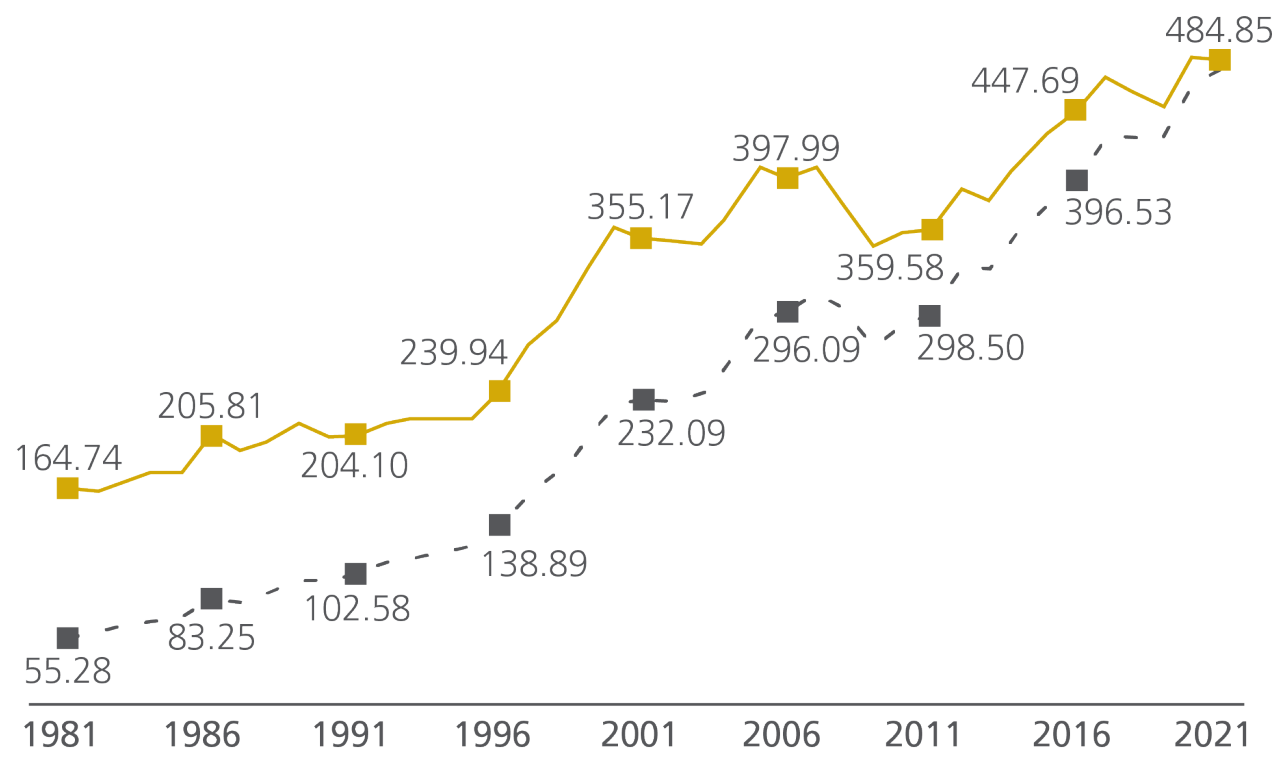


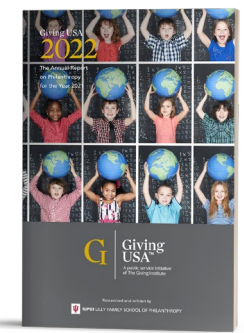


Trends in total giving, 1981–2021

(in billions of dollars)

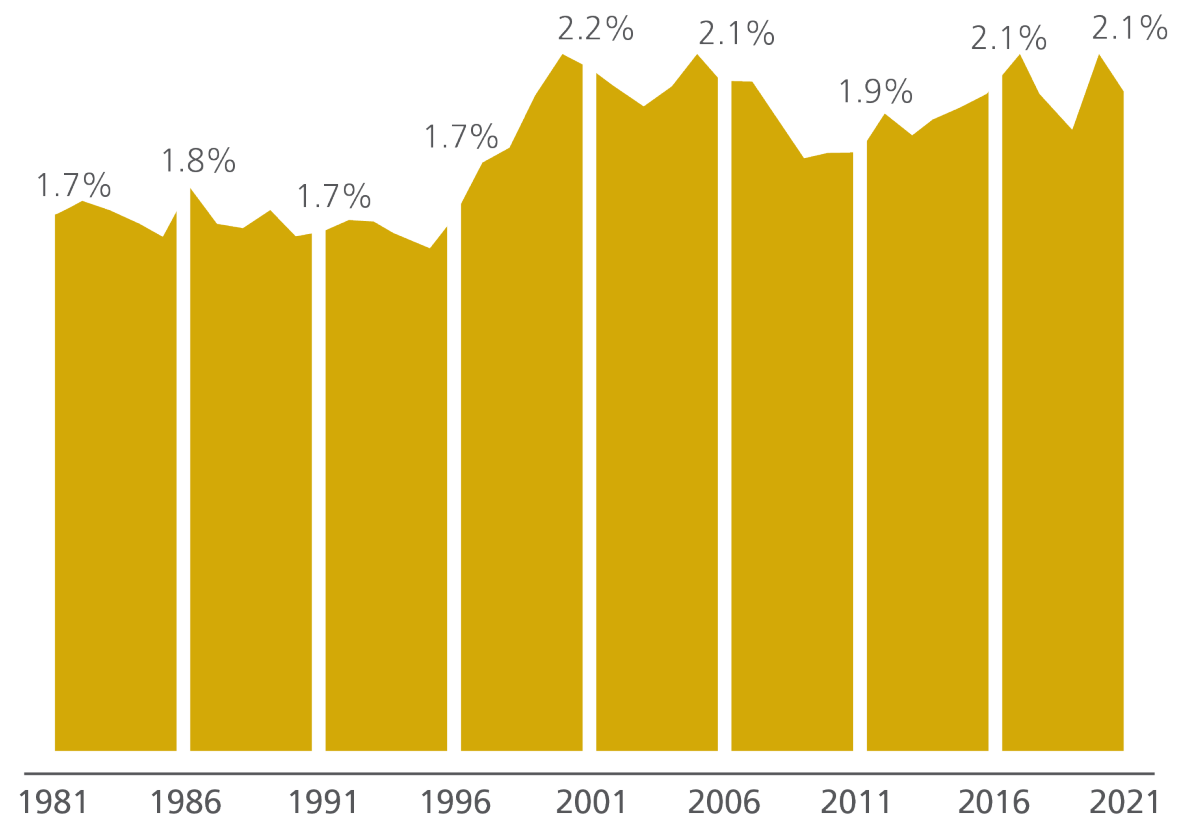
- Inflation-adjusted dollars
- - Current dollars

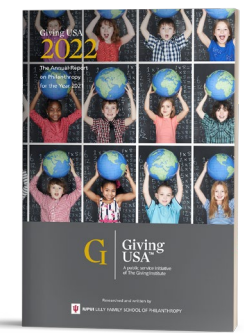




Total giving as a percentage of Gross Domestic Product, 1981–2021

(in current dollars)

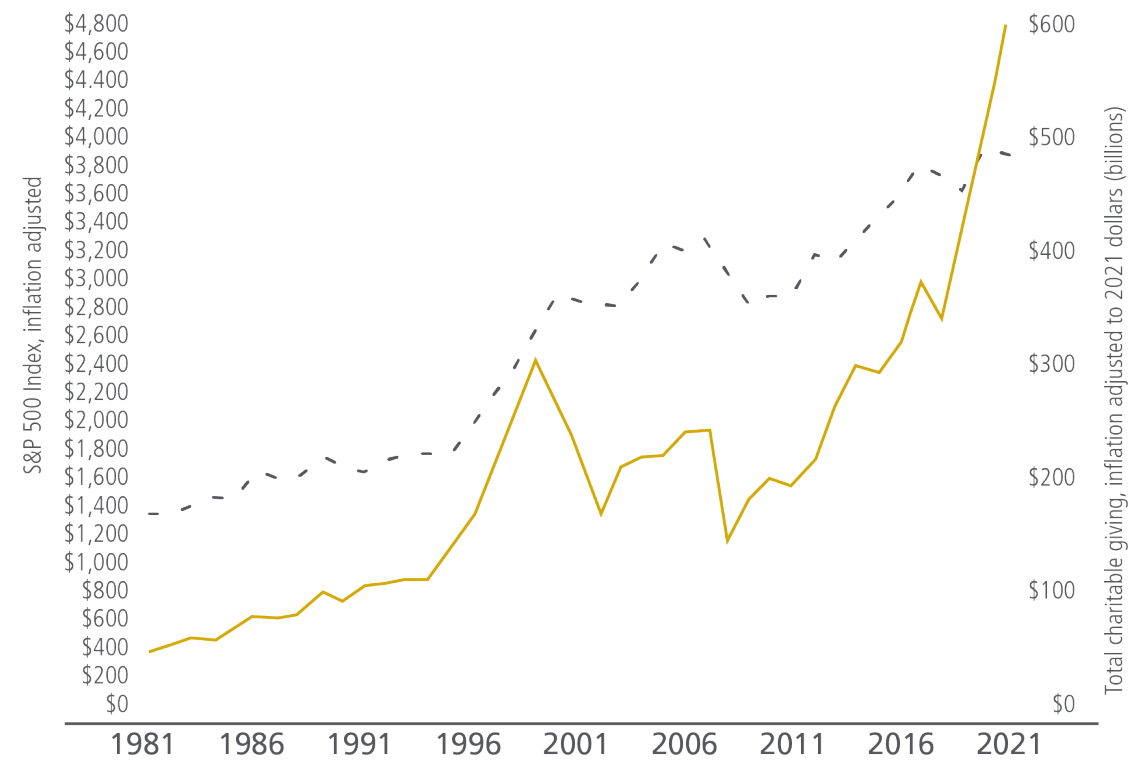


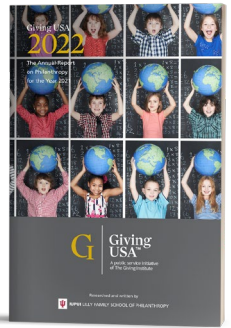


Total charitable giving graphed with the Standard & Poor's 500 Index, 1981-2021

(in billions of inflation-adjusted dollars, 2021 = \$100)

