



Giving USA 2022: Understanding America's Philanthropic Landscape

Presented By: Karen Rotko-Wynn, Alford Group
Tuesday, July 12, 2022 | 2:00 – 3:00 p.m. EDT



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Text Fundraising | Peer-to-Peer | Auctions



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!



Feel free to ask questions!

Use the Questions chat box to ask your questions.
We will have a Q&A session at the end of the presentation.





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Integrations & Data**



**Strengthening nonprofits for over
40 years**

Meet the Speaker



Karen Rotko-Wynn | Chief Business Enterprise Officer, Alford Group

Karen brings over 30 years of experience in the nonprofit community. Karen has provided counsel to more than 70 organizations, offering her expertise in major gifts fundraising, feasibility studies and capital campaigns.

Giving USA 2022: The Annual Report on Philanthropy for the Year 2021

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

Giving USA: The Annual Report on Philanthropy for the year 2021 (2022).



Researched and written by
 IUPUI LILLY FAMILY SCHOOL OF PHILANTHROPY

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Giving USA Overview

- What is *Giving USA*?
- 2021 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

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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

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Total 2021 U.S. Giving Reached...

\$484.85 B



4%
Current
dollars
over
\$471.44B
in 2020



-0.7%
Inflation-
adjusted
dollars

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Factors Influencing Giving in 2021

Giving responds to economic indicators:

- The S&P 500 grew 26.9% (21.2% adjusted for inflation)
- The GDP grew 10.1% (5.1% adjusted for inflation)
- Large gifts from some of the wealthiest Americans reached a total of nearly \$15 billion in 2021

Giving remained strong - despite the challenges - donors matched the record set in 2020

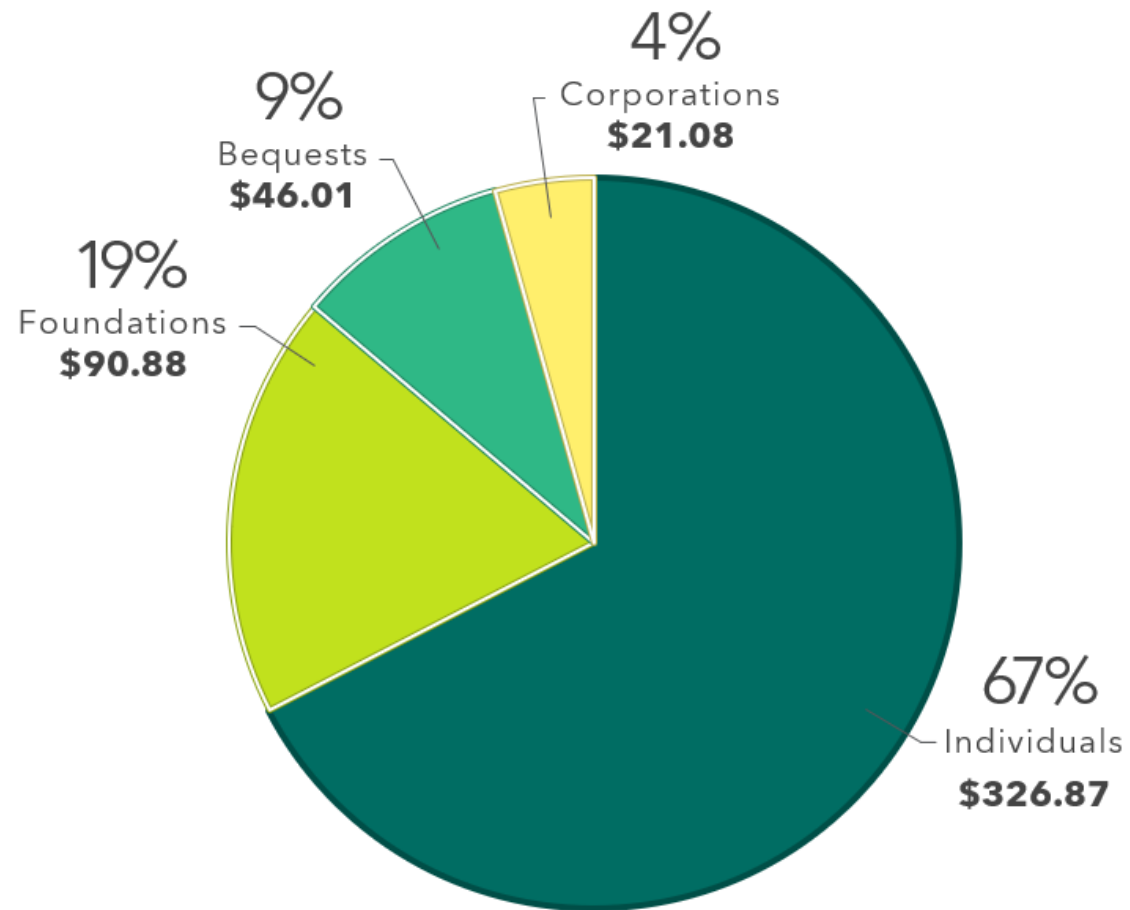
- Americans continued giving more generously than before the pandemic
- Efforts to advance racial justice and an unprecedented philanthropic response
- Many donors returned to their favored causes, with many of the sectors that struggled in 2020 making a recovery in 2021

