



SNAPSHOT OF TODAY'S  
**PHILANTHROPIC  
LANDSCAPE**  
2015



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It is my privilege to present the fourth edition of the **SNAPSHOT OF TODAY'S PHILANTHROPIC LANDSCAPE**—a guide that has fast become a staple among non-profit leaders across the country. CCS is privileged to work with leading philanthropists and non-profit organizations throughout the world. We know first-hand how valuable this information is in setting philanthropic strategy.

This document is more than a comprehensive aggregation of the most up-to-date philanthropic data and statistics. This particular edition conveys the story of philanthropy's resilience, resurgence, and overall impact. This report includes: a comprehensive overview of giving in America; details about our nation's largest givers; highlights of corporate and foundation giving and bequests; and a close look at online giving at America's leading philanthropic institutions.

It is my hope that this snapshot inspires you and your colleagues to greater action and helps you develop effective strategies toward advancing your philanthropic goals.



ROBERT KISSANE  
CCS PRESIDENT

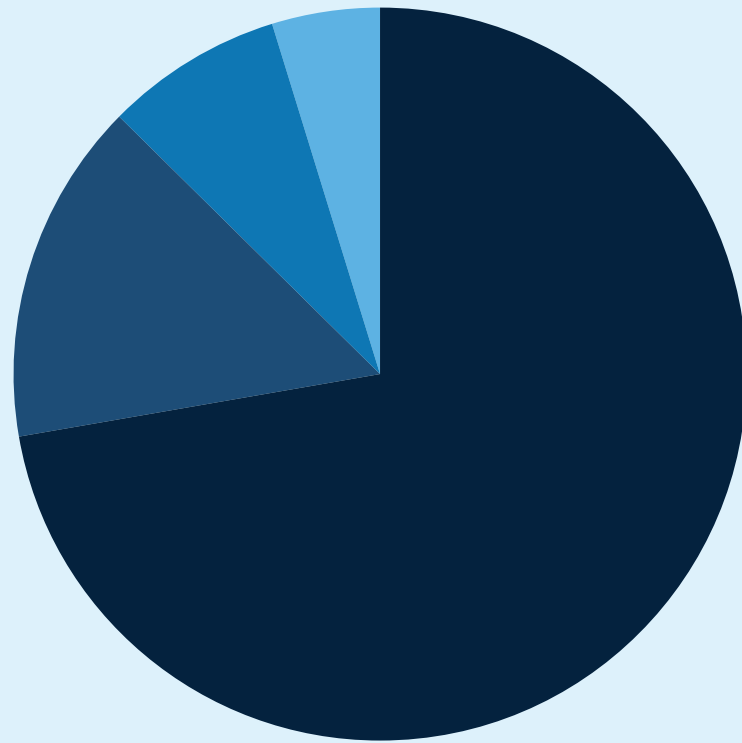
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# SNAPSHOT

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SNAPSHOT

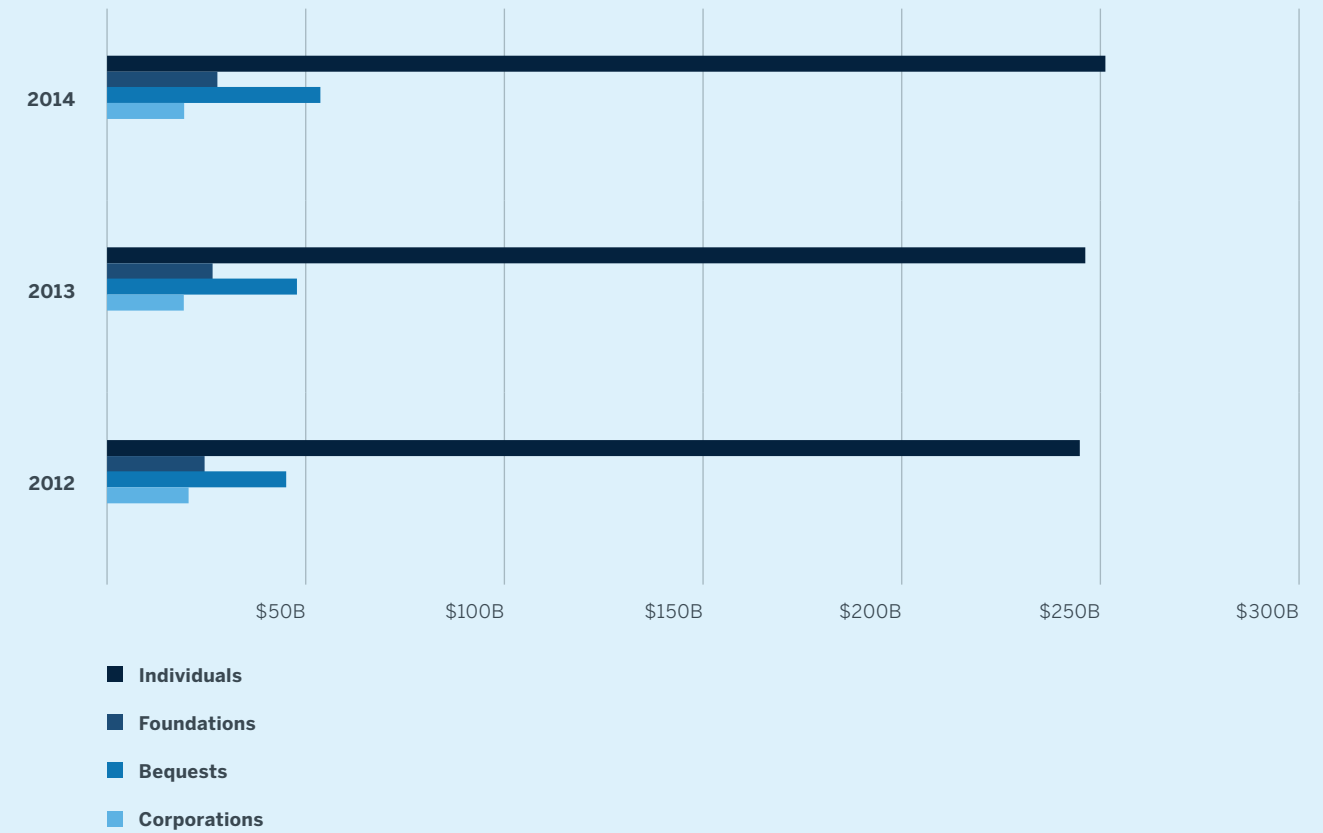
# Where the **\$358.4 billion** came from in 2014.



