

# The Philanthropy Outlook 2024 & 2025

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# Key Research Questions

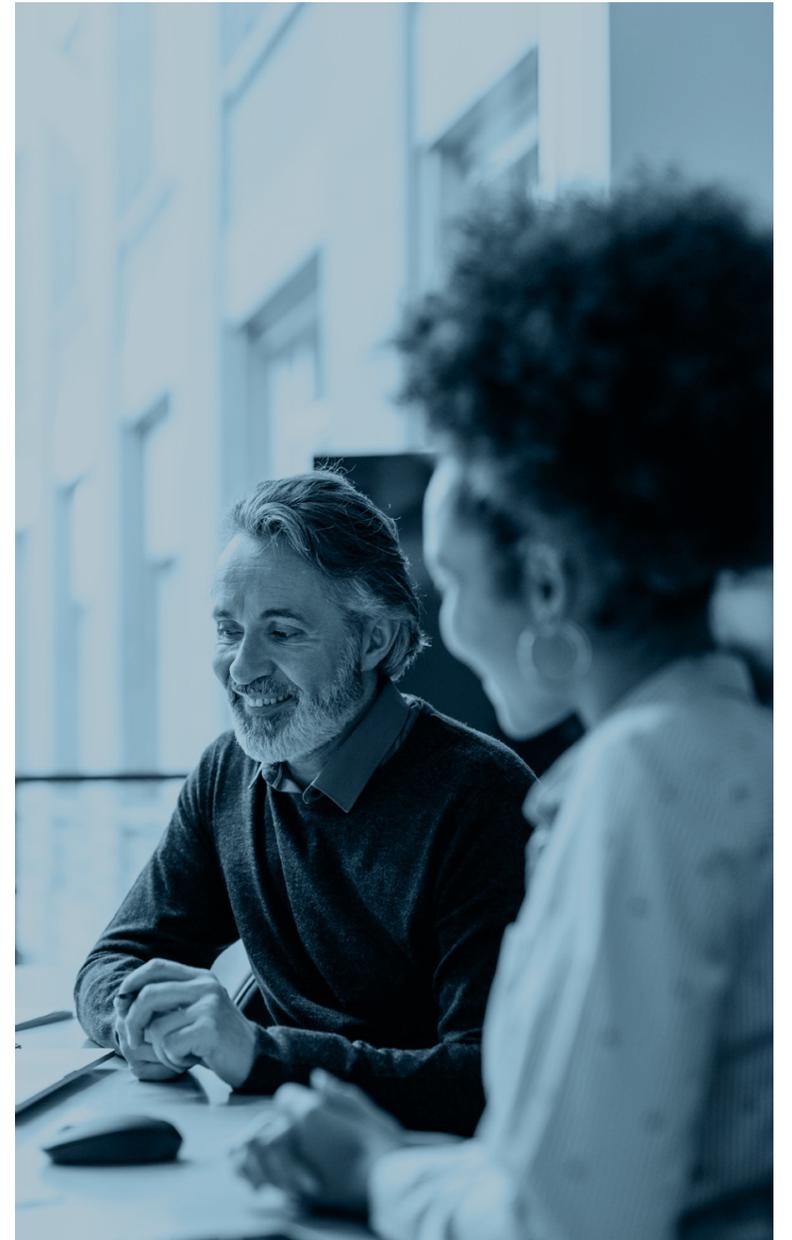
**What are the projected 2024 and 2025 real growth rates for:**

