



Giving USA 2023: Philanthropy in America Today

Presented by: Michelle Bibbs & Jaron Bernstein, Alford Group

Tuesday, August 1 | 3:30-4:30 p.m. EDT



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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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Alford Group is a national, full-service consultancy for nonprofits, committed to advancing diversity, equity and inclusion.



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Today's Speakers



Michelle Bibbs (she/her)
Senior Consultant – Alford Group

Michelle brings 25 years of experience in the nonprofit sector. At Alford Group, Michelle has advised organizations in building fundraising capacity, strategic planning, campaign planning and implementation, and more.



Jaron Bernstein (he/him)
Consultant – Alford Group

Jaron brings a decade of nonprofit experience in arts and culture, affordable housing, community development and human services.



Alford Group



Accelerating impact

Full-service consultancy.

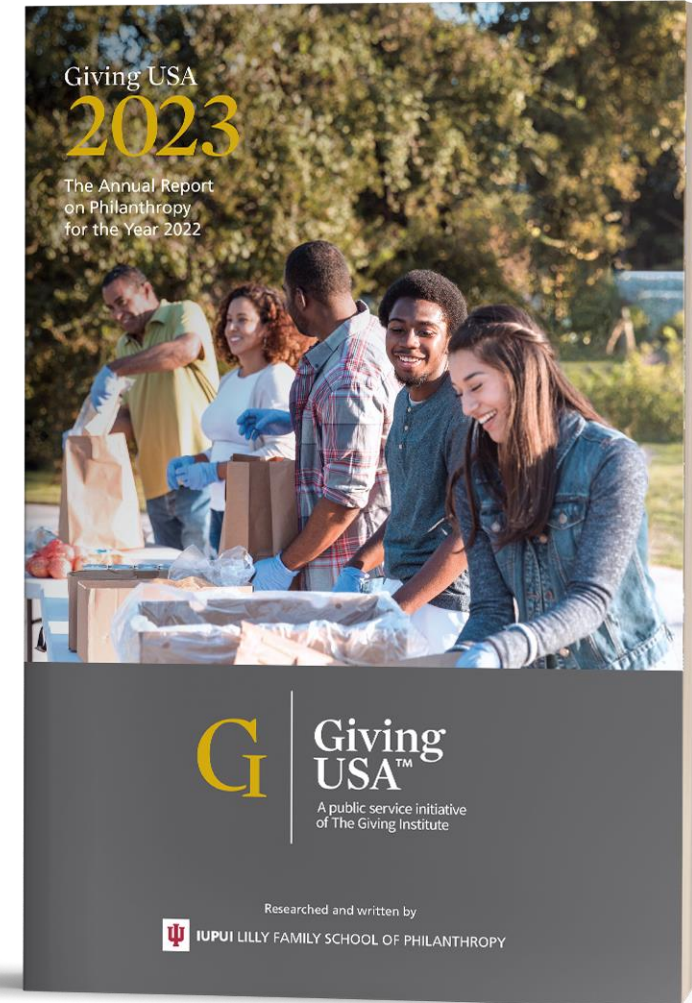
Tailored solutions.

- Fundraising
- Strategic & Organizational Planning
- Governance & Leadership Development
- Interim Staffing
- Data Management, Analytics & Assessment
- Diversity, Equity & Inclusion

