



**Giving USA 2020:
With Insight and Clarity**



Scott R. Lange
President/Founder
Former member Giving USA Editorial Review Board

Giving USA
Friday: June 26, 2020

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Philanthropic Consulting, LLC

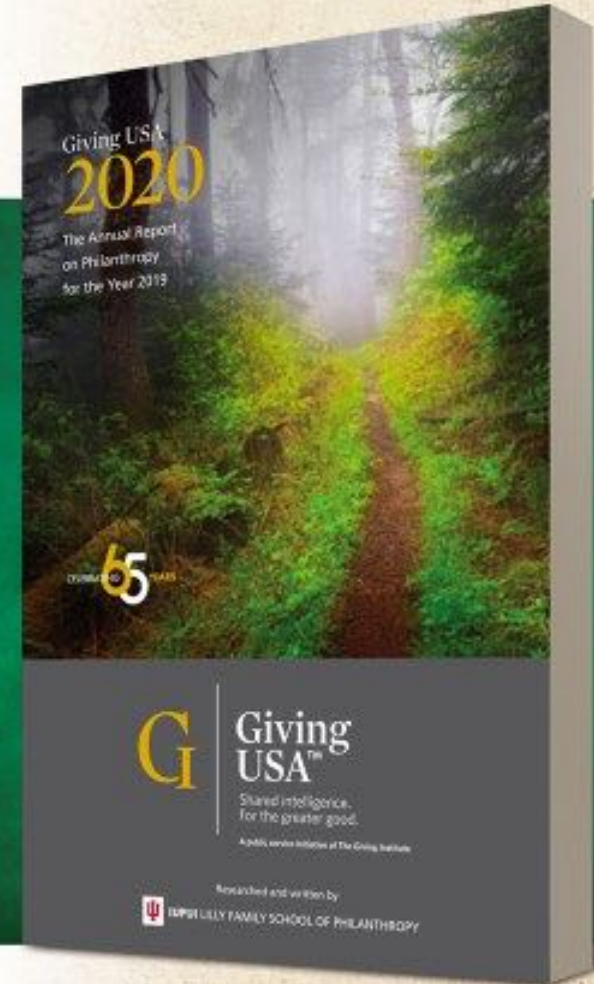


Giving USA 2020

The Annual Report on Philanthropy for the Year 2019

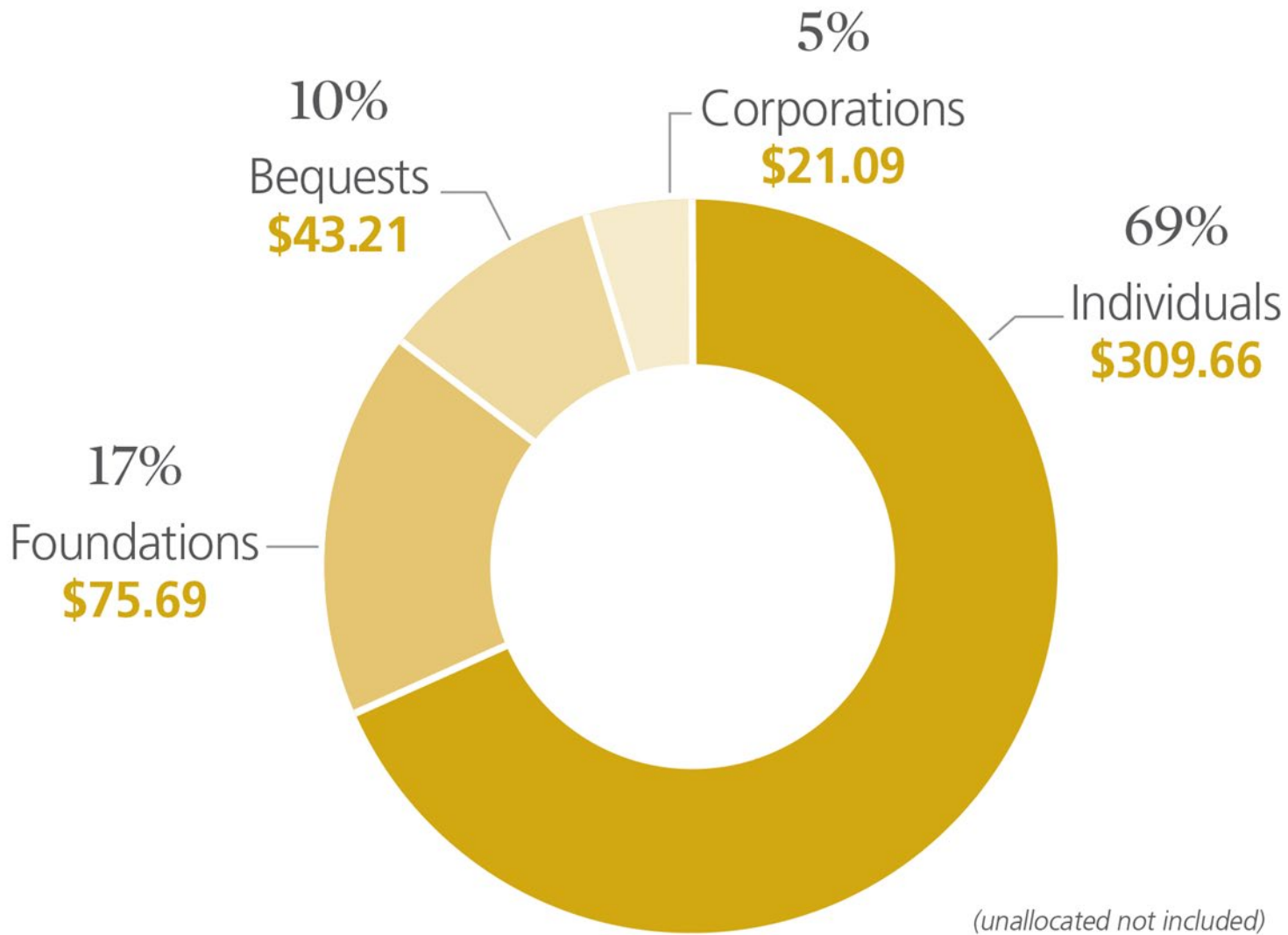
Comprehensive Presentation PowerPoint

Researched and written by  IUPUI LILLY FAMILY SCHOOL OF PHILANTHROPY



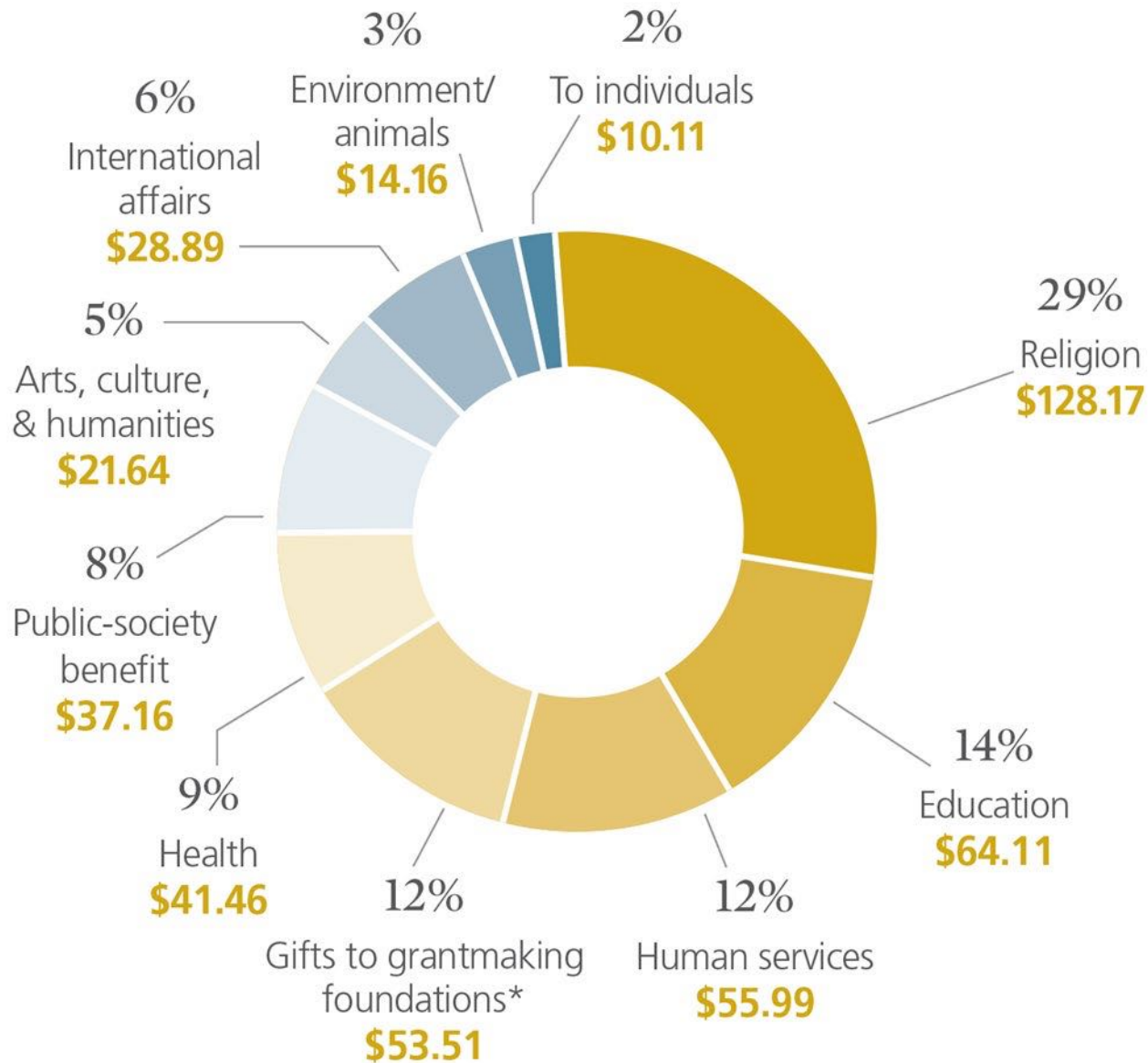


\$449.6 Billion Contributed in 2019





Beneficiaries of 2019 Charitable Giving



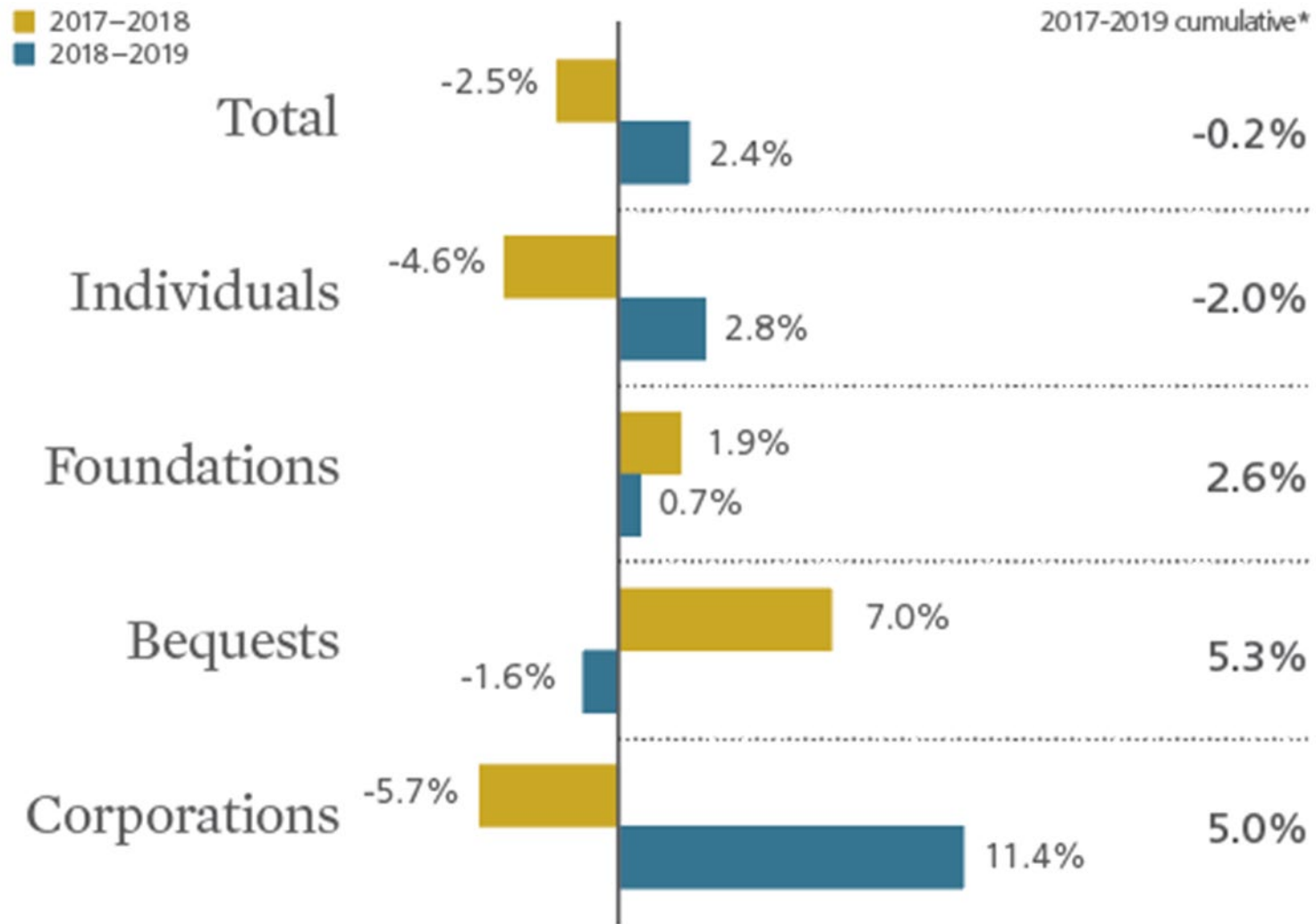
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A Deeper Dive