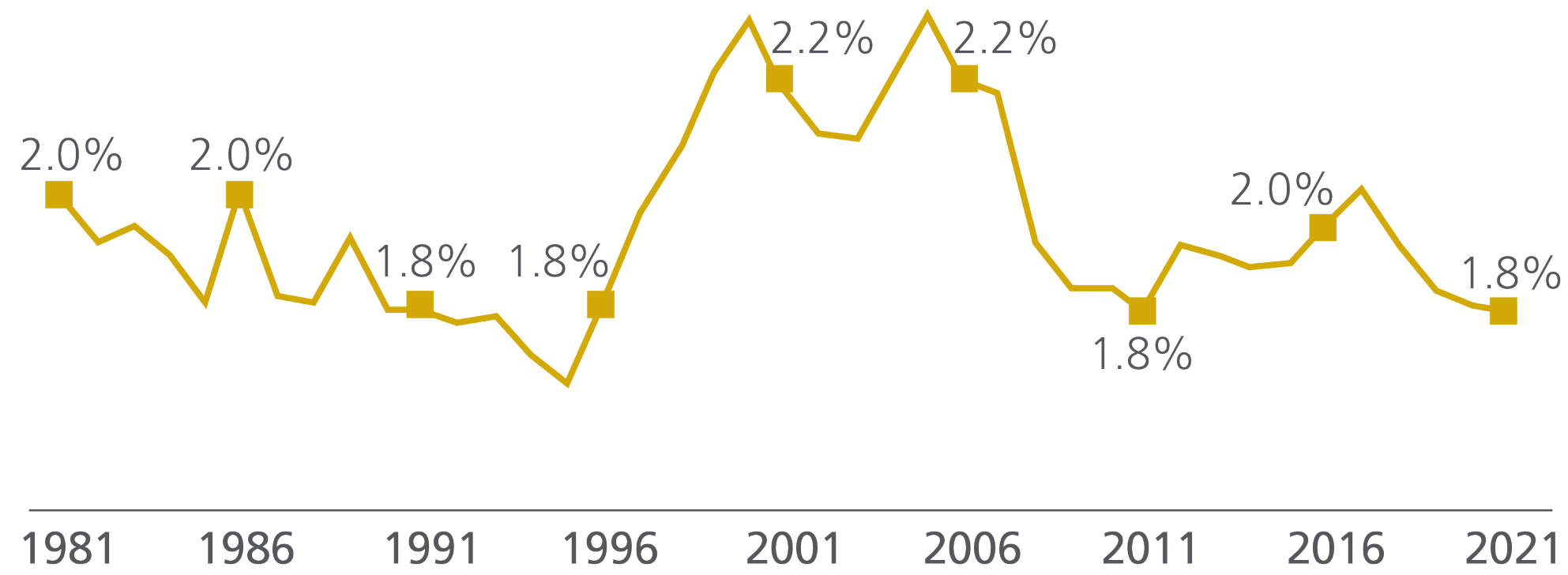
- S&P 500, inflation-adjusted dollars
- - Total giving, inflation-adjusted dollars

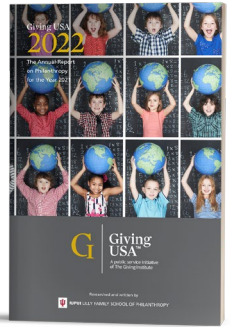




Individual giving as a percentage of disposable personal income, 1981-2021

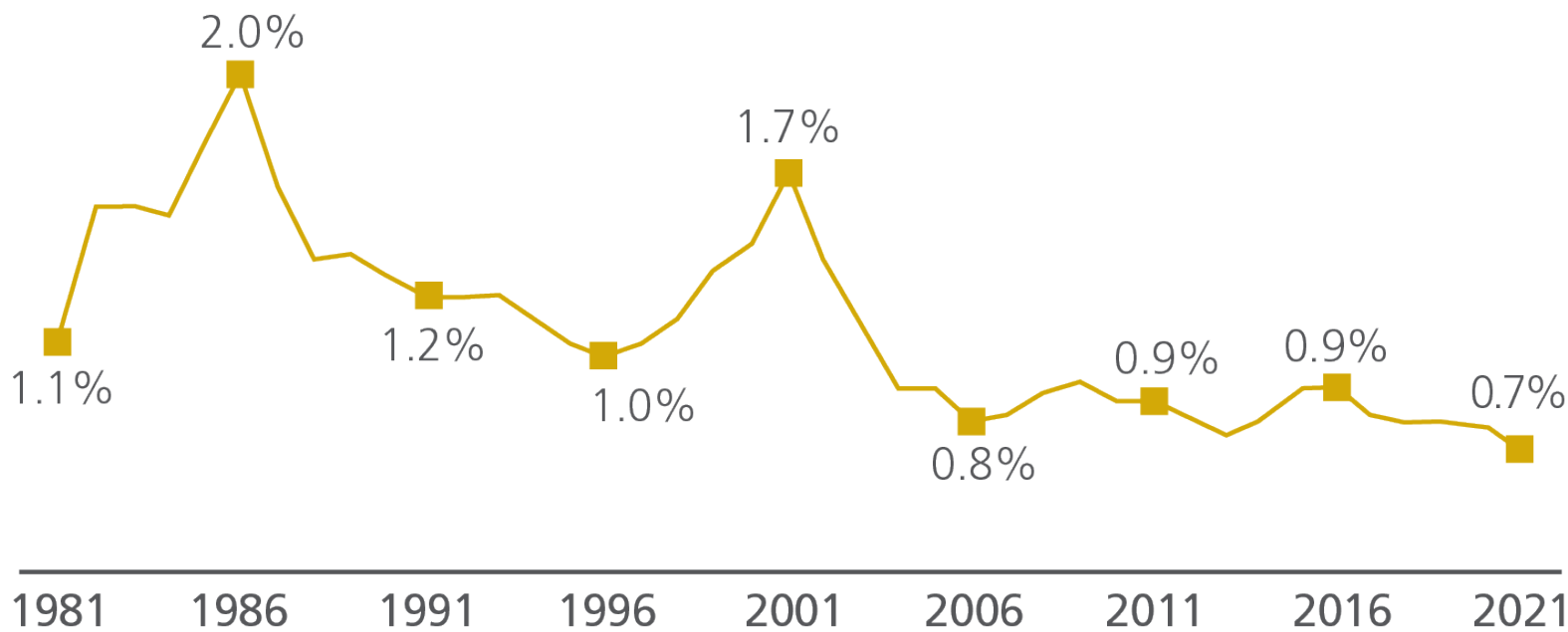
(in current dollars)

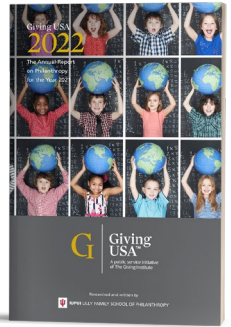




Corporate giving as a percentage of corporate pre-tax profits, 1981–2021

(in current dollars)

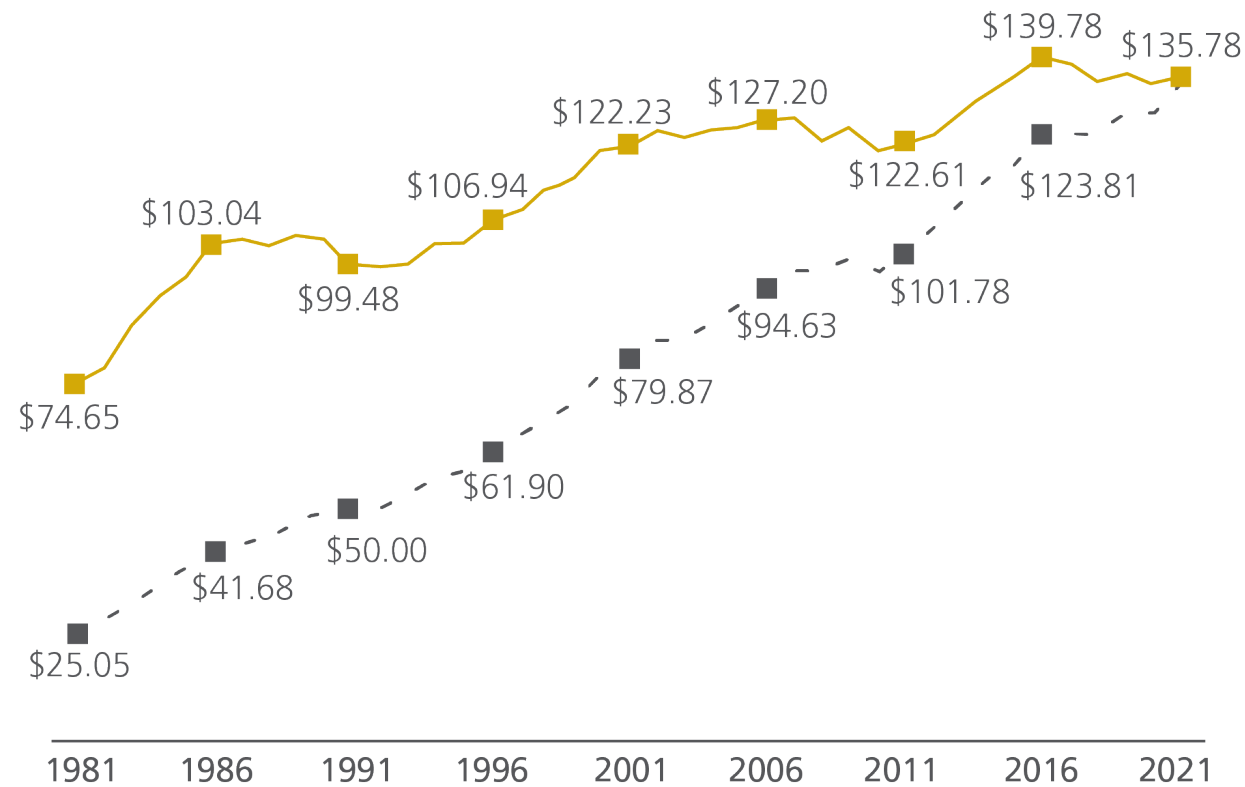


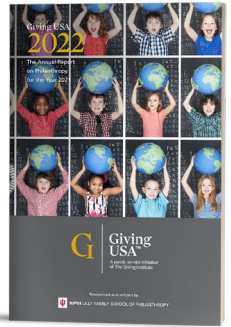


Giving to religion, 1981–2021

(in billions of dollars)

