



2025 Central US Philanthropy Snapshot

*A closer look at the nonprofit sector and
regional philanthropic opportunity*

Introduction

CCS Fundraising is excited to share the Central U.S. Philanthropy Snapshot. This collection of high-level demographic and nonprofit sector data examines 20 states across the central United States and their major cities, offering a snapshot of regional philanthropic opportunity and comparisons across other markets.

The data in this snapshot is more than just statistics; it's a powerful tool for driving strategic planning and enhancing the effectiveness of philanthropic efforts. By analyzing demographic and nonprofit sector data, philanthropic leaders can tailor their strategies to meet the unique needs and opportunities of their region, ultimately maximizing community impact.

While the state of the charitable sector is ever evolving, the power of philanthropy is enduring. We are confident that donors will continue rising to the occasion and nonprofits will continue expanding their reach and impact. It remains a meaningful and dynamic time to empower the missions that are bettering our world.

Stay up to date on the latest trends and best practices across the nonprofit sector by visiting the CCS website and subscribing to our emails. Should you need a partner or resource in navigating current opportunities and challenges, our team stands ready to support you.

Sincerely,

Your Friends at CCS

With this data at your fingertips, you can:

- **Strengthen Organizational Capacity:** Learn from case studies like the Indianapolis Symphony Orchestra, which increased its annual fund by 50% and secured over 2,000 new donors, to strengthen your organization's capacity and improve donor engagement strategies.
- **Enhance Community Engagement:** Compare data from regions with high nonprofit employment, such as in St. Louis, MO, where 17% of their 2.8M population are nonprofit employees. This data can inform strategies to build on a community's strong philanthropic mindset, including creating more volunteering opportunities and forming stronger partnerships between nonprofits.
- **Leverage Successful Campaign Strategies:** Learn from successful campaigns like the Arkansas Children's Foundation, which raised over \$274.9M on its \$250 million goal. Consider applying similar data-driven approaches to prioritize donors and cultivate long-term fundraising relationships at your organization.
- **Optimize Resource Allocation:** Individuals in Memphis, TN give a high percentage of their income to charities (7.13%) compared to other markets. Directing resources towards regions with high charitable giving potential can be an effective use of time and resources for organizations whose reach spans multiple markets.
- **Utilize Predictive Modeling:** Take inspiration from organizations like Children's Mercy Kansas City, MO, who leveraged predictive modeling to identify new major gift prospects and optimize fundraising efforts. These efforts helped inspire two transformative \$75 million gifts toward their campaign goal.
- **Inform Planned Giving Strategies:** Use median age demographics to guide planned giving strategies. Cities like Cleveland, OH have older median populations (41.9) compared to other markets and may be more likely to consider planned giving options.

Explore State & City Data

Compare High-Level Stats &
Navigate Full Report Data



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Indianapolis



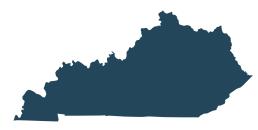
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Milwaukee

Regional Market Comparisons

TOTAL NONPROFIT REVENUE



TOTAL CONTRIBUTIONS (\$ Received in Fundraising)



TOTAL INDIVIDUAL CHARITABLE CONTRIBUTIONS



AVERAGE INDIVIDUAL CHARITABLE CONTRIBUTION



For tax year 2021, the mean average individual charitable contribution in Northwest Arkansas was reported as \$54,302, skewed by disproportionately large individual contributions from Benton County, Arkansas.

Alabama

Spotlight on Birmingham



Alabama

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STATEWIDE DATA

5.1M
Population

2M
Households

39.6
Median Age

\$62,212
Median Household Income

27,700+
Nonprofit Organizations

127,000+
People Employed by
Nonprofits

\$3B+
Total Individual Charitable
Contributions

\$20B
Total Nonprofit
Revenue

\$3,599
Average Individual
Charitable Contribution

\$64B
Total Nonprofit Assets



Sources: Cause IQ, www.causeiq.com (2024) | Census Reporter, www.censusreporter.org/ (2023) | Internal Revenue Service (IRS), SOI Tax Stats - Individual Income Tax Return (Form 1040) FY 2021

Birmingham, AL

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BIRMINGHAM, AL MSA | 2023 METROPOLITAN STATISTICAL AREA DATA

1.2M
Population

471K
Households

39.4
Median Age

\$69,284
Median Household Income

7,600+
Nonprofit Organizations

44,000+
People Employed by
Nonprofits

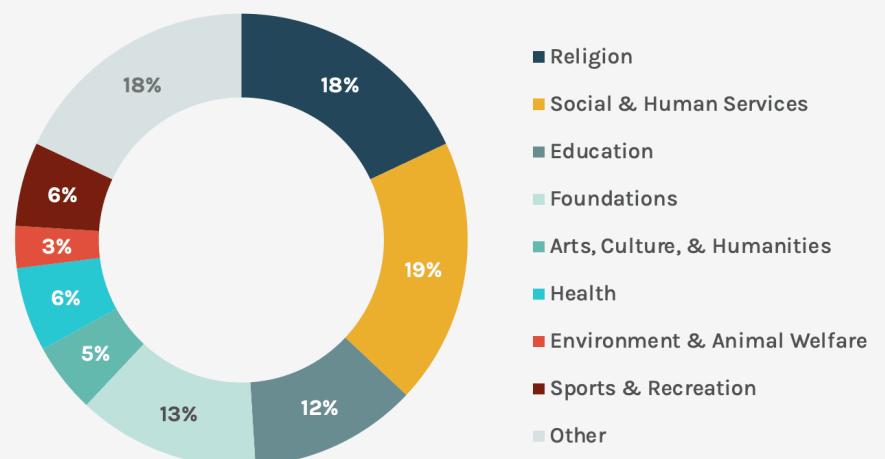
\$1.3B+
Total Individual Charitable
Contributions

\$8B
Total Nonprofit
Revenue

\$5,924
Average Individual
Charitable Contribution

\$23B
Total Nonprofit Assets

TYPES OF NONPROFITS BY NUMBER OF ORGANIZATIONS



Sources: Cause IQ, www.causeiq.com (2024) | Census Reporter, www.censusreporter.org/ (2023) | Internal Revenue Service (IRS), SOI Tax Stats - Individual Income Tax Return (Form 1040) FY 2021

Arkansas

Spotlights on Northwest &
Central Arkansas



Arkansas

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STATEWIDE DATA

3.1M
Population

1.2M
Households

38.9
Median Age

\$58,700
Median Household Income

17,400+
Nonprofit Organizations

913,000+
People Employed by
Nonprofits

\$23B
Total Nonprofit
Revenue

\$51B
Total Nonprofit Assets

\$5B
Total Individual Charitable
Contributions

\$12,543
Average Individual
Charitable Contribution*



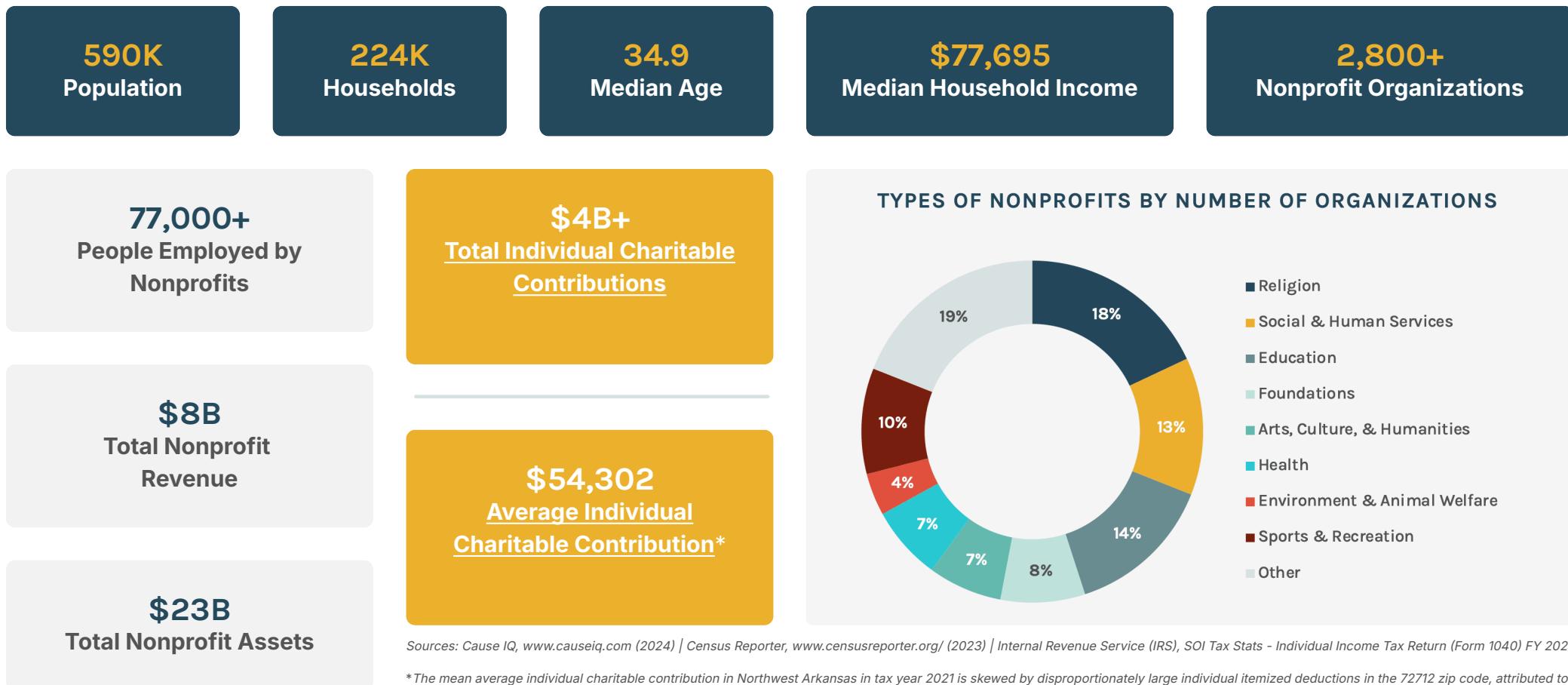
Sources: Cause IQ, www.causeiq.com (2024) | Census Reporter, www.censusreporter.org/ (2023) | Internal Revenue Service (IRS), SOI Tax Stats - Individual Income Tax Return (Form 1040) FY 2021

*The mean average individual charitable contribution in Arkansas in tax year 2021 is skewed by disproportionately large individual itemized deductions Northwest Arkansas, attributed to local philanthropic support.

Northwest Arkansas

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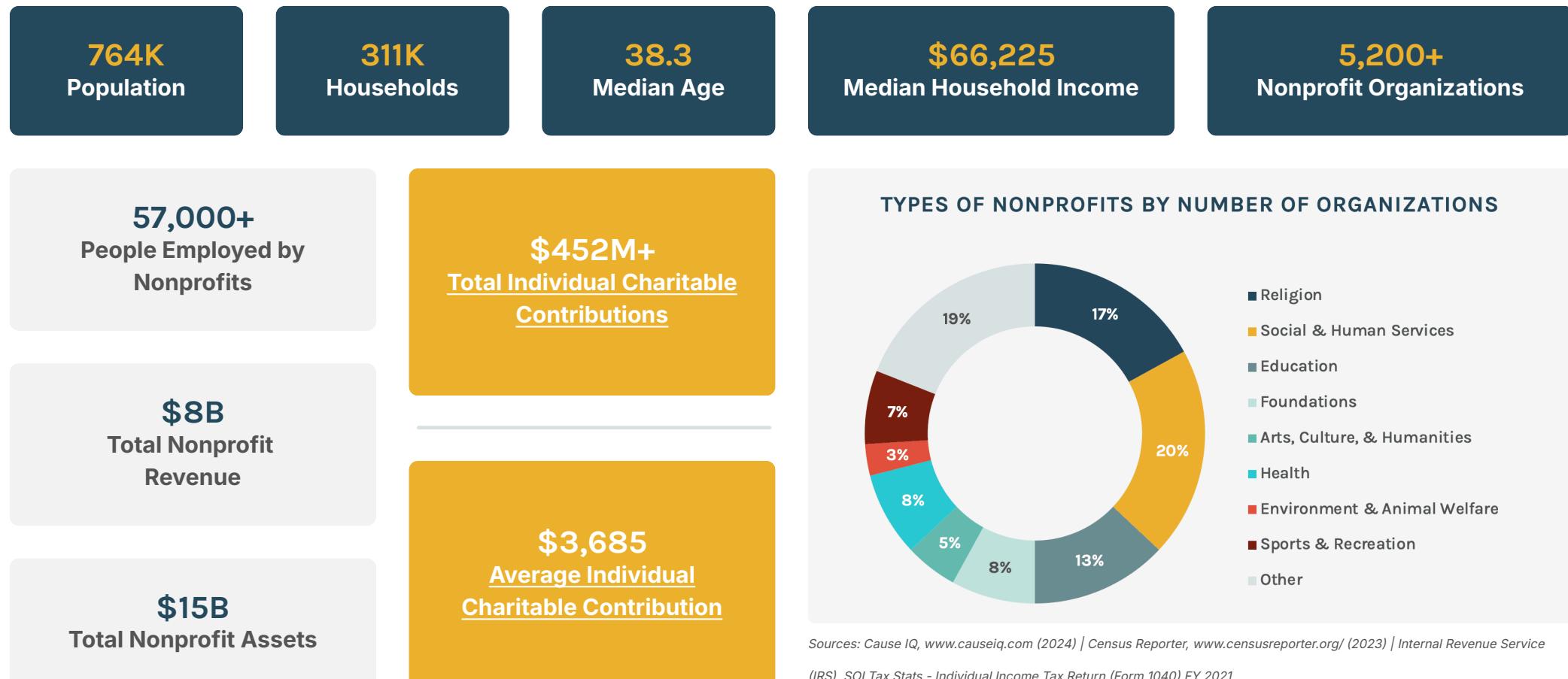
FAYETTEVILLE-SPRINGDALE-ROGERS, AR MSA | 2023 METROPOLITAN STATISTICAL AREA DATA



Central Arkansas

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LITTLE ROCK-NORTH LITTLE ROCK-CONWAY, AR MSA | 2023 METROPOLITAN STATISTICAL AREA DATA



Case Study: Arkansas Children's Foundation

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"CCS served as a trusted partner in our campaign, not only helping us to uncover new fundraising prospects, but driving activity forward and building the capacity of our team. The onsite director worked seamlessly with our team, provided excellent support, and allowed us to spend time where it had the greatest impact—with our donors."

Enid Olvey, Senior Vice President and Chief Operating Officer,

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CCS first partnered with Arkansas Children's Foundation to conduct a feasibility study to test the organization's fundraising capacity in the Northwest region of the state and build the blueprint for a capital campaign to construct a new hospital. The *Campaign for a Healthier Tomorrow* has raised more than \$274.9 million on its \$250 million goal. Many of these campaign gifts are the largest received by Arkansas Children's Foundation in its history, including gifts of \$8 million, \$10 million, and \$15 million. CCS's data-driven campaign approach enabled Arkansas Children's Foundation to effectively prioritize the best donors to cultivate for the campaign and long-term fundraising. Our predictive modeling analysis surfaced prospects that went on to give eight six-figure gifts. Prior to the analysis, three of those now six-figure donors had given \$1,500 or less.

As a result of this building campaign, Arkansas Children's Northwest opened in 2018 on a 37-acre campus and now serves as a health and wellness destination for the more than 200,000 children that live in the region. And, the *Campaign for a Healthier Tomorrow* helped realize a vision of providing care close to home in Northwest Arkansas.

Illinois

Spotlight on Chicago



Illinois

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STATEWIDE DATA

12.5M
Population

5.1M
Households

39.5
Median Age

\$80,306
Median Household Income

81,000+
Nonprofit Organizations

1,000,000+
People Employed by
Nonprofits

\$8.6B+
Total Individual Charitable
Contributions

\$160B
Total Nonprofit
Revenue

\$3,640
Average Individual
Charitable Contribution

\$449B
Total Nonprofit Assets



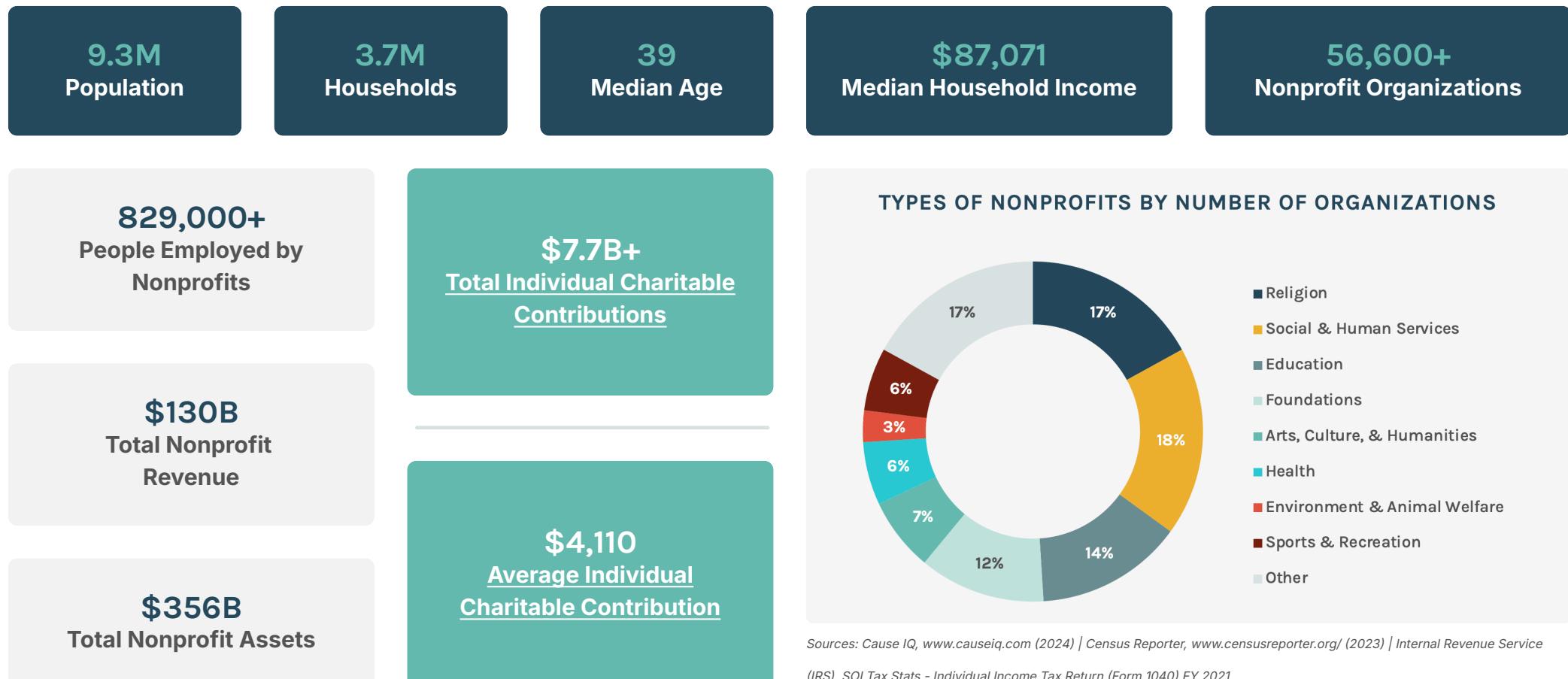
Sources: Cause IQ, www.causeiq.com (2024) | Census Reporter, www.censusreporter.org/ (2023) | Internal Revenue Service

(IRS), SOI Tax Stats - Individual Income Tax Return (Form 1040) FY 2021

Chicago

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CHICAGO-NAPERVILLE-ELGIN, IL-IN MSA | 2023 METROPOLITAN STATISTICAL AREA DATA



Case Study: Navy Pier

CCS helped advance a bridge campaign with Navy Pier during COVID to further their impact and to expand and diversify their funding sources. This partnership builds on a prior partnership between CCS and Navy Pier.