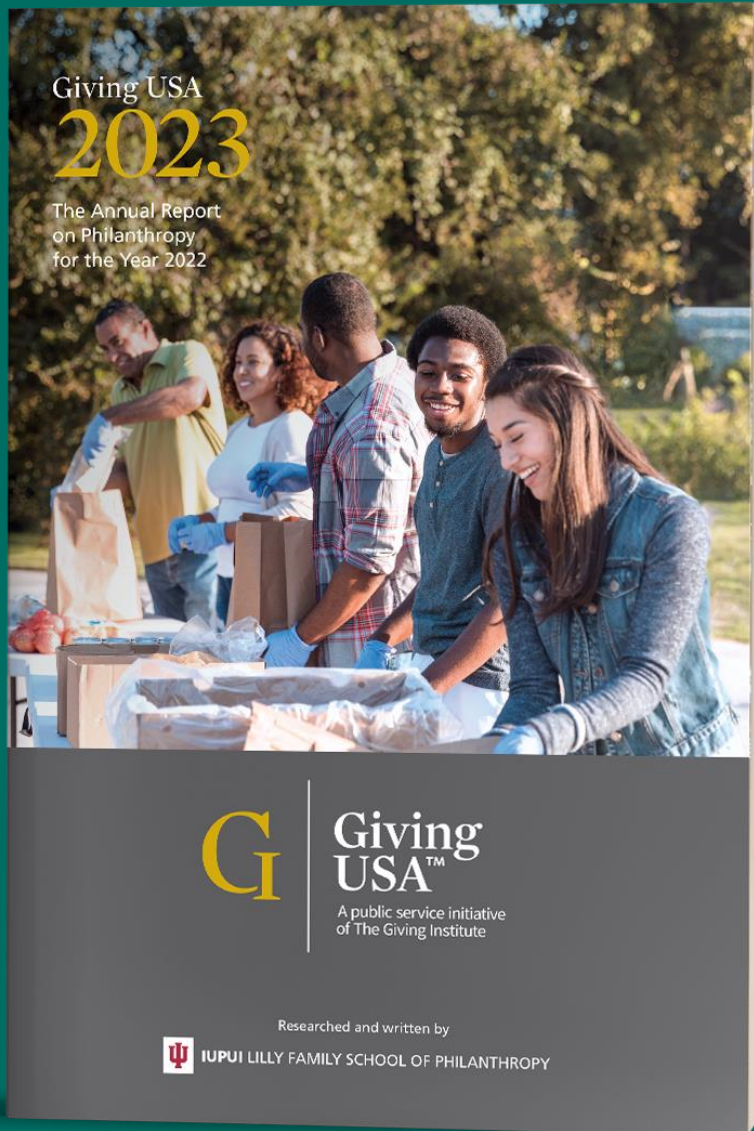
Giving USA 2023: The Annual Report on Philanthropy for the Year 2022

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

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



#GivingUSA2023



Giving USA 2023: The Annual Report on Philanthropy for the Year 2022

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Agenda: What We Will Cover Today

- What is *Giving USA*?
- 2022 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

#GivingUSA2022

What is *Giving USA*?

- The longest-running annual report on U.S. charitable giving
- 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

Key Takeaways

1. After two years of record generosity, giving overall is down in 2022.
2. Foundation giving now makes up a larger percentage of overall giving.
3. Now more than ever, focused strategies to cultivate and build donor relationships are essential.

Key Takeaway 1

Overall giving is down

...but that's not the whole picture

Poll Question

How was fundraising for your organization in 2022?

- My organization raised more money than 2021.
- My organization raised less money than 2021.
- We raised about the same in 2022 as we did in 2021.



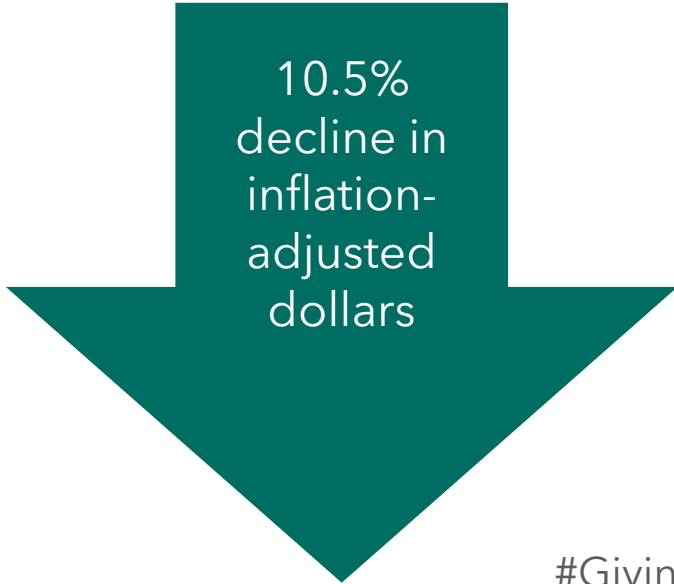
Total 2022 U.S. giving reached

2021 Giving Total \$516.65 billion

\$499.33 Billion



3.4%
decline in
current
dollars
since 2021



10.5%
decline in
inflation-
adjusted
dollars

#GivingUSA2023



Economic conditions in 2022



Disposable **personal income declined** 0.1%
(-7.5% adjusted for inflation)



S&P 500 declined 19.4% (-25.4% adjusted for inflation).
Total giving as a percentage of **GDP was down to 2.0%**
from 2.3% in 2020, a 40-year high.