■ Individuals	<b>\$258.5B</b>	Individual giving increased by <b>5.7%</b> .
■ Foundations	<b>\$54.0B</b>	Nearly <b>47%</b> of foundation grants ( <b>\$25.2 billion</b> ) are given by family foundations.
■ Bequests	<b>\$28.1B</b>	Nearly <b>80%</b> of bequest dollars comes from estates with assets of greater than <b>\$1 million</b> .
■ Corporations	<b>\$17.8B</b>	Cash giving represents <b>82% (\$14.6 billion)</b> of corporate contributions.

SOURCE:  
GIVING USA 2015

Individual giving and giving by bequest have grown steadily over the past three years.



INSIGHTS

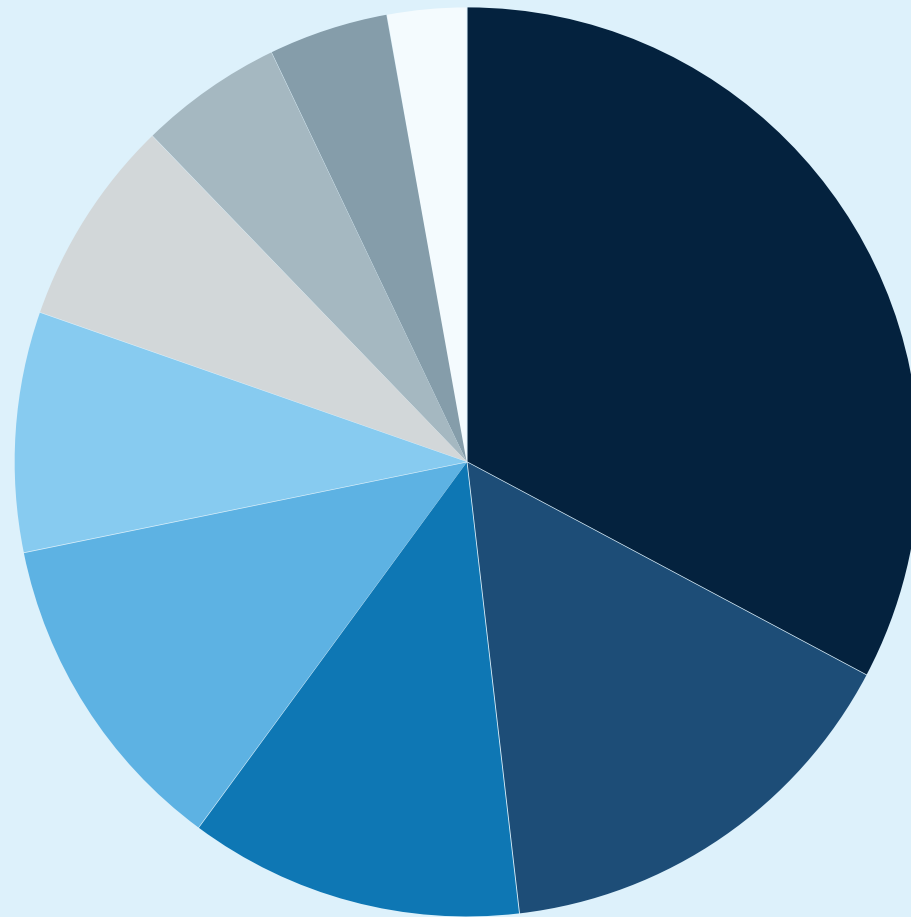
**Individual giving** accounts for an estimated **87%** of all giving, inclusive of bequests and family foundation giving.