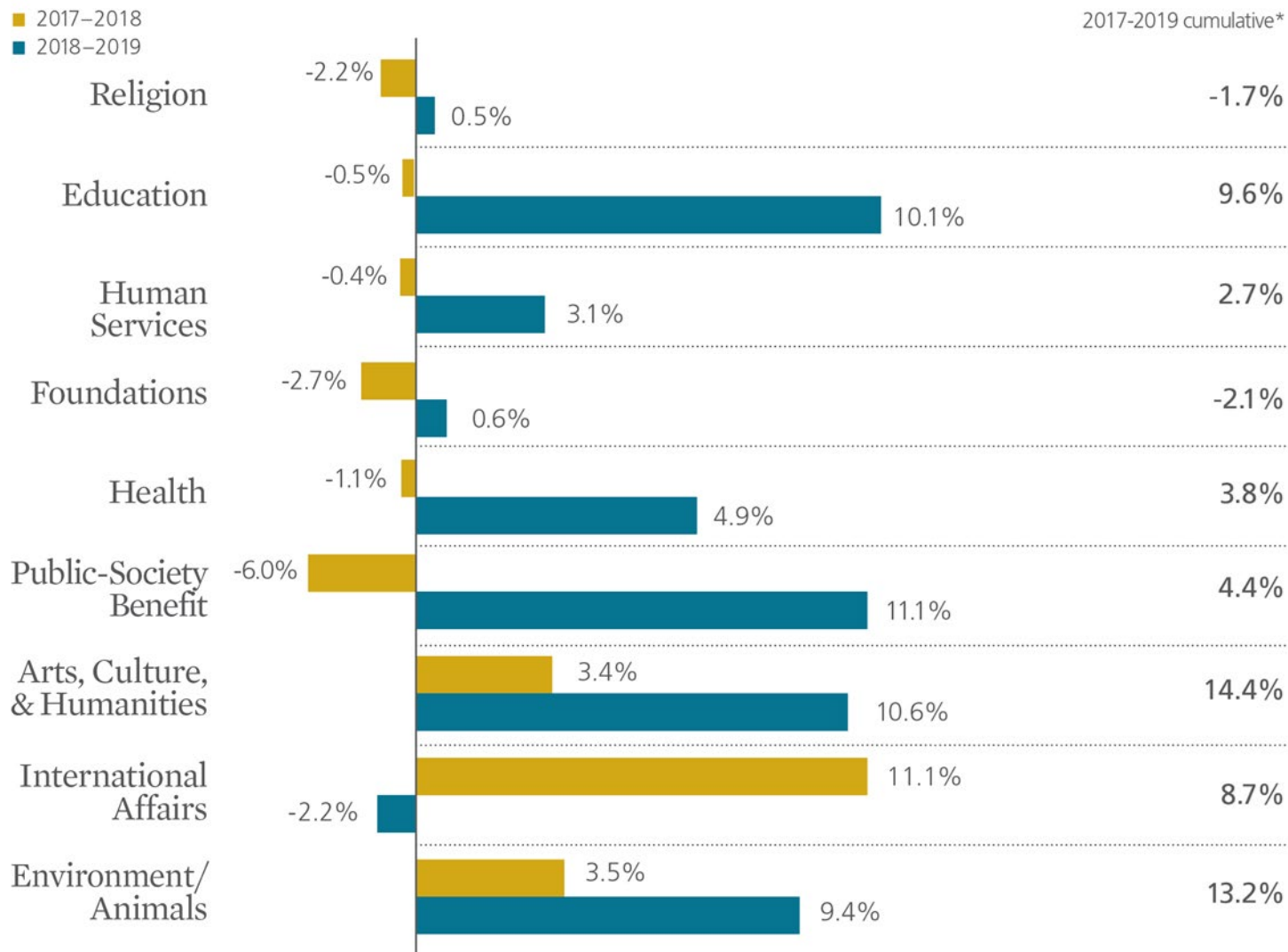


Michael Shippam
Senior Consultant

Change in Distribution: 2017-8 / 2018-9



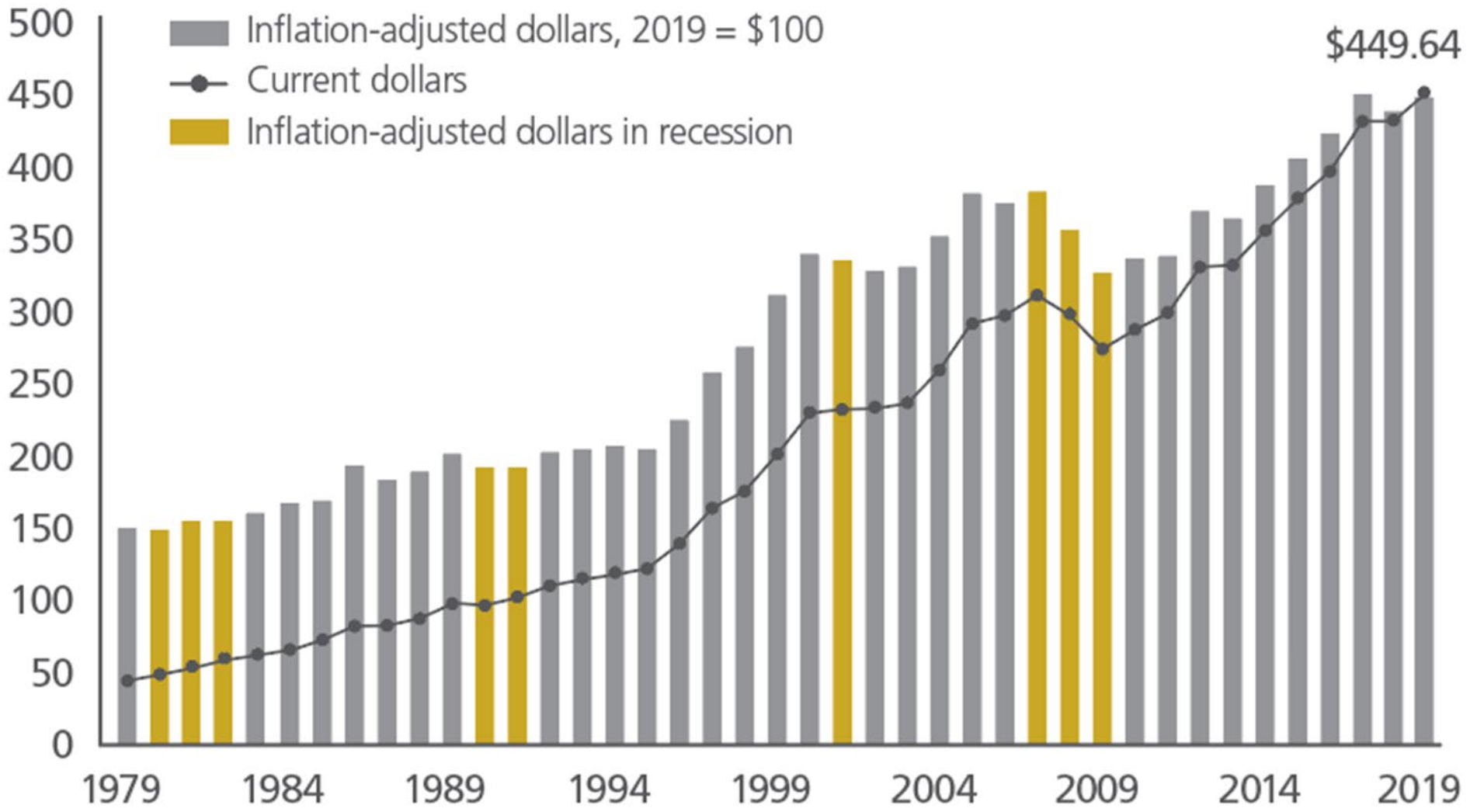
Change by Type of Organization



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