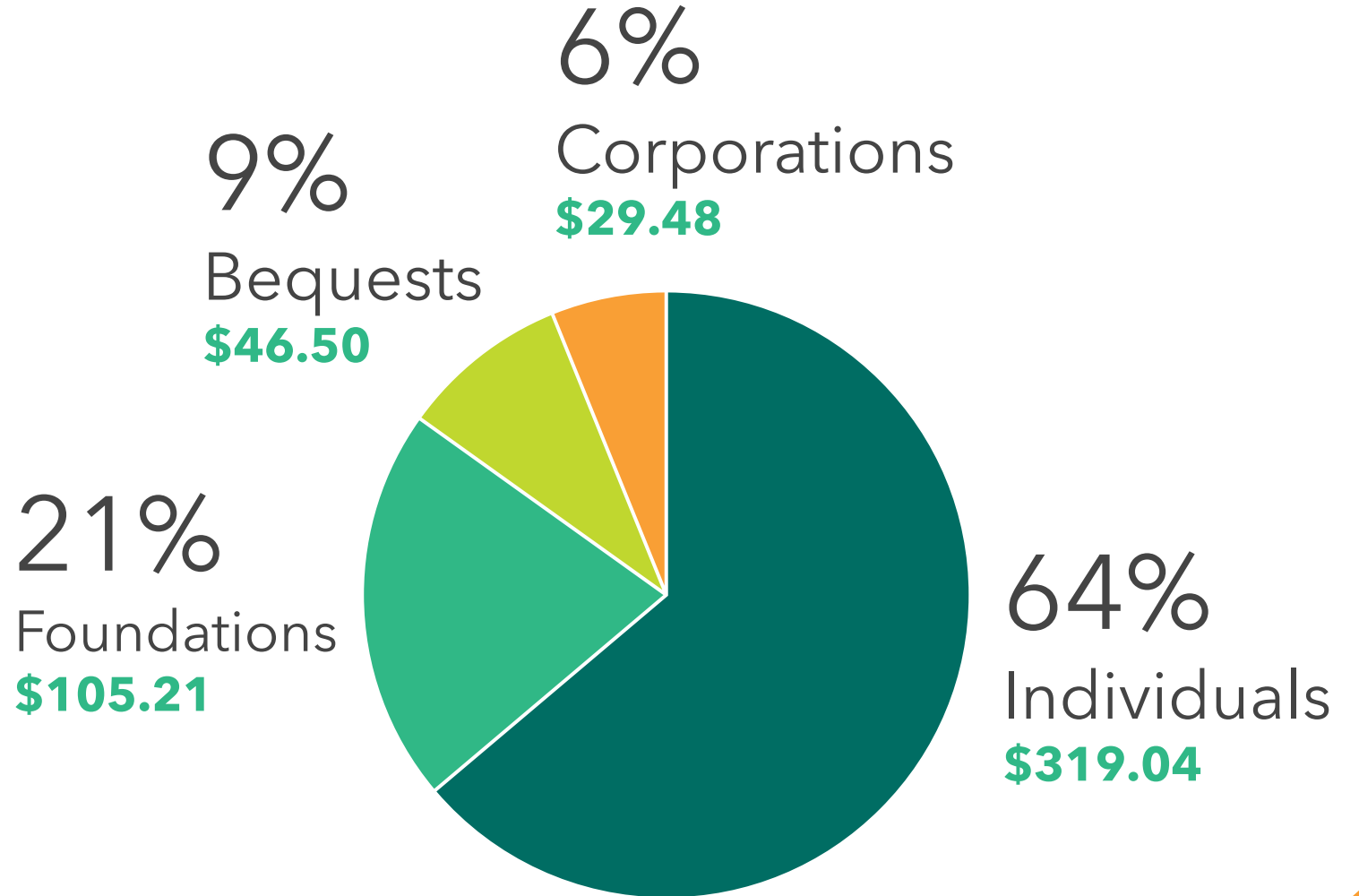
Inflation reached 8%, the highest in 40 years