**Mega gifts** are a major driver of growth in giving by individuals; gifts over **\$1 million** increased by **14.6%** since 2013.

Nearly **50%** of corporate giving is in the form of **direct cash**. The proportion of cash giving directly from corporate accounts has increased over the last few years while cash giving from corporate foundations has declined.

SNAPSHOT

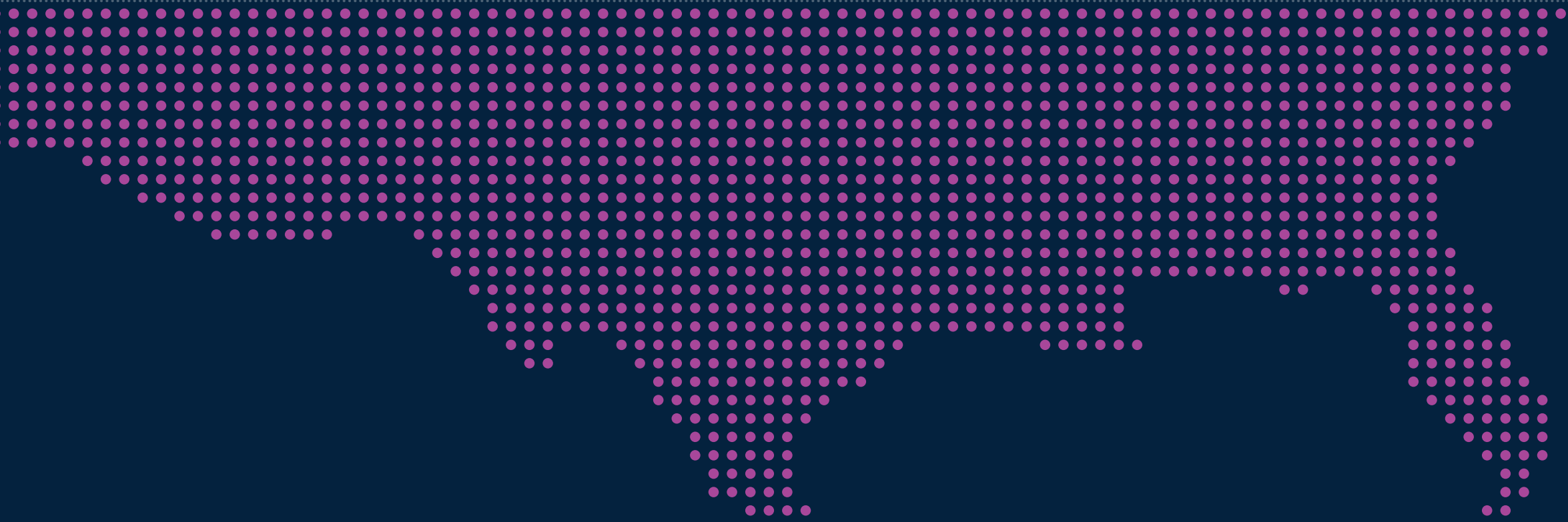
# Where the **\$358.4 billion** went.



SOURCE:  
GIVING USA 2015

## Religious organizations receive the largest share of charitable dollars.

■ Religious	<b>\$114.9B</b>	Religious giving grew at a rate of 2.5% in 2014. Since the end of the recession in 2009, giving to religion has grown <b>4.4%</b> despite a steady decline in religious affiliation and attendance.
■ Education	<b>\$54.6B</b>	Giving to education grew by <b>4.9%</b> , bolstered by mega gifts to higher education.
■ Human Services	<b>\$42.1B</b>	
■ Foundations	<b>\$41.6B</b>	Contributions to foundations are still below their pre-recession high ( <b>\$43 billion</b> in 2007) but they are rebounding slowly, growing <b>1.8%</b> last year.
■ Health	<b>\$30.4B</b>	Giving to health grew by <b>5.5%</b> in 2014; gifts in support of medical research were particularly strong.
■ Public Benefit	<b>\$26.3B</b>	
■ Arts / Culture & Humanities	<b>\$17.2B</b>	Giving to arts organizations increased by <b>9.2%</b> – the largest increase of any sector.
■ International Affairs	<b>\$15.1B</b>	
■ Environment & Animal Welfare	<b>\$10.5B</b>	



