



**Giving
USA™**

Shared intelligence.
For the greater good.

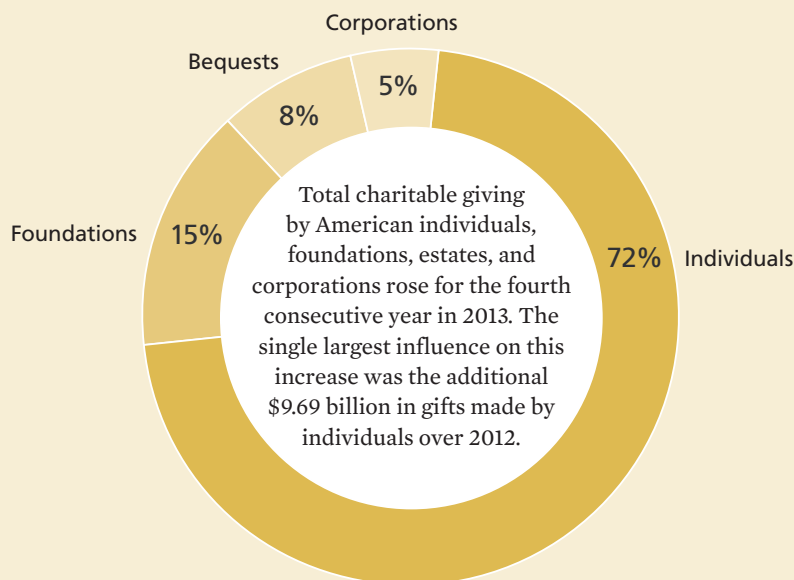
Giving USA 2014

Highlights

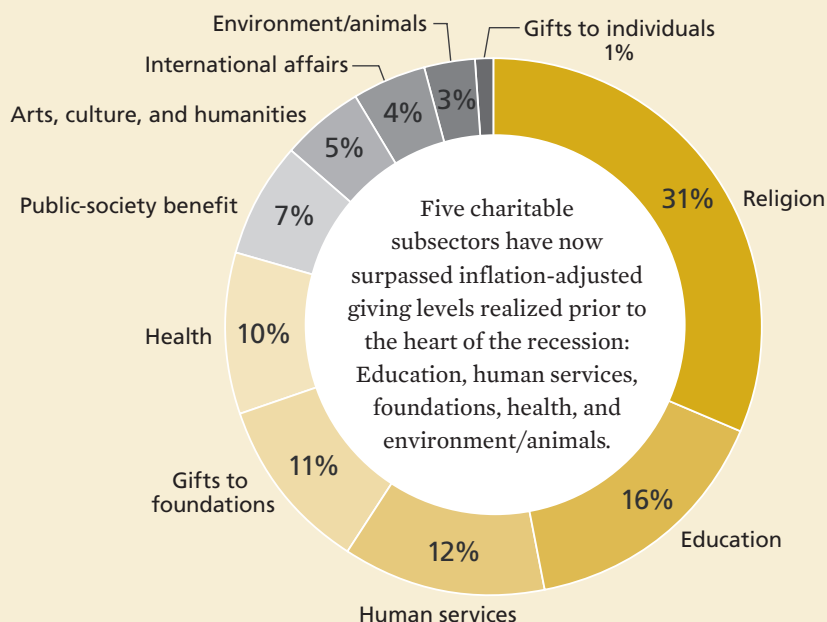
An overview of giving in 2013

Total 2013 contributions: \$335.17 billion

2013 contributions by source
(by percentage of the total)



2013 contributions by recipient organization
(by percentage of the total)



+4.4%

Total estimated U.S. charitable giving increased by 4.4 percent, to \$335.17 billion, in 2013.

+4.2%

Giving by individuals is estimated to have increased by 4.2 percent.

+5.7%

Giving by foundations increased by an estimated 5.7 percent.

+8.7%

Giving by bequest is estimated to have increased by 8.7 percent.

