



# Giving USA 2021 and Today's New Normal

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Presented By: Karen Rotko-Wynn, CFRE | The Alford Group  
Tuesday, July 13, 2021 | 1:00 – 2:00 p.m.



# A little housekeeping...



*We're recording this webinar!*

All registrants will receive an email containing a link to the recorded webinar AND a ton of other resources!



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# Today's Speaker



## Karen Rotko-Wynn, CFRE | Chief Business Enterprise Officer at The Alford Group

Karen brings over 30 years' experience in the nonprofit sector. Karen has provided counsel to more than 60 organizations, offering her expertise in major gifts fundraising, feasibility studies and capital campaigns.



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# Giving USA 2021:

## The Annual Report on Philanthropy for the year 2020

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Presented by:

**Karen Rotko-Wynn, CFRE**

Chief Business Enterprise Officer

The Alford Group

#GivingUSA2021



# Giving USA 2021: The Annual Report on Philanthropy for the Year 2020

Unless otherwise stated, all data and information contained in this presentation is sourced from:

*Giving USA: The Annual Report on Philanthropy for the year 2020 (2021).*  
Chicago: Giving USA Foundation



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# Overview

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- What is *Giving USA*?
- 2020 contributions, by source and recipient type
- Rates of change for giving in last two years, by source and recipient type
- Trends in total giving
- Economic trends and giving
- Trends in giving by source
- Trends in giving by recipient type



# What is *Giving USA*?

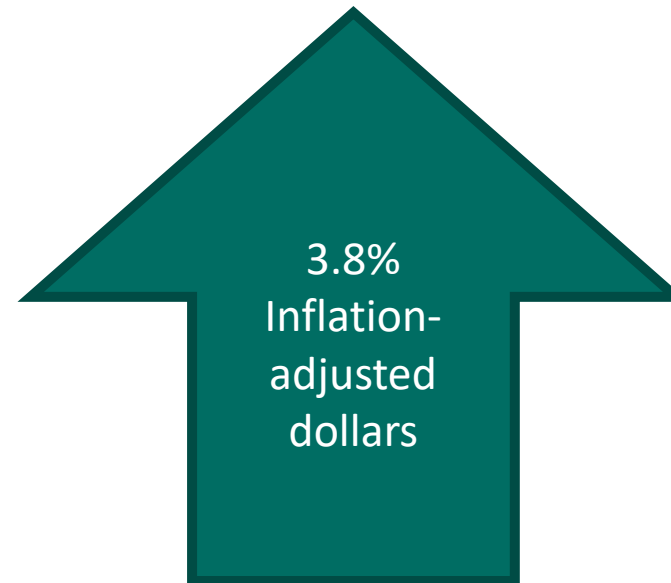
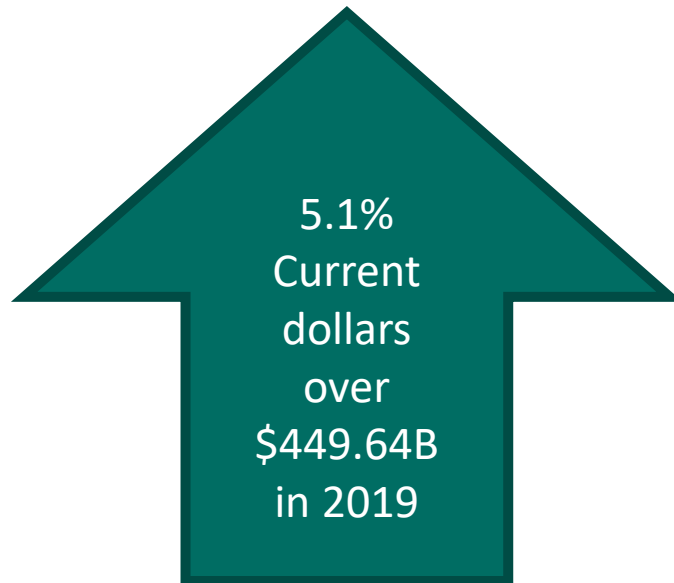
- The longest running, annual report on U.S. charitable giving
- Estimates for:
  - Sources of giving
  - Amounts received by type of organization
- Published by Giving USA Foundation™
- Begun in 1956 by the American Association of Fundraising Counsel, now The Giving Institute
- Made possible by contributions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