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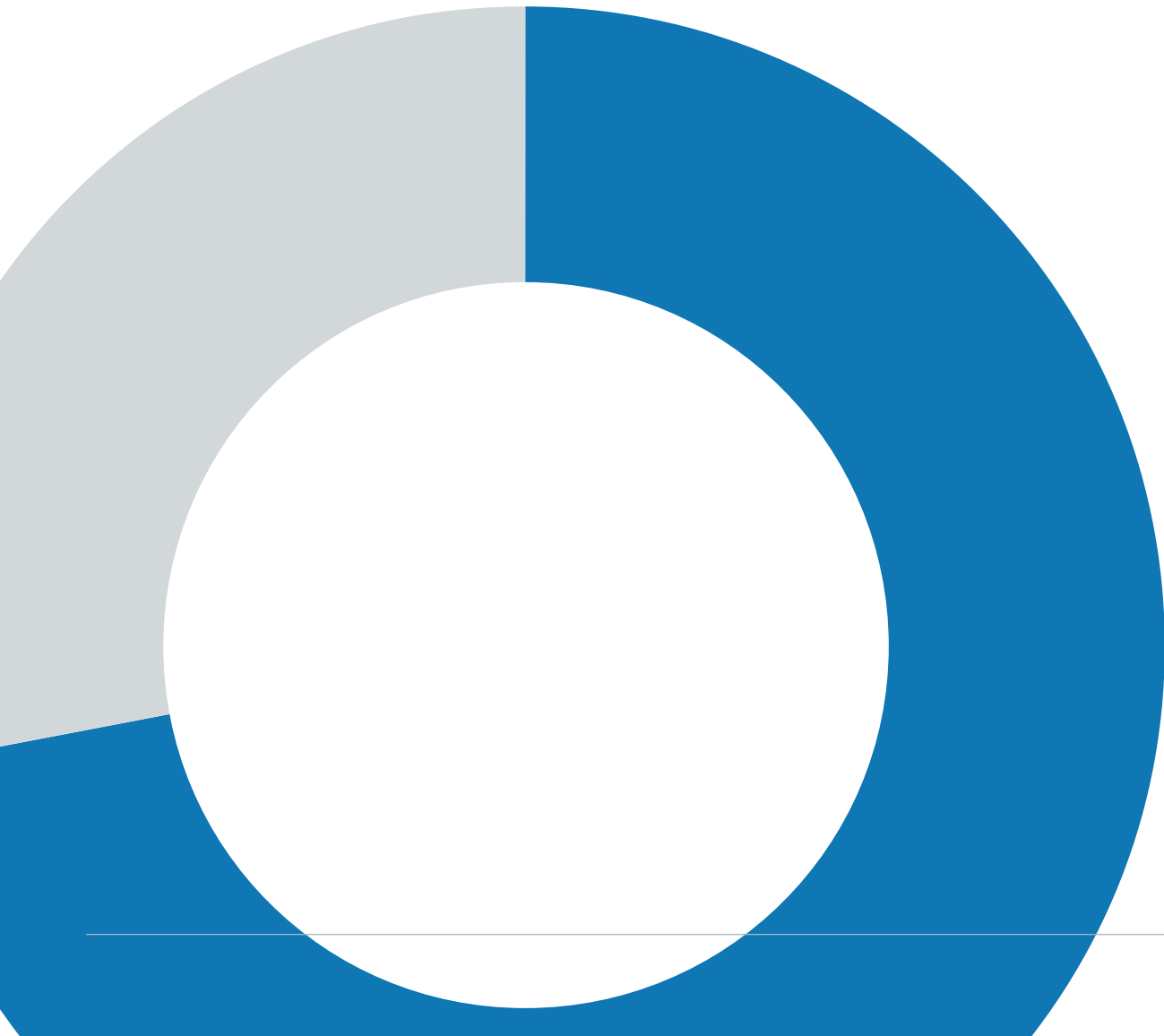
# INDIVIDUAL GIVING

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INDIVIDUAL GIVING

Individuals in the U.S. continued to give tremendously to charity in 2014.

72% of all giving in the United States



**\$258.5**  
BILLION

In 2014, individuals gave **\$258.5 billion**.

**5.7%**  
INCREASE

Individual giving increased by **5.7%** since 2013.

**Most Americans give to charity.**

**95.4%** GIVE

95.4% of U.S. households give to charity.

**\$2,974** AVERAGE

The average annual contribution to charity for an American household was **\$2,974**.

**Wealthy Americans are even more likely to give to charity.**

**98.4%** GIVE

98.4% of high net worth households give to charity.

**\$65,580** AVERAGE

The average high net worth gift was **\$65,580**, up **28.1%** from the 2011 average.

SOURCES:  
GIVING USA 2015, NATIONAL PHILANTHROPIC TRUST, 2014 U.S. TRUST STUDY OF HIGH NET WORTH INDIVIDUALS

ONLINE GIVING

More Americans are giving online.