This critical partnership led to over \$9 million raised philanthropically, inspired a matching public grant of \$8 million from the State of Illinois, and provided momentum for \$9 million from the federal Shuttered Venue Operators Grant program. Throughout the campaign and beyond, Navy Pier was able to explore diverse donor pipelines that paved the way for incredible new community programming.

As a vital leader in the arts and cultural landscape of Chicago and beyond, Navy Pier was proud to reopen and continue to serve as a platform for so many beloved cultural programs and institutions.



"We partnered with CCS during a critical time for Navy Pier, as the global pandemic posed immense challenges for our organization. Together, we collaboratively conducted a successful Save the People's Pier campaign and, with inspiration from our generous donors, engaged CCS to develop a sustainable, long-term fundraising strategy to advance Navy Pier's mission and community impact."

Andrea Chwee, Director of Planning, Navy Pier

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Case Study: B'nai Jehoshua Beth Elohim

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"CCS was great to work with. We appreciated their collaborative style and they were very nimble as we needed to make adjustments along the way. Once BJBE decided to make the change, we never could have moved forward without CCS."

*Marti Greenburg, Financial Development Chair,
Congregation BJBE*

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B'nai Jehoshua Beth Elohim (BJBE) partnered with CCS for over two years on three projects: the development and implementation of a new membership model, a feasibility study, and a major gift effort focused on reducing the building mortgage.

As with many congregations that we work with across the United States who have implemented this model, BJBE saw an increase in membership, annual fundraising, and overall donor and member satisfaction. In year one, BJBE welcomed 96 new member households and 66% of members increased or maintained their financial commitment from the prior year. Overall, BJBE raised \$1.5 million toward their major gift effort. This shift engaged the community at all levels, from BJBE leadership to new members. Not only are congregants more engaged with the mission of the synagogue, but the culture of philanthropy is broader and deeper than ever before.

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Indiana

Spotlight on Indianapolis



Indiana

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STATEWIDE DATA

6.8M
Population

2.8M
Households

38.3
Median Age

\$69,447
Median Household Income

45,500+
Nonprofit Organizations

471,000+
People Employed by
Nonprofits

\$2.9B+
Total Individual Charitable
Contributions

\$73B
Total Nonprofit
Revenue

\$2,675
Average Individual
Charitable Contribution

\$250B
Total Nonprofit Assets

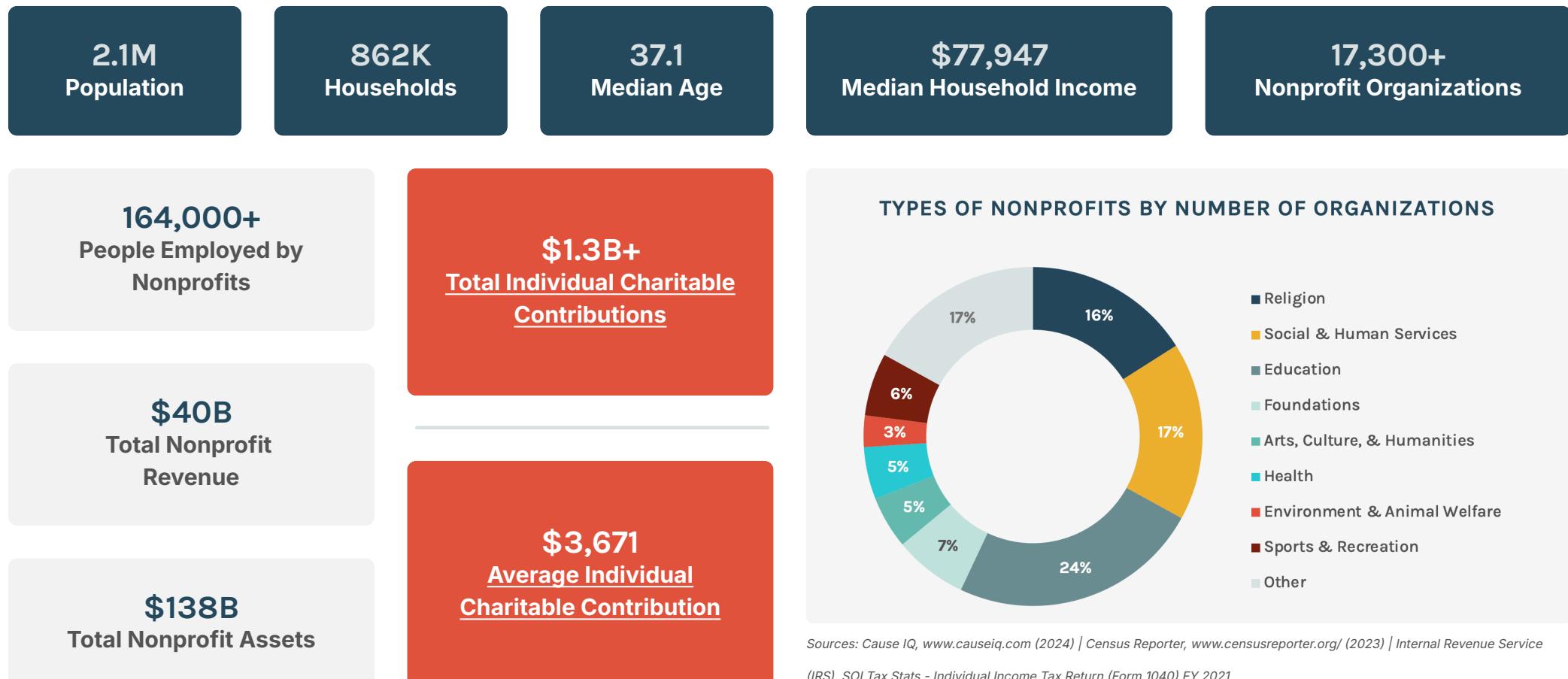


Sources: Cause IQ, www.causeiq.com (2024) | Census Reporter, www.censusreporter.org/ (2023) | Internal Revenue Service (IRS), SOI Tax Stats - Individual Income Tax Return (Form 1040) FY 2021

Indianapolis, IN

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INDIANAPOLIS-CARMEL-GREENWOOD, IN MSA | 2023 METROPOLITAN STATISTICAL AREA DATA



Case Study: Indianapolis Symphony Orchestra

The Indianapolis Symphony Orchestra (ISO) experienced a decline in its endowment and reached a crisis point that threatened the future of the institution. The ISO decided to embark upon its most critical and aggressive fundraising campaign to reengage lapsed symphony donors, find new donors, and increase the awareness of the ISO and its imprint on the community.

While providing interim development services, CCS helped the symphony meet a new donor challenge campaign as well as increase the annual fund by 50%. The thoughtful strategy, messaging, and methodology pursued by the ISO, coupled with the tremendous support from the community, resulted in 2,026 new donors and increased contributed revenue to nearly \$10 million—a record for the ISO.



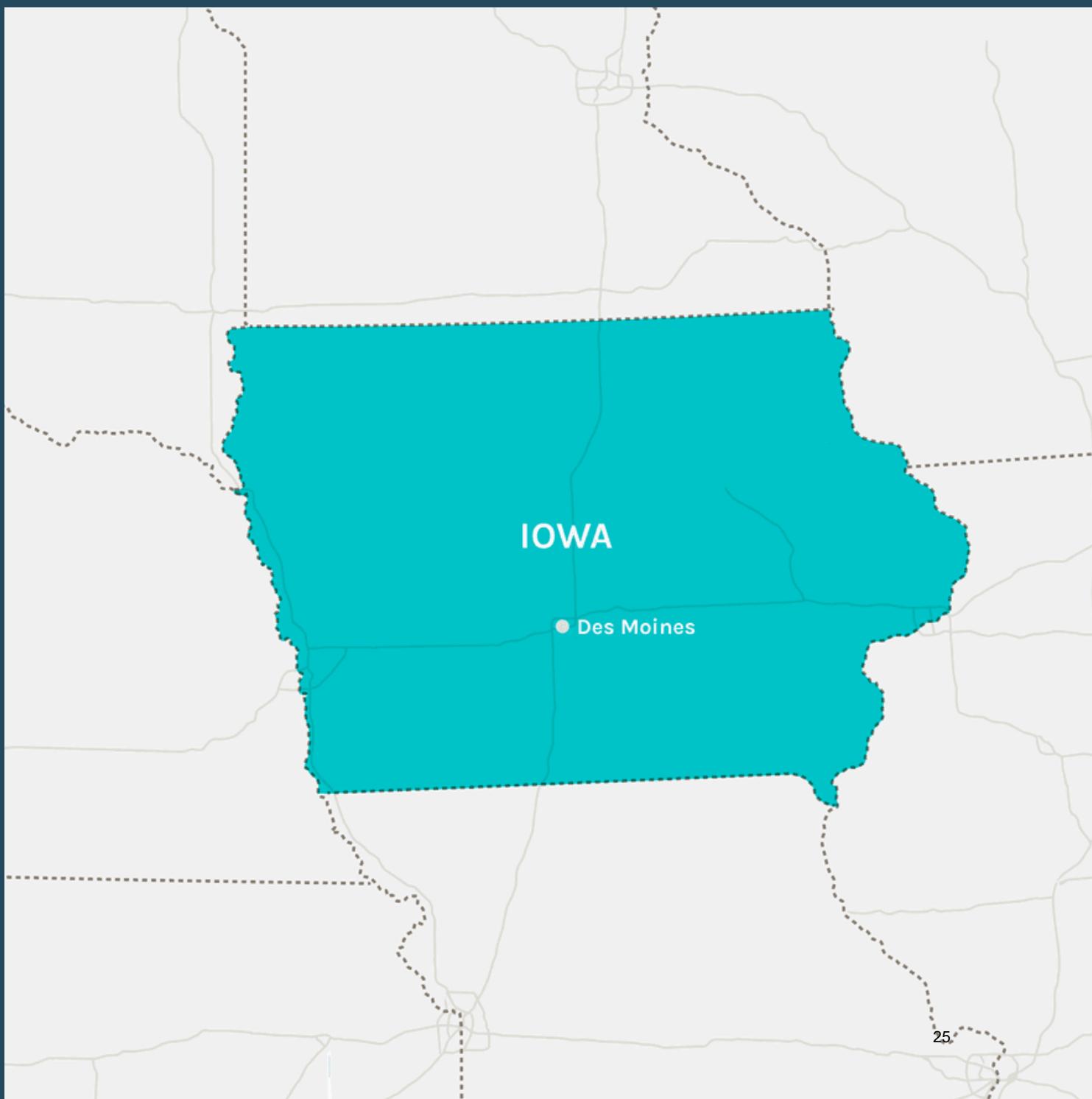
This extraordinary accomplishment helped the organization restore its credibility with our funding community, and set us up for future fundraising success. CCS helped organize a new systematic approach to fundraising for the development staff and established a new level of engagement, energy, and commitment from the ISO's board of directors.

Gary Ginstling, Former CEO, Indianapolis Symphony Orchestra

[View Full Case Study](#)

Iowa

Spotlight on Des Moines



STATEWIDE DATA

3.2M
Population

1.3M
Households

39.1
Median Age

\$71,443
Median Household Income

31,900+
Nonprofit Organizations

280,000+
People Employed by
Nonprofits

\$1.2B+
Total Individual Charitable
Contributions

\$29B
Total Nonprofit
Revenue

\$2,266
Average Individual
Charitable Contribution

\$94B
Total Nonprofit Assets



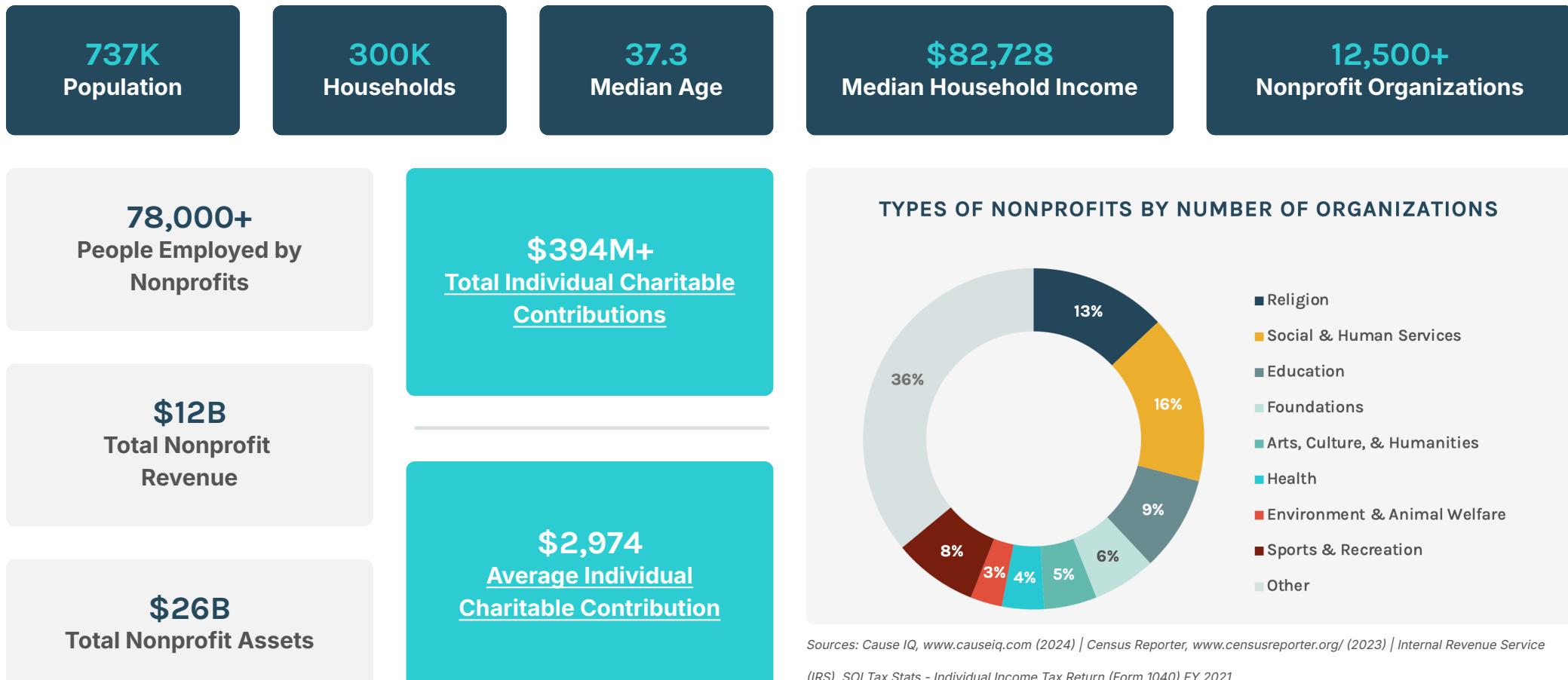
Sources: Cause IQ, www.causeiq.com (2024) | Census Reporter, www.censusreporter.org/ (2023) | Internal Revenue Service

(IRS), SOI Tax Stats - Individual Income Tax Return (Form 1040) FY 2021

Des Moines, IA

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DES MOINES-WEST DES MOINES, IA, MSA | 2023 METROPOLITAN STATISTICAL AREA DATA



Case Study: Feeding America

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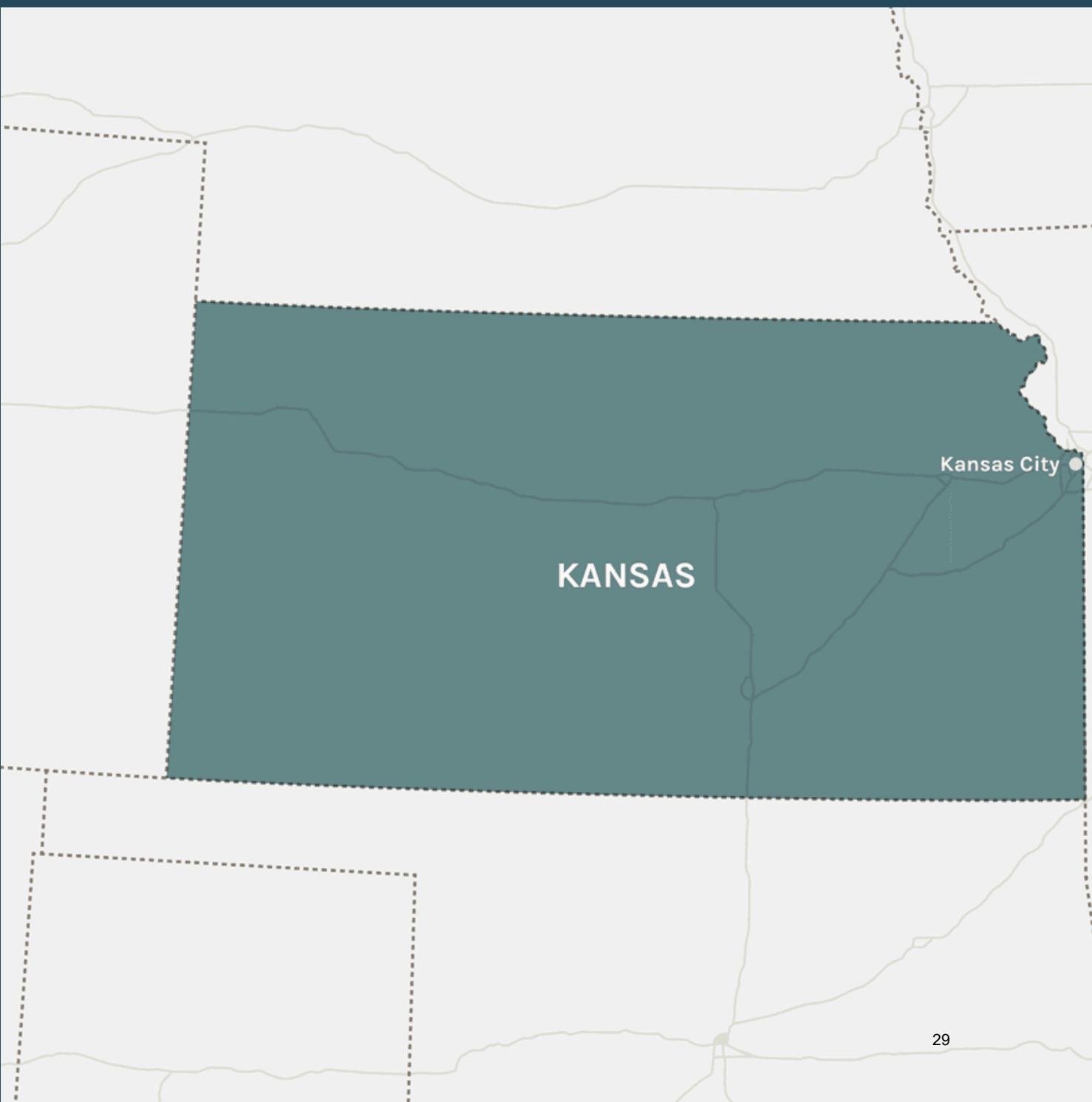
CCS joined forces with Feeding America in 2007 by designing and managing its Campaign Resource Center, with the purpose of supporting the entire 200 food bank network with valuable tools and best practices in the fight to end hunger. Since then, CCS has conducted dozens of capital campaigns, feasibility studies, and development assessments for network members and has worked side-by-side with food bank leaders and volunteers in their communities.