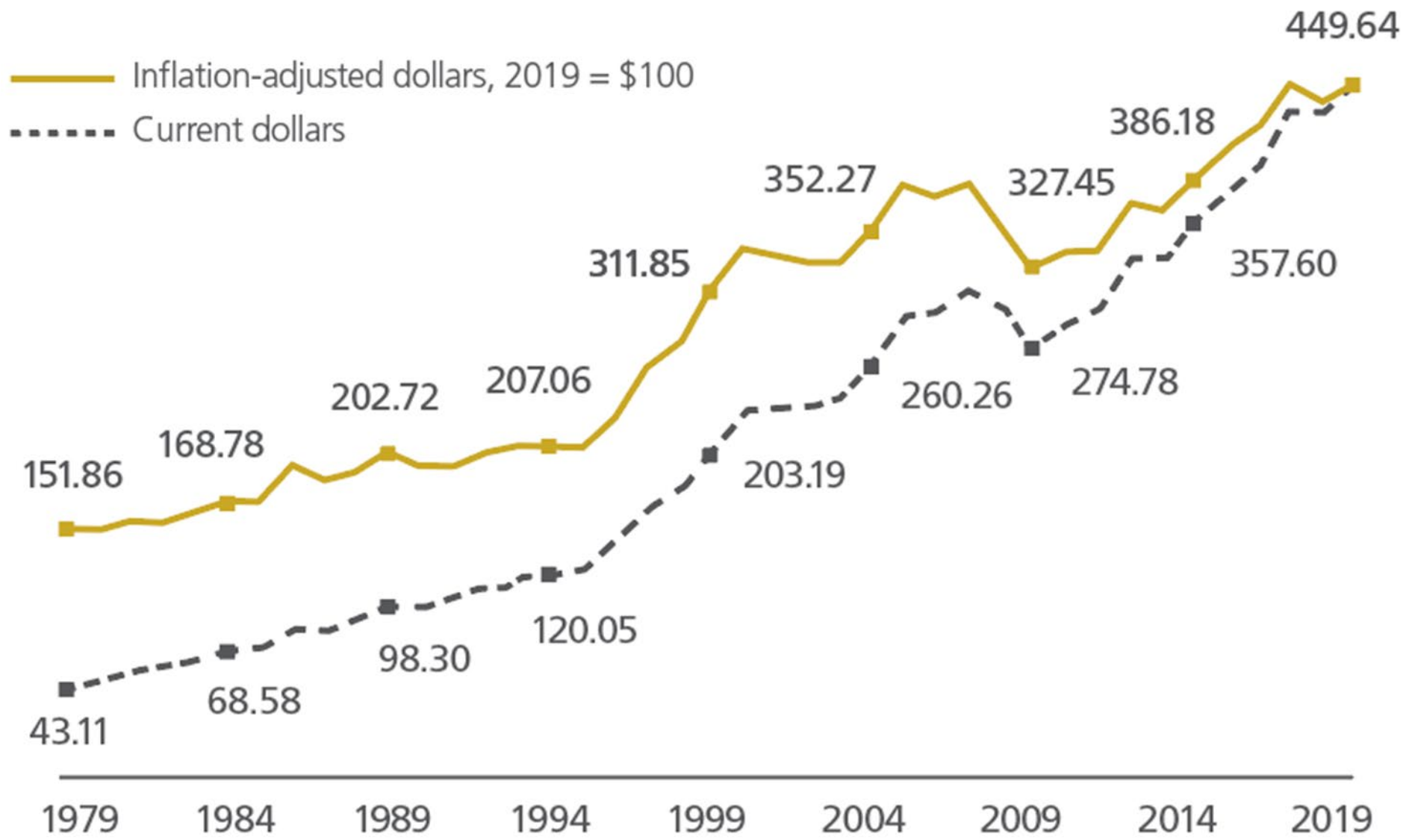


Giving during Recessions (in Gold)





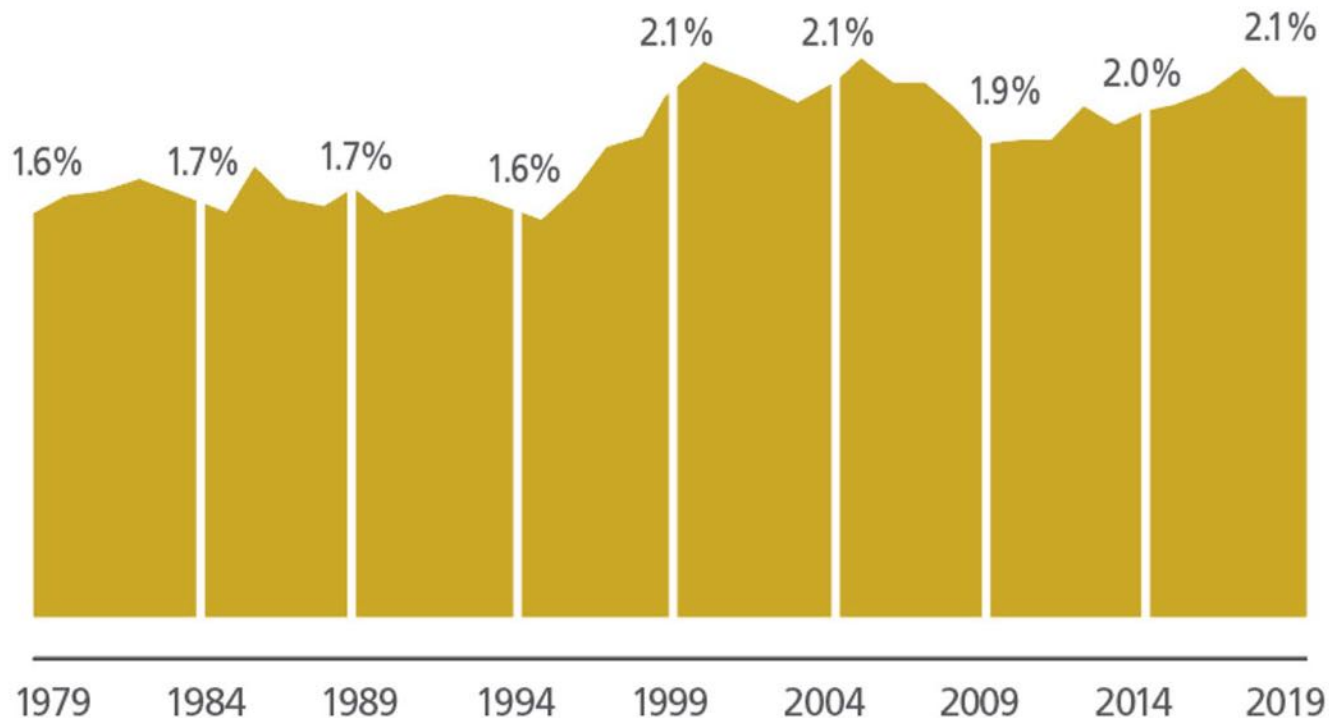
Giving Trends



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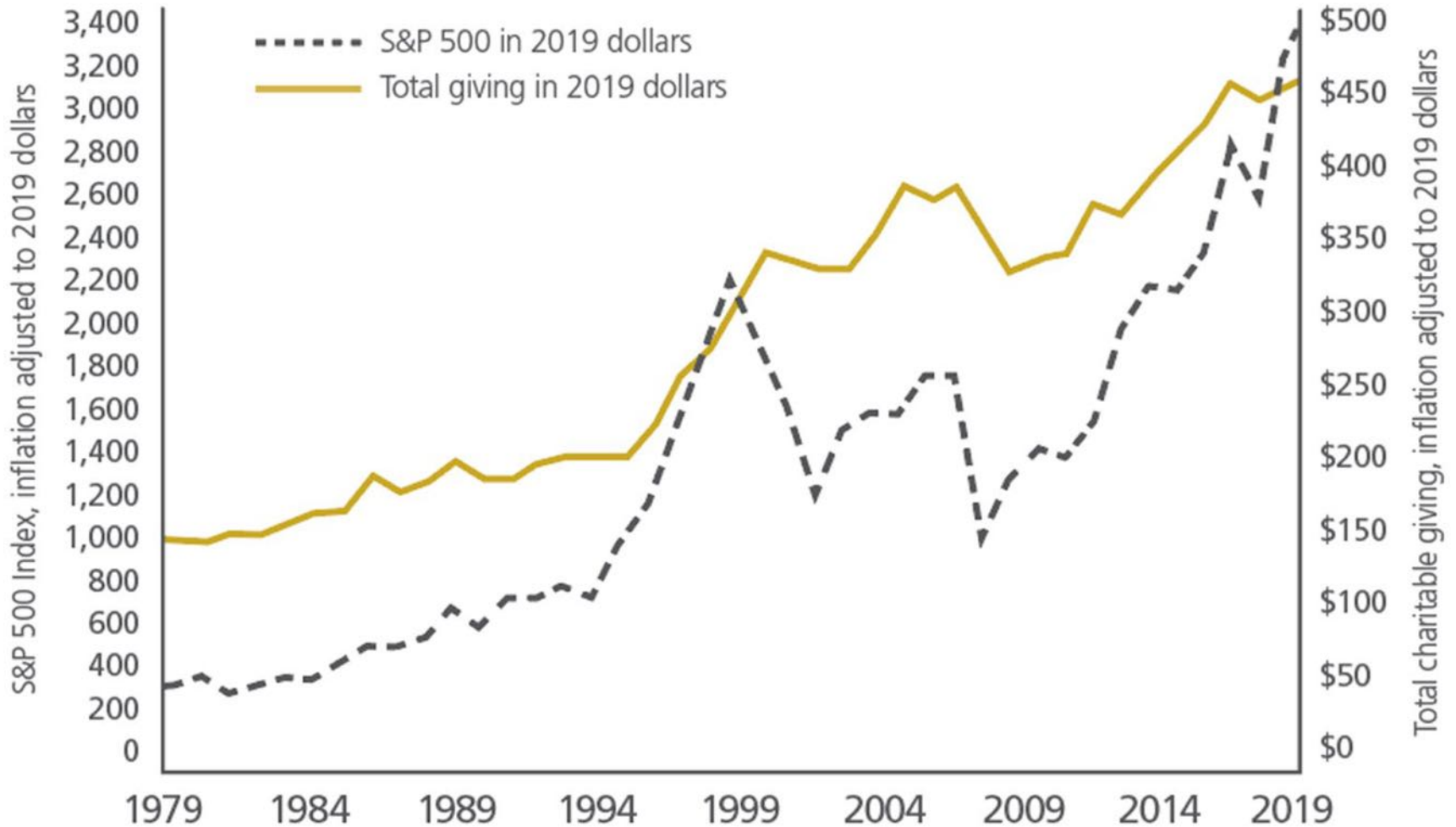
Giving as Percent of GDP