**6.7%**  
OF ALL FUNDRAISING

Online gifts accounted for **6.7%** of all fundraising in 2014 (**\$1.4 billion**), consistent with online retail sales which were 6.6% of total retail sales in 2014.

**8.9%**  
INCREASE

Online giving grew **8.9%** in 2014, compared to an overall giving increase of 2.1%.

**63%** INCREASE

#GivingTuesday grew strongly in 2014, increasing by **63%** since 2013.

**70%** SOCIAL SHARING

Online fundraising is driven by relationships – **70%** of social media users that gave to charity gave as the result of a friend's post about supporting a specific charity.

**\$45.7** MILLION

Five major fundraising platforms reported processing **\$45.7 million** in online gifts.

SOURCES:  
GIVING USA 2015, 2014 BLACKBAUD CHARITABLE GIVING REPORT, COUTTS MILLION DOLLAR DONOR REPORT 2014, THE CHRONICLE OF PHILANTHROPY

MEGA GIFTS

Mega gifts were a major driver of growth in individual giving in 2014.

**14.6%** INCREASE

Gifts of **\$1 million** or more increased **14.6%** since 2013.

**1/5** OVER \$10 MILLION

More than one-fifth of million dollar gifts were over **\$10 million**.

**60%** OF ALL VALUE

Mega gifts from individuals accounted for **60%** of the value of all gifts of \$1 million dollars or more.

The trend in mega gifts has continued into 2015 and will likely continue in the future.

The mean value of million dollar donations continues to rise, propelled by some very large gifts (Gates, Buffet, and Zuckerberg each gave more than \$1 billion). **\$5.6 billion** in gifts of over \$1 million has already been given in 2015.

Large gifts by individuals in 2015

	Amount	Recipient
John Paulson	\$400M	Harvard University
Stefan Edlis & Gael Neeson	\$400M	Art Institute of Chicago
William Scheide	\$300M	Princeton University
David Koch	\$150M	Memorial Sloan Kettering
Steven A. Schwarzman	\$150M	Yale University
Henry & Marie-Josée Kravis	\$100M	Rockefeller University
Gordon & Betty Moore	\$100M	California Institute of Technology
Conrad T. Prebys	\$100M	Sanford Burnham Medical Research Institute
Marion Anderson	\$100M	University of California at Los Angeles
Ernest & Evelyn Rady	\$100M	University of California at San Diego



Top 50 donors in America

Rank	Name	2011 (\$M)	2012 (\$M)	2013 (\$M)	2014 (\$M)	2015 (\$M)*	5-Year total (\$M)
	<b>All donors</b>	<b>\$9,695.9</b>	<b>\$7,129.2</b>	<b>\$6,747.7</b>	<b>\$10,305.2</b>	<b>\$5,586.0</b>	<b>\$39,464.1</b>
1	Margaret Cargill	\$6,000.0					\$6,000.0
2	Warren Buffett		\$3,084.3				\$3,084.3
3	Bill & Melinda Gates				\$1,920.0		\$1,920.0
4	Mark Zuckerberg & Priscilla Chan		\$498.8	\$992.2		\$75.0	\$1,565.9
5	George Soros	\$320.0	\$466.6	\$734.0			\$1,520.6
6	John & Laura Arnold	\$101.0	\$423.4	\$296.2	\$218.4		\$1,039.1
7	Ralph Wilson Jr.				\$1,000.0		\$1,000.0
8	Paul Allen	\$372.6	\$309.1		\$298.0		\$979.7
9	Sergey Brin	\$61.9	\$222.9	\$219.0	\$382.8		\$886.6
10	George Mitchell			\$750.0			\$750.0
11	Ted Stanley				\$652.4		\$652.4
12	Philip & Penelope Knight		\$125.0	\$500.0			\$625.0
13	Jan Koum				\$556.0		\$556.0
14	Sean Parker				\$550.0		\$550.0
15	Nicholas & Jill Woodman				\$500.0		\$500.0
16	John & Jenny Paulson		\$100.0			\$400.0	\$500.0
17	William S. Dietrich	\$500.0					\$500.0
18	Pierre & Pam Omidyar	\$74.5		\$225.0	\$180.0		\$479.5
19	Michael Bloomberg				\$462.0		\$462.0
20	Irwin & Joan Jacobs	\$64.9	\$60.1	\$221.1	\$101.6		\$447.6
21	Stefan Edlis & Gael Neeson		\$10.0			\$401.5	\$411.5
22	Rachel (Bunny) Mellon				\$411.3		\$411.3
23	Raymond Perelman	\$227.3			\$56.0	\$50.0	\$333.3
24	William H. Scheide					\$300.0	\$300.0
25	T. Denny Sanford			\$130.5	\$150.2		\$280.7

SOURCES:  
THE CHRONICLE OF PHILANTHROPY, FORBES

\* PRELIMINARY DATA THROUGH JULY 2015

Top 50 donors in America (continued)