In a three-year period, Feeding America experienced 21% growth in total annual philanthropy and a corresponding dramatic increase in food distribution. Feeding America network members continue to have access to impactful, transformative strategies and best practices, and ongoing support in taking their own fundraising programs to the next level in the fight to end hunger.

[View Full Case Study](#)

Kansas

Spotlight on Kansas City



Kansas

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STATEWIDE DATA

2.9M
Population

1.2M
Households

37.9
Median Age

\$70,333
Median Household Income

19,500+
Nonprofit Organizations

148,000+
People Employed by
Nonprofits

\$1.6B+
Total Individual Charitable
Contributions

\$24B
Total Nonprofit
Revenue

\$3,383
Average Individual
Charitable Contribution

\$59B
Total Nonprofit Assets

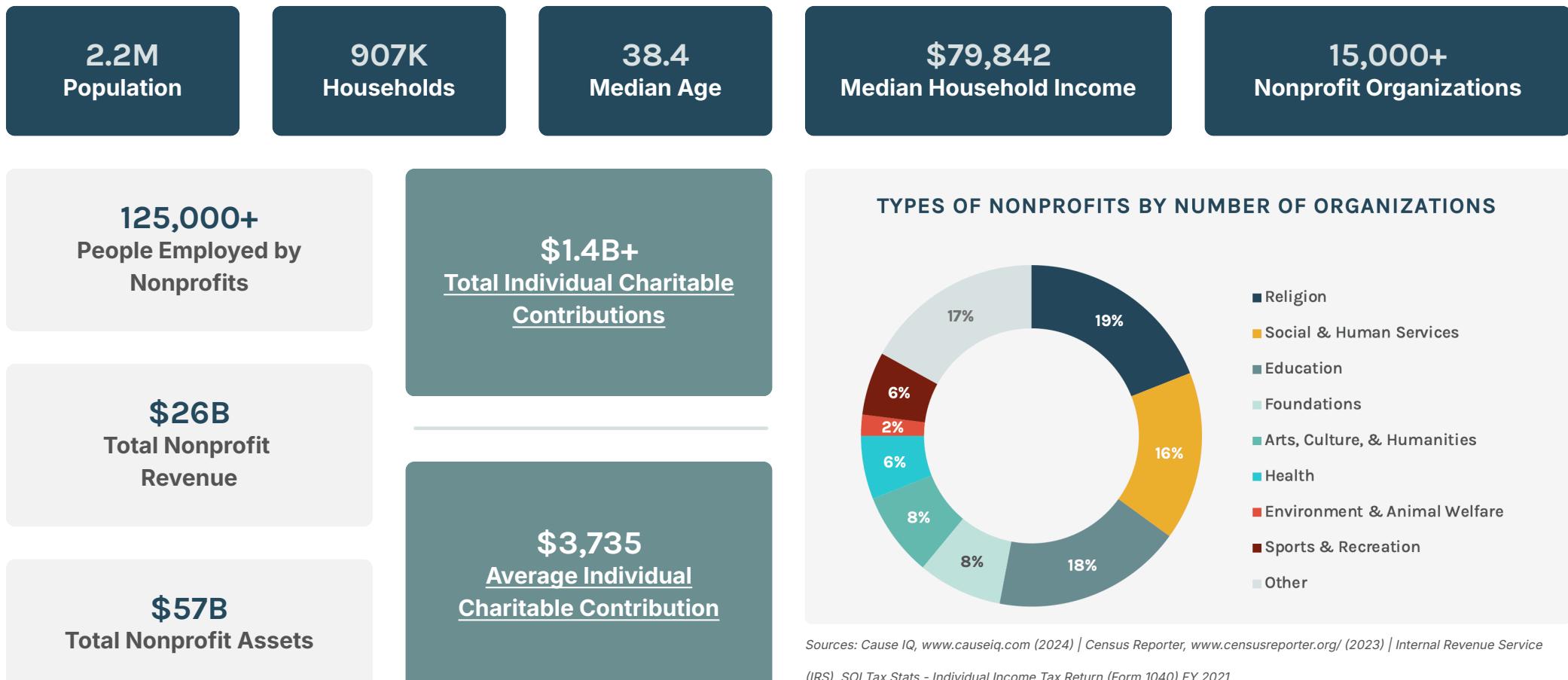


Sources: Cause IQ, www.causeiq.com (2024) | Census Reporter, www.censusreporter.org/ (2023) | Internal Revenue Service (IRS), SOI Tax Stats - Individual Income Tax Return (Form 1040) FY 2021

Kansas City, KS-MO

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KANSAS CITY, KS-MO MSA | 2023 METROPOLITAN STATISTICAL AREA DATA



Case Study: Children's Mercy Kansas City

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"CCS was extremely professional, working seamlessly as an extension of our staff to provide guidance and gather insights to help inform our campaign goals and objectives. Together, in a collaborative partnership, we were able to exceed campaign expectations leading to the largest one-time gift ever made to a children's hospital for pediatric research."

Jenea Oliver, PhD, Senior Vice President & Chief Development Officer, Children's Mercy

[View Full Case Study](#)

CCS was retained to conduct a feasibility and planning study to determine Children's Mercy's potential to raise as much as \$350 million. Our engagement included an organizational scan to review the philanthropy team's preparedness to undertake this ambitious effort, a predictive modeling exercise to help surface new major gift potential, and more than 100 personal interviews and an electronic survey.

As a result, CCS developed a campaign blueprint to raise funds for the new Children's Mercy Research Institute. Children's Mercy received recommendations on the case and messaging, leadership engagement, prospective donors, and a campaign plan as they launched the campaign in-house. More than \$250 million has been raised to date, including two transformative \$75 million gifts. The construction of the Children's Mercy Research Institute was completed in September 2020.

Kentucky

Spotlight on Louisville



Kentucky

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STATEWIDE DATA

4.5M
Population

1.9M
Households

39.2
Median Age

\$61,118
Median Household Income

23,800+
Nonprofit Organizations

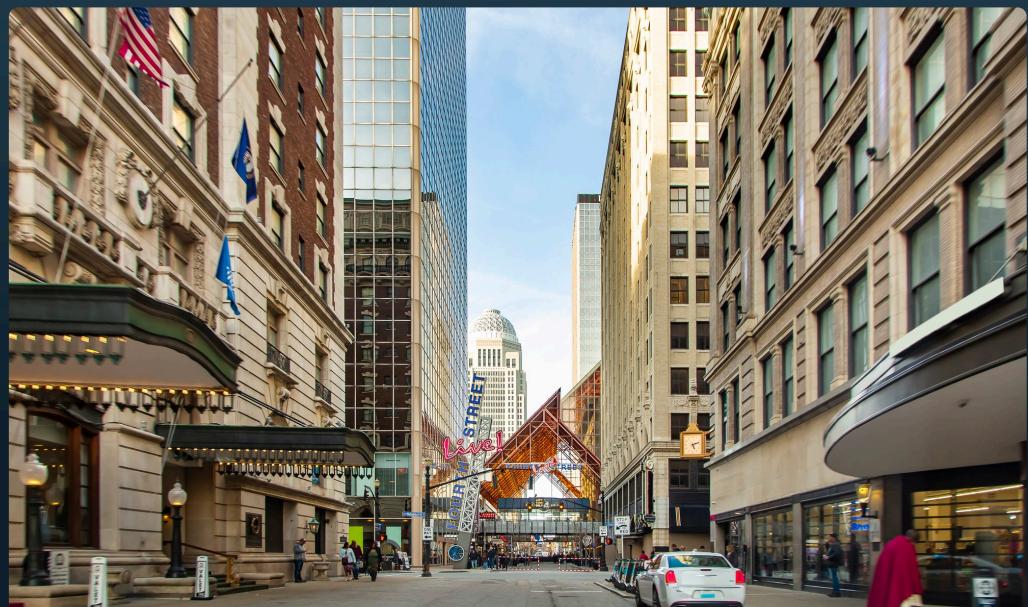
266,000+
People Employed by
Nonprofits

\$1.6B+
Total Individual Charitable
Contributions

\$41B
Total Nonprofit
Revenue

\$2,328
Average Individual
Charitable Contribution

\$76B
Total Nonprofit Assets



Sources: Cause IQ, www.causeiq.com (2024) | Census Reporter, www.censusreporter.org/ (2023) | Internal Revenue Service (IRS), SOI Tax Stats - Individual Income Tax Return (Form 1040) FY 2021

Louisville, KY

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LOUISVILLE-JEFFERSON COUNTY, KY-IN MSA | 2023 METROPOLITAN STATISTICAL AREA DATA

1.4M
Population

564K
Households

39.5
Median Age

\$68,921
Median Household Income

7,900+
Nonprofit Organizations

110,000+
People Employed by
Nonprofits

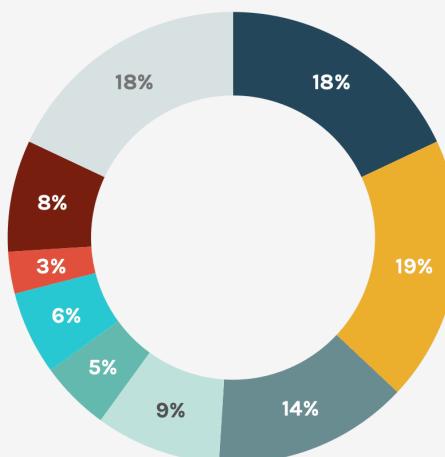
\$17B
Total Nonprofit
Revenue

\$32B
Total Nonprofit Assets

\$705M+
Total Individual Charitable
Contributions

\$2,735
Average Individual
Charitable Contribution

TYPES OF NONPROFITS BY NUMBER OF ORGANIZATIONS

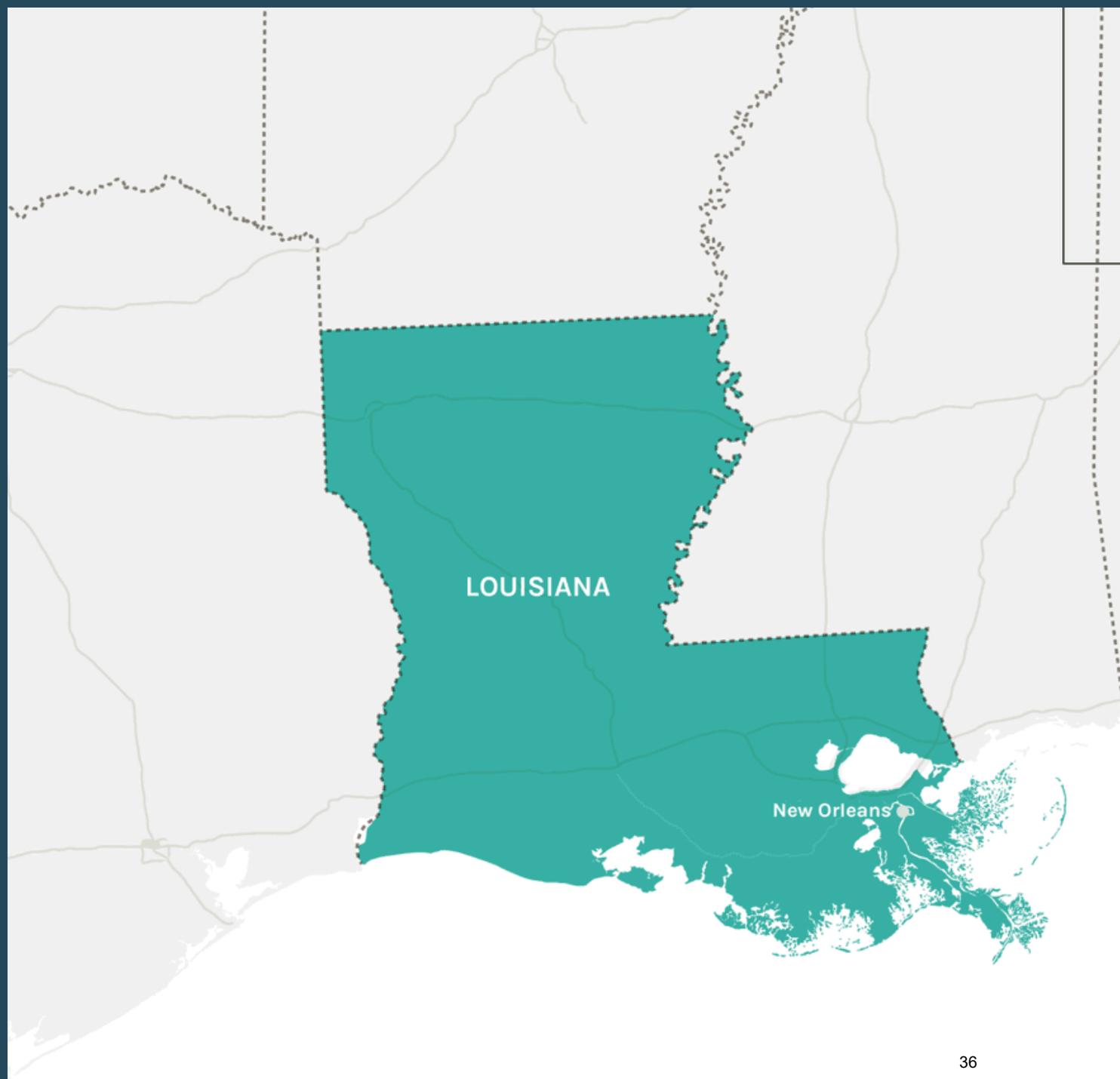


- Religion
- Social & Human Services
- Education
- Foundations
- Arts, Culture, & Humanities
- Health
- Environment & Animal Welfare
- Sports & Recreation
- Other

Sources: Cause IQ, www.causeiq.com (2024) | Census Reporter, www.censusreporter.org/ (2023) | Internal Revenue Service (IRS), SOI Tax Stats - Individual Income Tax Return (Form 1040) FY 2021

Louisiana

Spotlight on New Orleans



Louisiana

Main Menu

STATEWIDE DATA

4.6M
Population

1.8M
Households

38.7
Median Age

\$58,229
Median Household Income

25,800+
Nonprofit Organizations

226,000+
People Employed by
Nonprofits

\$1.8B+
Total Individual Charitable
Contributions

\$32B
Total Nonprofit
Revenue

\$2,735
Average Individual
Charitable Contribution

\$67B
Total Nonprofit Assets



Sources: Cause IQ, www.causeiq.com (2024) | Census Reporter, www.censusreporter.org/ (2023) | Internal Revenue Service (IRS), SOI Tax Stats - Individual Income Tax Return (Form 1040) FY 2021

New Orleans, LA

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NEW ORLEANS-METAIRIE, LA MSA | 2023 METROPOLITAN STATISTICAL AREA DATA

962K
Population

399K
Households

40
Median Age

\$61,000
Median Household Income

8,200+
Nonprofit Organizations

115,000+
People Employed by
Nonprofits

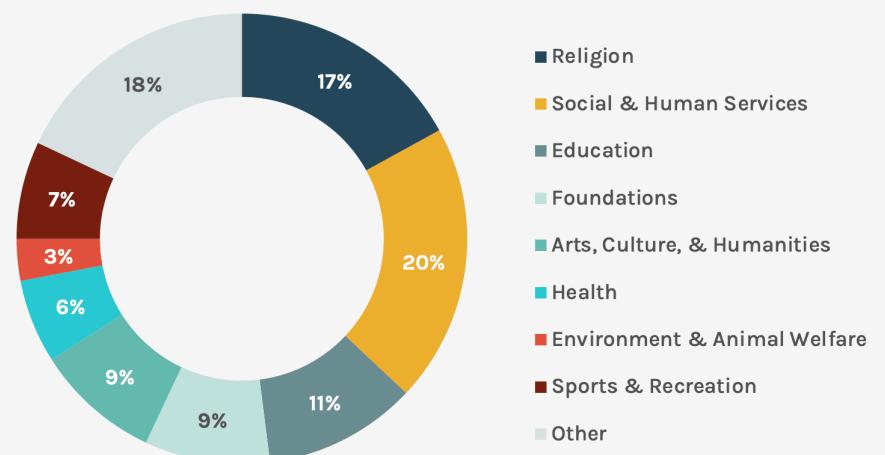
\$15B
Total Nonprofit
Revenue

\$31B
Total Nonprofit Assets

\$453M
Total Individual Charitable
Contributions

\$2,931
Average Individual
Charitable Contribution

TYPES OF NONPROFITS BY NUMBER OF ORGANIZATIONS



Sources: Cause IQ, www.causeiq.com (2024) | Census Reporter, www.censusreporter.org/ (2023) | Internal Revenue Service (IRS), SOI Tax Stats - Individual Income Tax Return (Form 1040) FY 2021

Case Study: University of New Orleans

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Throughout our campaign management engagement, University of New Orleans (UNO) secured numerous historic six- and seven-figure gifts to support endowed scholarships, facility upgrades, and areas of greatest need across the campus. When the COVID-19 pandemic hit, UNO never paused, and instead kept moving forward and found unique opportunities to encourage prospective donors to keep supporting the school through virtual meetings and tours.

By the end of CCS's engagement, UNO raised more than \$20 million and was empowered to successfully complete the remainder of the campaign in-house. Through this momentous campaign, UNO has been able to provide emergency funds to students affected by the pandemic and recent hurricanes, increase scholarship offerings, further develop program opportunities, and name several of their colleges and schools.