Key Takeaway 2

Giving by Foundations has grown as a share of total giving

Overall giving by source 2022

\$ in billions, Total = \$499.33 B



83.5% of all giving comes from individuals

2022 vs. 2021 Contributions by source (Inflation-Adjusted)



Giving by individuals

↓ \$319.04 Billion
-13.4%



Giving by foundations

↓ \$105.21 Billion
-5.0%



Giving by bequests

↓ \$45.60 Billion
-5.3%



Giving by corporations

↓ \$29.48 Billion
-4.2%

#GivingUSA2022

2022 Mega-Gifts

- Bill Gates pledged \$5.1 billion to the Bill & Melinda Gates Foundation.
- Warren Buffett gave \$758 million to the Susan Thompson Buffett Foundation, Sherwood Foundation, Howard G. Buffett Foundation, and NoVo Foundation.
- John and Laura Arnold gave \$617 million to the Laura and John Arnold Foundation.
- Ruth DeYoung Kohler II bequeathed \$440 million to the Ruth Foundation for the Arts.

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Poll Question

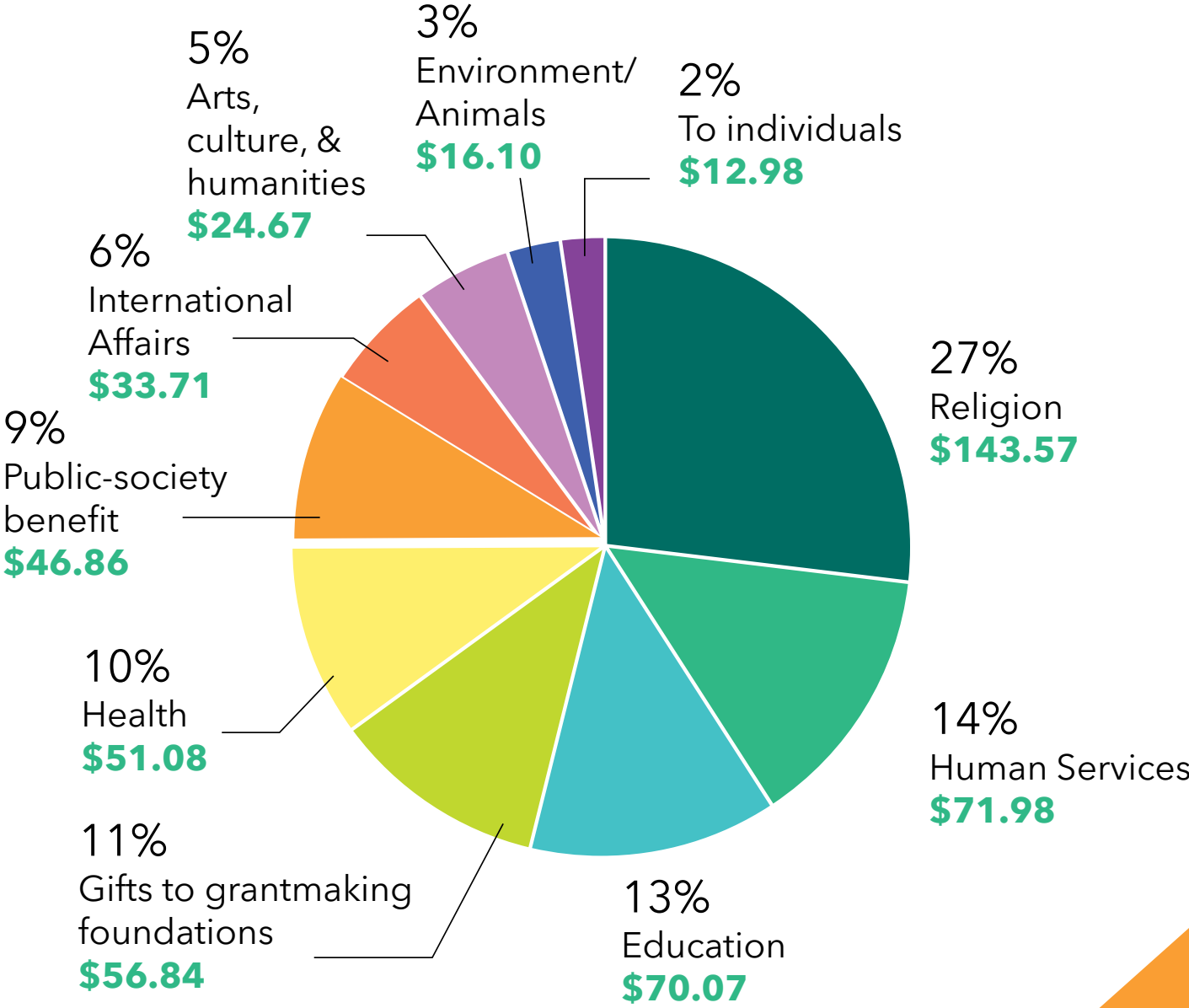
What percentage of individual giving is comprised of mega-gifts?