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



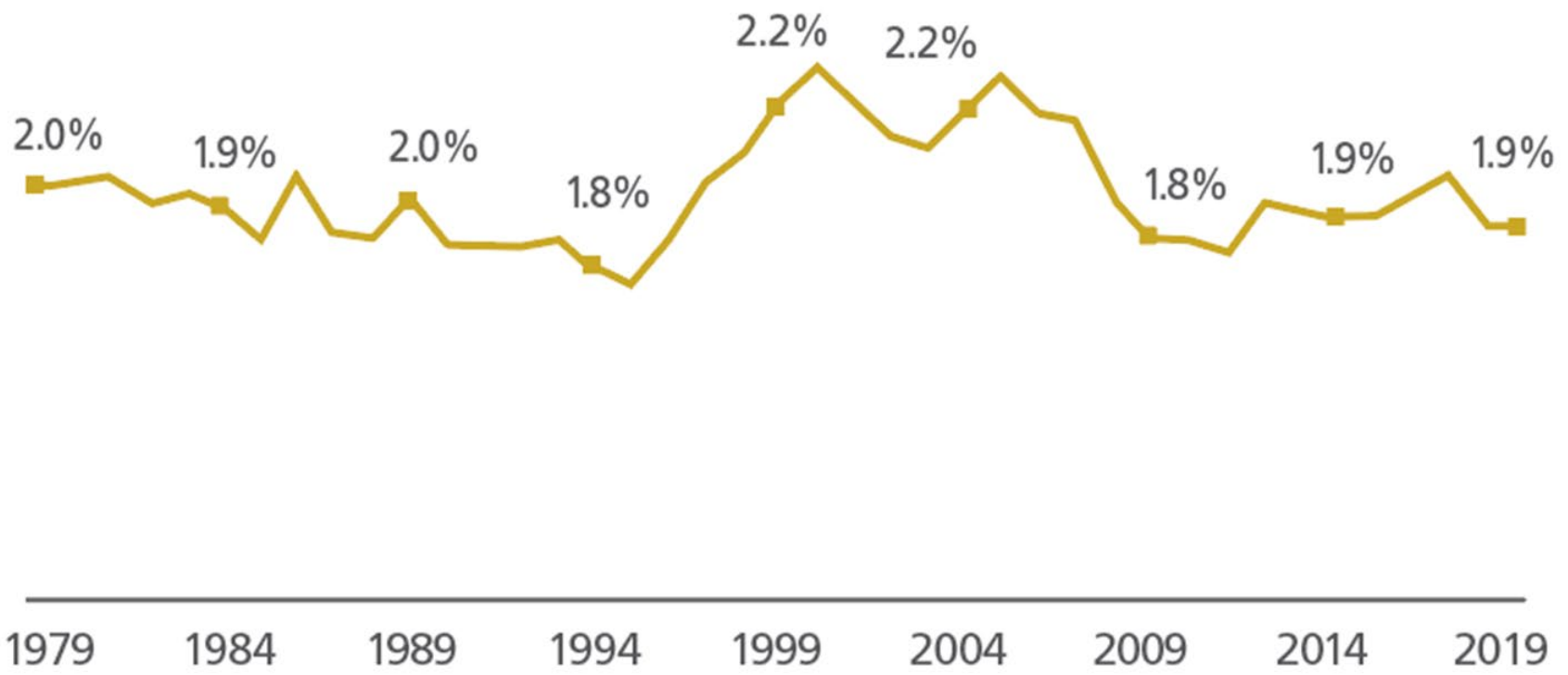
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Giving Tracks with S&P 500





