



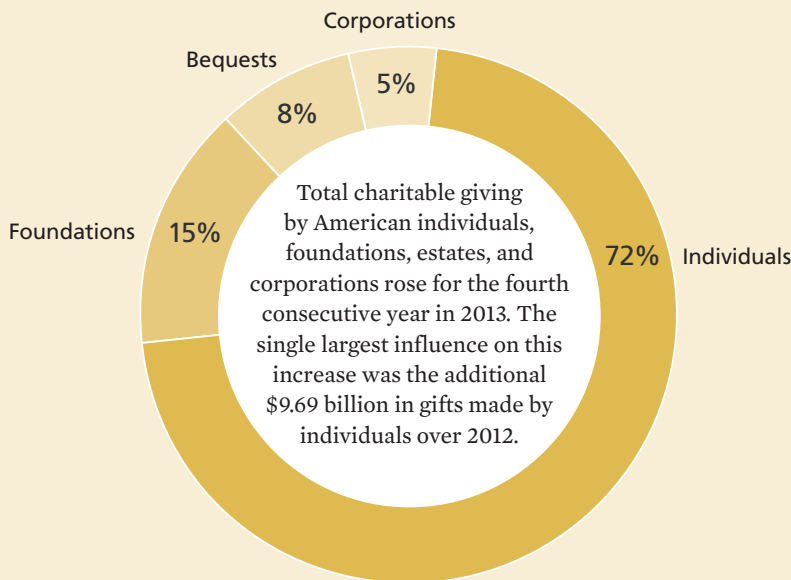
Giving USA™
Shared intelligence.
For the greater good.

Highlights

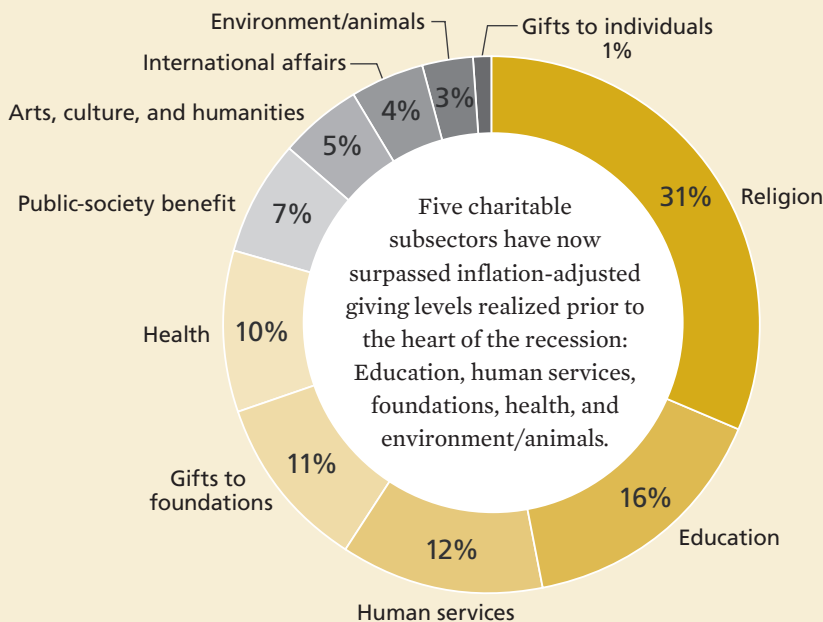
An overview of giving in 2013

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.

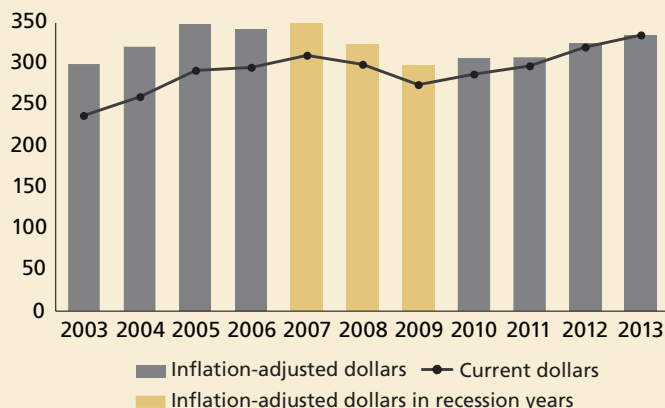
+8.7%
Giving by bequest is estimated to have increased by 8.7 percent.

-1.9%
Giving by corporations declined by an estimated 1.9 percent.

Key findings

An overview of giving in 2013

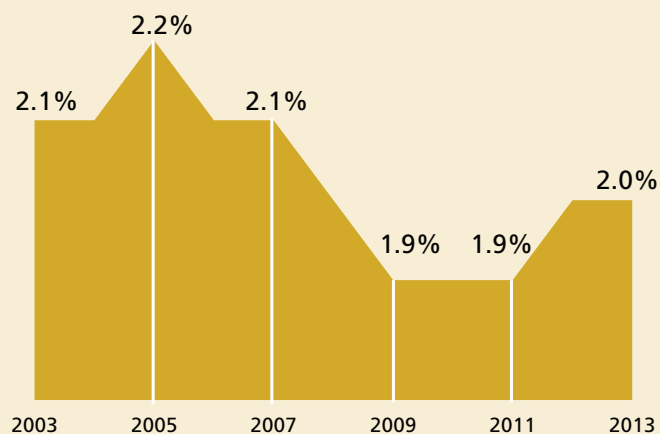
Total giving: 2003–2013 (in billions of dollars)



- 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: The Numbers</i> | 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: The Numbers</i> | 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 |