Rank	Name	2011 (\$M)	2012 (\$M)	2013 (\$M)	2014 (\$M)	2015 (\$M)*	5-Year total (\$M)
26	Joan & Sanford Weill	\$147.0		\$111.0	\$5.0	\$1.0	\$264.0
27	Ronald Perelman		\$4.9	\$196.0	\$52.7		\$253.6
28	Stephen A. Schwarzman			\$103.0		\$150.0	\$253.0
29	David Koch			\$101.0		\$150.0	\$251.0
30	Charles B. Johnson			\$250.0			\$250.0
31	Conrad Prebys	\$63.1			\$70.4	\$100.0	\$233.5
32	Ernest & Evelyn Rady				\$121.0	\$100.0	\$221.0
33	Jeffrey Carlton			\$212.0			\$212.0
34	David & Dana Dornsife	\$200.0					\$200.0
35	Mortimer Zuckerman		\$200.0				\$200.0
36	Stephen Ross			\$200.0			\$200.0
37	Fred Fields		\$191.5				\$191.5
38	Robert & Dorothy King	\$166.5				\$21.0	\$187.5
39	John & Marion Anderson	\$80.0				\$100.0	\$180.0
40	Sheldon & Miriam Adelson	\$35.0	\$143.0				\$178.0
41	Larry Page				\$177.3		\$177.3
42	Lawrence J. Ellison	\$59.2	\$45.6	\$72.2			\$177.0
43	Muriel Block			\$160.0			\$160.0
44	Eli & Edythe Broad			\$157.0			\$157.0
45	Marc & Lynne Benioff				\$154.0		\$154.0
46	John Arrillaga			\$151.0			\$151.0
47	Carl Icahn		\$150.0				\$150.0
48	Gordon & Betty Moore				\$50.0	\$100.0	\$150.0
49	Ken Griffin				\$150.0		\$150.0
50	Julian Robertson Jr.			\$64.3	\$85.0		\$149.3

**High Net Worth Individuals (HNWI) are growing in number, and they are increasing their wealth.**

**18.6%** EXPANSION

HNWI expanded their ranks by **18.6%**.

**88%** IMPORTANCE OF SOCIAL IMPACT

**88%** of HNWI describe driving social impact as important.

**19.8%** WEALTH INCREASE

HNWI wealth increased **19.8%**.

**37%** OF MILLION DOLLAR GIFTS

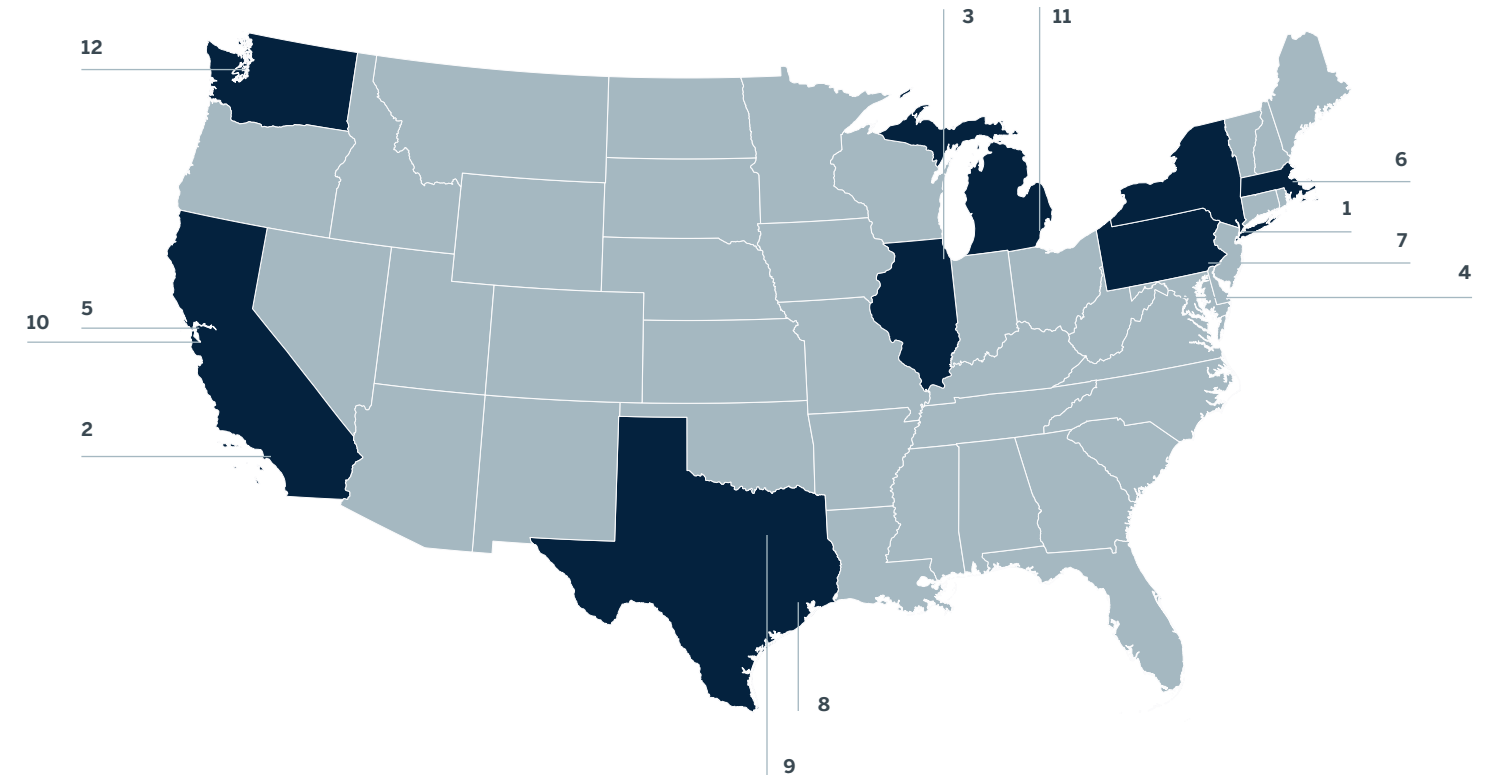
**60%** of million dollar gifts came from individuals by value, and **37%** by count.