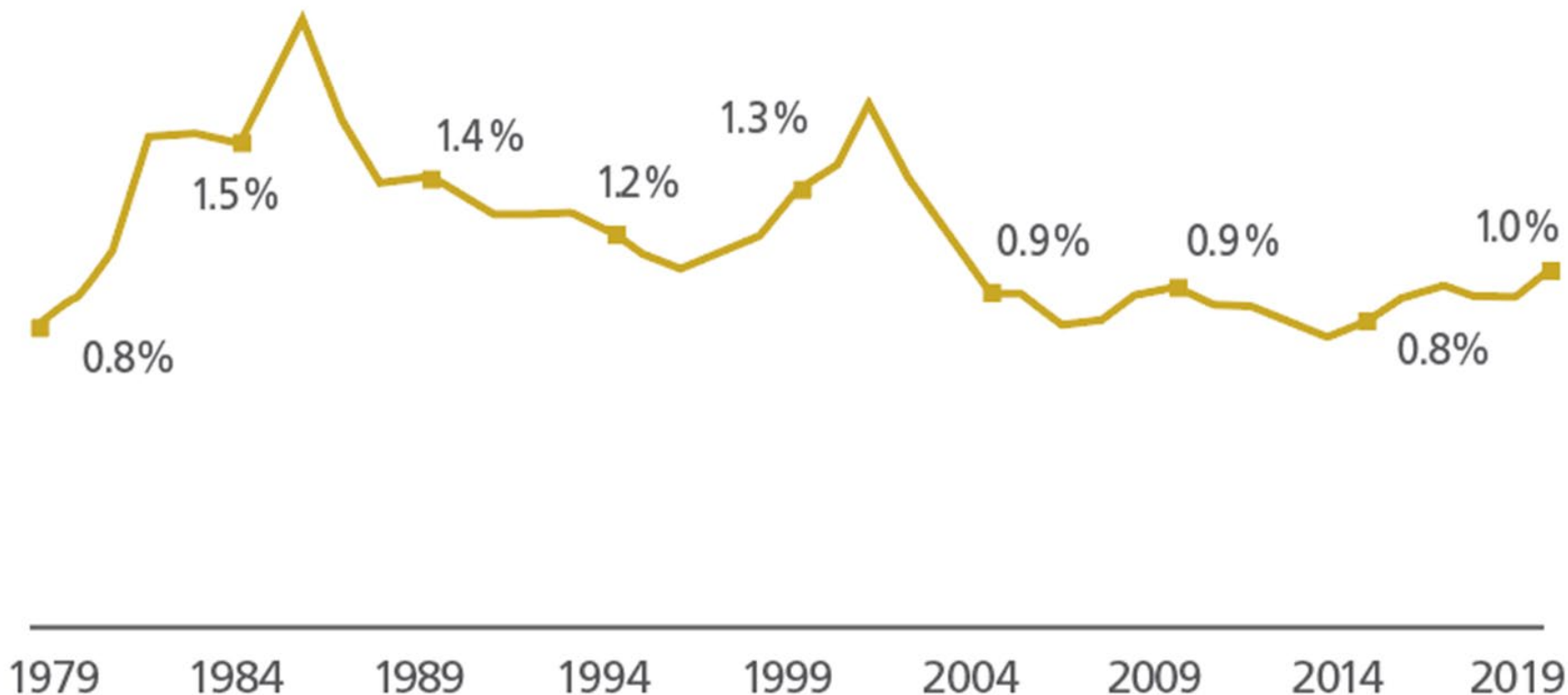
Giving as % of Disposable Income



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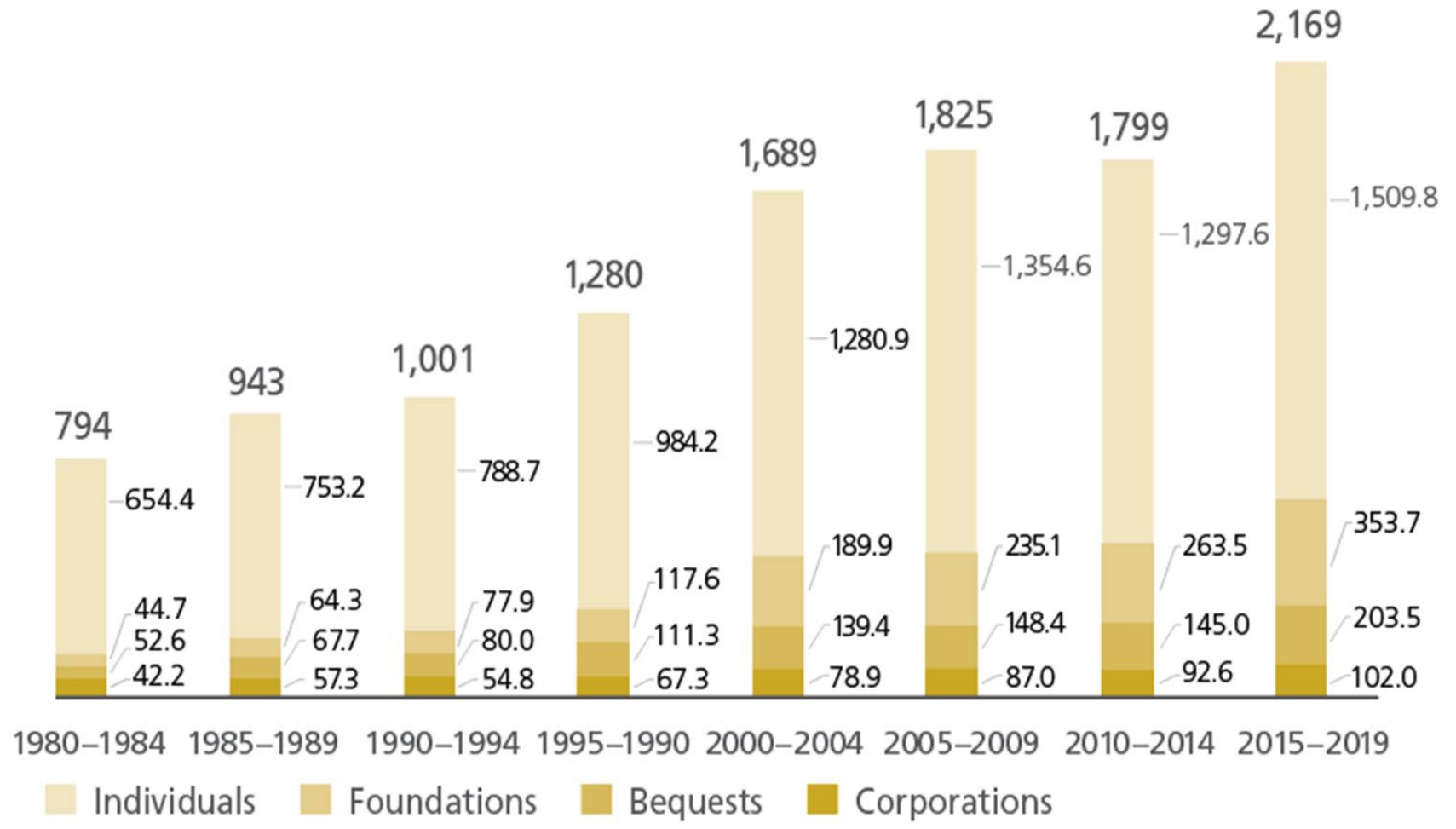
Giving as % of Corporate Pre-Tax Profit



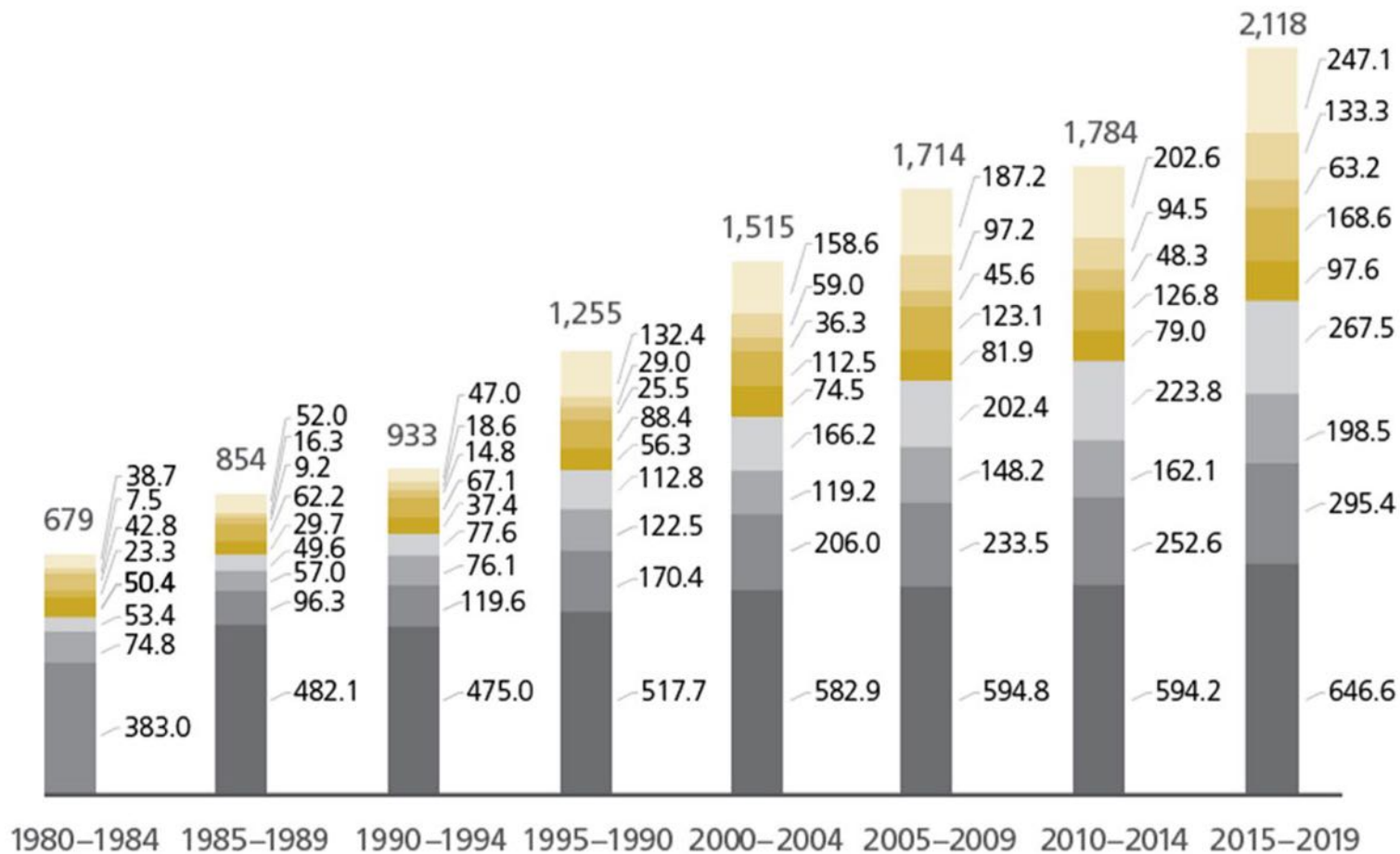
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Giving by Source, 5 Year Increments



Giving by Type of Recipient over Time



- Foundations
- Public-society benefit
- Health
- International Affairs
- Arts, Culture, & Humanities
- Education
- Environment/Animals
- Human Services
- Religion

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Fundraising Effectiveness Project



Scott R. Lange

Data Providers

Data Providers

The FEP wouldn't be possible without data. These software providers make the collection of data for this analysis possible.



Data Analysis

Data Reporting

The Quarterly Report wouldn't be possible without the data processing and analytics provided by these firms. The panel* consists of 4,456 organizations raising \$4,766,892,210 in 2018. Organizations included in the panel* for the quarterly reports have raised \$5,000 or more, with 25 or more donors in each of the last 6 years. *A change from prior quarterly reports, in this report revenue figures have NOT been adjusted for inflation.

Datalake. llc
Nonprofit Research

**DONORTRENDS**
a division of everyaction

Summary



% of Total 2018 Donors

96.96%



Donors (Year to Date)

YTD Change **-3.0%**



% of 2018 Revenue

98.64%



Dollars (Revenue to Date)

YTD Change **-1.4%**

Overall YTD Donor
Retention Rate¹



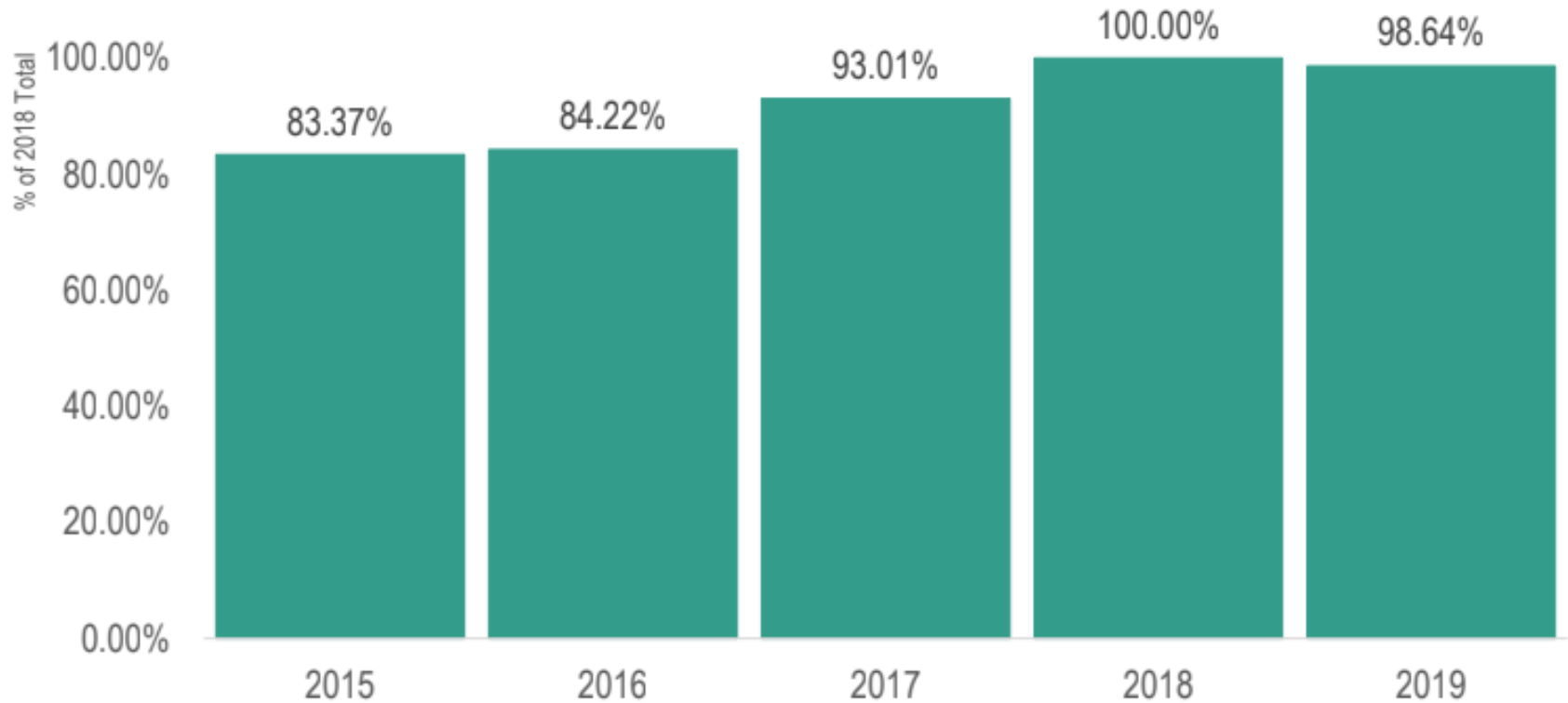
45.1%

YTD Change **+0.3%**

¹All prior year donors retained YTD

Dollars Raised

Dollars Raised (As % 2018 Total)