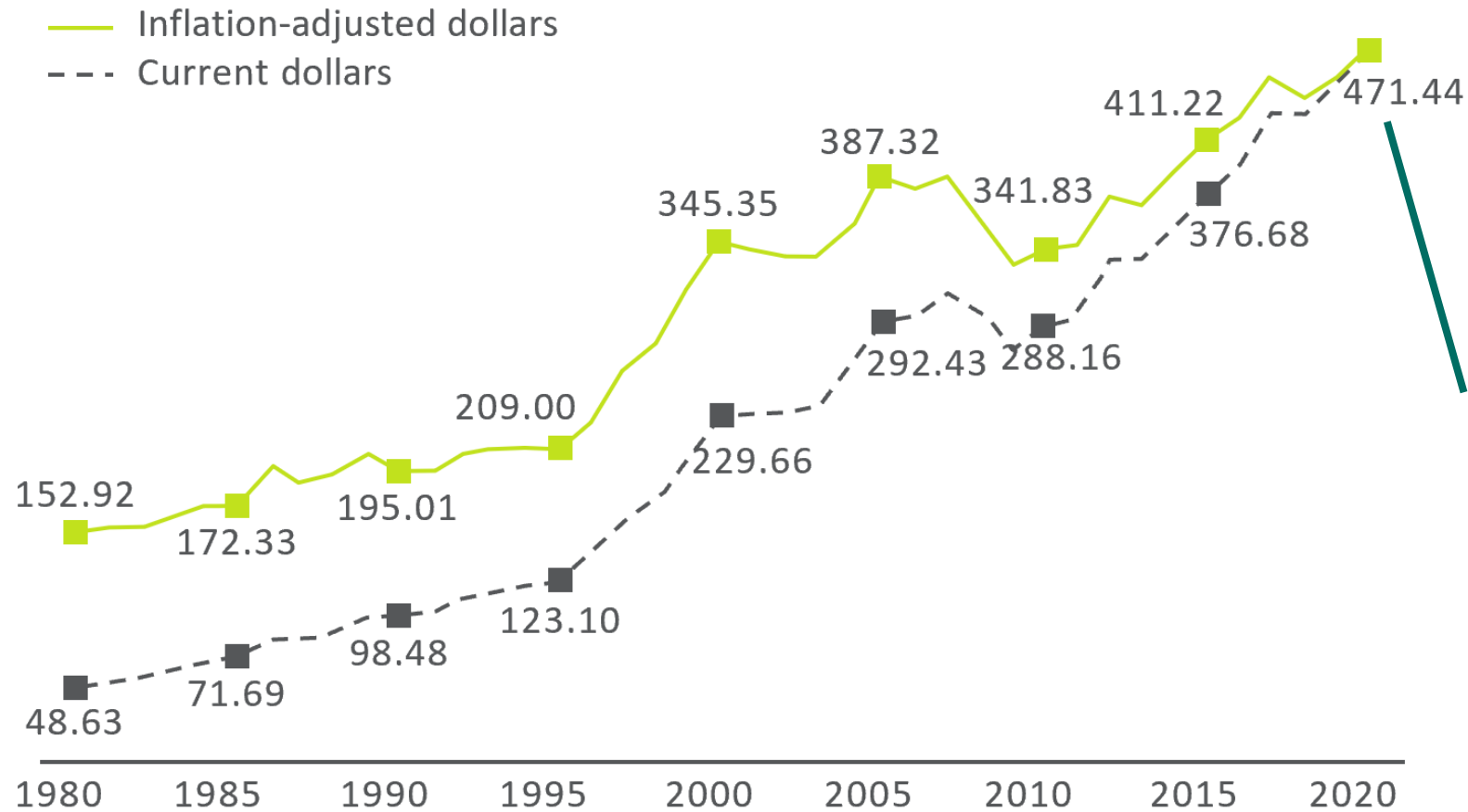
Total 2020 U.S. Giving Reached...