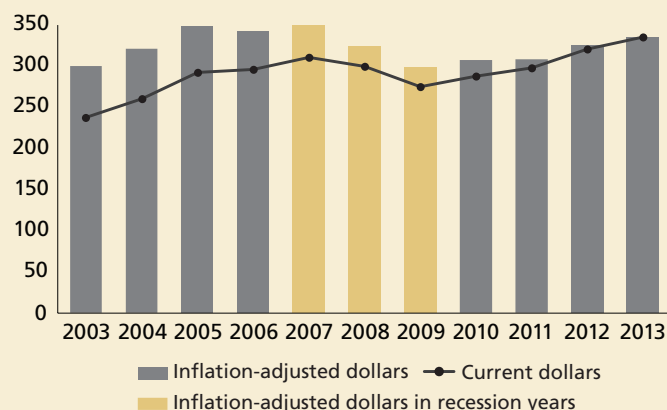
Giving by corporations declined by an estimated 1.9 percent.

-1.9%

Key findings

An overview of giving in 2013

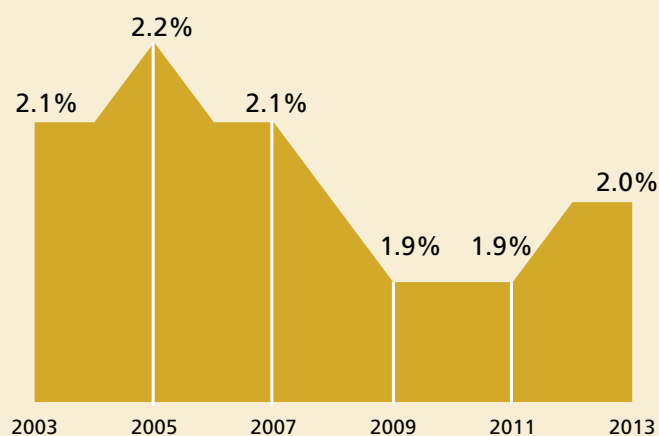
Total giving: 2003–2013 (in billions of dollars)



- Total giving rose 4.4 percent in current dollars in 2013, or 3.0 percent adjusted for inflation.
- In the last decade, total giving has increased by \$97.72 billion in current dollars, or \$34.60 billion in inflation-adjusted dollars.
- If total giving continues to grow at current, inflation-adjusted rates, it could be just one or two more years for total giving to return to the peak level realized in 2007 (\$349.50 billion)

Refer to page 26 in the annual report for a complete review of 2013 total giving trends.

Total giving as a percentage of GDP 2003–2013 (in inflation-adjusted dollars, 2013 = \$100)



- Gross Domestic Product (GDP) reflects the economic health of a nation.
- Over the last couple of decades, total charitable giving comprised about 2 percent of GDP. However, in the last decade, total charitable giving accounted for 3.5 percent of the overall growth in GDP.

Refer to page 35 in the annual report for a complete review of 2013 total giving as a percentage of GDP trends.

2013 Giving trends

- The sustained increase in giving over the last four years is good news! While charitable giving is still not at the pre-recession level achieved in 2007, total contributions have increased 12.3 percent since the recession ended in 2009. This is slightly lower than the average recovery after prior recessions since 1973 (13.9 percent), despite the fact that the “Great Recession” was so much more severe than many others.
- All key economic factors associated with charitable giving grew in 2013—such as the S&P 500 Index, GDP, and corporate profits—but generally were not as strong as compared with 2012.

Refer to the Numbers section and chapters in the annual report for a complete review of how changes in the economic environment affected different aspects of giving in 2013.

Key factors related to the rise in giving by individuals in 2013

- In 2013, per capita giving by U.S. adults reached \$1,016, and average U.S. household giving reached \$2,974.
- Individuals, especially those who are wealthier, are becoming more confident about giving to the causes they care about as their financial situations continue to improve.

Refer to page 27 in the annual report for an overview of 2013 individual giving trends, as well as the chapter on giving by individuals in the annual report.

Key factors related to the decline in giving by corporations in 2013

- The decline in giving by corporations in 2013 was largely influenced by slow growth in corporate pre-tax profits.
- Corporate giving as a percentage of corporate pre-tax profits was at 0.8 percent in 2013

Refer to page 30 in the annual report for an overview of 2013 corporate giving trends, as well as the chapter on giving by corporations in the annual report.

Key facts about giving to particular recipient types in 2013

- Giving to education grew the most in 2013, at 8.9 percent. This growth was driven by increases in giving to higher education and K-12 schools, among other types of education programs and organizations.
- Giving to public-society benefit, arts, environment/animal, and health organizations was strong in 2013, ranging from 6.0 percent to 8.5 percent.
- Giving to religion continues to slow; this is the result of declining religious affiliation and attendance and increased giving to religious-oriented charitable organizations categorized within the other subsectors.
- Giving to international affairs slowed in 2013 due to fewer disaster-relief contributions compared with prior years, the decline in giving by corporations, and changes in donor giving preferences.