- Inflation-adjusted dollars
- - Current dollars

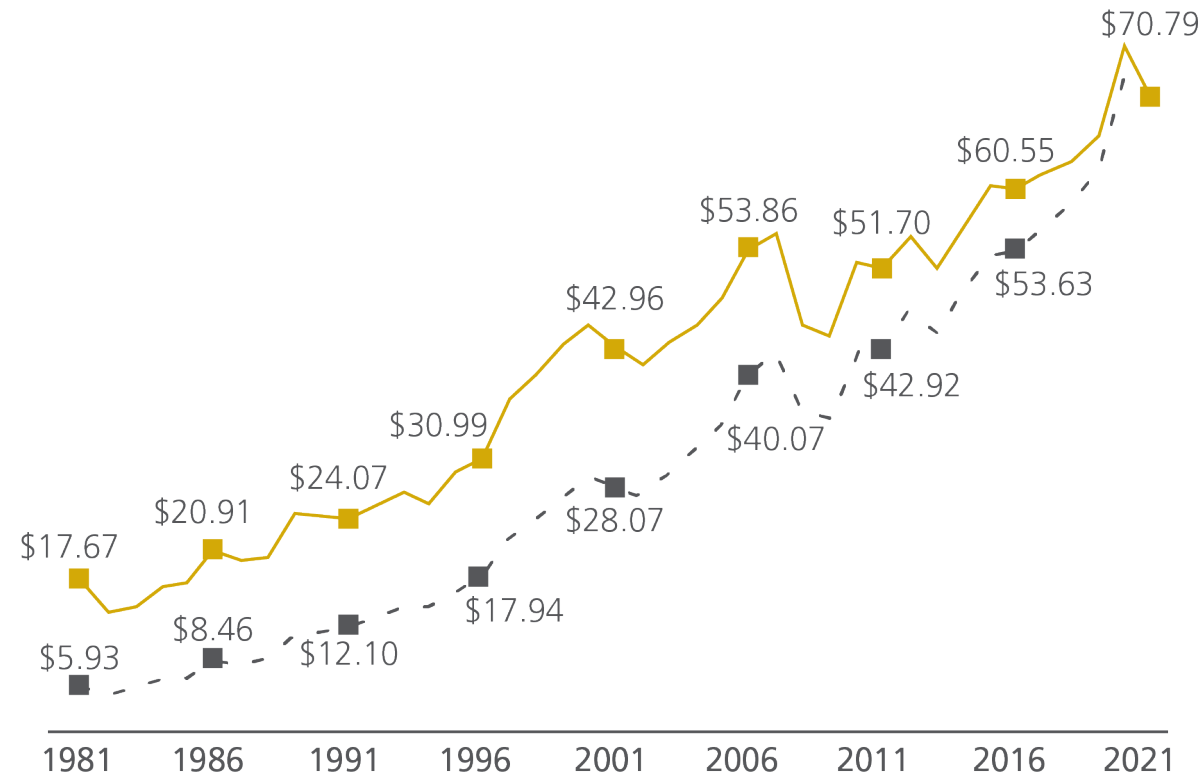




Giving to education, 1981–2021

(in billions of dollars)

- Inflation-adjusted dollars
- - Current dollars

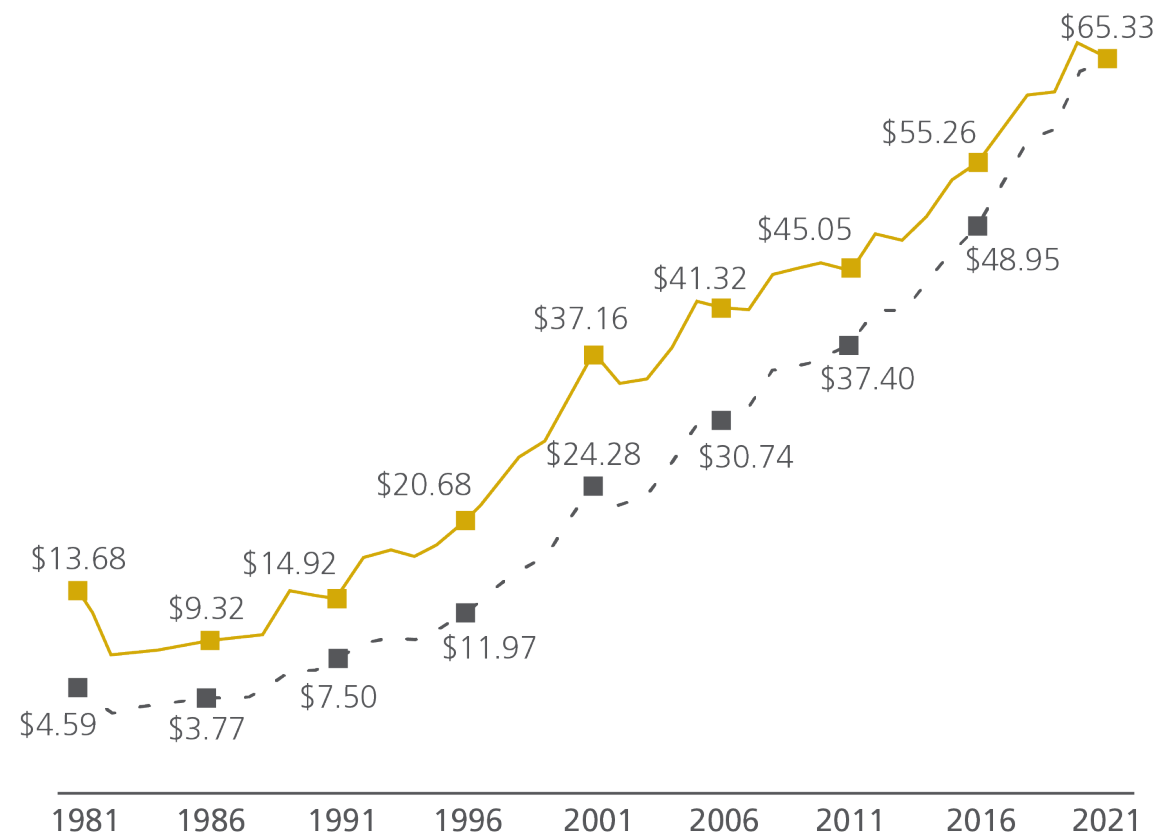


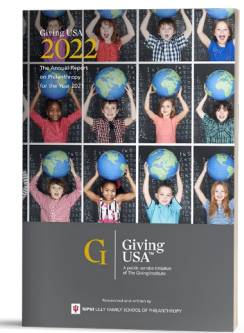


Giving to human services, 1981–2021

(in billions of dollars)

- Inflation-adjusted dollars
- - Current dollars



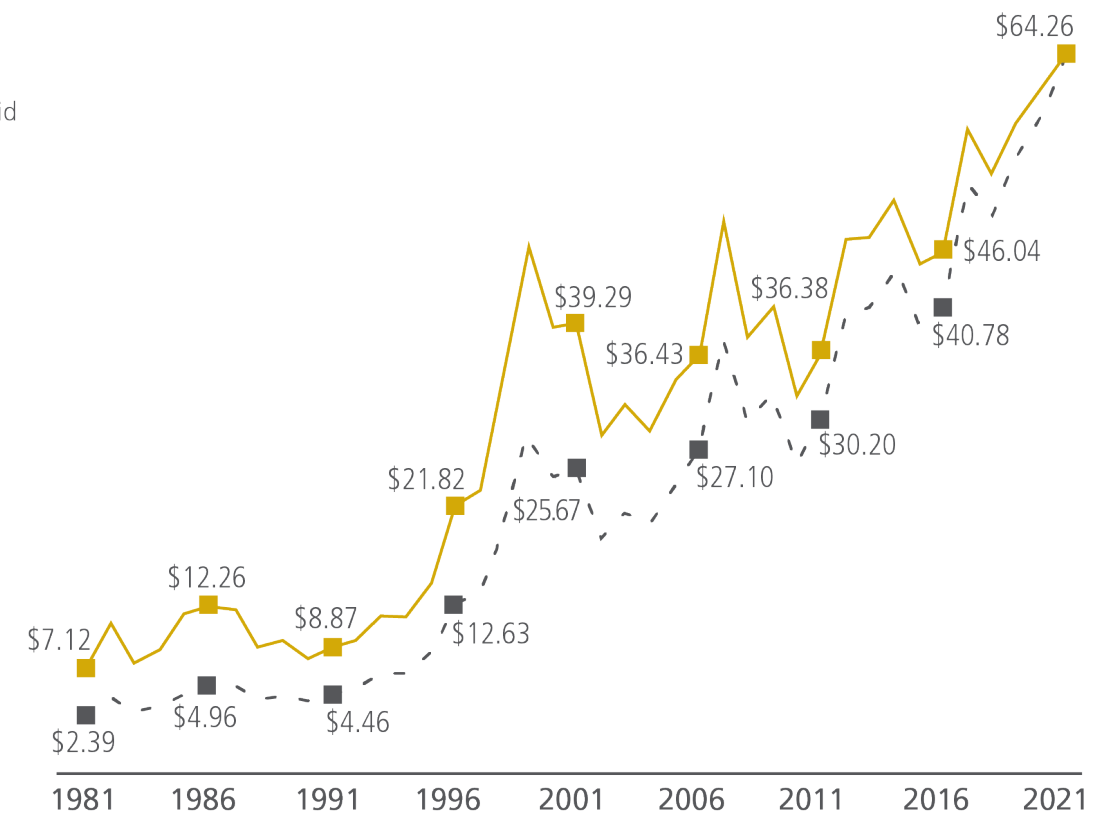


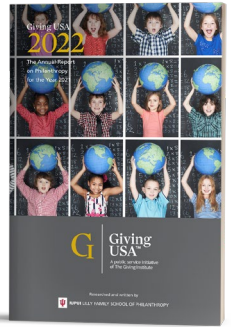
Giving to foundations, 1981–2021

(in billions of dollars)