\$471.44 B



# Total Giving 1980-2020

\$ in billions



**\$471.44 B**  
in contributions



# Factors Influencing Giving in 2020:

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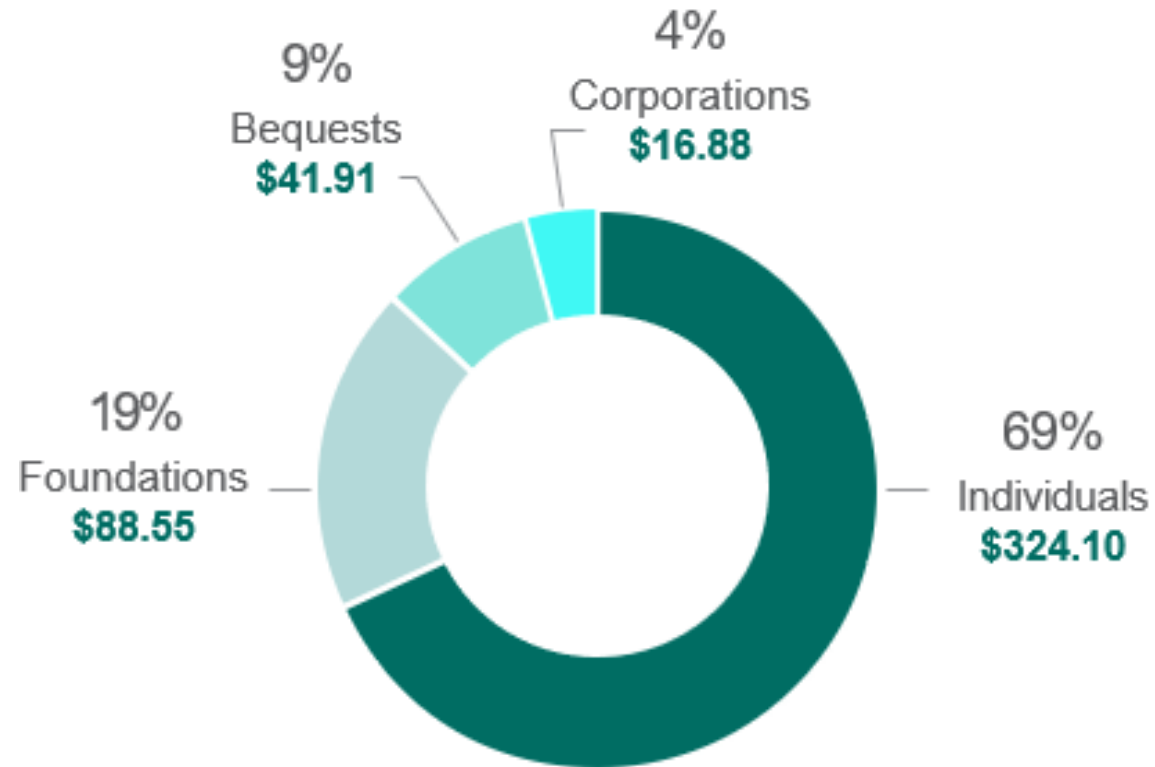
## **Giving responds to economic indicators:**

- Global pandemic triggered an economic crisis
- Racial and social justice efforts rocked the U.S. in the summer of 2020
- Personal income increased by 7.0% from 2019
- Gross Domestic Product declined by 2.3% from 2019
- By the end of 2020, the S&P 500 grew 16.3%