"The mission, the student body, and the leadership of this university are inspiring, and I am humbled to have been a part of the work they are doing to change lives. I look forward to seeing what UNO does next."

Cassie Pericak, CCS Fundraising Alumna

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Michigan

Spotlight on Detroit



Michigan

Main Menu

STATEWIDE DATA

10M
Population

4.1M
Households

40.5
Median Age

\$69,183
Median Household Income

60,700+
Nonprofit Organizations

652,000+
People Employed by
Nonprofits

\$102B
Total Nonprofit
Revenue

\$347B
Total Nonprofit Assets

\$4.3B+
Total Individual Charitable
Contributions

\$2,471
Average Individual
Charitable Contribution

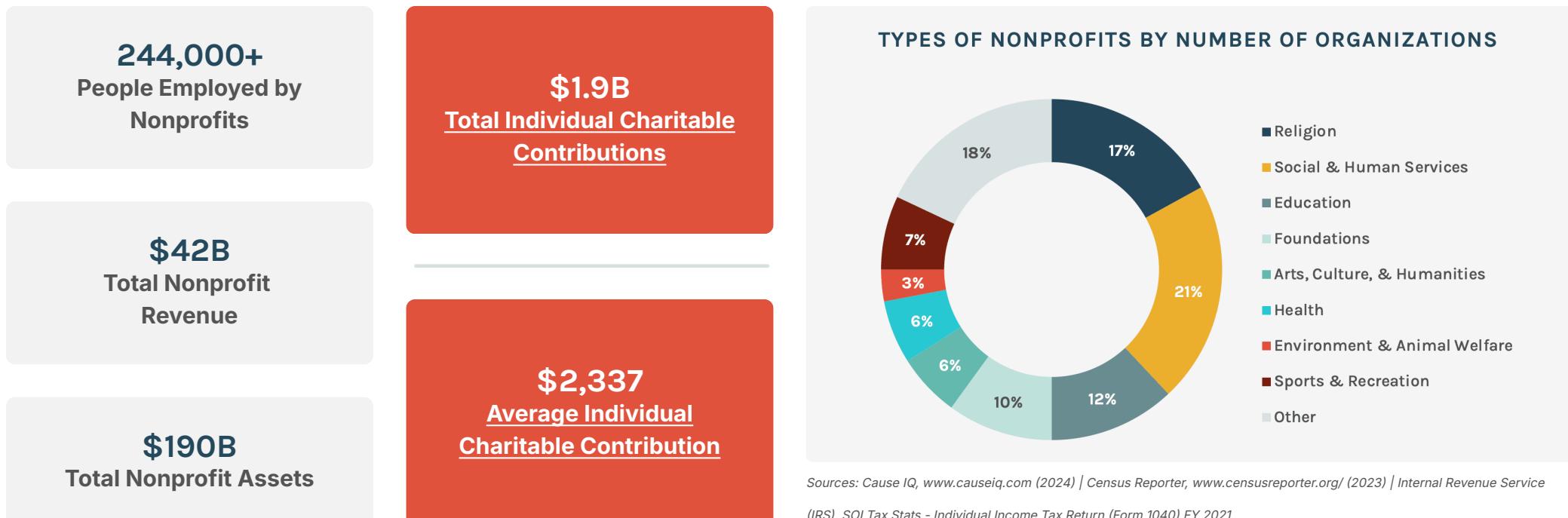


Sources: Cause IQ, www.causeiq.com (2024) | Census Reporter, www.censusreporter.org/ (2023) | Internal Revenue Service (IRS), SOI Tax Stats - Individual Income Tax Return (Form 1040) FY 2021

Detroit

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DETROIT-WARREN-DEARBORN, MI MSA | 2023 METROPOLITAN STATISTICAL AREA DATA



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Case Study: Christ Church Cranbrook

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CCS Fundraising helped Christ Church Cranbrook raise more than \$10.9M on a \$8M goal to fund several capital projects. The resulting construction has allowed them to better fulfill their mission of: Meeting Jesus, Finding Joy, Sharing Beauty, and Serving Others.

Due to this successful partnership, Christ Church Cranbrook was able to celebrate the completion of construction in September 2022. The new space has been a blessing to all who have entered the campus.

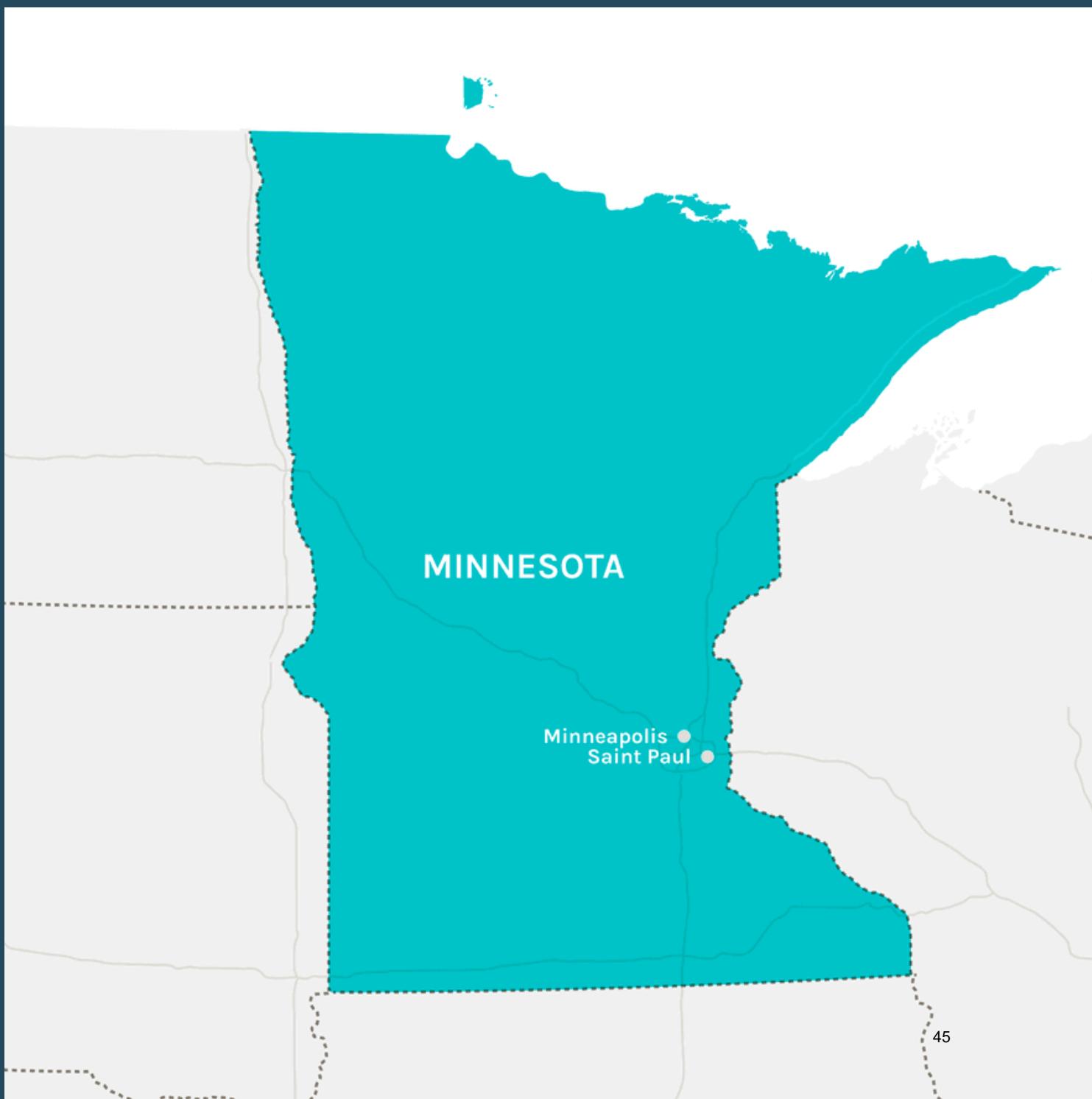
"The campaign at Christ Church Cranbrook not only raised the necessary funds to build tangible items for their campus, but also brought the beauty and grace of partnering with a client who seeks the good in everyone."

Andrea Essling, Senior Vice President, CCS Fundraising

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Minnesota

Spotlight on the Twin Cities



Minnesota

Main Menu

STATEWIDE DATA

5.7M
Population

2.3M
Households

39.1
Median Age

\$85,086
Median Household Income

41,900+
Nonprofit Organizations

674,000+
People Employed by
Nonprofits

\$3.3B+
Total Individual Charitable
Contributions

\$100B
Total Nonprofit
Revenue

\$2,903
Average Individual
Charitable Contribution

\$310B
Total Nonprofit Assets

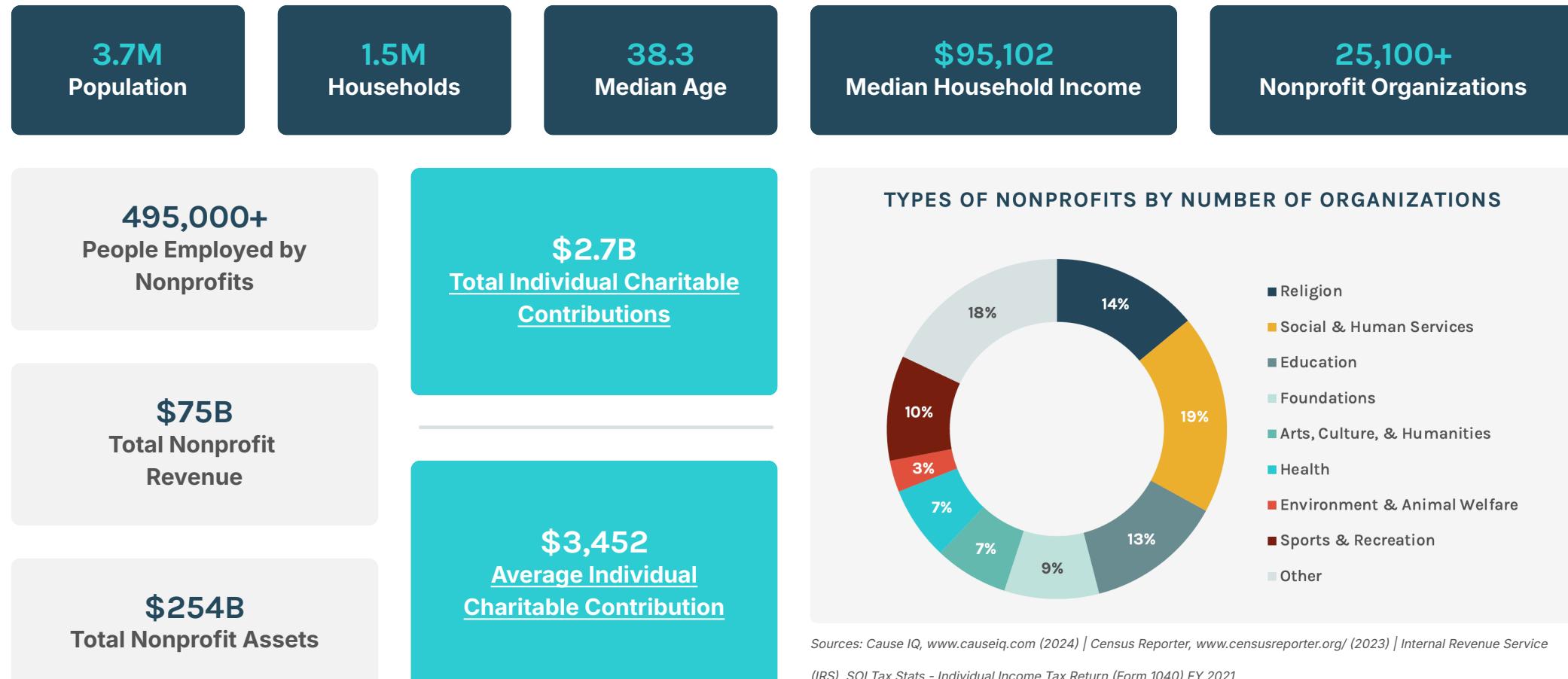


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Twin Cities

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MINNEAPOLIS-SAINT PAUL-BLOOMINGTON, MN-WI MSA | 2023 METROPOLITAN STATISTICAL AREA DATA



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Case Study: National Marrow Donor Program



Working closely with the National Marrow Donor Program (NMDP) Foundation team, CCS helped raise over \$30 million during the first two years of the \$100 million comprehensive campaign, with the second year occurring during the early months of the COVID-19 pandemic.

The campaign not only advanced major gift results, but also focused on effectively communicating highly technical information to a non-expert audience, building a mid-level giving program, and creating a framework for launching five market-specific strategies in key metropolitan regions.

"When lives are at stake, everyone comes to the table ready to work hard and smart. That's what NMDP does every day and what made CCS's collaboration with the NMDP team so impactful and fulfilling."

Scott Vachon, Senior Vice President, CCS Fundraising

[View Full Case Study](#)

Mississippi

Spotlight on Jackson



Mississippi

Main Menu

STATEWIDE DATA

2.9M
Population

1.2M
Households

39.3
Median Age

\$54,203
Median Household Income

16,800+
Nonprofit Organizations

95,000+
People Employed by
Nonprofits

\$1.2B+
Total Individual Charitable
Contributions

\$13B
Total Nonprofit
Revenue

\$2,910
Average Individual
Charitable Contribution

\$28B
Total Nonprofit Assets



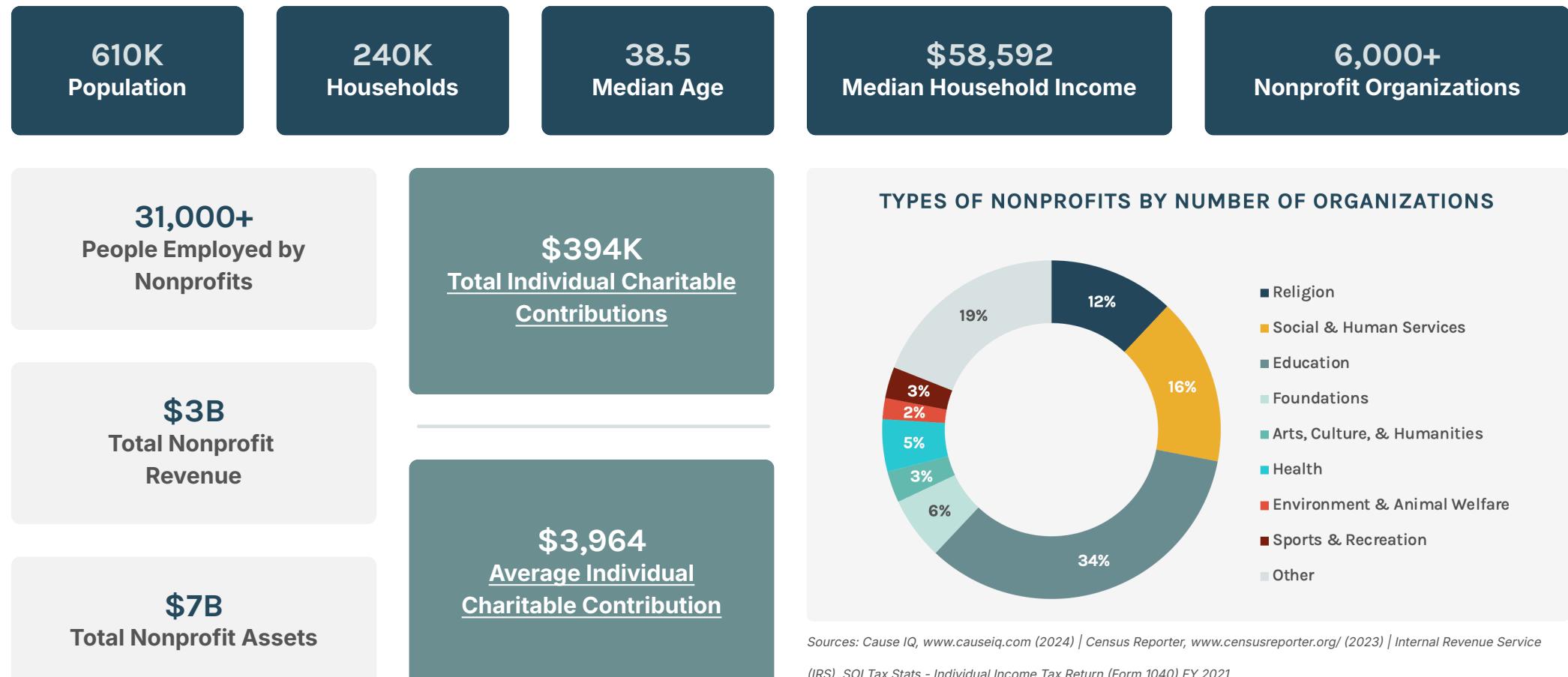
Sources: Cause IQ, www.causeiq.com (2024) | Census Reporter, www.censusreporter.org/ (2023) | Internal Revenue Service

(IRS), SOI Tax Stats - Individual Income Tax Return (Form 1040) FY 2021

Jackson, MS

[Mississippi Snapshot](#) | [Main Menu](#)

JACKSON, MS MSA | 2023 METROPOLITAN STATISTICAL AREA DATA



Sources: Cause IQ, www.causeiq.com (2024) | Census Reporter, www.censusreporter.org/ (2023) | Internal Revenue Service (IRS), SOI Tax Stats - Individual Income Tax Return (Form 1040) FY 2021