- Inflation-adjusted dollars
- - Current dollars

*Estimates developed with data from Candid

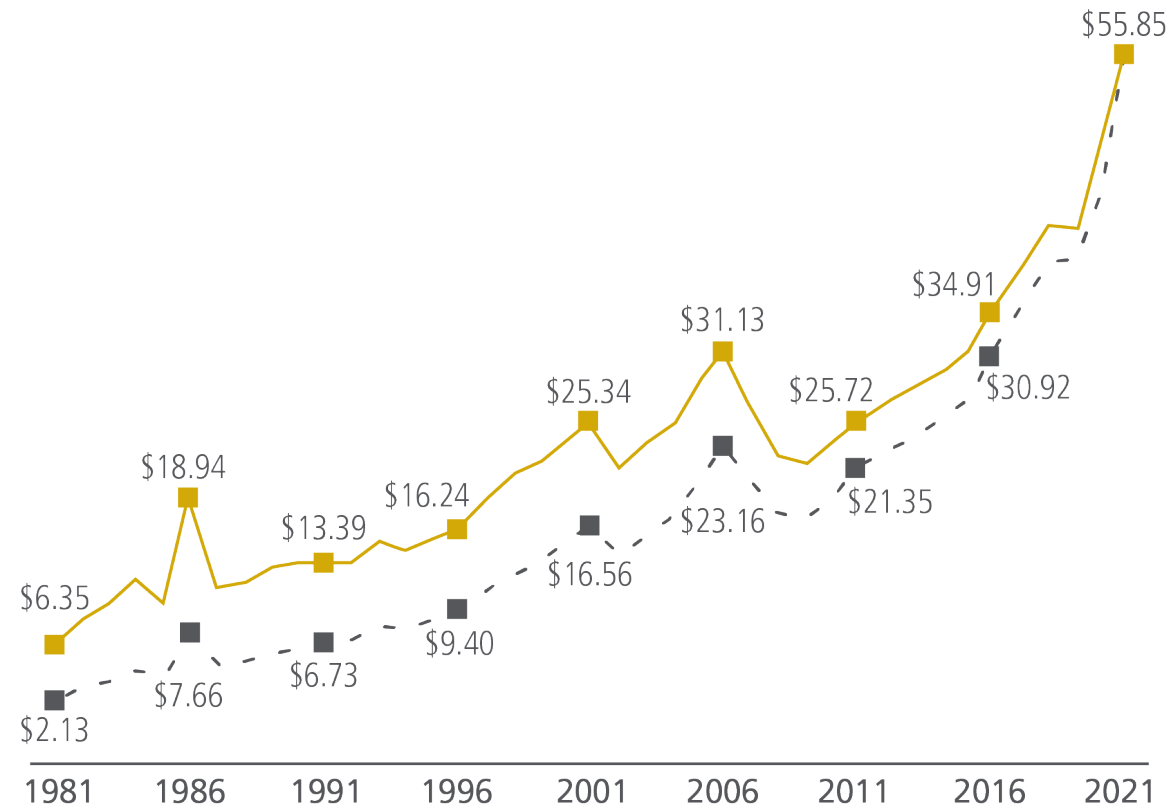


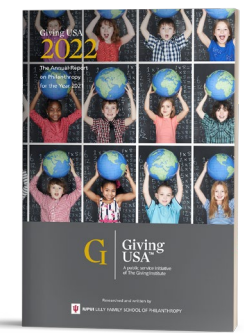


Giving to public-society benefit, 1981–2021

(in billions of dollars)

- Inflation-adjusted dollars
- - Current dollars

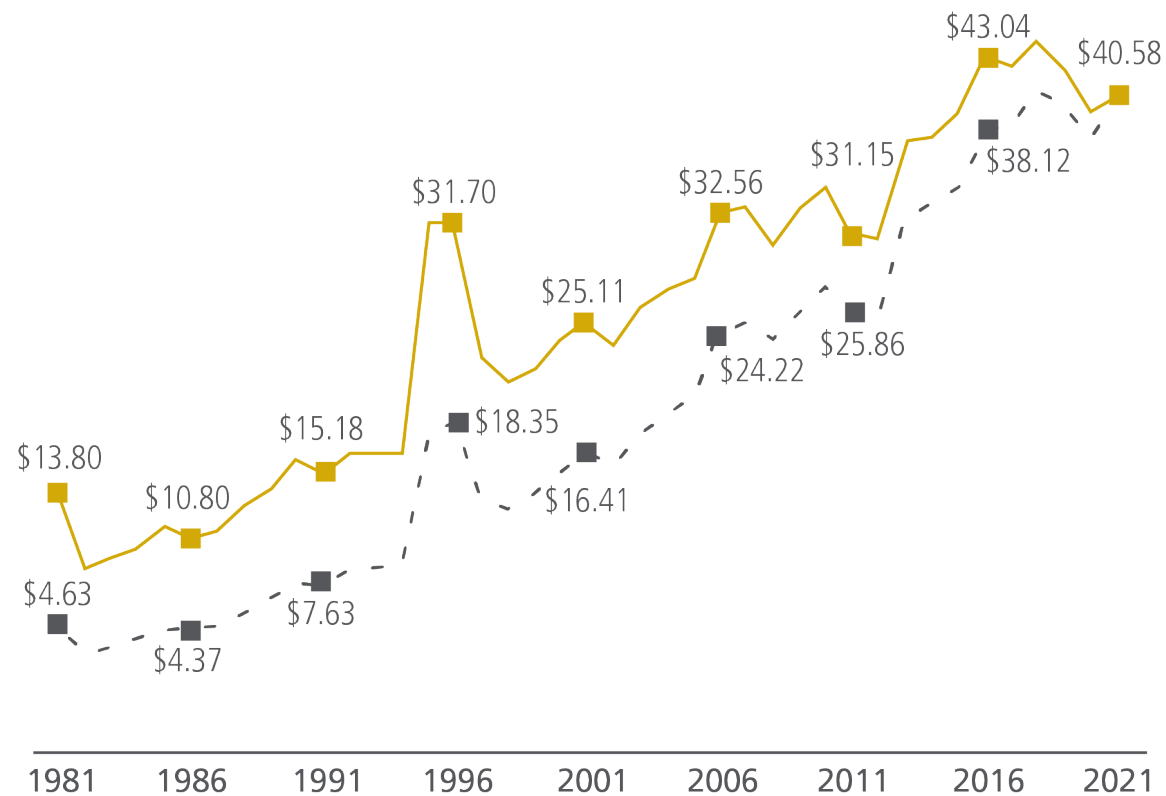


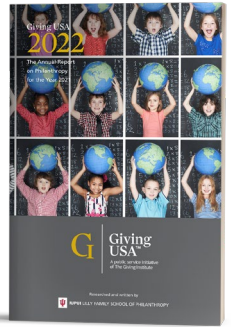


Giving to health, 1981–2021

(in billions of dollars)

— Inflation-adjusted dollars
- - Current dollars

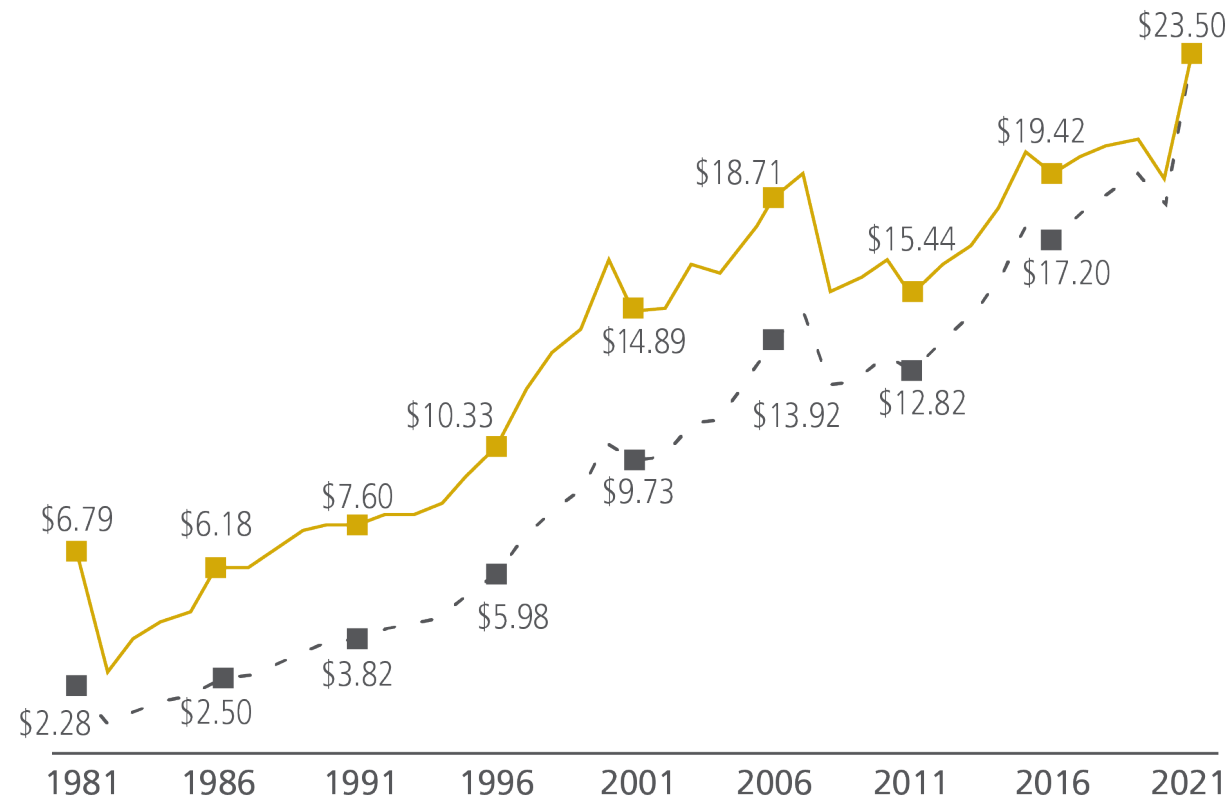


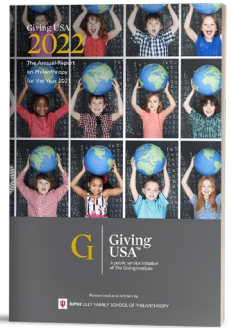


Giving to arts, culture, and humanities, 1981–2021

(in billions of dollars)