- 0-9%
- 9-19%
- 20-49%
- 50-70%



Overall giving by recipient

\$ in billions, Total = \$499.33 Billion



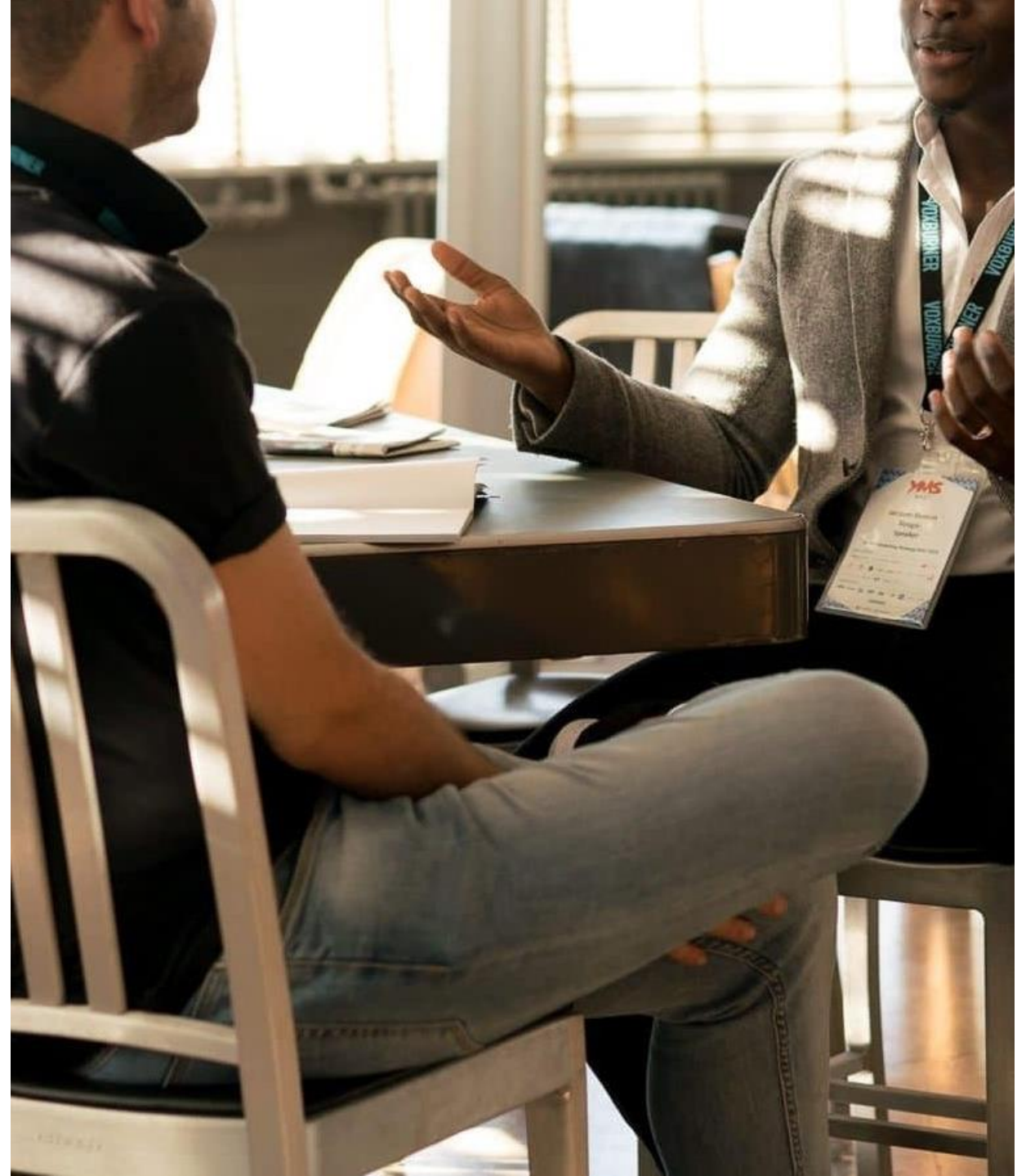
Key Takeaway 3



Strategies to cultivate, build and retain donor relationships are essential

Growth and innovation

The resilience and innovation developed in the pandemic era will continue to serve nonprofits.