Missouri

Spotlight on St. Louis



Missouri

Main Menu

STATEWIDE DATA

6.2M
Population

2.6M
Households

39.3
Median Age

\$68,545
Median Household Income

44,000+
Nonprofit Organizations

694,000+
People Employed by
Nonprofits

\$3B+
Total Individual Charitable
Contributions

\$110B
Total Nonprofit
Revenue

\$3,060
Average Individual
Charitable Contribution

\$221B
Total Nonprofit Assets

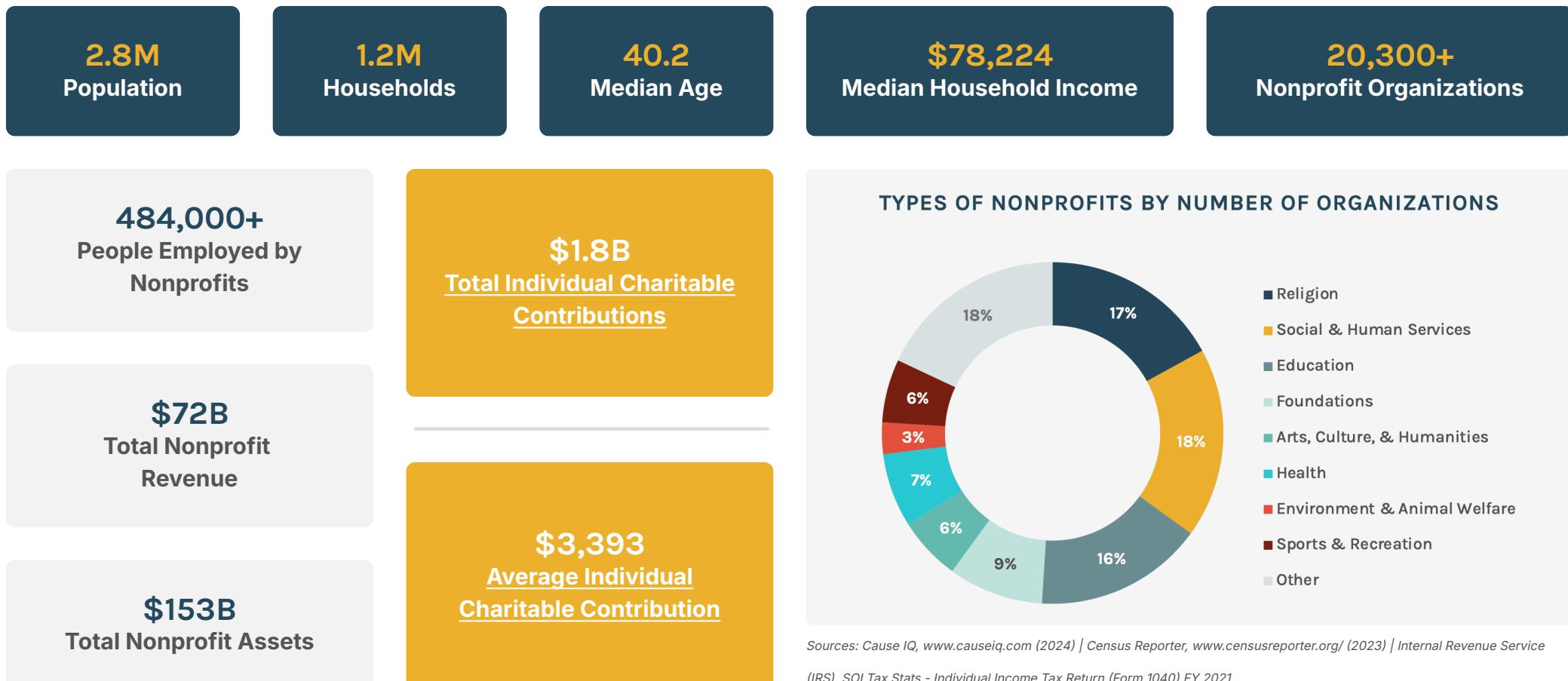


Sources: Cause IQ, www.causeiq.com (2024) | Census Reporter, www.censusreporter.org/ (2023) | Internal Revenue Service (IRS), SOI Tax Stats - Individual Income Tax Return (Form 1040) FY 2021

St. Louis, MO

[Missouri Snapshot](#) | [Main Menu](#)

ST. LOUIS, MO-IL MSA | 2023 METROPOLITAN STATISTICAL AREA DATA



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Case Study: Forest Park Forever

[Missouri Snapshot](#) | [Main Menu](#)



CCS conducted a resource assessment, evaluating the current volunteer and staff composition. Through strategic conversations with key stakeholders, community philanthropists, and development professionals, CCS helped design the leadership structure for the next campaign phase.

Using comprehensive data analytics and a prospect landscaping exercise, CCS identified philanthropic opportunities and created a Philanthropic Influencers list of 1,167 individuals and entities. This focused Forest Park Forever's prospecting and volunteer recruitment efforts.

Following the assessment, Forest Park Forever received major gifts, including \$20 million from Mr. and Mrs. James S. McDonnell III and \$30 million from Jack C. Taylor and Family, helping exceed its \$130 million goal. CCS is proud to partner with Forest Park Forever once again to support a transformational campaign.

[View Full Case Study](#)

Case Study: The Saint Louis Zoo

[Missouri Snapshot](#) | [Main Menu](#)

CCS partnered with the Saint Louis Zoo to test case messaging, identify volunteer campaign leadership, create a top prospect list, identify new major gift prospects using predictive AI and wealth capacity, and right-size a fundraising goal. In addition, we partnered with the Zoo to augment the Development Department's organizational chart to optimize workflow and ensure the appropriate resourcing of staff in advance of a major fundraising campaign.

The Saint Louis Zoo is ready to commence fundraising for \$160 million with capital projects prioritized at WildCare Park and the Saint Louis Zoo, along with \$20 million for the endowment. A comprehensive planning phase will allow for the recruitment of volunteers, campaign material development, and top prospect engagement. Projects will provide interactive experiences for children and families to learn about animals as well as create spaces dedicated to conservation breeding of some of the world's most endangered species.

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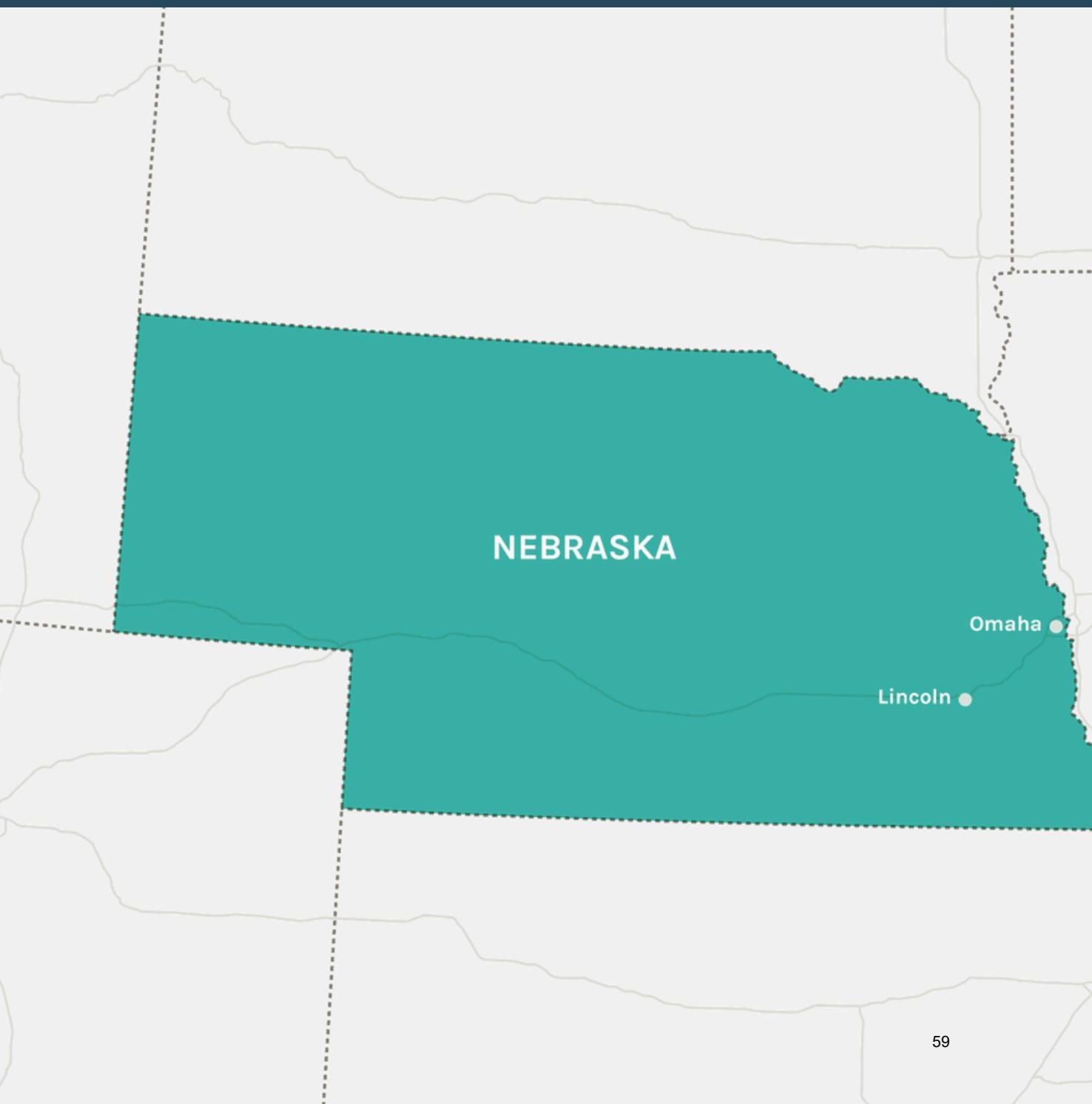
"The Saint Louis Zoo is a world-class institution with world-class leadership. The economic, environmental, community, and global impact of this campaign will be unmatched. It's an honor to support the talented conservationists at the Saint Louis Zoo as they bring species back from the brink of extinction."

Brooke Laskin, Senior Vice President, CCS Fundraising



Nebraska

Spotlights on Omaha & Lincoln



Nebraska

Main Menu

STATEWIDE DATA

2M
Population

813K
Households

37.4
Median Age

\$74,590
Median Household Income

15,700+
Nonprofit Organizations

155,000+
People Employed by
Nonprofits

\$1B+
Total Individual Charitable
Contributions

\$24B
Total Nonprofit
Revenue

\$3,153
Average Individual
Charitable Contribution

\$103B
Total Nonprofit Assets



Sources: Cause IQ, www.causeiq.com (2024) | Census Reporter, www.censusreporter.org/ (2023) | Internal Revenue Service (IRS), SOI Tax Stats - Individual Income Tax Return (Form 1040) FY 2021

Omaha, NE

[Nebraska Snapshot](#) | [Main Menu](#)

OMAHA, NE-IA MSA | 2023 METROPOLITAN STATISTICAL AREA DATA

985K
Population

398K
Households

37
Median Age

\$81,376
Median Household Income

6,300+
Nonprofit Organizations

134,000+
People Employed by
Nonprofits

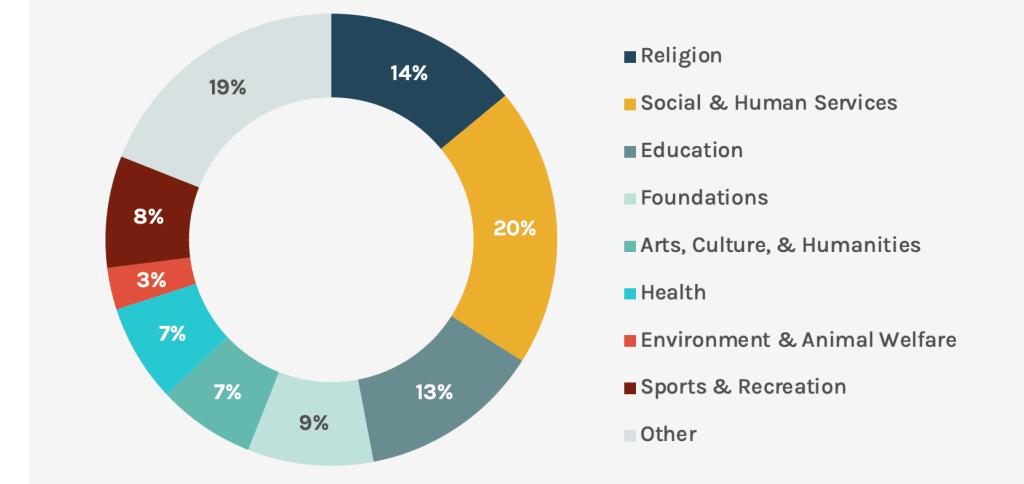
\$700M
Total Individual Charitable
Contributions

\$17B
Total Nonprofit
Revenue

\$3,872
Average Individual
Charitable Contribution

\$86B
Total Nonprofit Assets

TYPES OF NONPROFITS BY NUMBER OF ORGANIZATIONS



Sources: Cause IQ, www.causeiq.com (2024) | Census Reporter, www.censusreporter.org/ (2023) | Internal Revenue Service (IRS), SOI Tax Stats - Individual Income Tax Return (Form 1040) FY 2021

Lincoln, NE

[Nebraska Snapshot](#) | [Main Menu](#)

LINCOLN, NE MSA | 2023 METROPOLITAN STATISTICAL AREA DATA

344K
Population

145K
Households

35.1
Median Age

\$71,163
Median Household Income

3,100+
Nonprofit Organizations

28,000+
People Employed by
Nonprofits

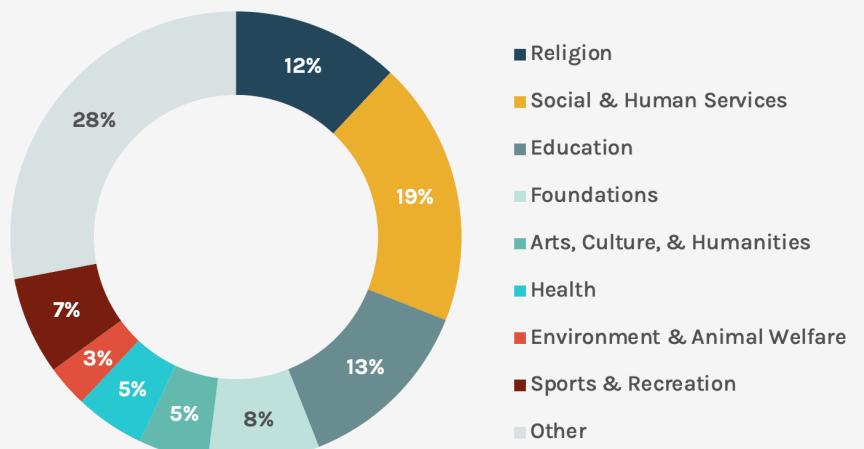
\$4B
Total Nonprofit
Revenue

\$11B
Total Nonprofit Assets

\$214M
Total Individual Charitable
Contributions

\$3,463
Average Individual
Charitable Contribution

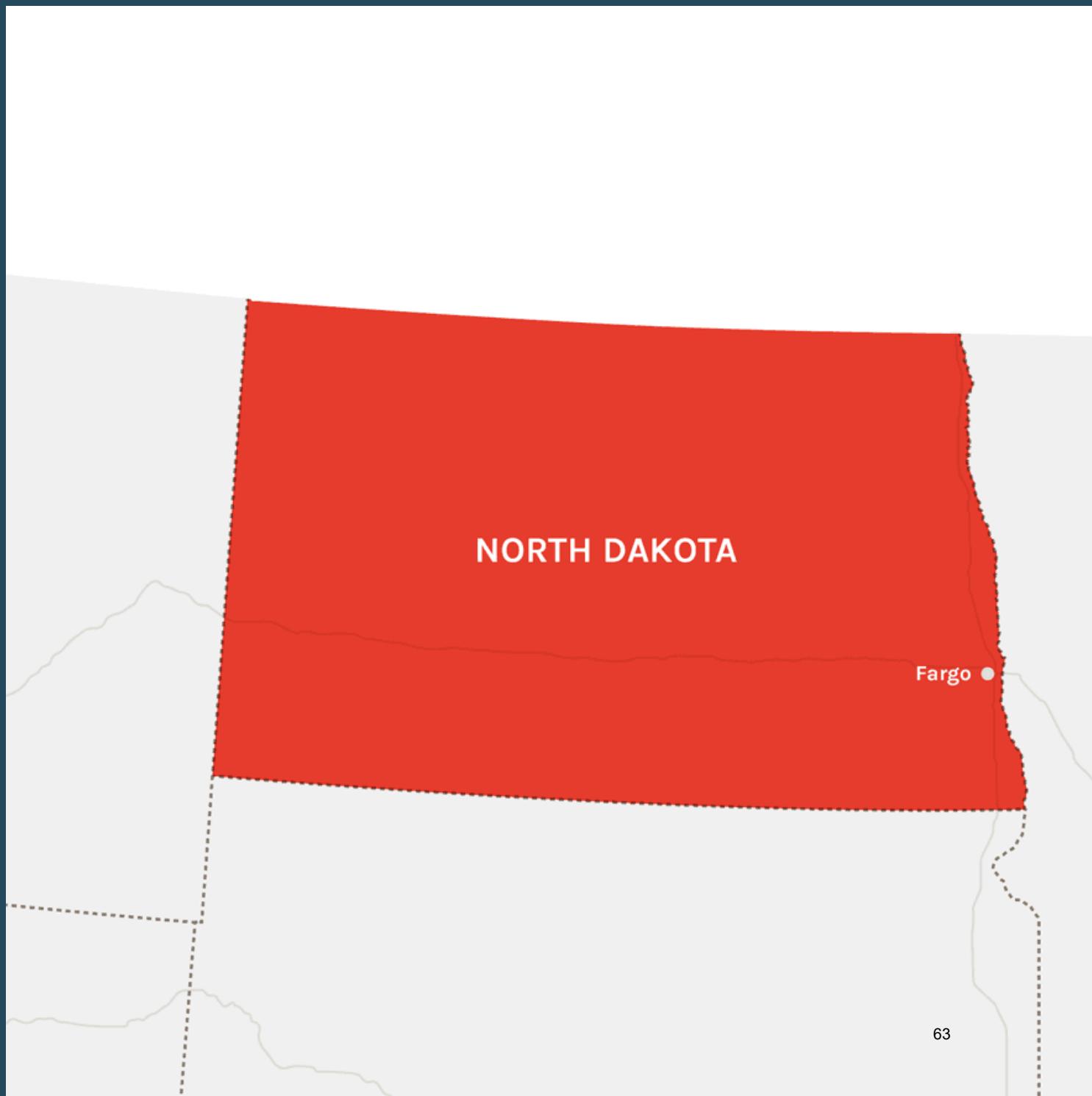
TYPES OF NONPROFITS BY NUMBER OF ORGANIZATIONS



Sources: Cause IQ, www.causeiq.com (2024) | Census Reporter, www.censusreporter.org/ (2023) | Internal Revenue Service (IRS), SOI Tax Stats - Individual Income Tax Return (Form 1040) FY 2021