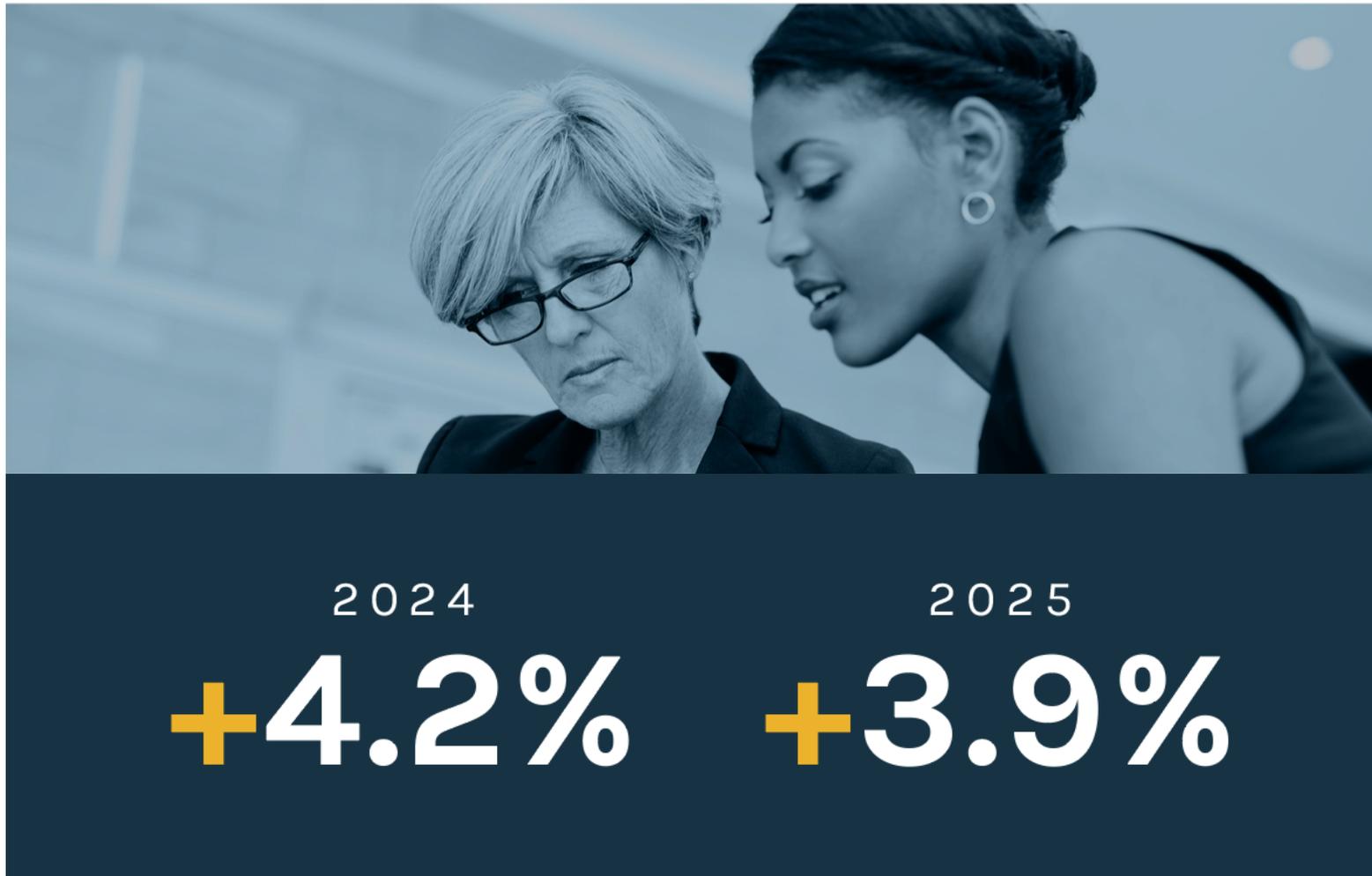
- Total giving
- Giving by households
- Giving by foundations
- Giving by estates
- Giving by corporations

**What are the economic variables that will shape giving in each segment?**

*Limitations: projections for giving are based on econometric models. Changes to the variables used in the models have the potential to change the outlook for giving.*

*Challenge: No model can fully factor in unforeseeable future events, such as natural disasters or major legislative changes.*





## Total Giving

Specific factors that will most significantly influence total giving include:

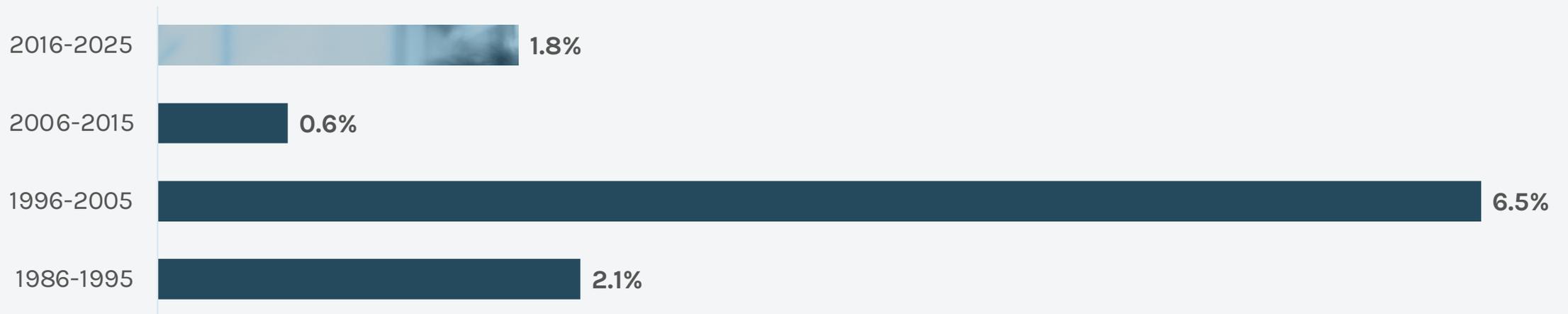
- Average growth in personal income,
- Above-average growth in the previous years' S&P 500, and
- Average growth in net worth.

*\* All growth rates are presented in real terms.*

# Growth in giving in the current decade is on track to outpace the growth rate of the previous decade

AVERAGE RATES OF CHANGE FOR TOTAL GIVING IN TEN-YEAR PERIODS, 1986-2025

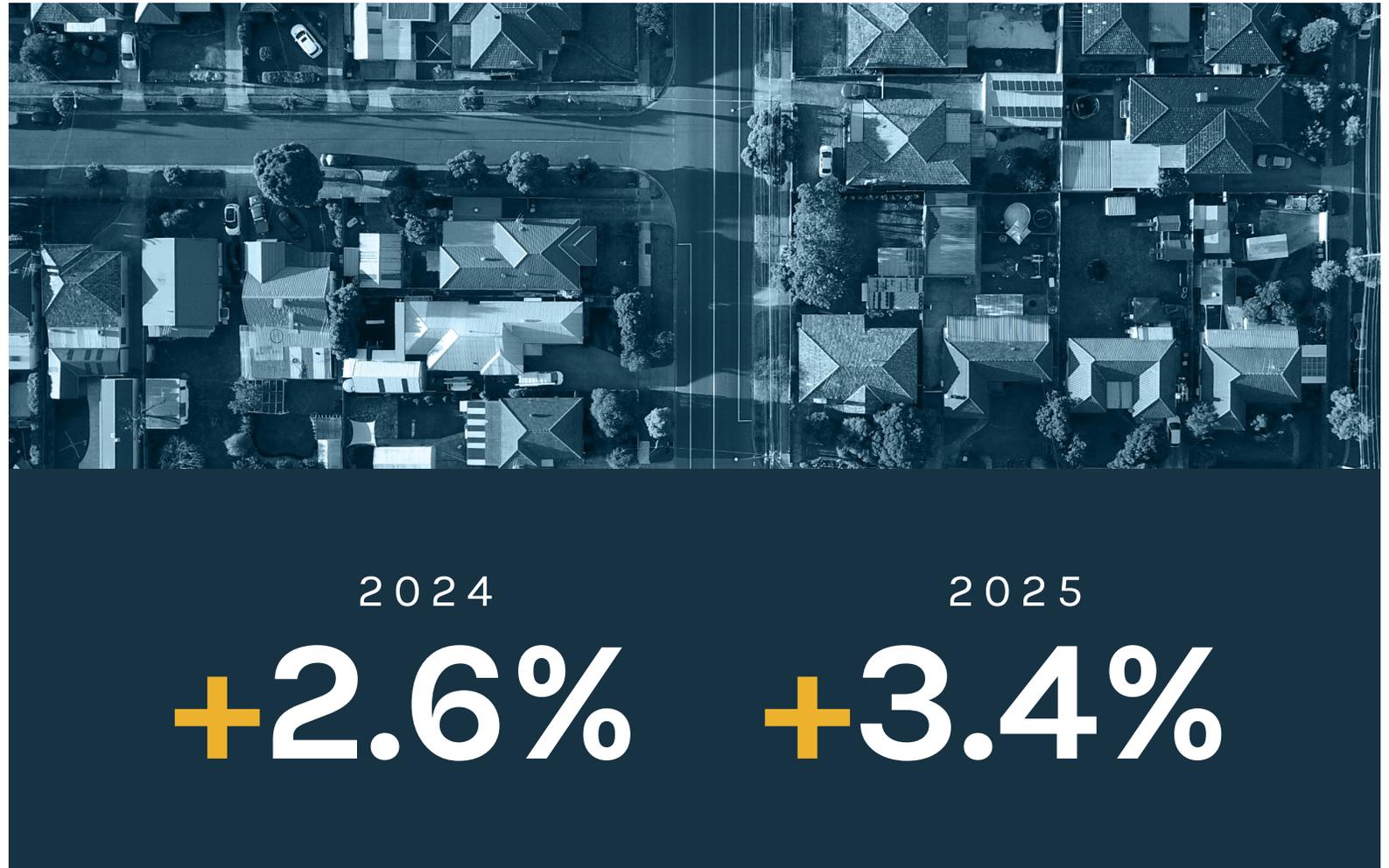
(Data are in inflation-adjusted dollars)