Donors 2019

Donors Giving YTD

96.96% donors YTD

(% of Donors at end of 2018)

Retention YTD by Donor Type

Donors that gave at the end of 2018

New Donors



94.29%



YTD Change -5.7%

New Retained Donors



93.59%



YTD Change -6.4%

Repeat Retained Donors



97.94%



YTD Change -2.1%

Recaptured Donors



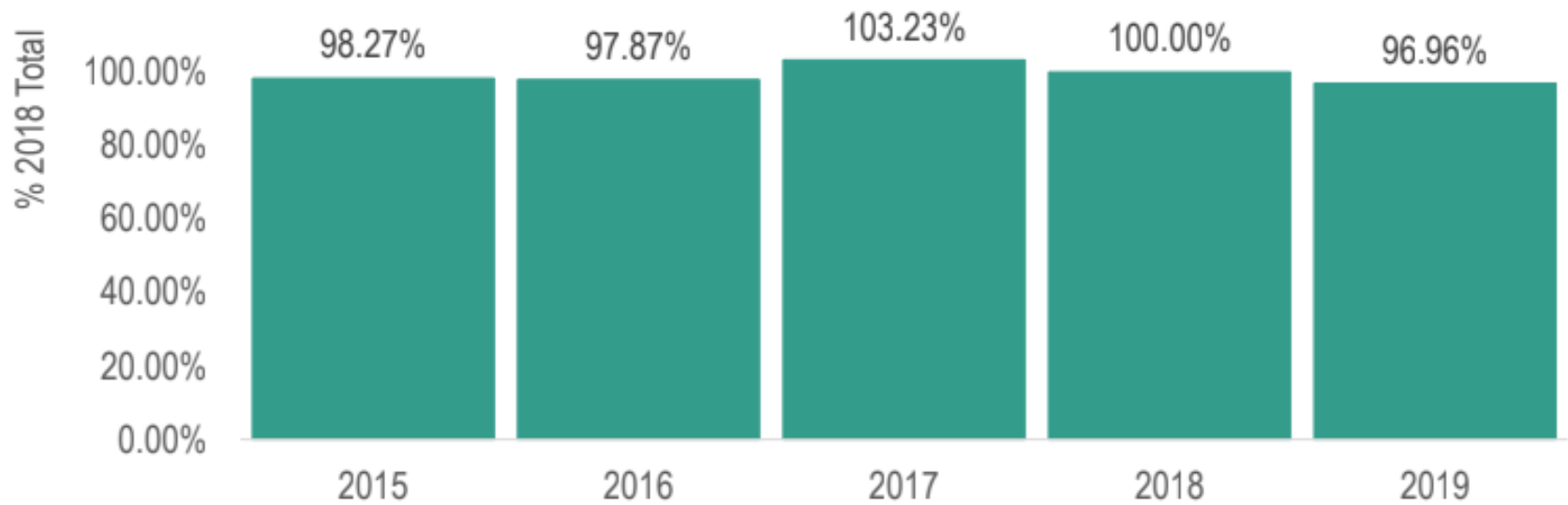
103.84%



YTD Change +3.8%

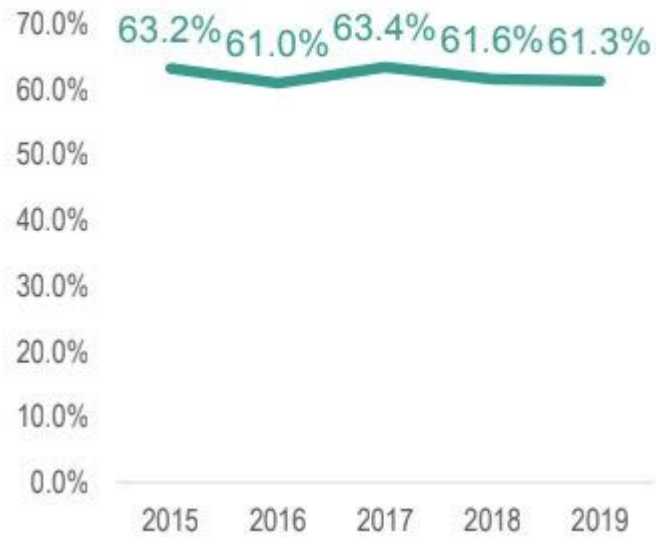
Donor by Year

Number of Donors (As % 2018 Total)



Retention

Repeat Retention Rate YTD



New Donor Retention Rate YTD



Recapture Rate

Recapture Rate YTD



Repeat Retention Rate YTD = How many donors who gave in the full prior year, excluding new donors and have given this year to date divided by the number of donors who gave in the full prior year, excluding new donors.

New Donor Retention Rate YTD = How many donors whose first gift was last year and have given this year to date divided by the number of donors whose first gift was last year

Recapture Rate YTD = The percent [%] of previously lapsed donors who have given a gift from the beginning of the year through the date noted on the top of the report.

Revenue by Gift Level

Revenue YTD

98.64%

(% of Revenue at end of 2018)