- Inflation-adjusted dollars
- - Current dollars



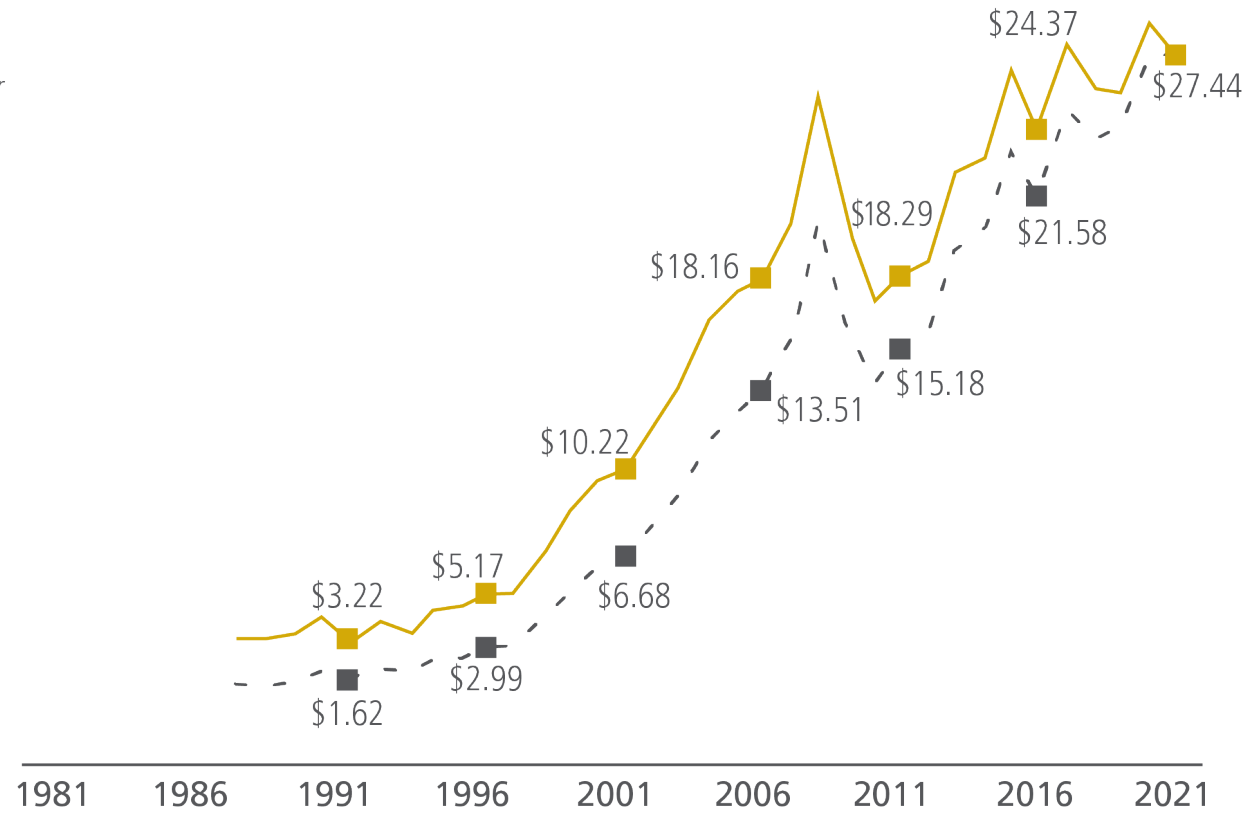


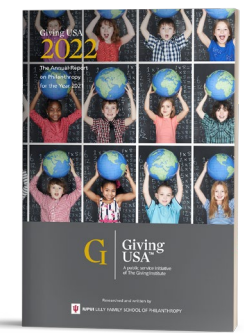
Giving to international affairs, 1987–2021*

(in billions of dollars)

- Inflation-adjusted dollars
- - Current dollars

*Giving to the international affairs subsector began to be tracked separately in 1987.



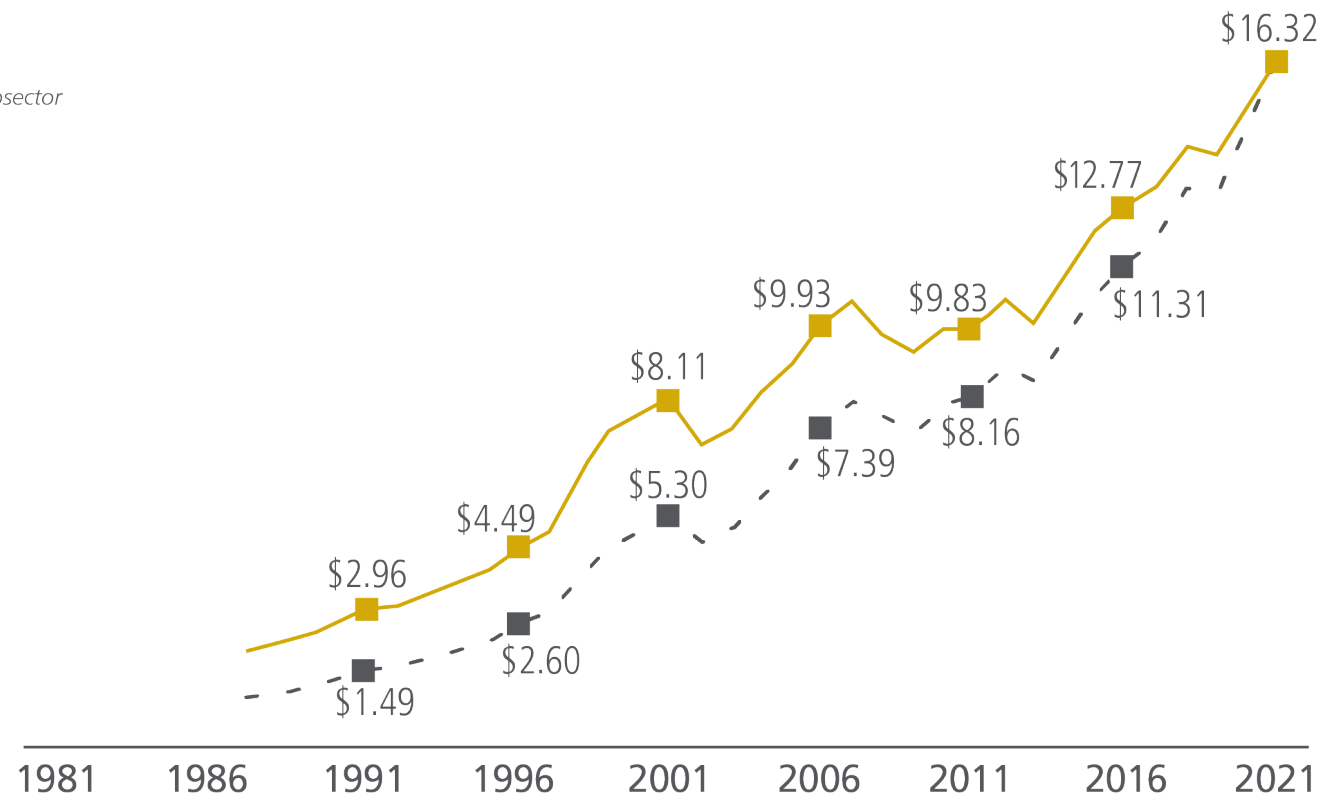


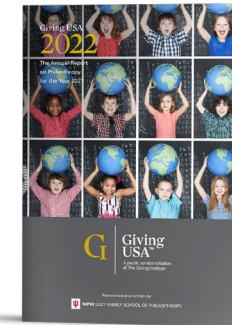
Giving to environment/animals, 1987–2021*

(in billions of dollars)