Refer to pages 39–51 in the annual report for overviews of 2013 giving by recipient type, as well as the chapters on giving to specific recipient types in the annual report.

Giving USA 2014: The Annual Report on Philanthropy for the Year 2013 includes the following items for only \$114.95!

- The complete *Giving USA* 2014 Annual Report in paperback book format, as well as an immediately downloadable electronic copy that includes “The Numbers” section and chapters on giving by source and giving by recipient type.
- The *Giving USA* 2014 Graph Pack, which is a selection of *Giving USA*’s most popular graphs in PowerPoint format. These graphs can be used in the purchaser’s own presentation. (Free! Valued at \$49.95!)
- Other *Giving USA* 2014 packages and products also available at www.GivingUSAreports.org

Contributors

Legacy Circle: \$25,000 and greater

The Giving Institute™

Keystone Circle: \$15,000–\$24,999

None in this category in 2014

Foundation Circle: \$10,000–\$14,999

Benefactor Group
Blackbaud
Campbell & Company
CCS
Dunham+Company
Grenzsbach, Glier + Associates
Marts & Lundy

Benefactor: \$7,500–\$9,999

None in this category in 2014

Patron: \$5,000–\$7,499

Beazley Foundation	Johnson Grossnickle + Associates
Bentz Whaley Flessner	United Nations Foundation

Partner: \$2,000–\$4,999

Alexander Haas	Jim and Maureen Hackett
Alexander Macnab & Co.	Jitasa
The Alford Group	M. Anne Murphy
The Curtis Group	Maree G. Bullock in Recognition of Jimmie R. Alford
Dini Spheris	The Phoenix Philanthropy Group
DonorPerfect	Ruotolo Associates Inc.
Durkin Associates	Schwab Charitable
Jeffrey Byrne + Associates, Inc.	

Builder: \$1,000–\$1,999

Association for Healthcare Philanthropy	Global Advancement, LLC
Benevon	Joyaux Associates
Carlson Fund Raising, LLC	The Kellogg Organization, Inc.
Carlton & Company	KCI-Ketchum Canada, Inc.
Compton Fundraising Consultants Ltd.	Nancy Raybin
Cramer & Associates, Inc.	Otterbein Senior Lifestyle Choices
The EHL Consulting Group, LLC	Smith Beers Yunker & Company
	Tom and Margaret Mesaros

Sponsor: \$100–\$999

Arnoult & Associates, Inc.	Melissa Brown & Associates, LLC
Arthur Alley Associated, LLC	Peter Fissinger
Avrum Lapin	Robert Evans
Bruce Wenger	Sandy Macnab
David and Patricia Shufflebarger	The Monument Group
Edith Falk	The Oram Group, Inc.
George and Joanne Ruotolo	Theresa A. Shubbeck
Jay Love	Wendy McGrady
Josh Birkholz	William Carlton
Laura MacDonald	Winkler Group

Index to *Giving USA* 2014

Foreword	1
Acknowledgments	4

GIVING USA ESTIMATES

1 Key findings	7
2 <i>Giving USA</i> : The Numbers	13

SOURCES OF CONTRIBUTIONS

3 Giving by individuals	57
4 Giving by foundations	73
5 Giving by bequest	83
6 Giving by corporations	93

USES OF CONTRIBUTIONS

7 Giving to religion	105
8 Giving to education	115
9 Giving to human services	129
10 Giving to foundations	139
11 Giving to health	145
12 Giving to public-society benefit	157
14 Giving to arts, culture, and humanities	167
13 Giving to international affairs	177
15 Giving to environment/animals	191

GIVING DATA

16 Data tables for charts in <i>Giving USA</i> : The Numbers	203
--	-----

METHODOLOGY

17 Brief summary of methods used	213
18 Glossary	227
19 Summary of the National Taxonomy of Exempt Entities	231

The Giving Institute™ and the Giving USA Foundation™ ..	234
Committees, Advisory Council, and Staff	237
Professional Code of Ethics	242
Standards of Practice	243