Innovation, resilience and the ability to adapt are key themes in Giving USA 2021

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2021 Source of Contributions

\$ in billions, Total = \$484.85



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2021 vs. 2020 Contributions by Source



Giving by individuals

↑ +4.9% (nominal)
+0.2% (inflation-adjusted)



Giving by foundations

↑ +3.4% (nominal)
-1.2% (inflation-adjusted)



Giving by bequests

↓ -7.3% (nominal)
-11.4% (inflation-adjusted)



Giving by corporations

↑ +23.8% (nominal)
+18.3% (inflation-adjusted)

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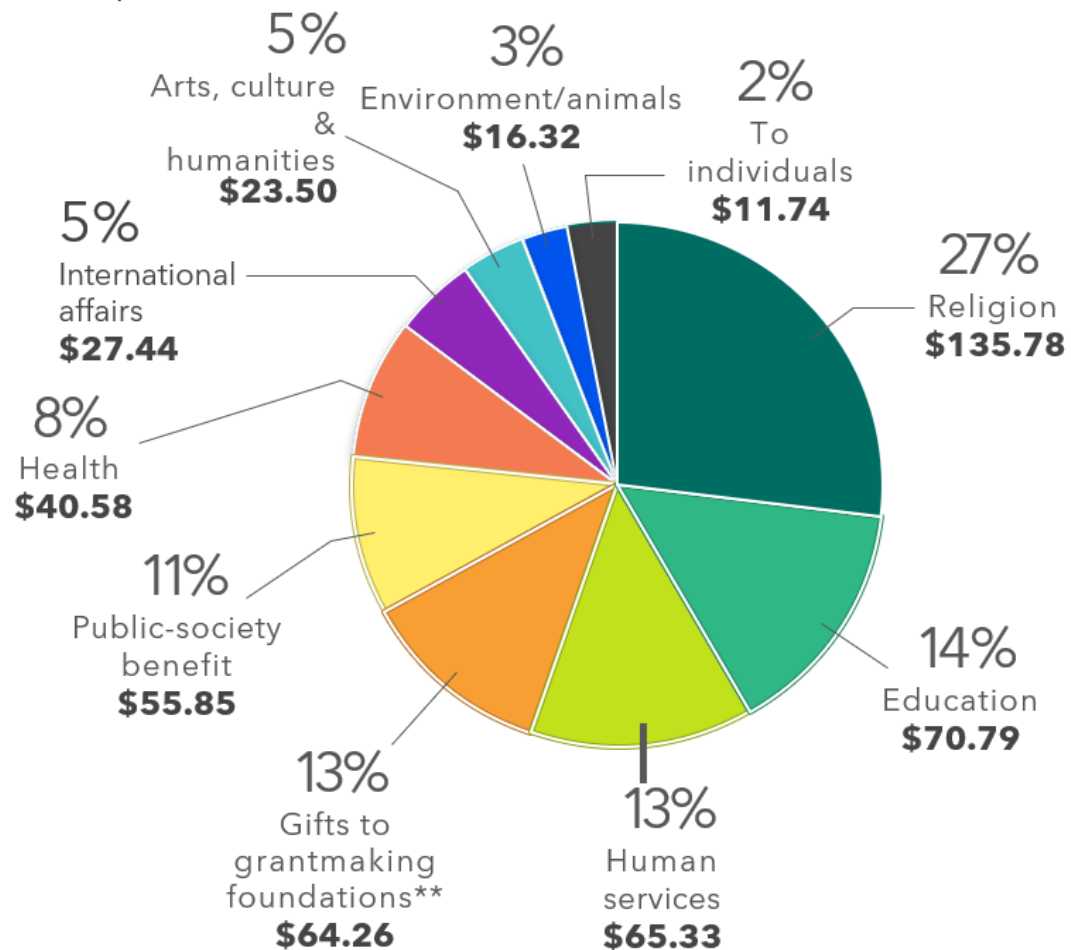
2021 Mega-Gifts