Revenue YTD by Donor Level



Revenue by Donor Level

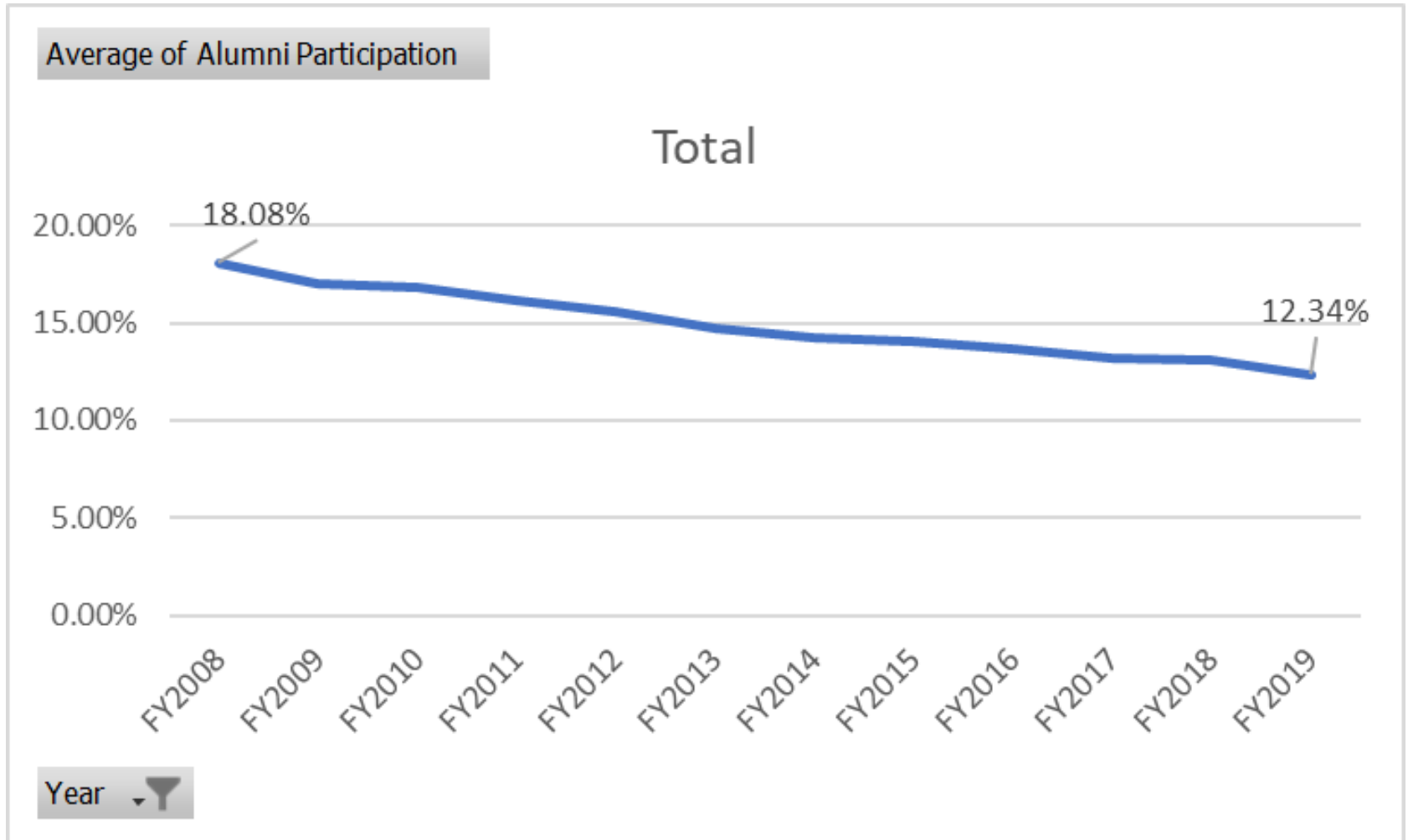
Revenue YTD by Donor Level



Revenue YTD by Gift Range

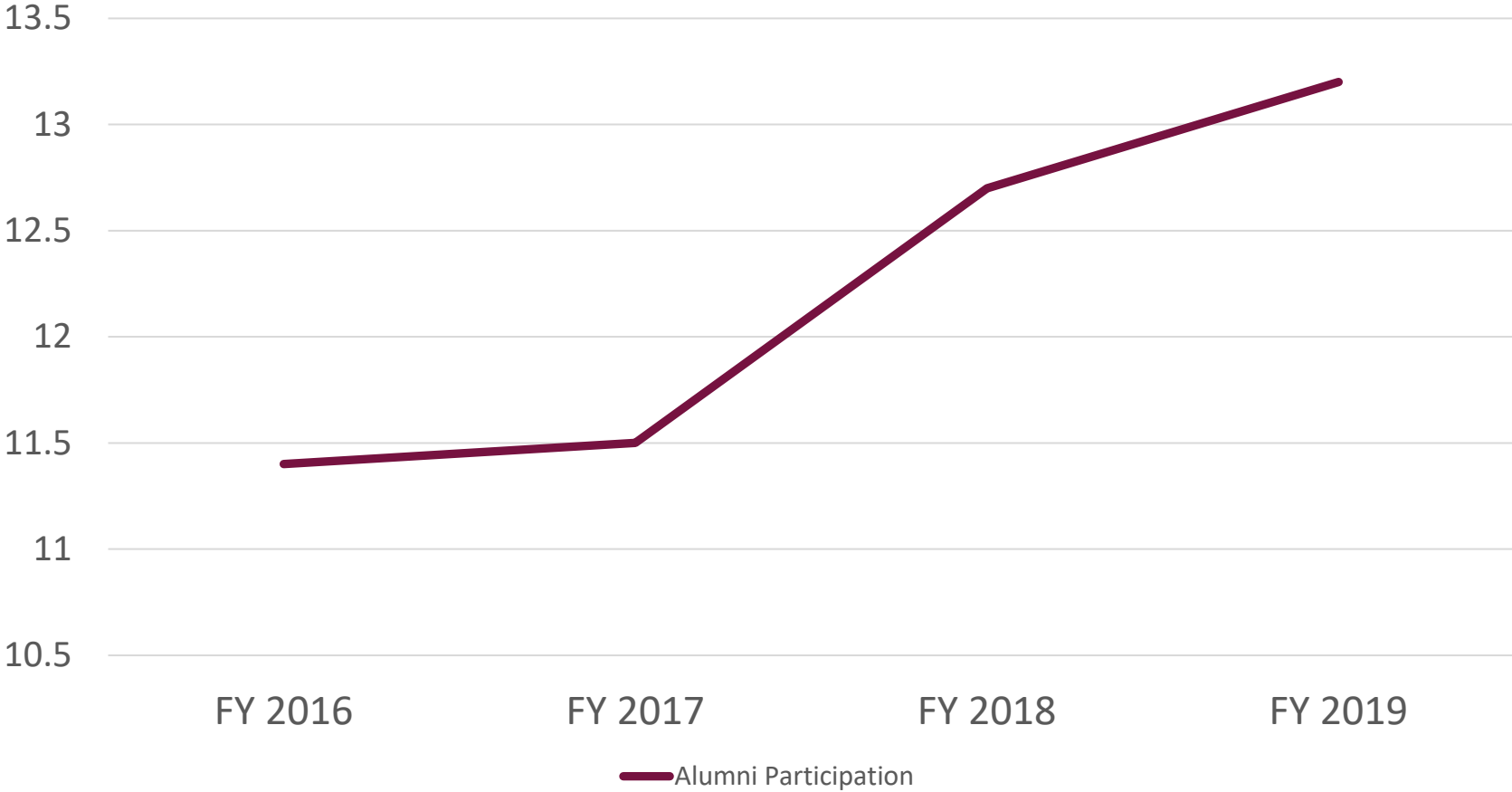
Year	General	Mid-Level	Major
2015	7.06%	6.19%	70.12%
2016	7.19%	6.23%	70.81%
2017	7.64%	6.73%	78.64%
2018	7.59%	6.73%	85.68%
2019	7.51%	6.66%	84.47%

Declining Private Higher Education Alumni Participation Rates



Bucking the Trend: Virginia Tech

Alumni Participation



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Mega Gifts: \$1 Million Plus



Jason Blumenthal
Senior Consultant

Mega Gifts Calendar 2019

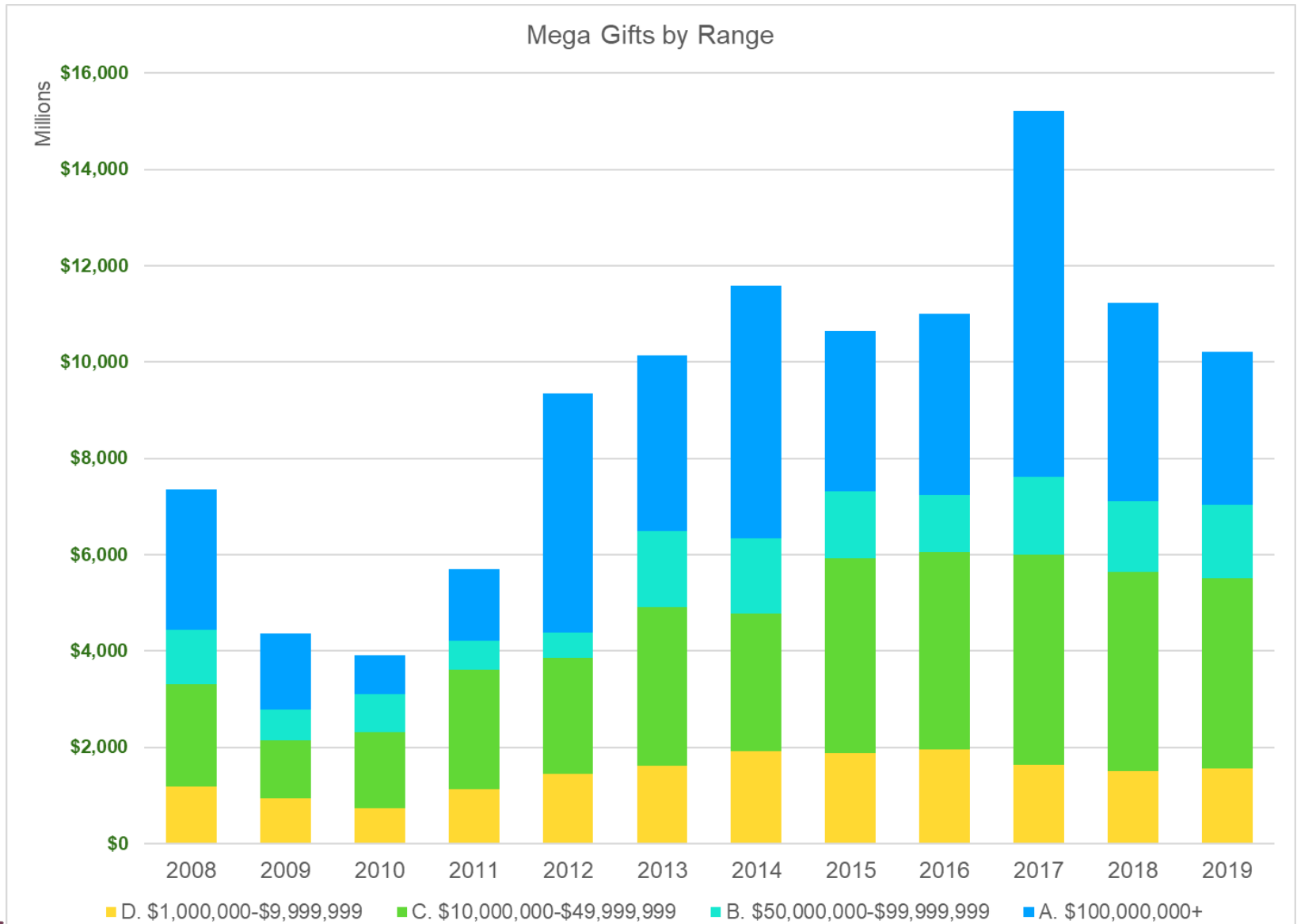
Gift Range	Dollars	Donors
A. \$100,000,000+	\$3,192,000,000	19
B. \$50,000,000-\$99,999,999	\$1,522,200,000	25
C. \$10,000,000-\$49,999,999	\$3,951,430,000	236
D. \$1,000,000-\$9,999,999	\$1,554,625,110	494
Total	\$10,220,255,110	774

- \$10.2 Billion from 774 donors Represents 2% of the total contributed in 2019
- And 3.3% of the Total from Individuals

