

Reaching NEW HEIGHTS

Giving USA 2017:
Annual Report on
Philanthropy for
the Year 2016

**\$390.05
BILLION**

given to charity in 2016 -
*the highest
level ever*

Total giving the past two years grew **6.8%**

2016 charitable giving is
up 2.7% over 2015

INDIVIDUALS
\$281.86 billion

▲
up 3.9%
over 2015

72%

FOUNDATIONS
\$59.28 billion

▲
up 3.5%
over 2015

15%

Giving by
Foundations
**reached its highest
level and has increased
six years in a row**

BEQUESTS
\$30.36 billion

▼
down 9%
from 2015

8%

Gifts in
the form
of bequests
**frequently fluctuate
from year to year** and
are less influenced by
economic factors

CORPORATIONS
\$18.55 billion

▲
up 3.5%
over 2015

5%

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

The economy propelled **individual giving**; personal
consumption expenditures, disposable personal income
and the S&P 500 **all increased** from 2015-2016

*Giving by
individuals*
was the bedrock of
the rise in total giving

An estimated
**87% of total
giving**
came from
*individuals,
bequests and
family
foundations*

Giving by individuals **increased at a higher
rate** than other sources of giving

Both individual and foundation giving grew **8%** the past two years



Jeffrey Byrne
+ Associates, Inc.

Committed to nonprofit fundraising success.
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**\$390.05
BILLION**
Total 2016
Contributions

All nine major subsectors experienced giving increases –
for only the sixth time in the last four decades

All but two recipient categories
(international affairs and foundations)
have reached their pre-recession highs

More than **6 in 10**
Arts/Cultures/Humanities organizations
reported increases in charitable giving in
2016 compared with 2015

Giving to Public-Society Benefit, Human
Services and International Affairs **all**
increased despite no major international
or national disasters in 2016

up 5.7%
over 2015

HEALTH
\$33.14 billion

8%

In 2016,
giving to Health
totaled the
highest value
recorded to date

**ARTS/CULTURE/
HUMANITIES**
\$18.21 billion

up 6.4%
over 2015

5%

Arts/Culture/
Humanities
organizations have
been employing **innovative**
fundraising techniques to
increase donations and
connect with audiences
and patrons

up 3.1%
over 2015

**GIFTS TO
FOUNDATIONS**
\$40.56 billion

10%

Giving to
Foundations
rebounded from its
decline in 2015; **its**
five-year growth rate
averaged 7%

up 3.6%
over 2015

EDUCATION
\$59.77 billion

15%

Giving to
education marked its
seventh consecutive
year of growth

up 7.2%
over 2015

**ENVIRONMENT/
ANIMALS**
\$11.05 billion

3%

Giving to
Environment/Animals
saw the largest
gain in giving at 7.2%

up 3.0%
over 2015

RELIGION
\$122.94 billion

32%

Giving to
religion continues
to see a **downward**
trend as a percentage of
total giving, from
58% in 1982

up 4.0%
over 2015

HUMAN SERVICES
\$46.80 billion

12%

Giving to
Human Services
marked its **third**
consecutive year of
growth and received
the third-largest share
of total giving

up 5.8%
over 2015

**INTERNATIONAL
AFFAIRS**
\$22.03 billion

6%

National
(commercial)
donor-advised funds
are counted in
Public-Society Benefit
and the proportion of giving to
these funds as a percentage of
giving to this subsector has increased
dramatically in recent years

up 3.7%
over 2015

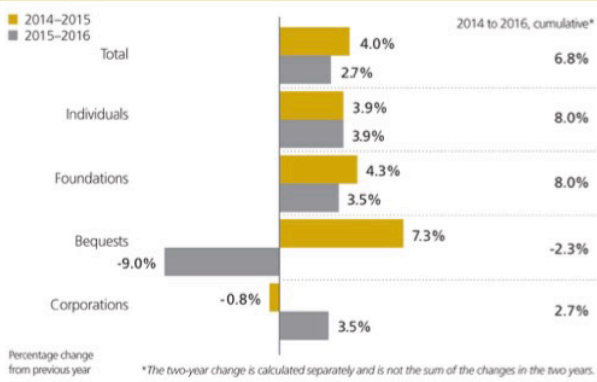
**PUBLIC-SOCIETY
BENEFIT**
\$29.89 billion

8%

Giving to **individuals** is estimated to have
declined 2.5% from 2015 at \$7.12 billion