- Inflation-adjusted dollars
- - Current dollars

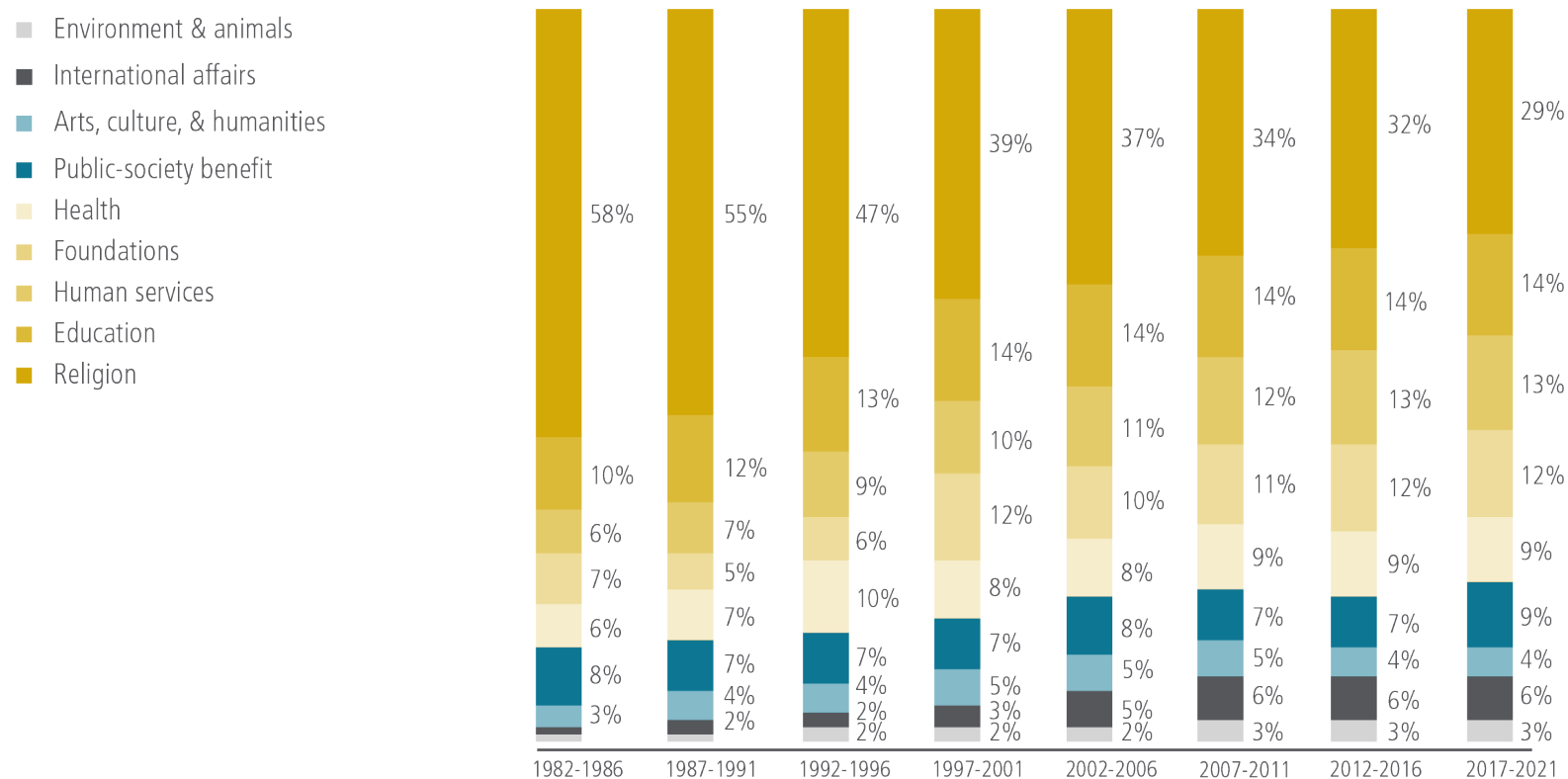
*Giving to the environment/animals subsector began to be tracked separately in 1987.

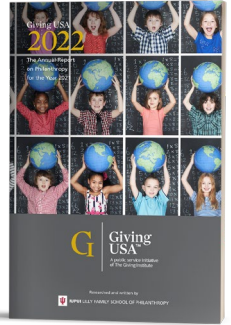




Giving by type of recipient: Percentage of the total in five-year spans, 1982–2021*

(adjusted for inflation, 2021 = \$100, does not include "unallocated" or "giving to individuals")

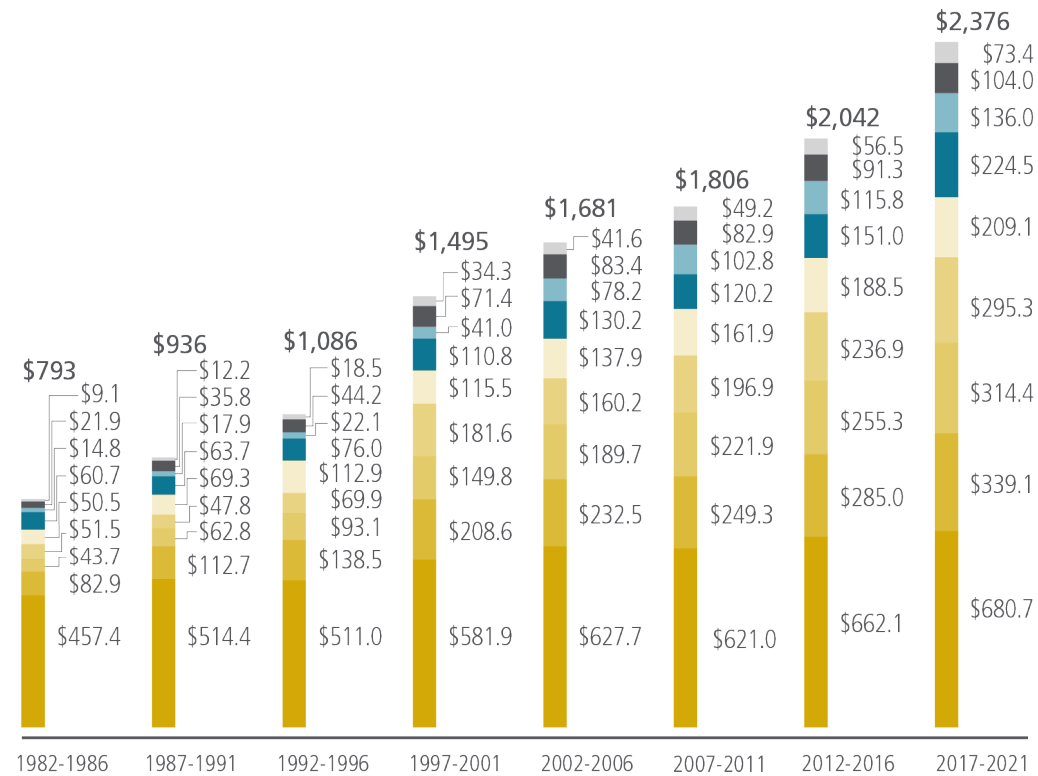


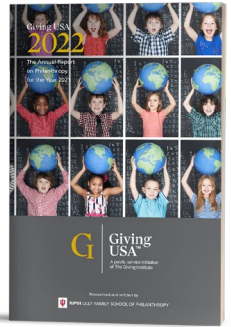


Total giving by type of recipient organization in five-year spans, 1982–2021

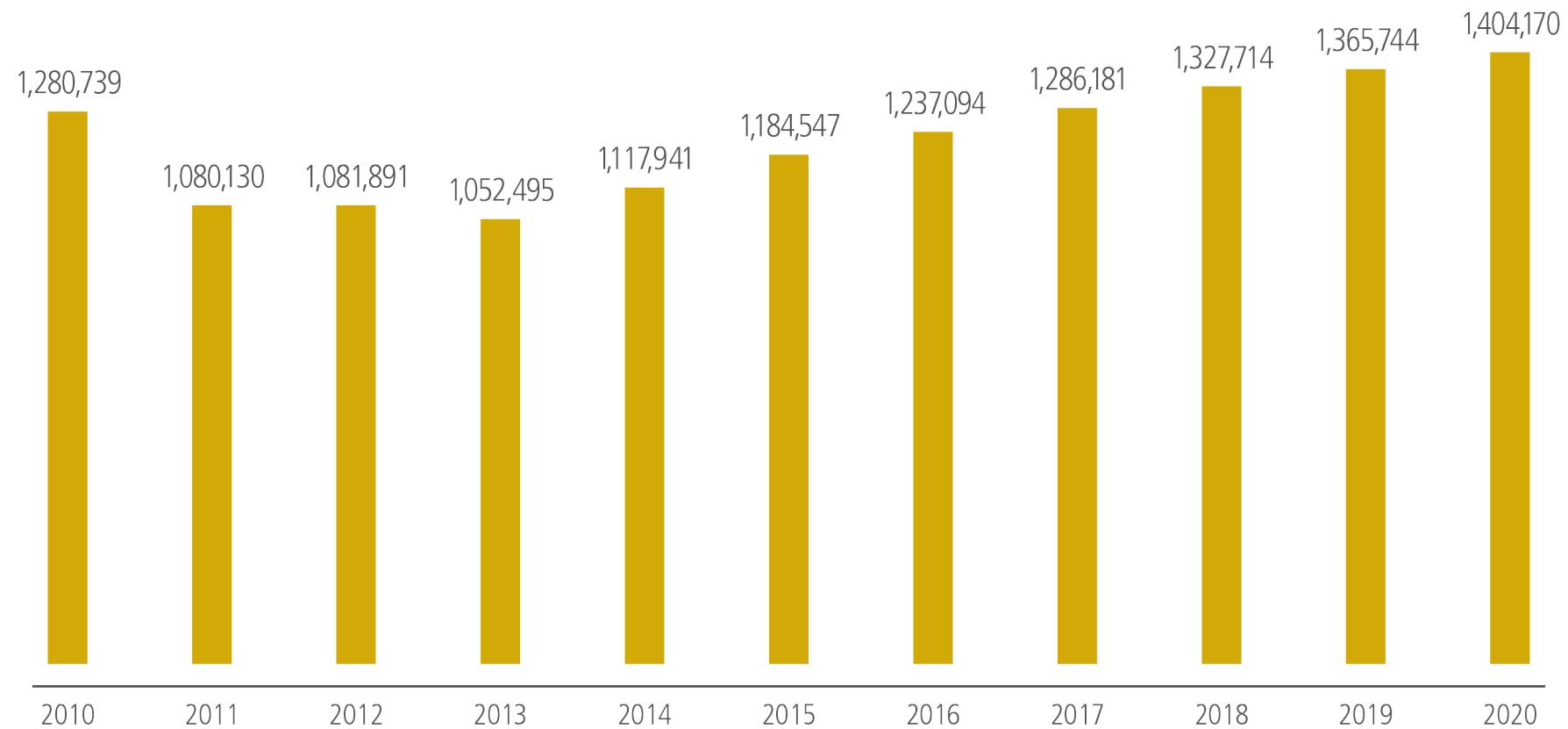
(in billions of inflation-adjusted dollars, 2021 = \$100, does not include “unallocated” and “giving to individuals”)

- Environment & animals
- Arts, culture, & humanities
- International affairs
- Public-society benefit
- Health
- Foundations
- Human services
- Education
- Religion