**Wealth is shifting geographies and industries.**

Three industries that **contributed most** to wealth creation were:

- Energy**
- Software**
- Technology**

SOURCE:  
CAPGEMINI 2014 U.S. WEALTH REPORT



**Wealthiest cities in America (wealth and growth rate)**

Rank	City	Total wealth	Growth rate
1	New York	\$3.2T	12.2%
2	Los Angeles	\$1.2T	12.4%
3	Chicago	\$1.1T	12.6%
4	Washington D.C.	\$886M	15.6%
5	San Francisco	\$707M	14.0%
6	Boston	\$558M	17.8%
7	Philadelphia	\$550M	14.7%
8	Houston	\$496M	18.0%
9	Dallas	\$457M	20.0%
10	San Jose	\$449M	14.3%
11	Detroit	\$431M	11.4%
12	Seattle	\$307M	16.9%

**As the demographic of HNWI shifts, different social issues may take priority.**

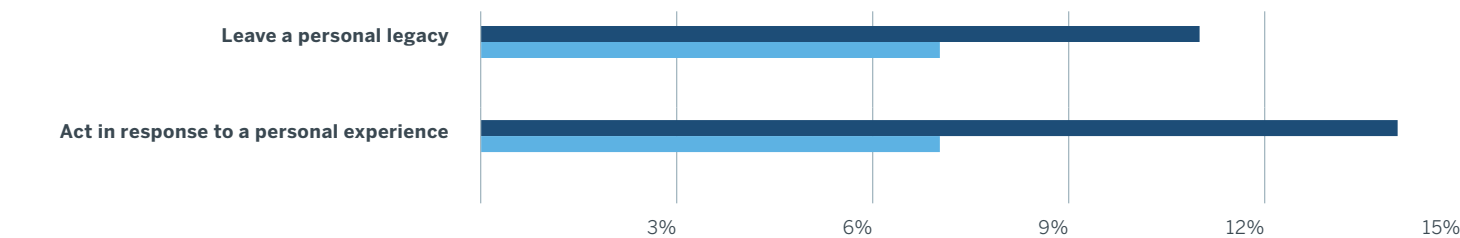
The **top causes for HNWI under 40** were the lowest priority for those under 60.

Social program expansion	Energy security
Prison reform	Race-related issues
Gender inequality	

Current **preferred causes for HNWI over 60** are:

Child welfare	37.2%
Education	34.9%
Health	34.5%

**Younger HNWI vs 60+ HNWI**



■ Younger HNWI  
■ 60+ HNWI

**Younger HNWI** are more likely to want to leave a personal legacy (**11.3%** vs **7.1%** for **60+**) and are more likely to act in response to a personal experience (**14.2%** vs **7.1%** for **60+**).