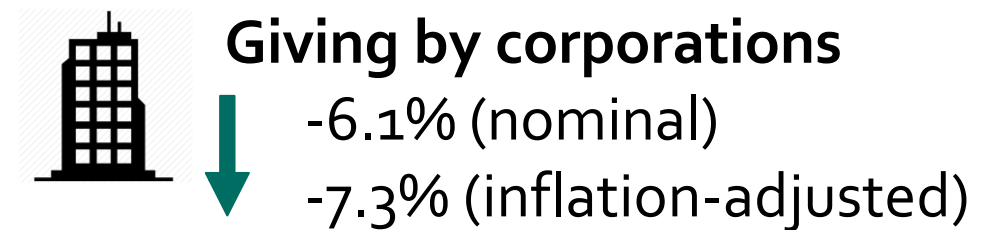
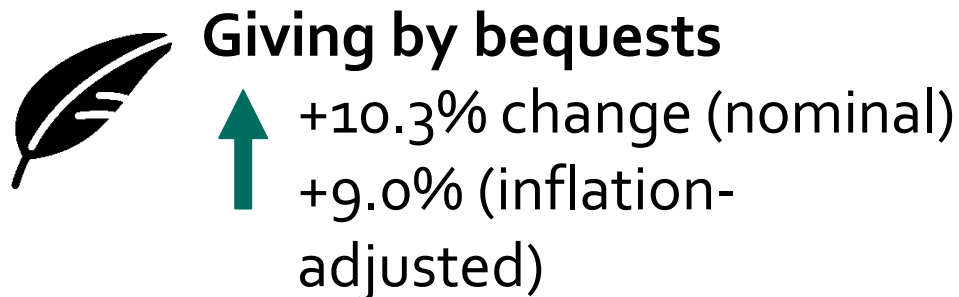
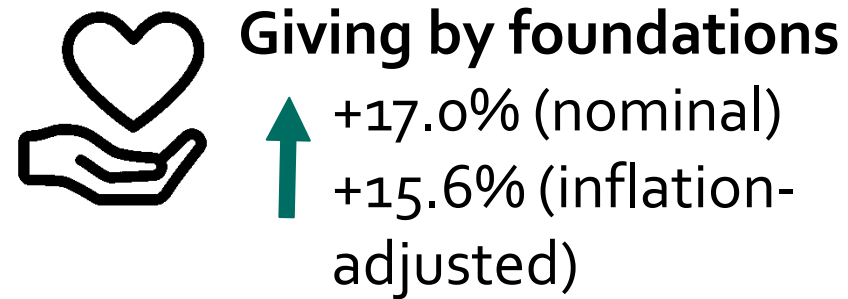
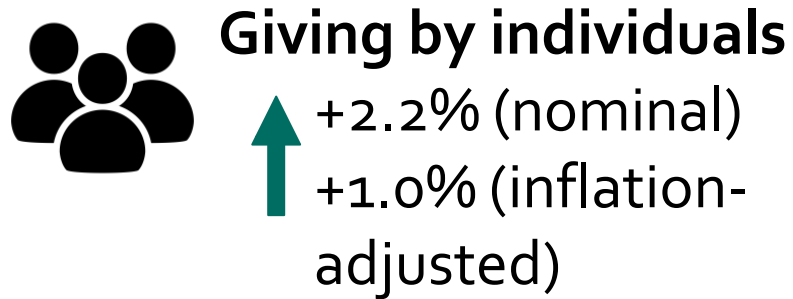