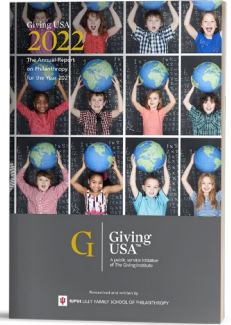




The number of 501(c)(3) organizations, 2010-2020



Giving USA Supporters



Platinum Supporters



Supporters

Accordant
Advancement Resources
Aggie Sweeney
Alexander Haas
Alexander Macnab & Co.
Alexis Cooke
Aly Sterling Philanthropy
Aqubanc
Arthur Alley Associated
Association for Healthcare
Philanthropy
Association of Advancement
Services Professionals
Association of Fundraising
Professionals
Association of Philanthropic
Counsel

BDI
Beazley Foundation, Inc.
Benefactor Group
Blackbaud
Bloomerang
Brenda Asare
Bridge Philanthropic Consulting
BWF
Byrne Pelofsky + Associates LLC
Campbell & Company
Carlson Fundraising
Christopher Looney
Cramer & Associates
DonorDrive
DonorPerfect
DonorSearch
Dunham+Company

Graham-Pelton Consulting, Inc.
Grants Plus
Green Oak Consulting Group
Greg Whitney
Grenzebach Glier and Associates
Heaton Smith Group
Hyre Personal Health
iWave
Johnson, Grossnickle +
Associates
Karen Rotko-Wynn
Katz, Sapper & Miller
KCI-Ketchum Canada
Laura Edman
Lighthouse Counsel
Lindauer
Lucinda Vacura

M. Gale & Associates
Marts & Lundy, Inc.
Michelle Bibs
Nancy L. Raybin
Neon One
OneCause
Prasad Consulting and Research
Qgiv
RNL
Ruotolo Associates Inc.
Ryan Woroniecki
Salesforce.org
Sandy Macnab, FAHP, CFRE
Sharon Tiknis
Ter Molen Watkins & Brandt, LLC
The Alford Group
The Biedermann Group
The Curtis Group

The Hodge Group
The John R. Oishei Foundation
The Lapin Group, LLC
The Monument Group
The Phoenix Philanthropy Group
The Stelter Company
The Yunker Group
Tom & Margaret Mesaros
TrueSense Marketing
Virtuous Software
Visionary Philanthropic
Consulting
Washburn & McGoldrick, LLC
Wendy Hatch
Wendy McGrady
Westfall Gold
Windmill Hill Consulting
Winkler Group

VISIONARY

Mega Gifts: \$1 Million Plus



Jason Blumenthal
Senior Consultant

Mega Gift Type 2021

Gift Type	Gift Value
Gift	\$9,746,957,519
Pledge	\$18,619,050,000
Bequest	\$822,000,000

Mega Gifts 2021

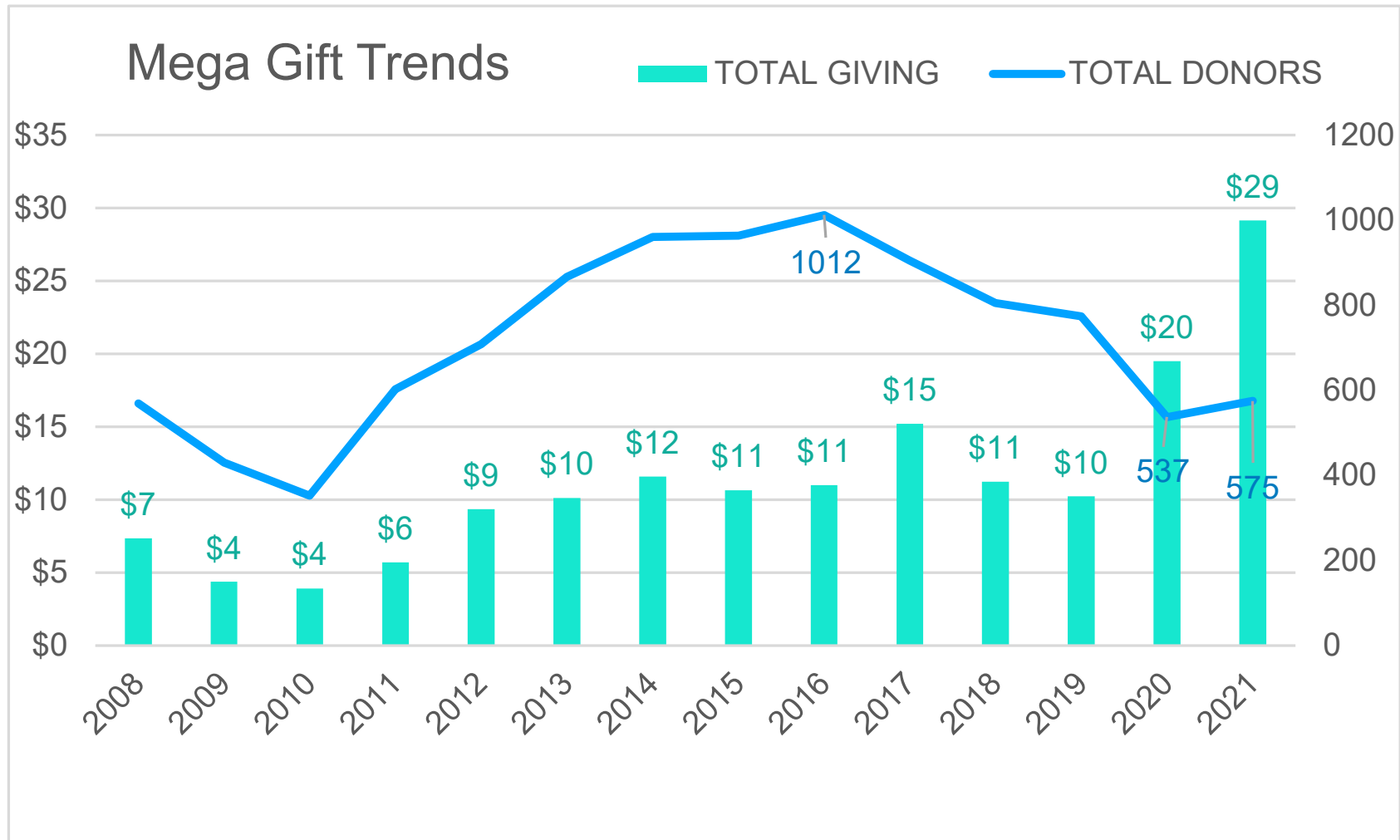
Gift Range	Dollars	Gifts
\$100,000,000+	\$21,084,500,000	34
\$50,000,000-\$99,999,999	\$1,610,000,000	37
\$10,000,000-\$49,999,999	\$4,369,350,000	263
\$1,000,000-\$9,999,999	\$2,079,157,519	241
TOTAL	\$29,143,007,519	575

- \$29.1 Billion from 575 Gifts represents 6 % of the total contributed in 2021
- Includes single gift of stock from Bill and Melinda Gates Valued at \$15 Billion to their Foundation

Mega Gift Change: Year over Year

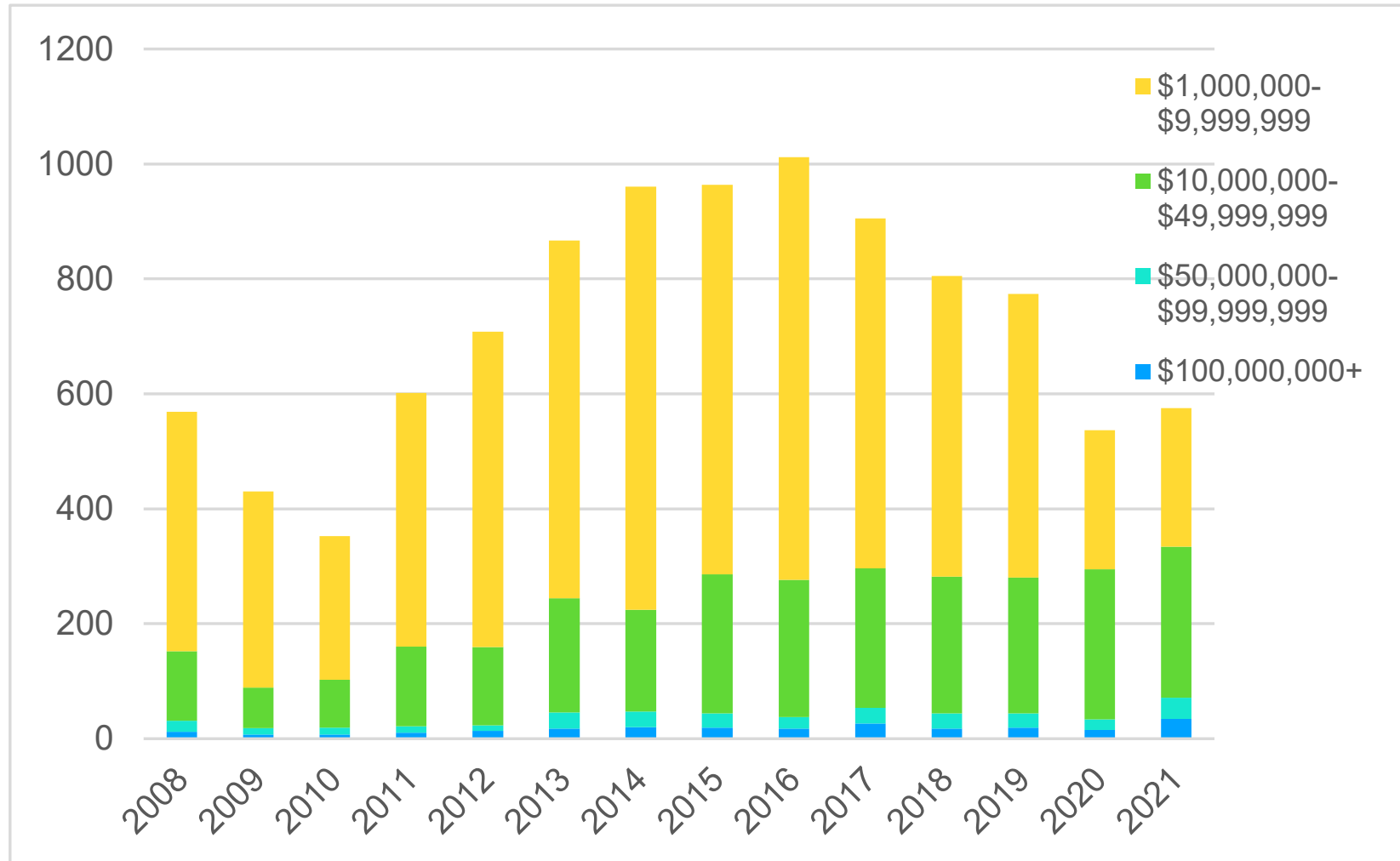
Gift Range	2020		2021		Delta	
	Dollars	Gifts	Dollars	Gifts	Dollars	Gifts
\$100,000,000+	\$13,328,667,500	15	\$21,084,500,000	34	\$7,755,832,500	19
\$50,000,000-\$99,999,999	\$948,500,000	18	\$1,610,000,000	37	\$661,500,000	19
\$10,000,000-\$49,999,999	\$5,113,250,000	262	\$4,369,350,000	263	-\$743,900,000	1
\$1,000,000-\$9,999,999	\$910,257,519	242	\$2,079,157,519	241	\$1,168,900,000	-1
TOTAL	\$20,300,675,019	537	\$29,143,007,519	575	\$8,842,332,500	38