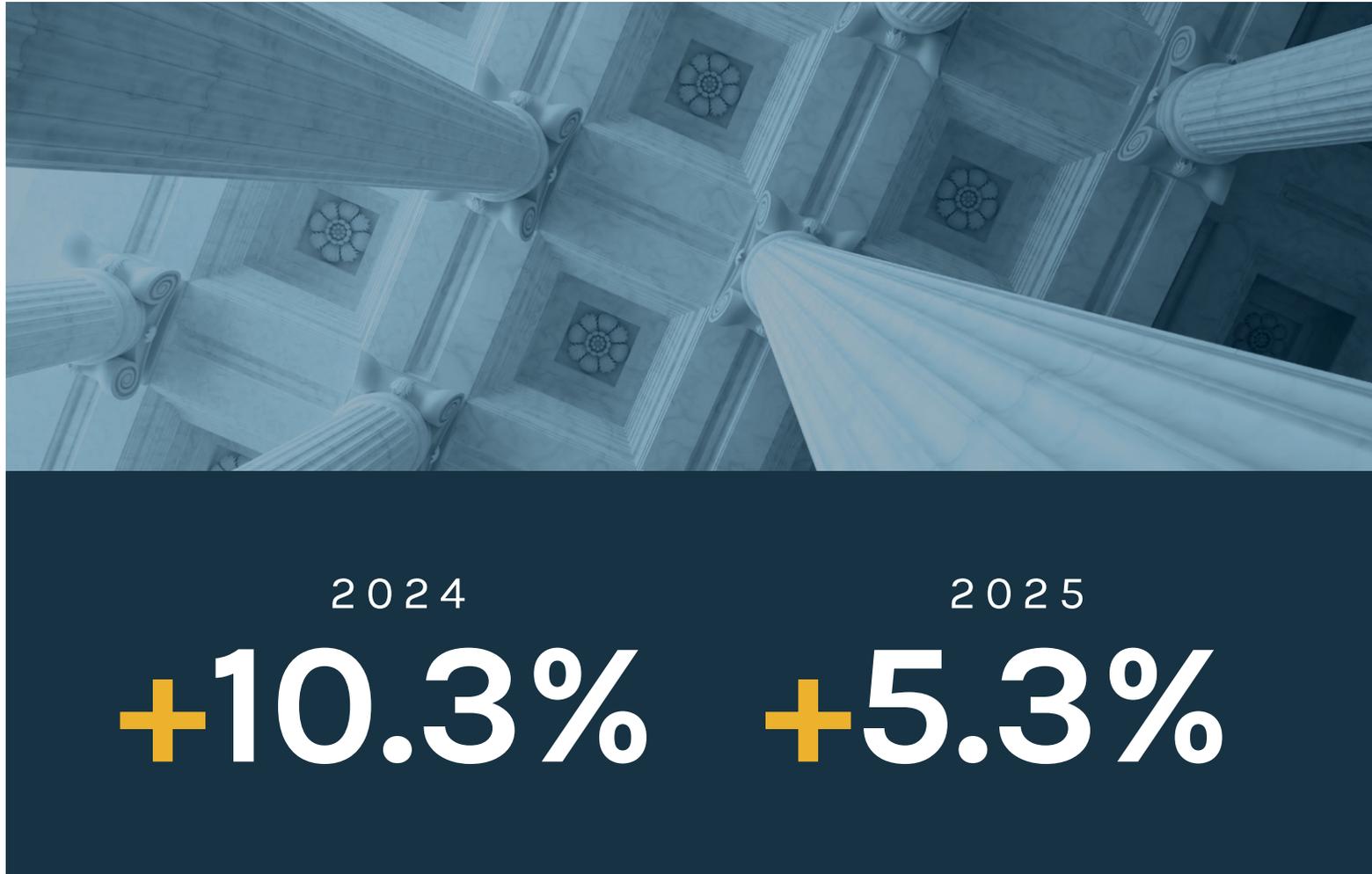


# Giving by Households

Specific factors that will most significantly influence individual/household giving include:

- Average growth in personal income,
- Average growth in net worth, and
- Above-average growth in consumer sentiment.





## Giving by Foundations

Specific factors that will most significantly influence giving by foundations include:

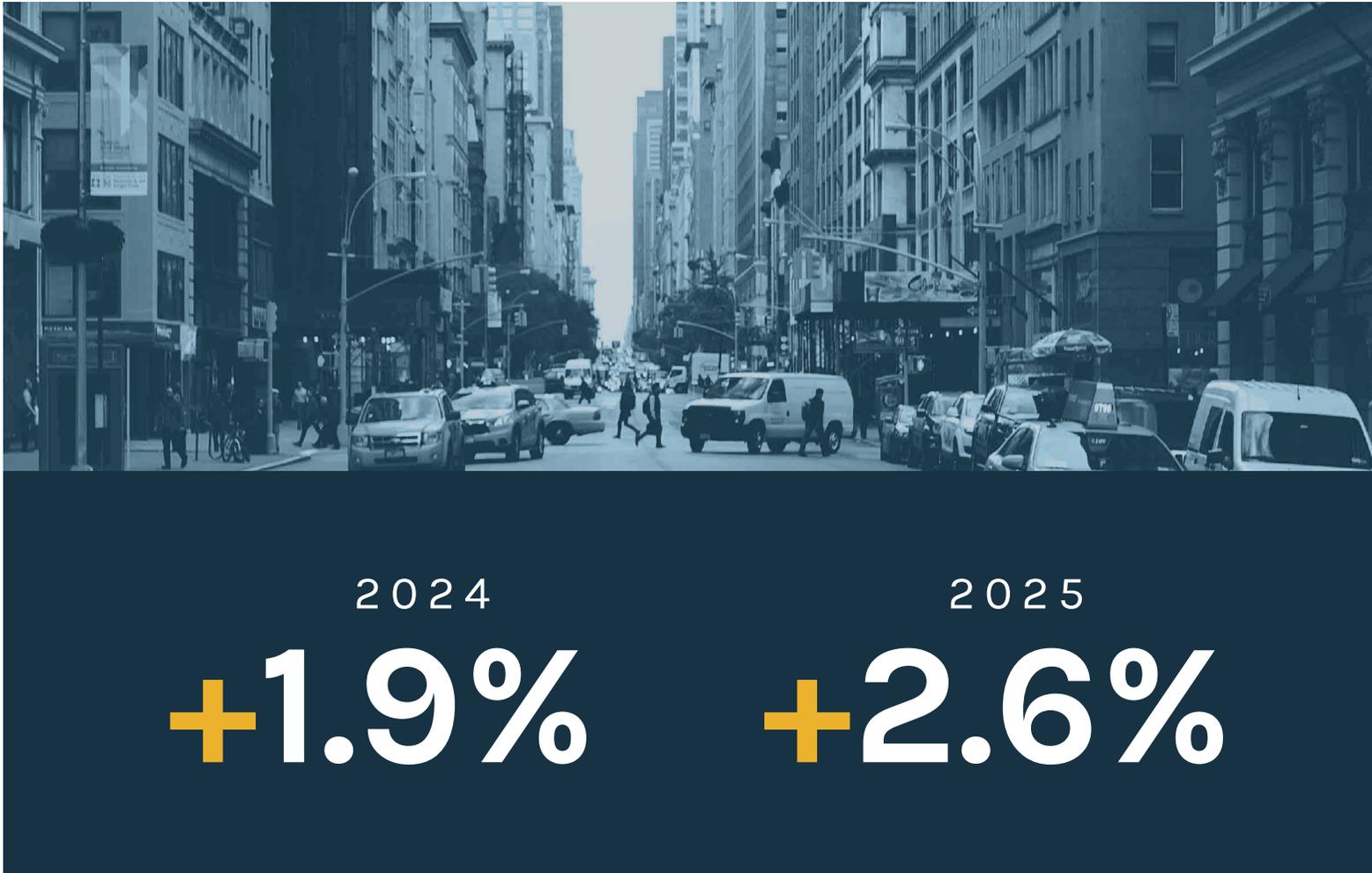
- Above-average growth in the S&P 500 in the present and preceding years, and
- Growth in GDP in the preceding years.

# Giving by Estates

The factor that will most significantly influence giving by estates is:

- Above-average growth in net worth in the preceding years.





## Giving by Corporations

Specific factors that will most significantly influence giving by corporations include:

- Growth in GDP, and
- Growth in the S&P 500

# How do the 2024 projections compare to historical averages?

Total giving and giving by all sources except corporations are expected to meet or exceed the 25-year and 40-year annualized average rates of growth.

- Giving by households and foundations are also expected to exceed 10-year annualized average growth rates.

*Source: Data are drawn from historical giving data found in Giving USA 2023: The Annual Report on Philanthropy for the Year 2022 (2023), Chicago: Giving USA Foundation. Data are adjusted for inflation to 2022 dollars.*

**HISTORICAL ANNUALIZED AVERAGE RATES OF CHANGE FOR GIVING, 1982-2022**

	10-year	25-year	40-year
<b>Total</b>	1.7%	2.1%	2.6%
<b>Individuals</b>	0.2%	1.4%	2.0%
<b>Foundations</b>	5.9%	5.9%	6.2%
<b>Corporations</b>	3.0%	2.5%	2.9%
<b>Bequests</b>	3.8%	1.7%	2.7%

# Factors to Consider

**The U.S. economy appears to be on track for a “soft landing” – but the environment is complex.**

**One size may not fit all:**

- Organizations of different sizes and within different categories may experience different results – especially after the disruptions of the past few years.
- Different households could be having disparate experiences in the current economy. Despite growth in net worth and income, gaps persist between different demographic groups.

**The elections in 2024 could result in new state and federal policies in 2025.**

- Many changes ushered in by the Tax Cuts and Jobs Act (TCJA) will expire in December 2025.

A woman with short dark hair, wearing a dark blazer and a black top, is smiling and looking towards the right. She is holding a pen in her right hand and looking at a document. The background is a blurred office setting with a computer monitor and other people. The entire image has a blue tint.

**QUESTIONS?**