# 2020 Source of Contributions

\$ in billions, Total = \$471.44 Billion

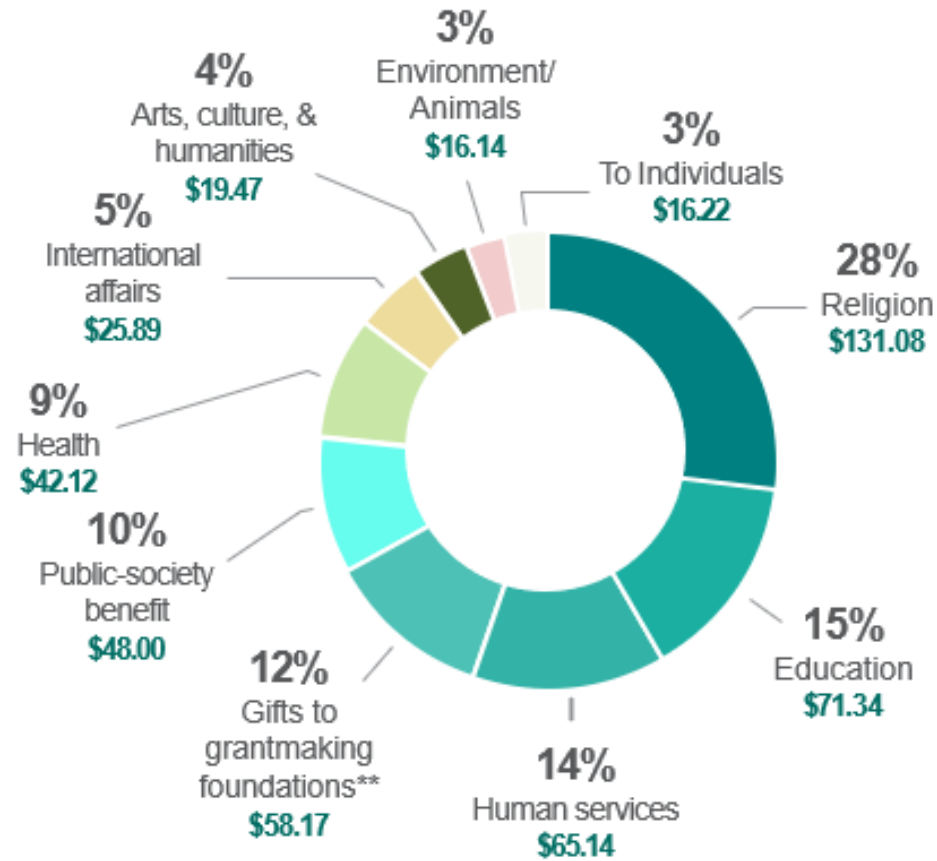


# 2020 vs. 2019 Contributions by Source



# 2020 Recipients of Contributions

\$ in billions, Total = \$471.44 Billion\*

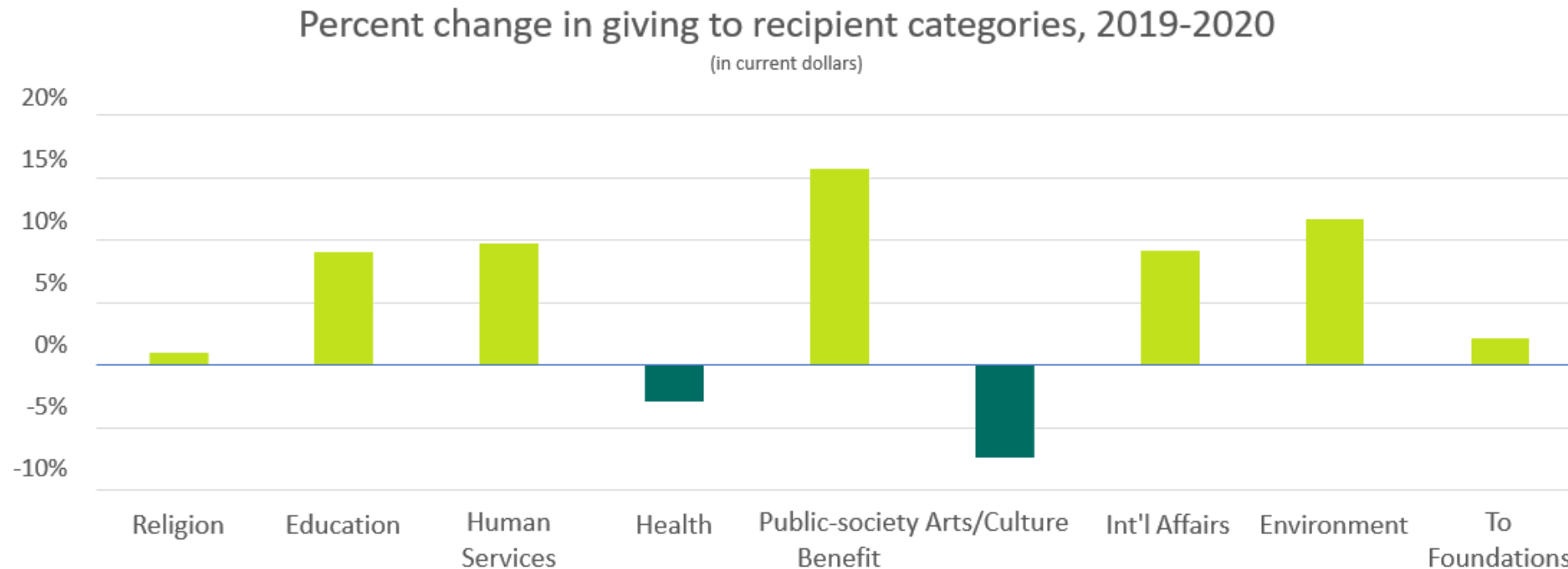


\* Total includes unallocated giving, which totaled -\$22.13 billion in 2020.

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



# Percent change in giving to recipient categories 2019-2020





# Giving USA: The Annual Report

[www.givingusa.org](http://www.givingusa.org)





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# Thank You!

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Email [krwynn@alford.com](mailto:krwynn@alford.com) for a link to a discount code for Giving USA

<https://alford.com/giving-usa-2021-overview/>



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# Questions?

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This webinar program qualifies for 1 point of continuing education toward maintaining the Certified Fundraising Executive Management (CFRE) credential.



# Thank you for joining!

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