Million Gifts + Since 2008

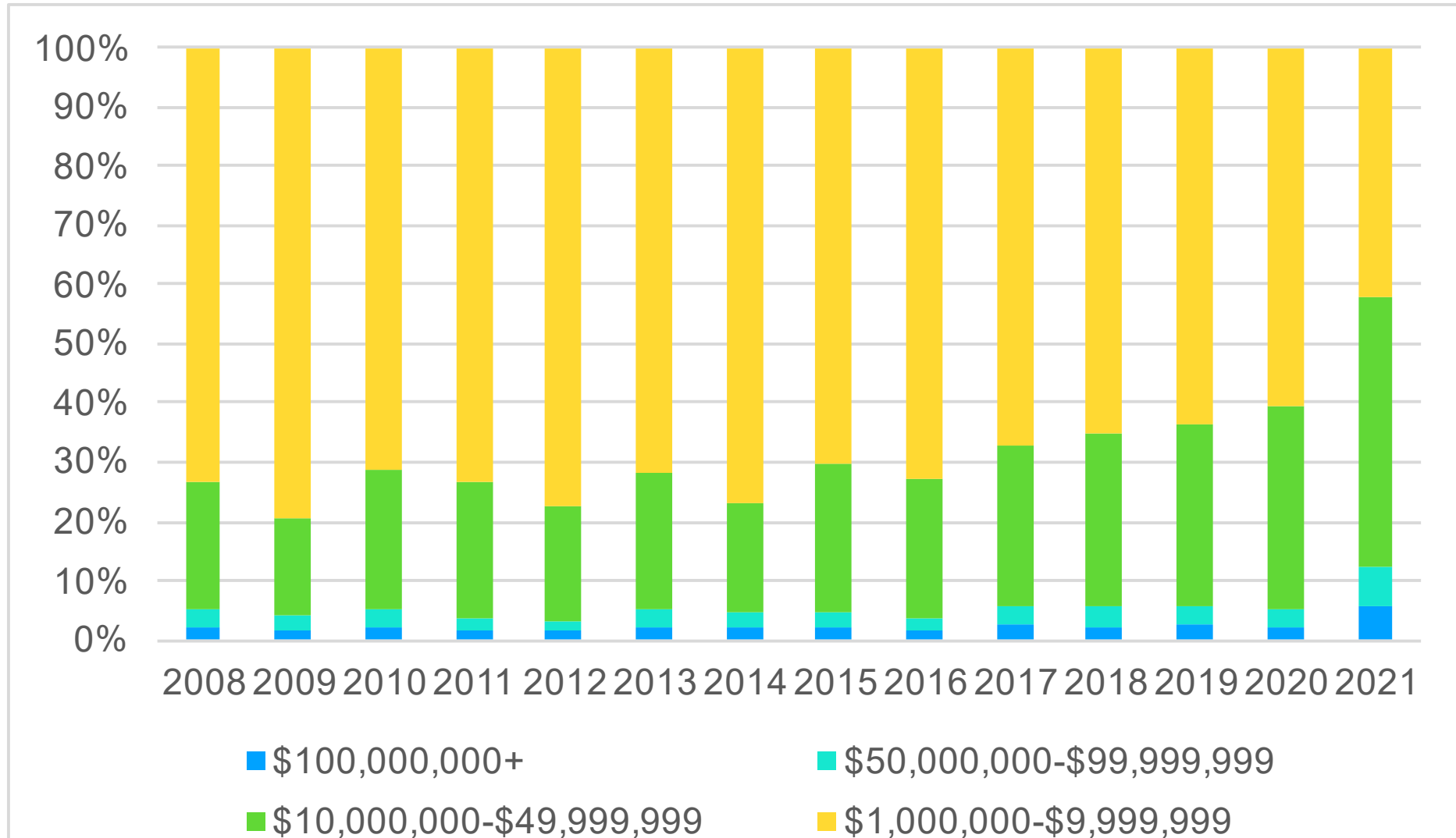


Bill and Melinda Gates Account for \$15 Billion in 2021
 Mackenzie Scott accounts for \$133.5 Million in 2021

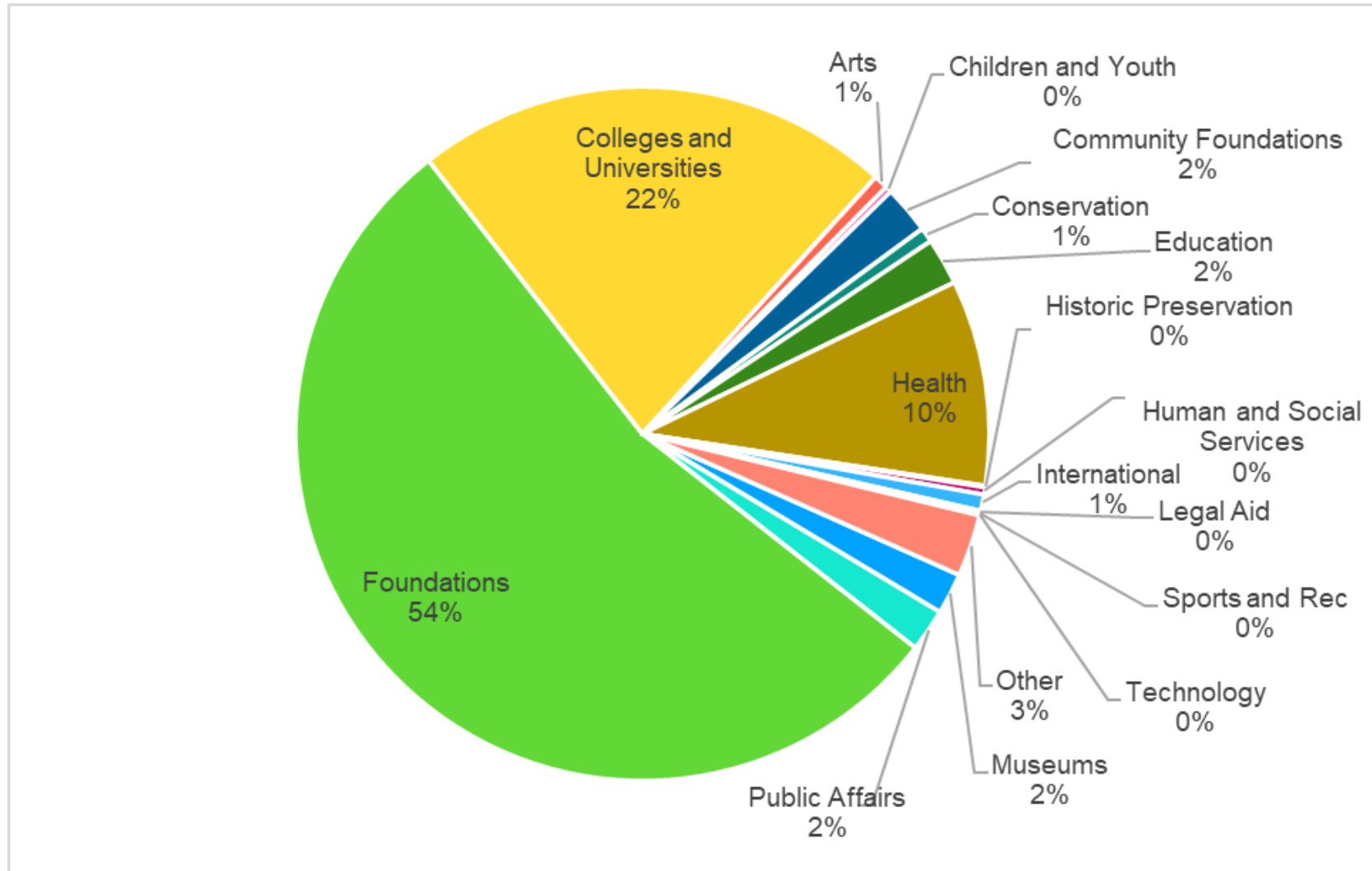
Trends # Mega Gifts by Dollar Range



Gifts as % of the Total



2021 Mega Gifts by Recipient Category



Mega Gifts by Recipient

Recipient	Dollars	Percent
Museums	\$560,000,000	1.92%
Public Affairs	\$581,600,000	2.00%
Foundations	\$15,675,200,000	53.84%
Colleges and Universities	\$6,496,687,519	22.31%
Arts	\$193,520,000	0.66%
Children and Youth	\$85,000,000	0.29%
Community Foundations	\$650,900,000	2.24%
Conservation	\$200,500,000	0.69%
Education	\$635,900,000	2.18%
Health	\$2,791,500,000	9.59%
Historic Preservation	\$20,000,000	0.07%
Human and Social Services	\$99,026,273	0.34%
International	\$221,700,000	0.76%
Legal Aid	\$26,000,000	0.09%
Sports and Rec	\$1,000,000	0.00%
Technology	\$36,000,000	0.12%
Other	\$839,050,000	2.88%

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Questions and Answers

For information call: 201-406-6035

Or Email: scott@visionaryphilanthropy.com