North Dakota

Spotlight on Fargo



North Dakota

Main Menu

STATEWIDE DATA

784K
Population

338K
Households

36.3
Median Age

\$76,525
Median Household Income

6,900+
Nonprofit Organizations

79,000+
People Employed by
Nonprofits

\$323M+
Total Individual Charitable
Contributions

\$9B
Total Nonprofit
Revenue

\$2,784
Average Individual
Charitable Contribution

\$23B
Total Nonprofit Assets

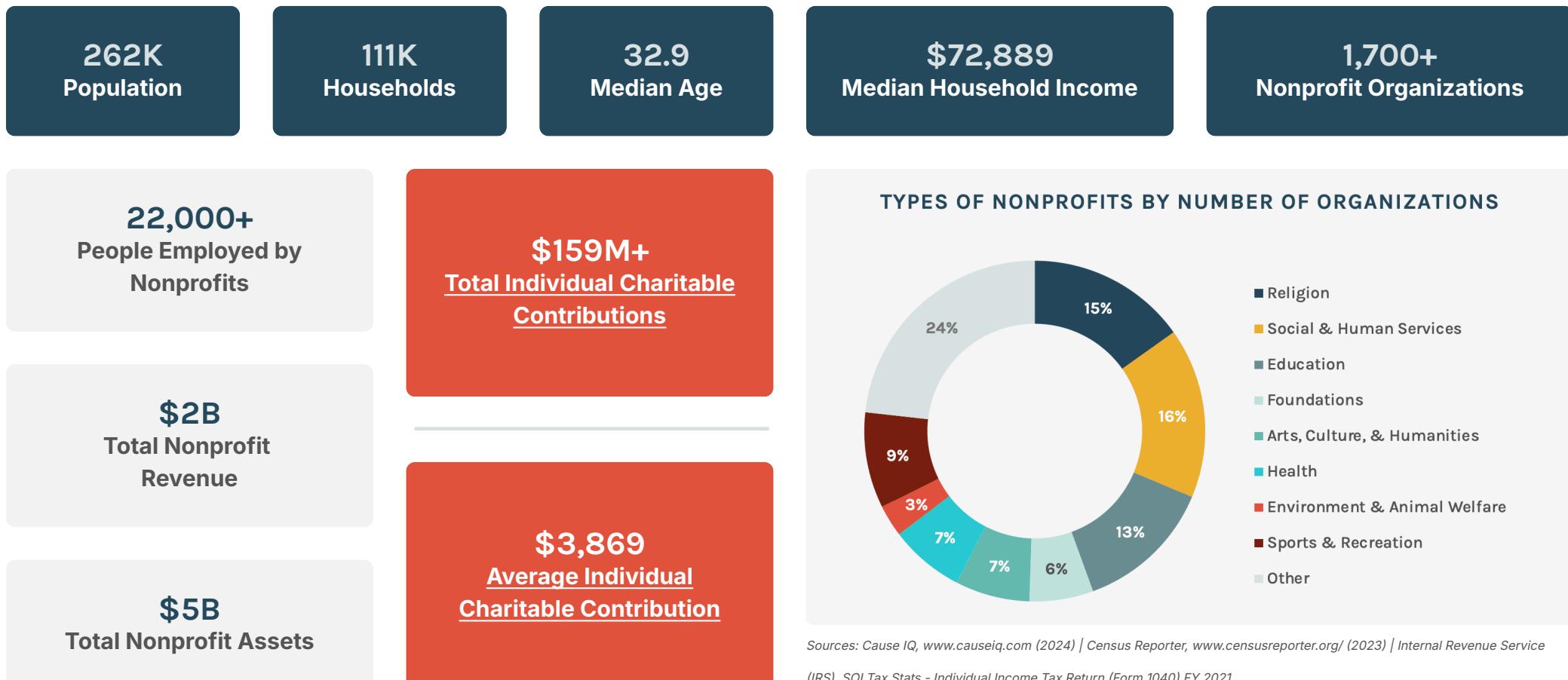


Sources: Cause IQ, www.causeiq.com (2024) | Census Reporter, www.censusreporter.org/ (2023) | Internal Revenue Service (IRS), SOI Tax Stats - Individual Income Tax Return (Form 1040) FY 2021

Fargo, ND

[North Dakota Snapshot](#) | [Main Menu](#)

FARGO, ND-MN MSA | 2023 METROPOLITAN STATISTICAL AREA DATA



Ohio

Spotlights on Columbus,
Cincinnati, & Cleveland



STATEWIDE DATA

11.8M
Population

4.9M
Households

39.9
Median Age

\$67,769
Median Household Income

81,700+
Nonprofit Organizations

1M+
People Employed by
Nonprofits

\$169B
Total Nonprofit
Revenue

\$331B
Total Nonprofit Assets

\$4.8B+
Total Individual Charitable
Contributions

\$2,457
Average Individual
Charitable Contribution

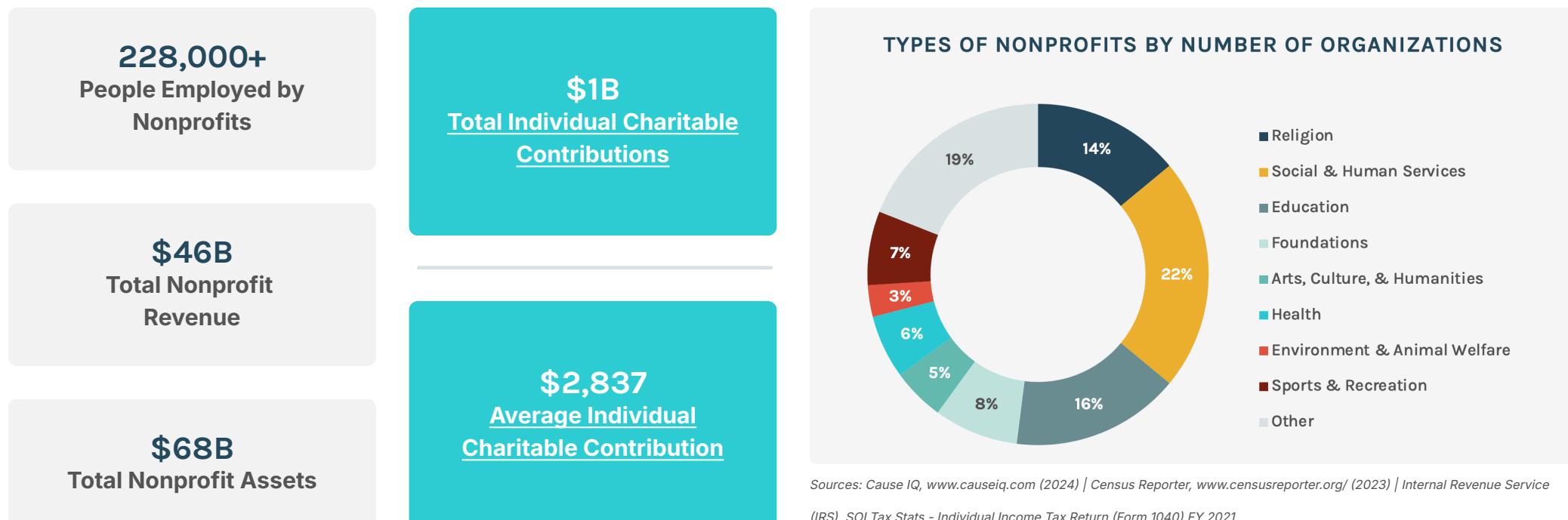


Sources: Cause IQ, www.causeiq.com (2024) | Census Reporter, www.censusreporter.org/ (2023) | Internal Revenue Service (IRS), SOI Tax Stats - Individual Income Tax Return (Form 1040) FY 2021

Columbus, OH

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COLUMBUS, OH MSA | 2023 METROPOLITAN STATISTICAL AREA DATA



Case Study: Nationwide Children's Hospital

[Ohio Snapshot](#) | [Main Menu](#)



"CCS has been honored to partner with Nationwide Children's throughout this journey, and has seen firsthand the ways that a thoughtful, detail-oriented fundraising strategy has empowered this institution to deliver world-class healthcare services to the families of Central Ohio and beyond." -Jon Lewis, Director, CCS Fundraising

[View Full Case Study](#)

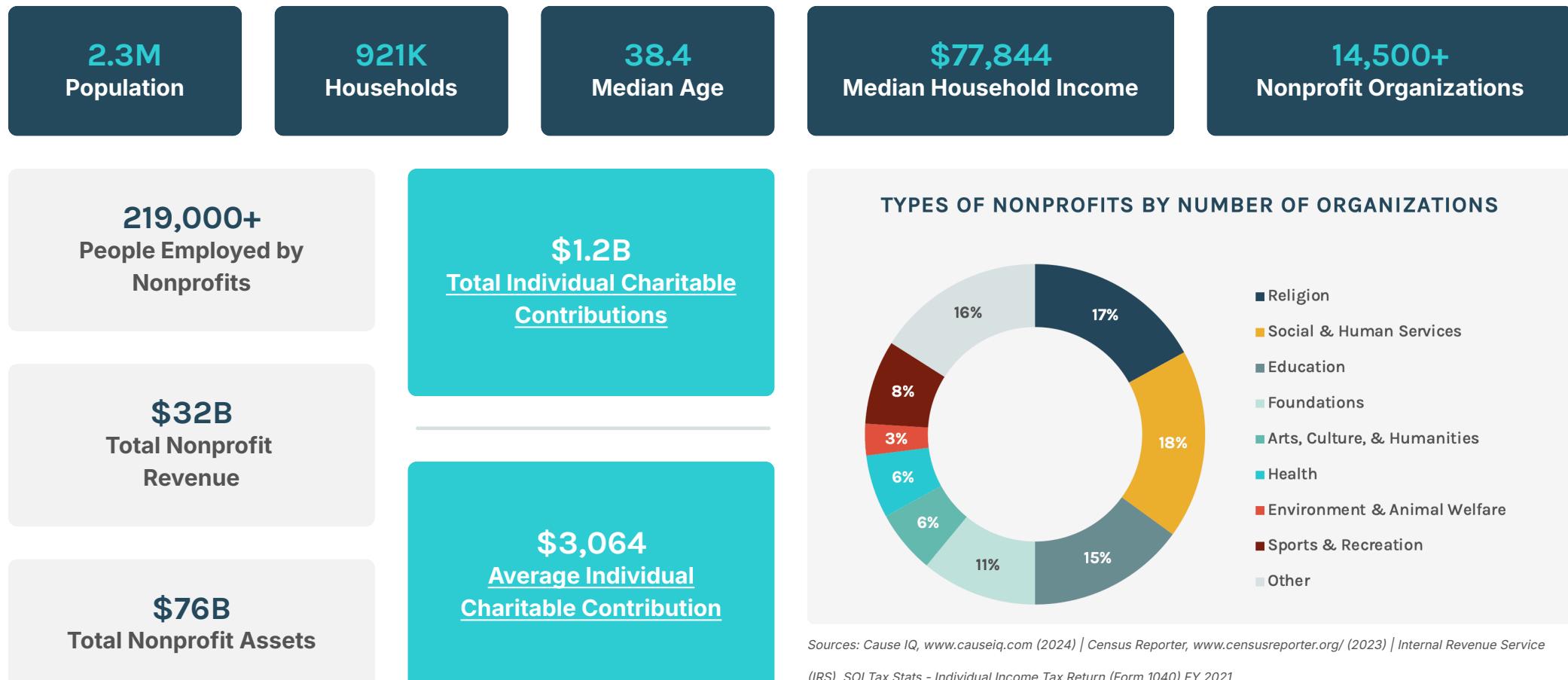
CCS partnered with Nationwide Children's Hospital to develop fundraising resources with the intent of sustainably doubling annual philanthropic revenue, and design and launch a formal campaign to support the Hospital's strategic plan. CCS performed a development assessment of historical fundraising performance, conducted a campaign planning study, and ultimately helped design and launch the *Be the Reason* campaign.

The *Be the Reason* campaign was a resounding success, closing one year ahead of schedule and well over its initial fundraising target. Notably, in 2016, Nationwide Children's Hospital announced a transformational \$50 million gift from Big Lots in support of the Big Lots Behavioral Health Pavilion, America's largest pediatric behavioral health treatment and research center. Since completion of the campaign, the Foundation's original objective of sustainably doubling pre-campaign annual fundraising revenue has been achieved.

Cincinnati, OH

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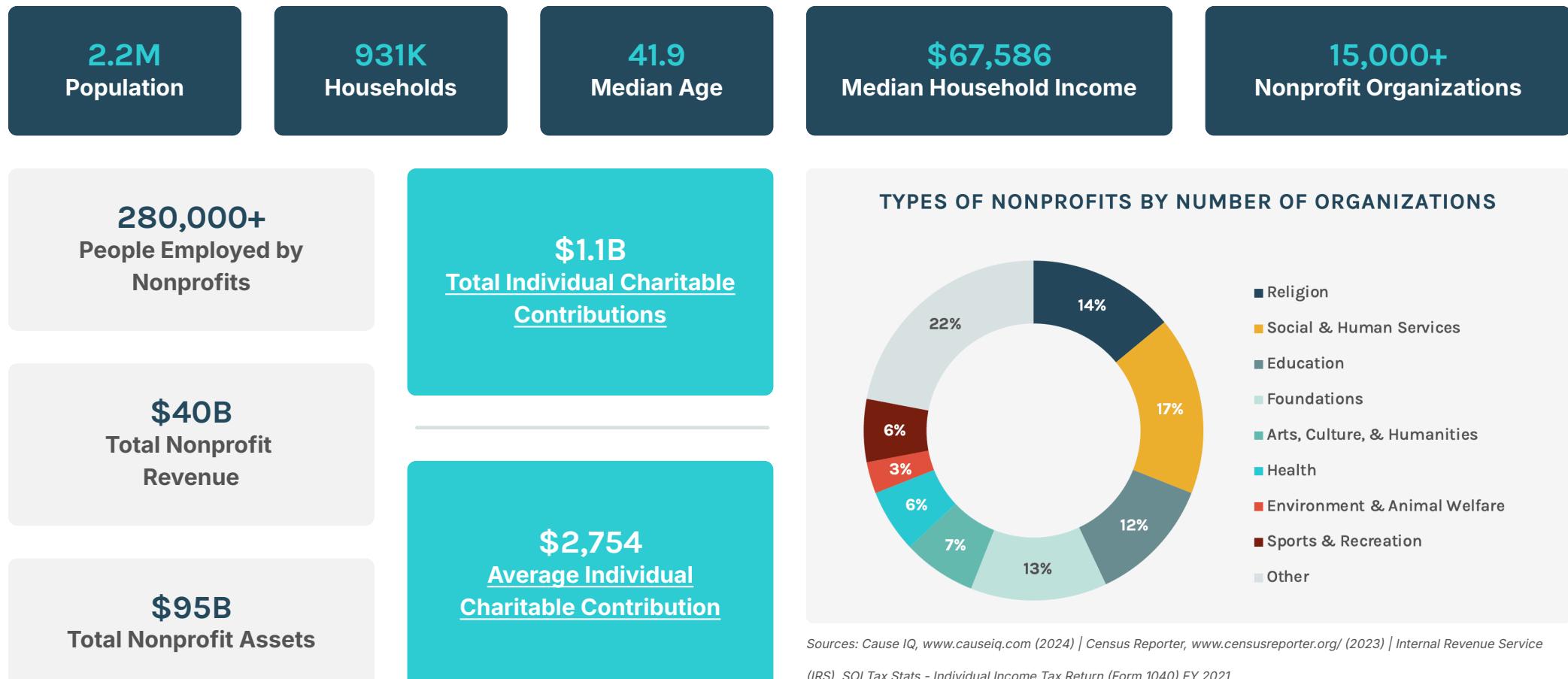
CINCINNATI, OH-KY-IN MSA | 2023 METROPOLITAN STATISTICAL AREA DATA



Cleveland, OH

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CLEVELAND-ELYRIA, OH MSA | 2023 METROPOLITAN STATISTICAL AREA DATA



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Oklahoma

Spotlight on Oklahoma City



Oklahoma

Main Menu

STATEWIDE DATA

4M
Population

1.5M
Households

37.1
Median Age

\$62,138
Median Household Income

23,400+
Nonprofit Organizations

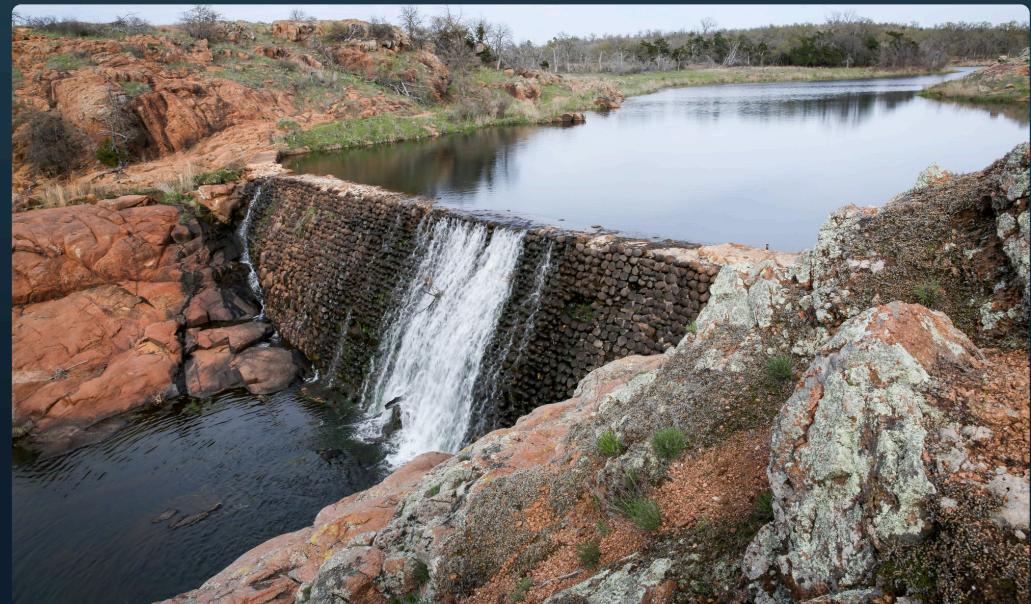
133,000+
People Employed by
Nonprofits

\$2B+
Total Individual Charitable
Contributions

\$21B
Total Nonprofit
Revenue

\$3,745
Average Individual
Charitable Contribution

\$65B
Total Nonprofit Assets



Sources: Cause IQ, www.causeiq.com (2024) | Census Reporter, www.censusreporter.org/ (2023) | Internal Revenue Service

(IRS), SOI Tax Stats - Individual Income Tax Return (Form 1040) FY 2021

Oklahoma City, OK

[Oklahoma Snapshot](#) | [Main Menu](#)

OKLAHOMA CITY, OK MSA | 2023 METROPOLITAN STATISTICAL AREA DATA

1.5M
Population

581K
Households

36
Median Age

\$69,895
Median Household Income

8,600+
Nonprofit Organizations

55,000+
People Employed by
Nonprofits

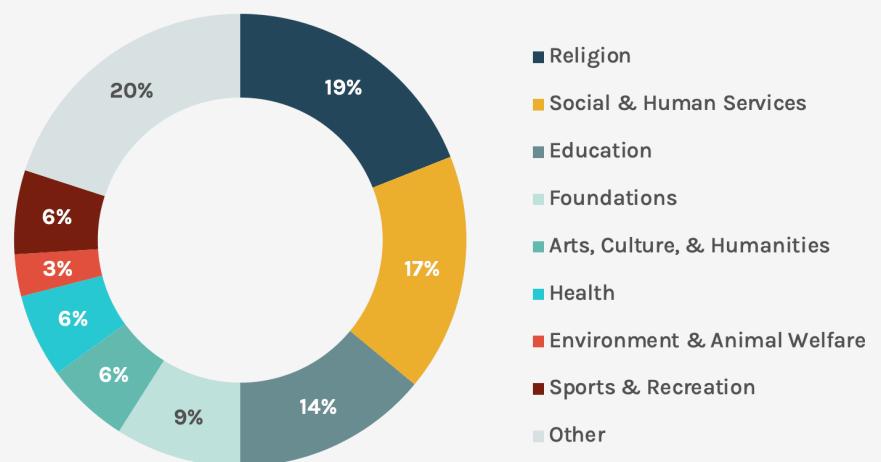
\$828M
Total Individual Charitable
Contributions