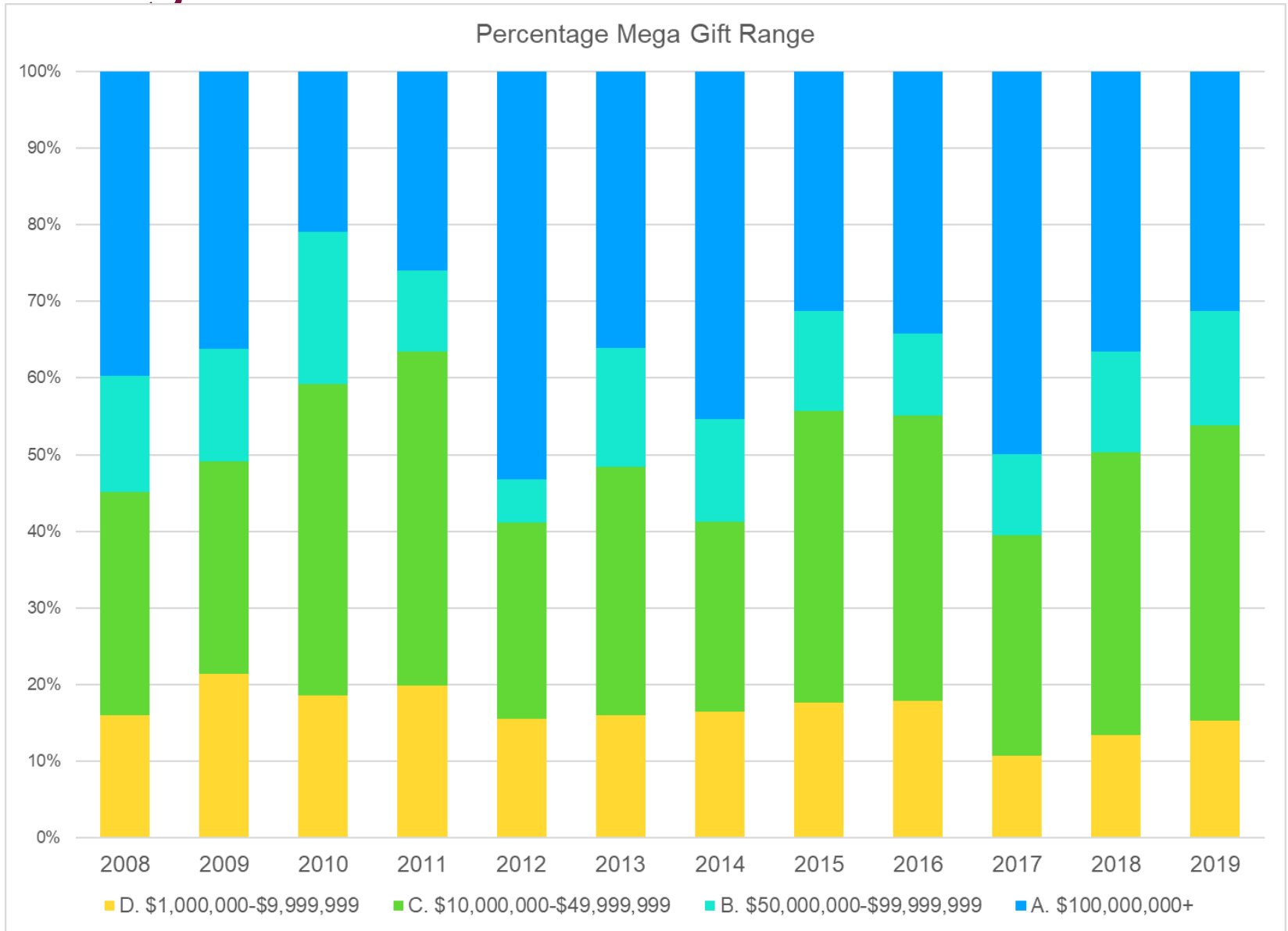
Million + Since 2008



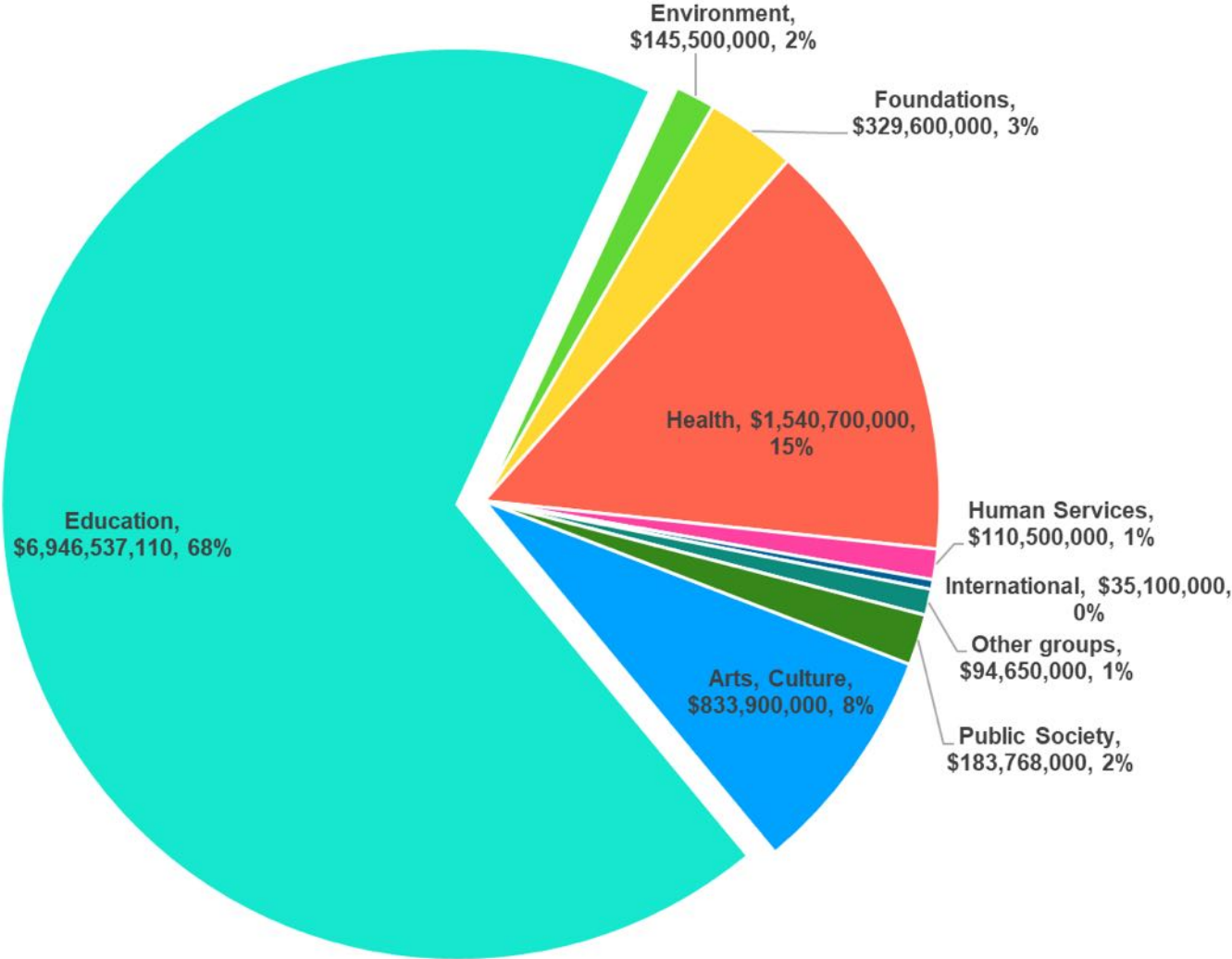
Mega Gifts by Dollar Range



Range as % of the Total



2019 Mega Gifts by Recipient Category



Significance of Mega Gifts

	Current Dollars			
	2018	2019	Delta	%
Total Giving	\$427.71	\$449.64	\$21.93	5.13%
Individual Giving	\$292.09	\$309.66	\$17.57	6.02%
Mega Gifts	\$11.21	\$10.22	-\$0.99	-8.83%

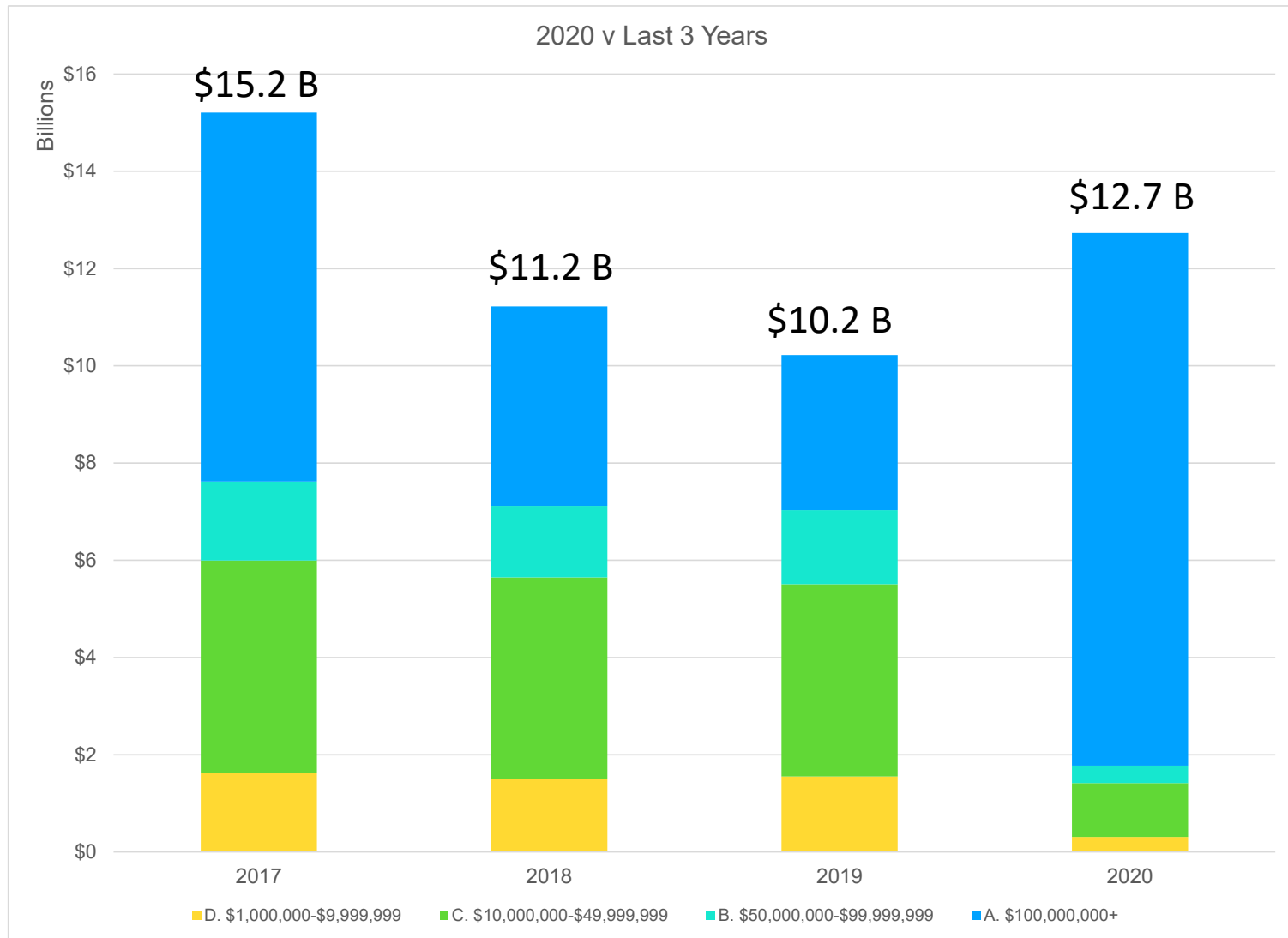
2019 Mega Gifts As % of Growth

46.60%

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Carry Over to 2020

Mega Gifts: 6 Months into 2020



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Observations

Highlights:

1. Giving is **UP**
2. The number of Donors is **DOWN**
3. Million Dollar & Mega Dollar Giving is Strong
4. And Getting Stronger in 2020
5. Donor Advised Funds and Family Foundations are **Key** Sources
6. We need better **Stewardship** to Retain and Engage Donors
7. Personal Events are NOT part of the Post Covid-19 Economy

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Jason Blumenthal



Michael Shippam



Scott Lange

Thank you!

For more information contact
info@visionaryphilanthropy.com

Visit the web site: www.visionaryphilanthropy.com/resources