- Elon Musk - \$5.74 Billion - Public-society benefit
- MacKenzie Scott - \$2.74 Billion - Across many sectors
- Michael Bloomberg - \$1.66 Billion to Foundations
- William Ackman and Neri Oxman - \$1.2 Billion to Foundations
- Jack Dorsey - \$765 Million - Public-Society benefit
- Mark Zuckerberg and Priscilla Chan - \$723 Million to Foundations
- Denny Sanford - \$650 Million to Health
- Phil and Penny Knight - \$500 Million to Education
- Patrick and Shirley Ryan - \$480 Million to Education
- Sergey Brin and Nicole Shanahan - \$464 Million to Family Foundation

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2021 Recipient of Contributions

\$ in billions, Total = \$484.85*



* Total includes unallocated giving, which totaled \$26.75 billion in 2021.

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

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Looking Forward

- Flexibility and Innovation
- Donor Retention
- Planned Giving
- Corporate Partnerships
- Major Gifts from Individuals

Utilize the Giving USA data to **benchmark** against your own organization

How will you utilize what you have learned from shifting to the virtual environment to **strengthen your reach** to a broader community of supporters?

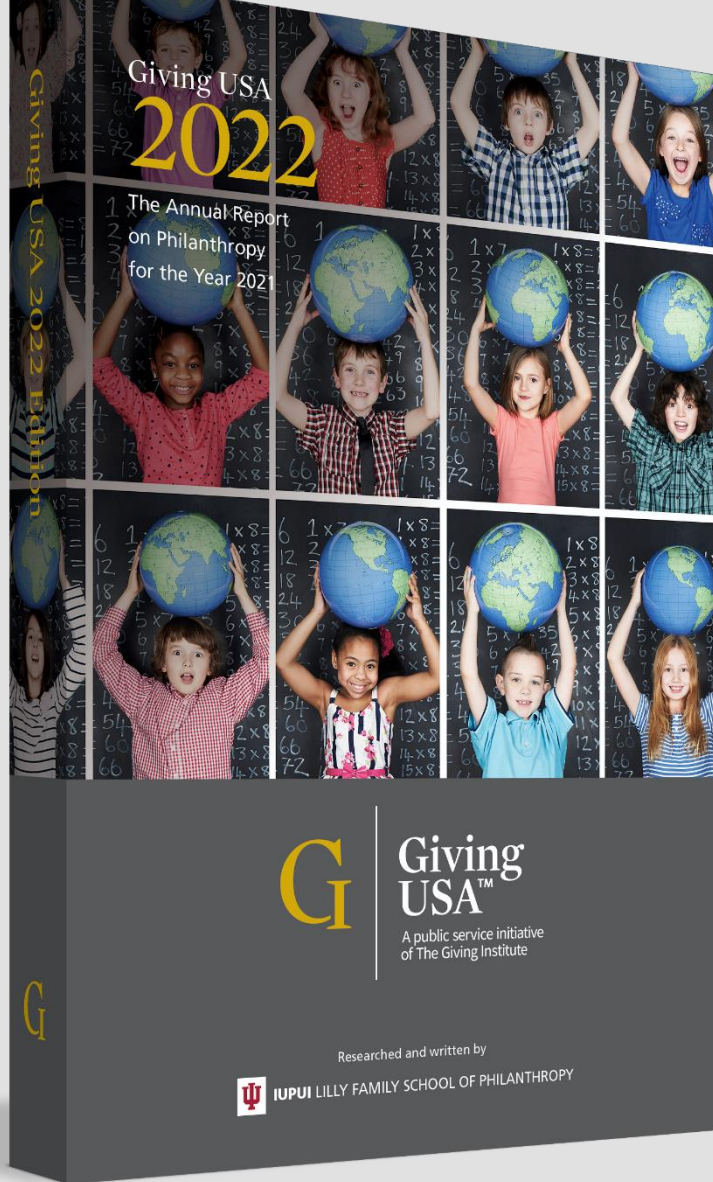
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Poll Question

How has fundraising for your organization been going so far in 2022 compared to 2021?

- My organization is raising more money.
- My organization is raising less money.
- It's about the same.





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www.givingusa.org



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Questions?



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

Thank you for joining!

For more information on Qgiv's fundraising platform, contact:

contactus@qgiv.com | 888-855-9595

For more information on Alford Group, contact:

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