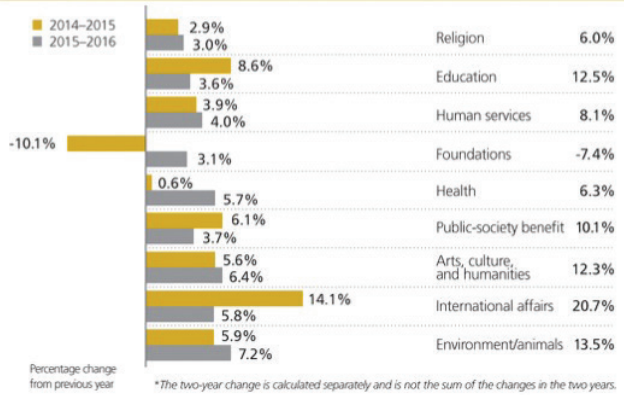
3rd consecutive year of growth in total giving

Changes in giving by source 2014-2015, 2015-2016, and 2014-2016 (in current dollars)



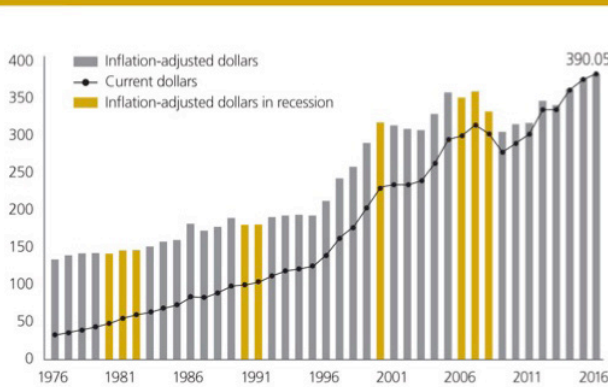
SOURCE: Giving USA Foundation | Giving USA 2017

Changes in giving by type of recipient organization, 2014-2015, 2015-2016, and 2014-2016 (in current dollars)



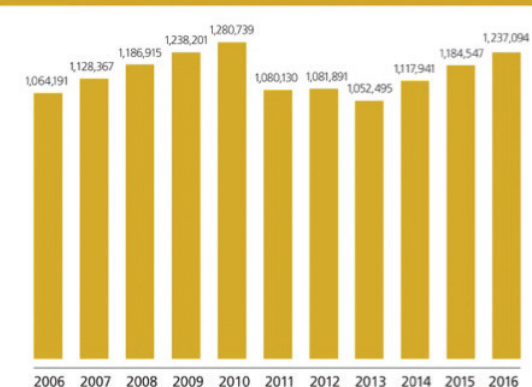
SOURCE: Giving USA Foundation | Giving USA 2017

Total giving, 1976-2016 (in billions of dollars)



SOURCE: Giving USA Foundation | Giving USA 2017

The number of 501(c)(3) organizations, 2006-2016



SOURCE: Giving USA Foundation | Giving USA 2017

About JEFFREY BYRNE + ASSOCIATES, INC.

Founded in 2000 in Kansas City, Missouri, 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 330 nonprofit organizations through campaigns raising more than \$1,300,000,000.



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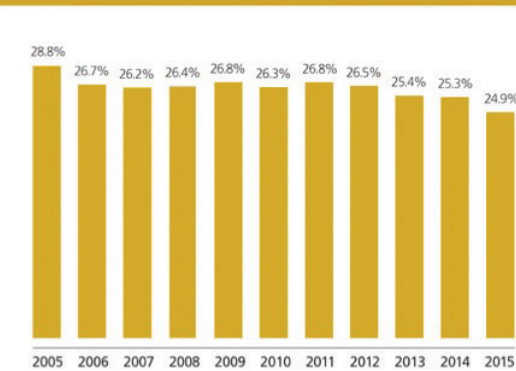
Jeffrey Byrne + Associates is committed to nonprofit fundraising success and serves a broad spectrum of clients throughout the United States, across all subsectors of the industry: arts, culture + humanities, education, environment, faith-based, healthcare, senior living and social services. JB+A is the only Kansas City firm to be accepted into The Giving Institute, which requires its members to undergo rigorous review of their consulting methods and practices and to exhibit the highest standards in fundraising consulting and ethical practices.

Contact JB+A at 816.237.1999 or info@FundraisingJBA.com and visit our website at www.FundraisingJBA.com.

About GIVING USA

Giving USA is a public outreach initiative of Giving USA Foundation™ and is researched and written by the Indiana University Lilly Family School of Philanthropy. Giving USA Foundation, established in 1985 by The Giving Institute, endeavors to advance philanthropy through research and education. **Explore Giving USA products and resources at GivingUSA.org.** The Giving Institute, the parent organization of Giving USA Foundation™, consists of member organizations that have embraced and embodied the core values of ethics, excellence and leadership in advancing philanthropy. Serving clients of every size and purpose, from local institutions to international organizations, The Giving Institute member organizations embrace the highest ethical standards and maintain a strict code of fair practices. **Visit GivingInstitute.org to learn more.**

Volunteer rate as a share of the U.S. population, 2005-2015



SOURCE: Giving USA Foundation | Giving USA 2017

THE Giving Institute™
Shared intelligence.
For the greater good.

GIVING USA™
A public service initiative of The Giving Institute