\$9B
Total Nonprofit
Revenue

\$3,847
Average Individual
Charitable Contribution

\$23B
Total Nonprofit Assets

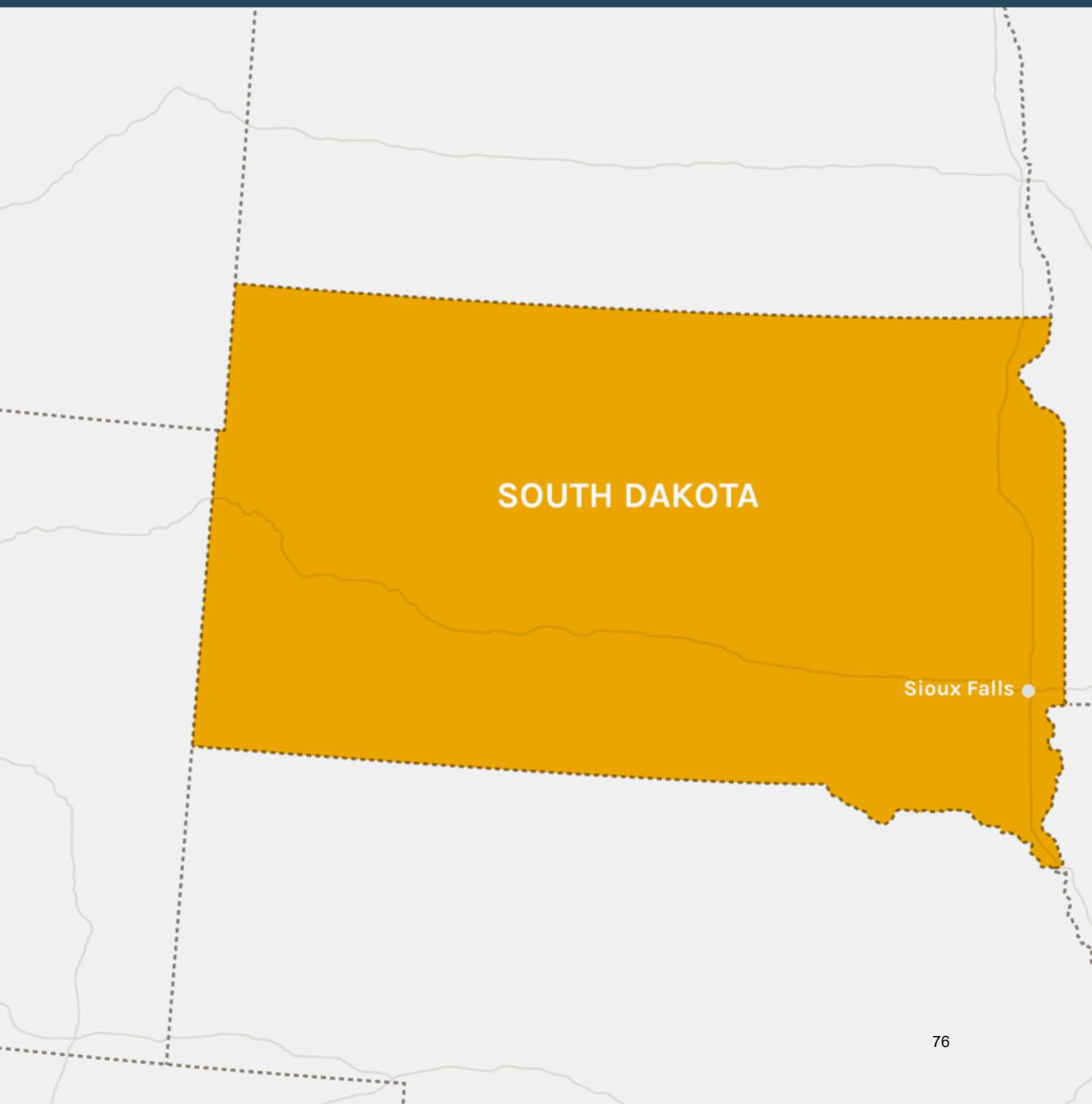
TYPES OF NONPROFITS BY NUMBER OF ORGANIZATIONS



Sources: Cause IQ, www.causeiq.com (2024) | Census Reporter, www.censusreporter.org/ (2023) | Internal Revenue Service (IRS), SOI Tax Stats - Individual Income Tax Return (Form 1040) FY 2021

South Dakota

Spotlight on Sioux Falls



South Dakota

Main Menu

STATEWIDE DATA

919K
Population

378K
Households

38.5
Median Age

\$71,810
Median Household Income

7,700+
Nonprofit Organizations

121,000+
People Employed by
Nonprofits

\$433M+
Total Individual Charitable
Contributions

\$16B
Total Nonprofit
Revenue

\$2,886
Average Individual
Charitable Contribution

\$28B
Total Nonprofit Assets

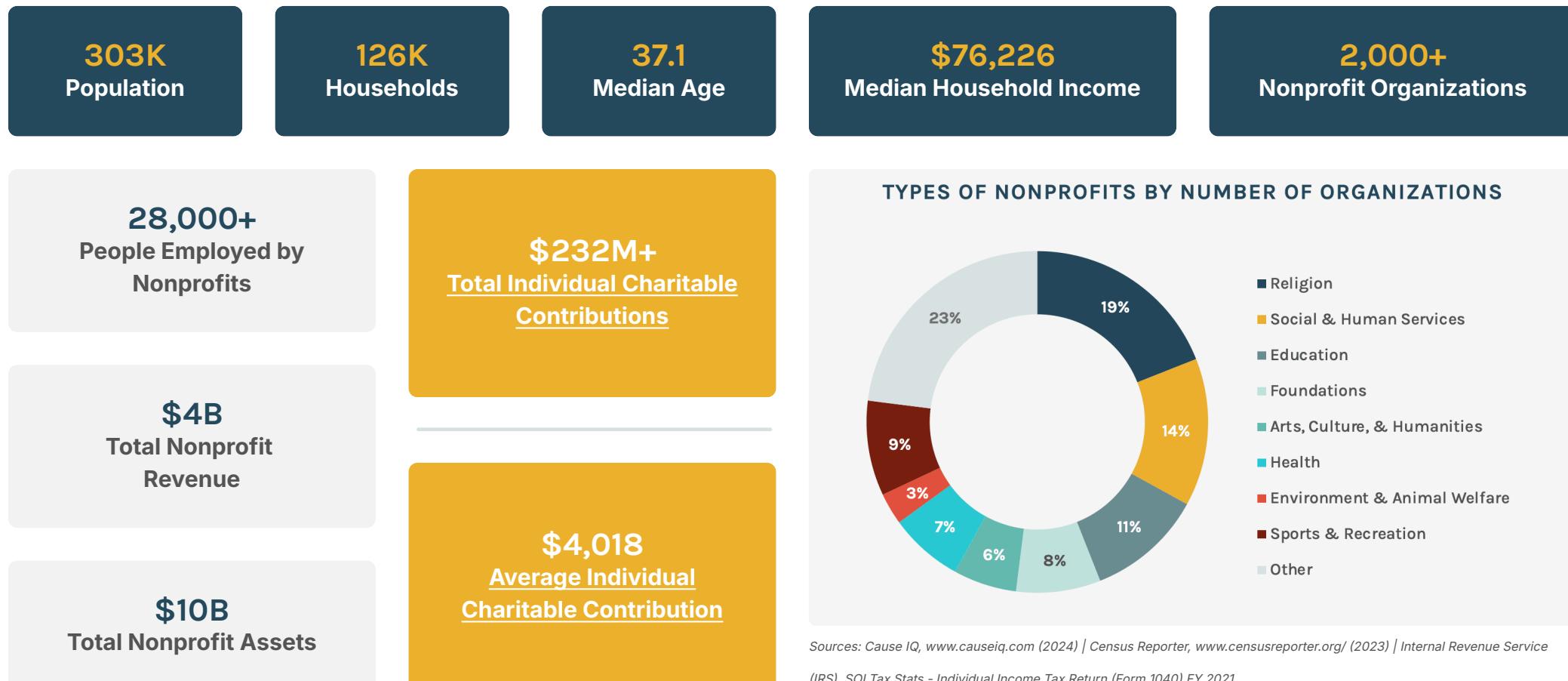


Sources: Cause IQ, www.causeiq.com (2024) | Census Reporter, www.censusreporter.org (2023) | Internal Revenue Service (IRS), SOI Tax Stats - Individual Income Tax Return (Form 1040) FY 2021

Sioux Falls, SD

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SIOUX FALLS, SD-MN MSA | 2023 METROPOLITAN STATISTICAL AREA DATA



Tennessee

Spotlights on Memphis &
Nashville



Tennessee

Main Menu

STATEWIDE DATA

7.1M
Population

2.9M
Households

39.1
Median Age

\$67,631
Median Household Income

41,600+
Nonprofit Organizations

366,000+
People Employed by
Nonprofits

\$4.2B
Total Individual Charitable
Contributions

\$55B
Total Nonprofit
Revenue

\$3,764
Average Individual
Charitable Contribution

\$137B
Total Nonprofit Assets

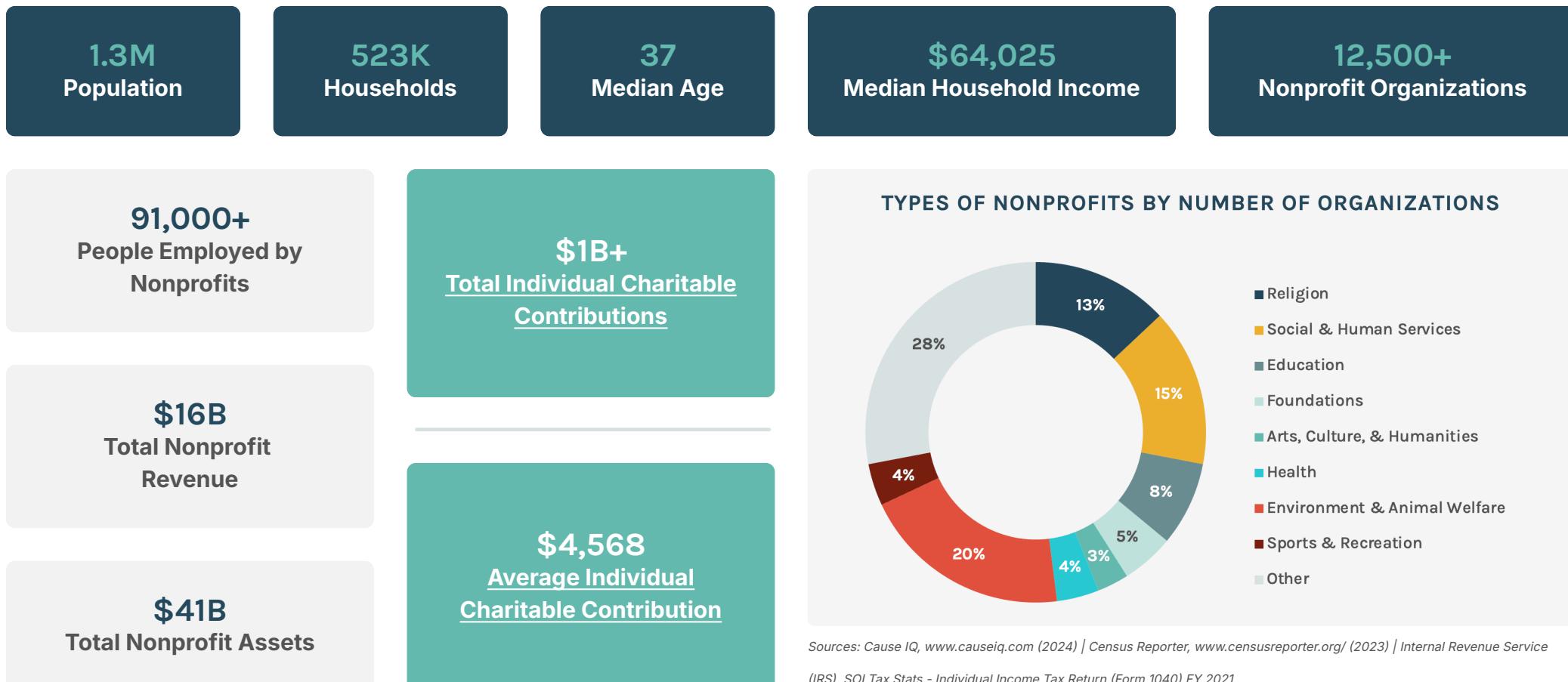


Sources: Cause IQ, www.causeiq.com (2024) | Census Reporter, www.censusreporter.org/ (2023) | Internal Revenue Service (IRS), SOI Tax Stats - Individual Income Tax Return (Form 1040) FY 2021

Memphis, TN

[Tennessee Snapshot](#) | [Main Menu](#)

MEMPHIS, TN-MS-AR MSA | 2023 METROPOLITAN STATISTICAL AREA DATA

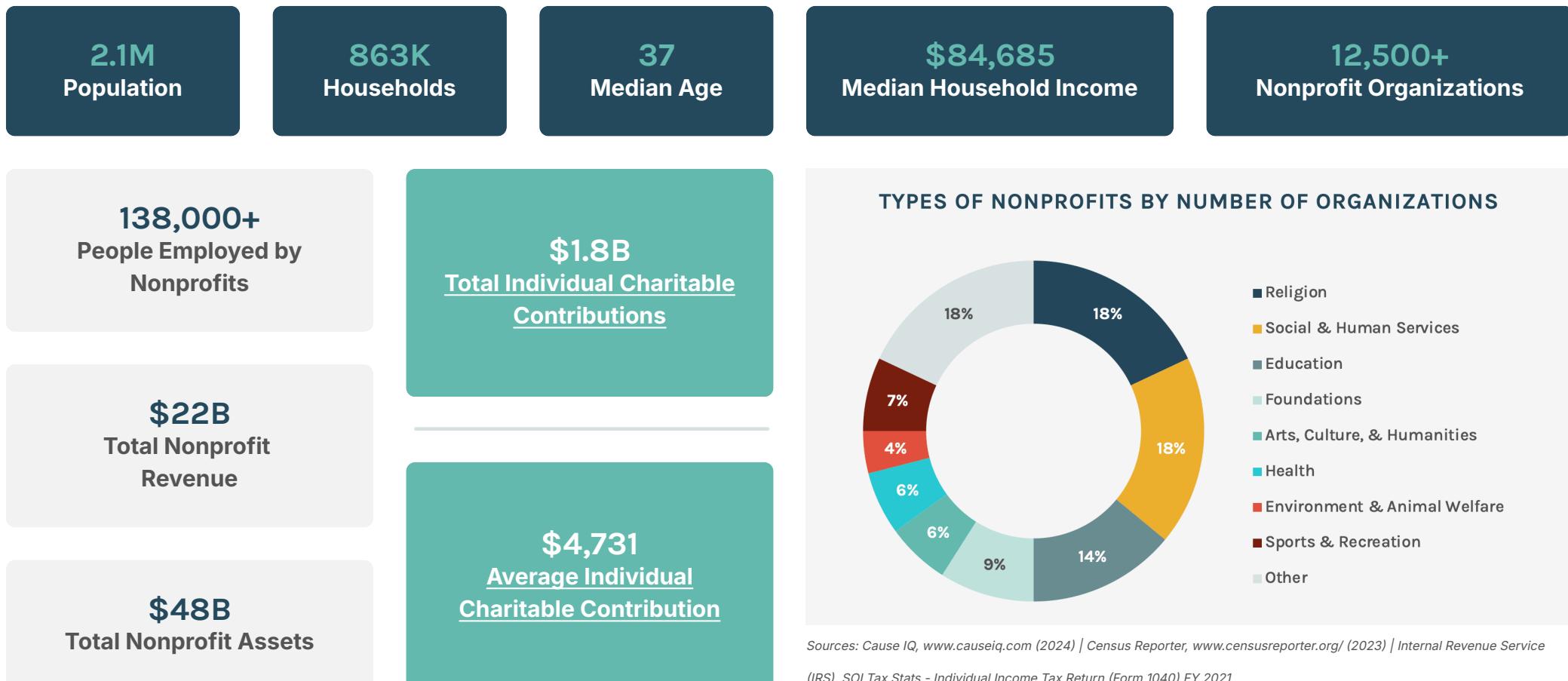


Sources: Cause IQ, www.causeiq.com (2024) | Census Reporter, www.censusreporter.org/ (2023) | Internal Revenue Service (IRS), SOI Tax Stats - Individual Income Tax Return (Form 1040) FY 2021

Nashville, TN

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NASHVILLE-DAVIDSON – MURFREESBORO - FRANKLIN, TN MSA | 2023 METROPOLITAN STATISTICAL AREA DATA



Case Study: Nashville Symphony

[Tennessee Snapshot](#) | [Main Menu](#)



"We hired our friends at CCS because we knew the professionalism and expertise of their team would give us an incredible chance for success. We absolutely recommend you consider CCS as a partner for your next campaign."

Jonathan Norris, Vice President of Development, Nashville Symphony

[View Full Case Study](#)

CCS first partnered with the Nashville Symphony in the early 2000s to raise more than \$123.5 million to support the orchestra's rise to national prominence, expand its music education programs, and open the Schermerhorn Symphony Center.

Schermerhorn Symphony Center, the orchestra's home since 2006, is a distinctive neo-Classical building with architectural elements that pay homage to the history, culture, and people of Middle Tennessee and is today considered one of the world's finest acoustical venues.

CCS later assisted Nashville Symphony by managing their endowment campaign, *Sustaining Greatness*. The campaign focused on restoring the Schermerhorn Symphony Center after flooding in May 2010 while fortifying resources available for artistic initiatives, music education, and community engagement programs. More than \$22 million was raised.