Continue to evolve by:

Leveraging digital tools to maximize relationships.

- Expanding online giving
- Adopting tools such as AI

Sustaining existing and attracting new donors

- Engaging and communicating effectively with your donors
- Building radical connections



Building Radical Connections

Association and Affiliation

Mere preference

Surface level

Do as little as possible

Second degree affiliation

Can take it or leave it

I know you, OR you know me

Radical Connection

Love something

Go out of your way

Share with the world

Is part of your identity

Would sacrifice to get it

I know you, AND you know me

Generosity Crisis: The Case for RADICAL CONNECTIONS by Brian Crimmins, Nathan Chappell and Michael Ashley

Key Takeaways

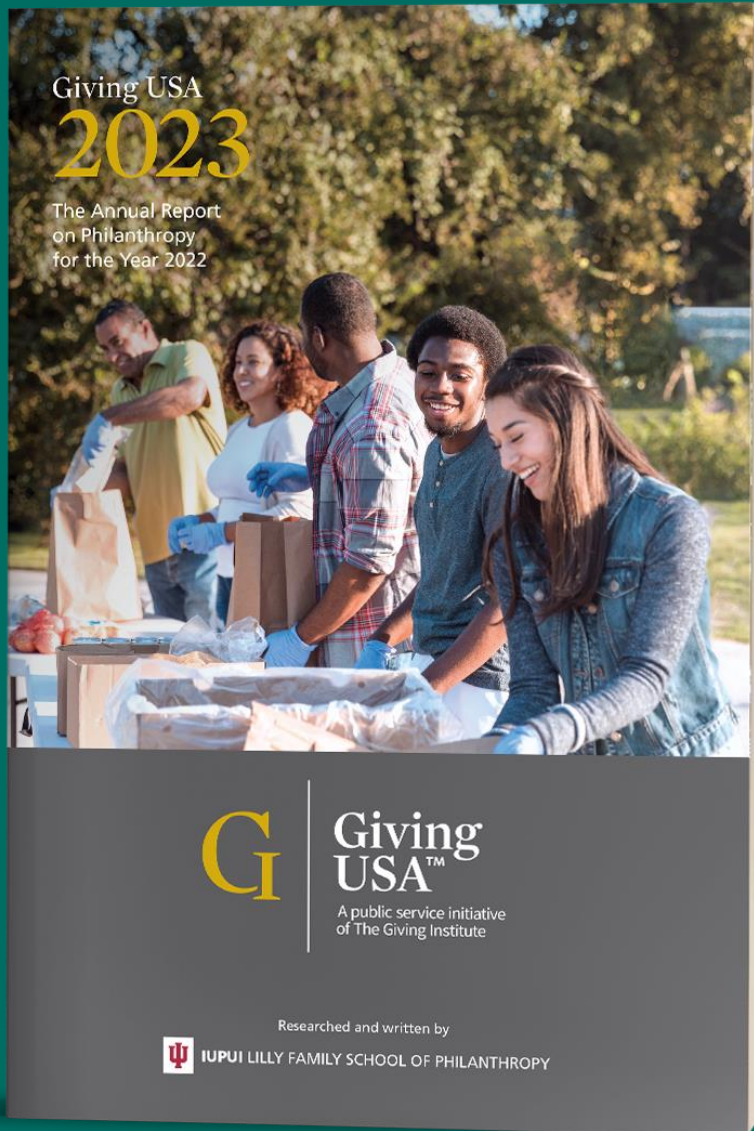
1. After two years of record generosity, giving overall is down in 2022.
2. Foundation giving now makes up a larger percentage of overall giving.
3. Now more than ever, focused strategies to cultivate and build donor relationships are essential.

Poll Question

How has fundraising for your organization been going so far in 2023 compared to 2022?

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





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