Texas

Spotlights on Austin, Houston,
North Texas, & San Antonio



Texas

Main Menu

STATEWIDE DATA

30M
Population

11.3M
Households

35.9
Median Age

\$75,780
Median Household Income

159,300+
Nonprofit Organizations

1,000,000+
People Employed by
Nonprofits

\$18.8B
Total Individual Charitable
Contributions

\$194B
Total Nonprofit
Revenue

\$4,408
Average Individual
Charitable Contribution

\$520B
Total Nonprofit Assets

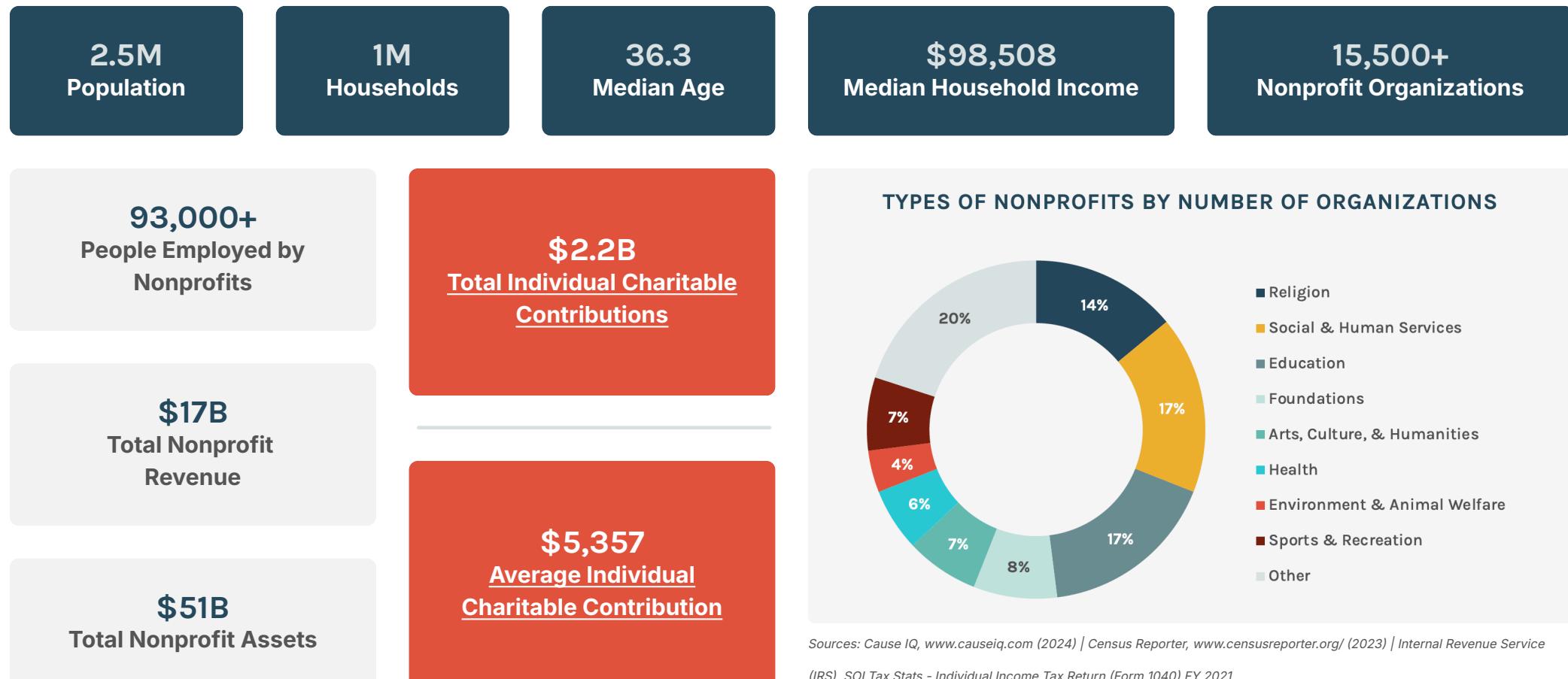


Sources: Cause IQ, www.causeiq.com (2024) | Census Reporter, www.censusreporter.org/ (2023) | Internal Revenue Service (IRS), SOI Tax Stats - Individual Income Tax Return (Form 1040) FY 2021

Austin, TX

[Texas Snapshot](#) | [Main Menu](#)

AUSTIN-ROUND ROCK-SAN MARCOS, TX MSA | 2023 METROPOLITAN STATISTICAL AREA DATA



Case Study: Diocese of Austin

[Texas Snapshot](#) | [Main Menu](#)



"This is the third campaign I have worked on with CCS and each campaign was a resounding success. One of the reasons why CCS is so effective is the people. I have had the pleasure of working with many of their team members and they have all been such professionals. CCS continues to be a leader in diocesan campaigns and major gifts, and this most recent campaign was no exception. "

Scott Whitaker, Director of Stewardship and Development, Diocese of Austin

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CCS has been privileged to partner with the Diocese of Austin on two extraordinary fundraising initiatives, most recently the *Encountering Christ* campaign, which concluded successfully in 2020.

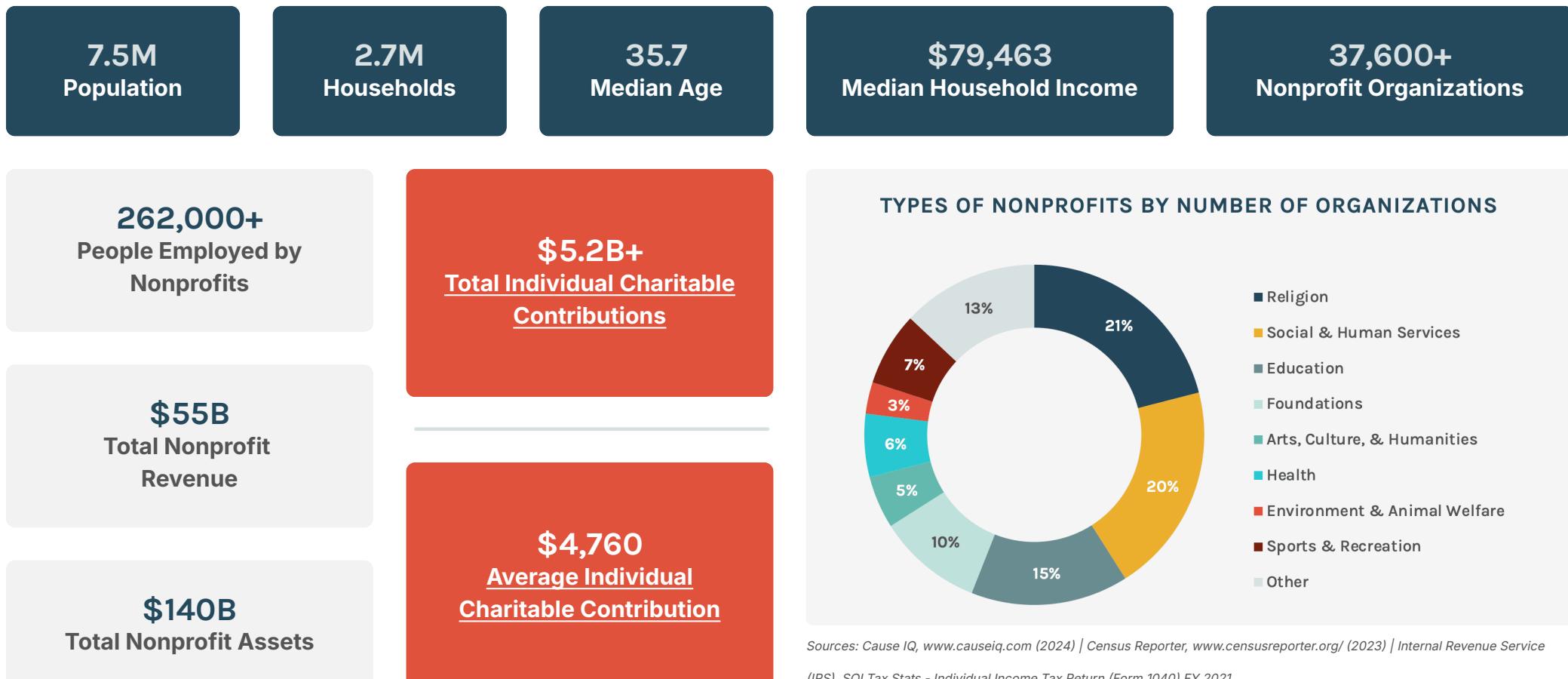
With Bishop Vásquez's leadership, the *Encountering Christ* campaign has to date raised more than \$102 million on its \$85 million goal with the recent completion of Christ the King in Belton, Texas. The campaign showed notable success from the start, receiving pledges of \$20 million during the first six months of the 30-month timeline and garnering the two largest gifts in the Diocese of Austin's 70-plus-year history.

Funds from the *Encountering Christ* campaign will provide for local parish needs; bolster ministries, Catholic education, and faith formation; support clergy; and enhance growth and development across the Diocese of Austin.

Houston, TX

[Texas Snapshot](#) | [Main Menu](#)

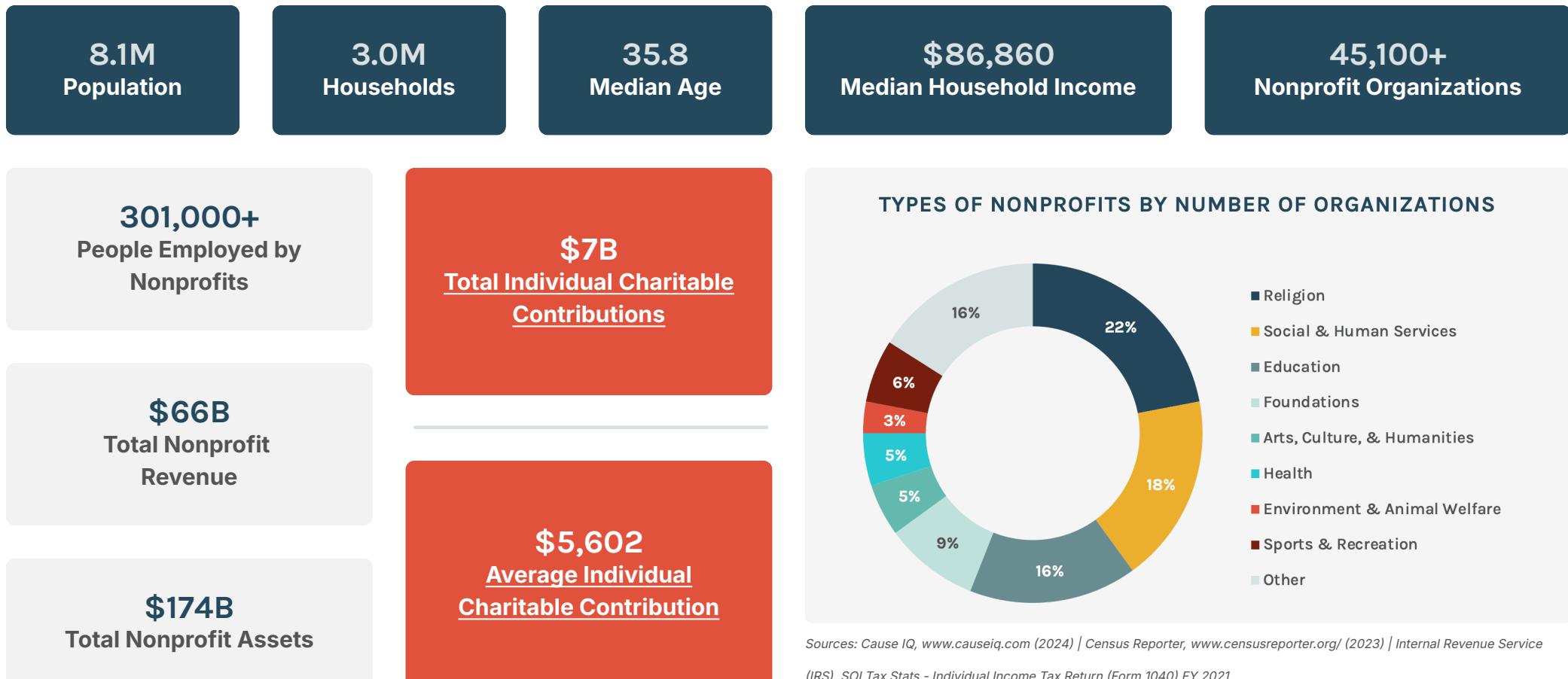
HOUSTON-PASADENA- THE WOODLANDS, TX MSA | 2023 METROPOLITAN STATISTICAL AREA DATA



Dallas-Fort Worth, TX

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DALLAS-FORT WORTH-ARLINGTON, TX MSA | 2023 METROPOLITAN STATISTICAL AREA DATA



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San Antonio, TX

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SAN ANTONIO-NEW BRAUNFELS, TX MSA | 2023 METROPOLITAN STATISTICAL AREA DATA

2.7M
Population

987K
Households

36.2
Median Age

\$73,195
Median Household Income

11,800+
Nonprofit Organizations

84,000+
People Employed by
Nonprofits

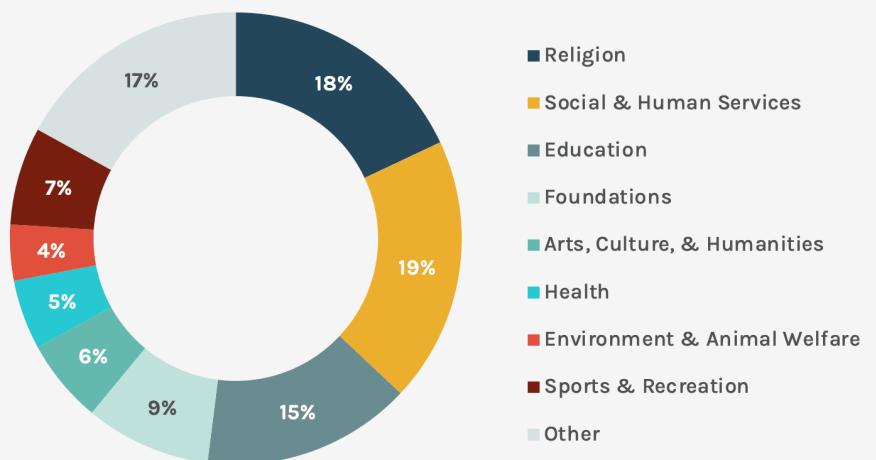
\$13B
Total Nonprofit
Revenue

\$33B
Total Nonprofit Assets

\$1.4B
Total Individual Charitable
Contributions

\$3,462
Average Individual
Charitable Contribution

TYPES OF NONPROFITS BY NUMBER OF ORGANIZATIONS



Sources: Cause IQ, www.causeiq.com (2024) | Census Reporter, www.censusreporter.org/ (2023) | Internal Revenue Service (IRS), SOI Tax Stats - Individual Income Tax Return (Form 1040) FY 2021

Wisconsin

Spotlight on Milwaukee



Wisconsin

Main Menu

STATEWIDE DATA

5.9M
Population

2.5M
Households

40.5
Median Age

\$74,631
Median Household Income

41,600+
Nonprofit Organizations

449,000+
People Employed by
Nonprofits

\$2.6B
Total Individual Charitable
Contributions

\$67B
Total Nonprofit
Revenue

\$2,314
Average Individual
Charitable Contribution

\$197B
Total Nonprofit Assets



Sources: Cause IQ, www.causeiq.com (2024) | Census Reporter, www.censusreporter.org/ (2023) | Internal Revenue Service (IRS), SOI Tax Stats - Individual Income Tax Return (Form 1040) FY 2021

Milwaukee, WI

[Wisconsin Snapshot](#) | [Main Menu](#)

MILWAUKEE-WAUKESHA, WI MSA | 2023 METROPOLITAN STATISTICAL AREA DATA

1.6M
Population

651K
Households

38.8
Median Age

\$77,006
Median Household Income

11,600+
Nonprofit Organizations

198,000+
People Employed by
Nonprofits

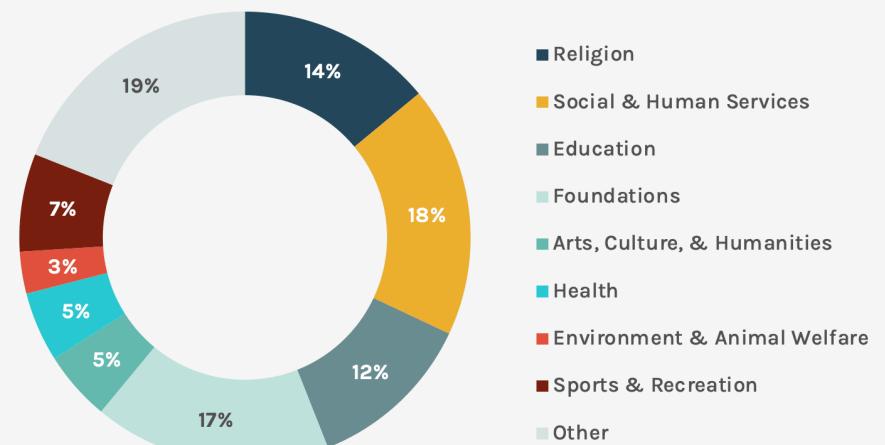
\$28B
Total Nonprofit
Revenue

\$68B
Total Nonprofit Assets

\$1B+
Total Individual Charitable
Contributions

\$3,258
Average Individual
Charitable Contribution

TYPES OF NONPROFITS BY NUMBER OF ORGANIZATIONS



Sources: Cause IQ, www.causeiq.com (2024) | Census Reporter, www.censusreporter.org/ (2023) | Internal Revenue Service (IRS), SOI Tax Stats - Individual Income Tax Return (Form 1040) FY 2021

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Case Study: Medical College of Wisconsin and Froedtert Hospital

CCS partnered with Medical College of Wisconsin (MCW) and Froedtert Hospital from 2015 to 2020 in support of their comprehensive campaign. After completing a feasibility study in the first year of our engagement, CCS began full-time, on-site campaign direction to raise \$200 million by the end of 2020. CCS worked shoulder to shoulder with leadership at both institutions throughout the campaign, helping advance a data-driven approach, partner on major gift strategy and training, launch the public phase, and look beyond the near term to build relationships and implement best practices for the future.

In October 2019, the campaign launched its public phase with an elevated goal of \$225 million. At the end of the *Hope to Health* campaign in December 2020, MCW and Froedtert Hospital had raised over \$300 million—a 50% increase over the original goal. The campaign included a historic \$37.9 million gift to create the Kern Institute for the Transformation of Medical Education. This was the largest gift to MCW to date and the largest philanthropic gift in the state of Wisconsin in 2017.

*"CCS provided crucial guidance and direction for the *Hope to Health* campaign and the results speak for themselves. Their entire team worked closely with us every step of the way and played a key role in our success."*

Mitch Beckman, VP & Chief Development Officer, Froedtert & the Medical College of Wisconsin Office of Institutional Advancement



[View Full Case Study](#)

Thank you for reading the
**Central US
Philanthropy
Snapshot**

Looking for a thought partner? Contact us!

www.ccsfundraising.com | info@ccsfundraising.com

This resource is a jumping-off point. Visit the CCS website to stay up to date on the latest trends and access publications, events, and other resources.