An increasing number of **female HNWI** may shift priorities towards:

Arts and culture	Health
Education	Animal welfare
Gender inequality	

SOURCE:  
CAPGEMINI 2014 U.S. WEALTH REPORT

**U.S. HNWI motivations to give hold steady, as does their generosity.**

**90.7%** FAMILY VALUES

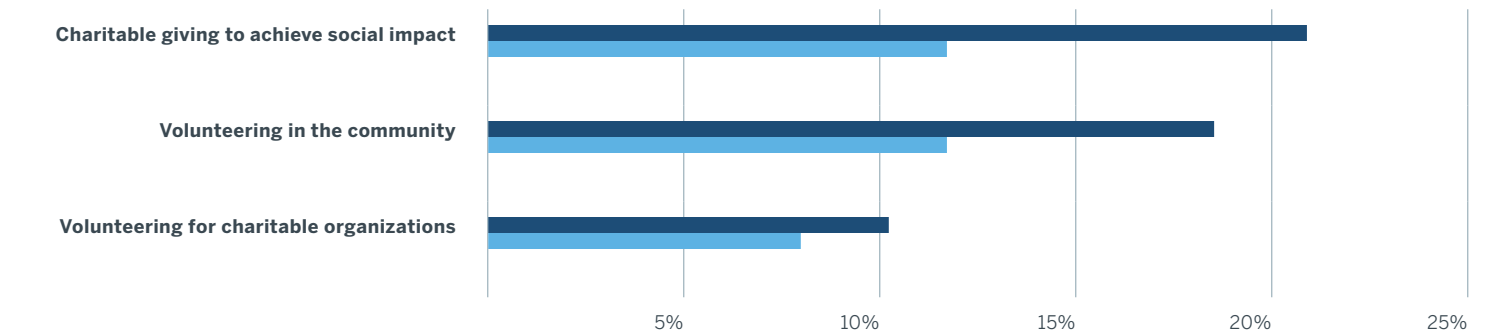
**29.7%** RELIGION

**90.7%** of HNWI cite personal and family values as the biggest drivers in their decision to dedicate their resources to social causes.

**29.7%** of U.S. HNWI cite religion as an important cause (4th most important in the U.S.), compared to just 11.6% of HNWI in the rest of the world (RoW).

**U.S. HNWI give more generously than wealthy people elsewhere in the world.**

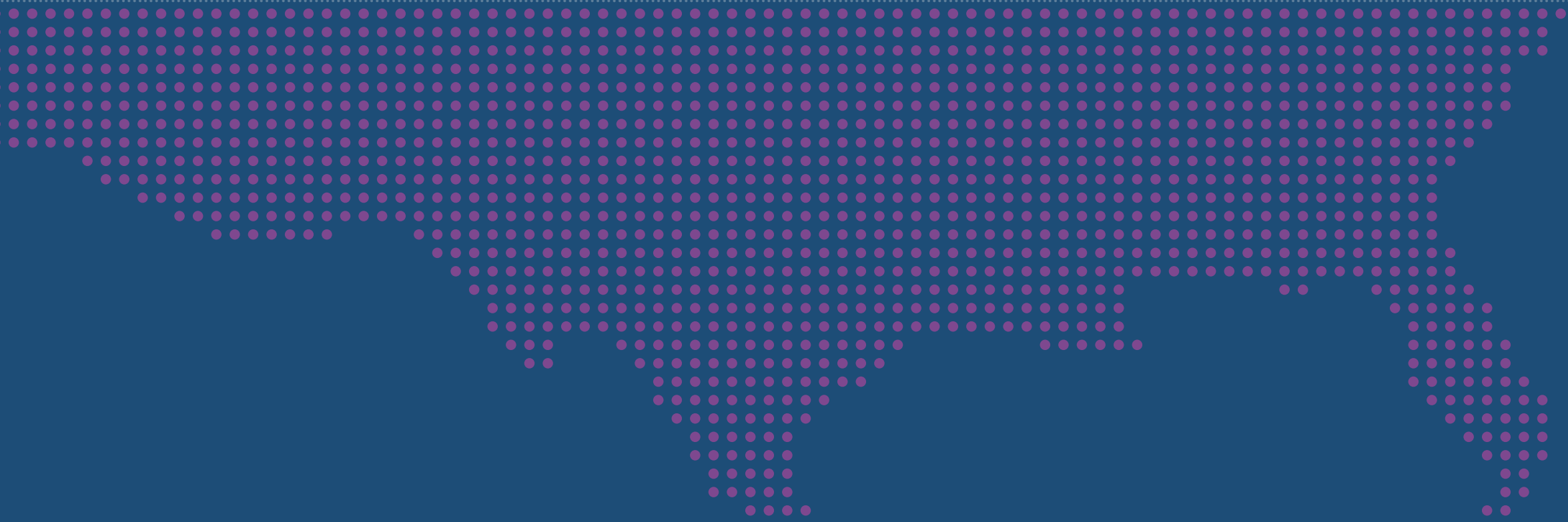
**U.S. HNWI vs RoW Counterparts**



■ U.S. HNWI  
■ RoW Counterparts

**U.S. HNWI** are more apt than their **RoW Counterparts** to engage in ongoing charitable giving – **21%** cite it as their preferred mechanism for achieving social impact, compared to **11.8%**.

**U.S. HNWI** are more likely to pursue non-financial measures to gain social impact such as volunteering in the community (**18.1%** vs **12%**) and fundraising or volunteering for charitable organizations (**10.6%** vs **7.9%**).



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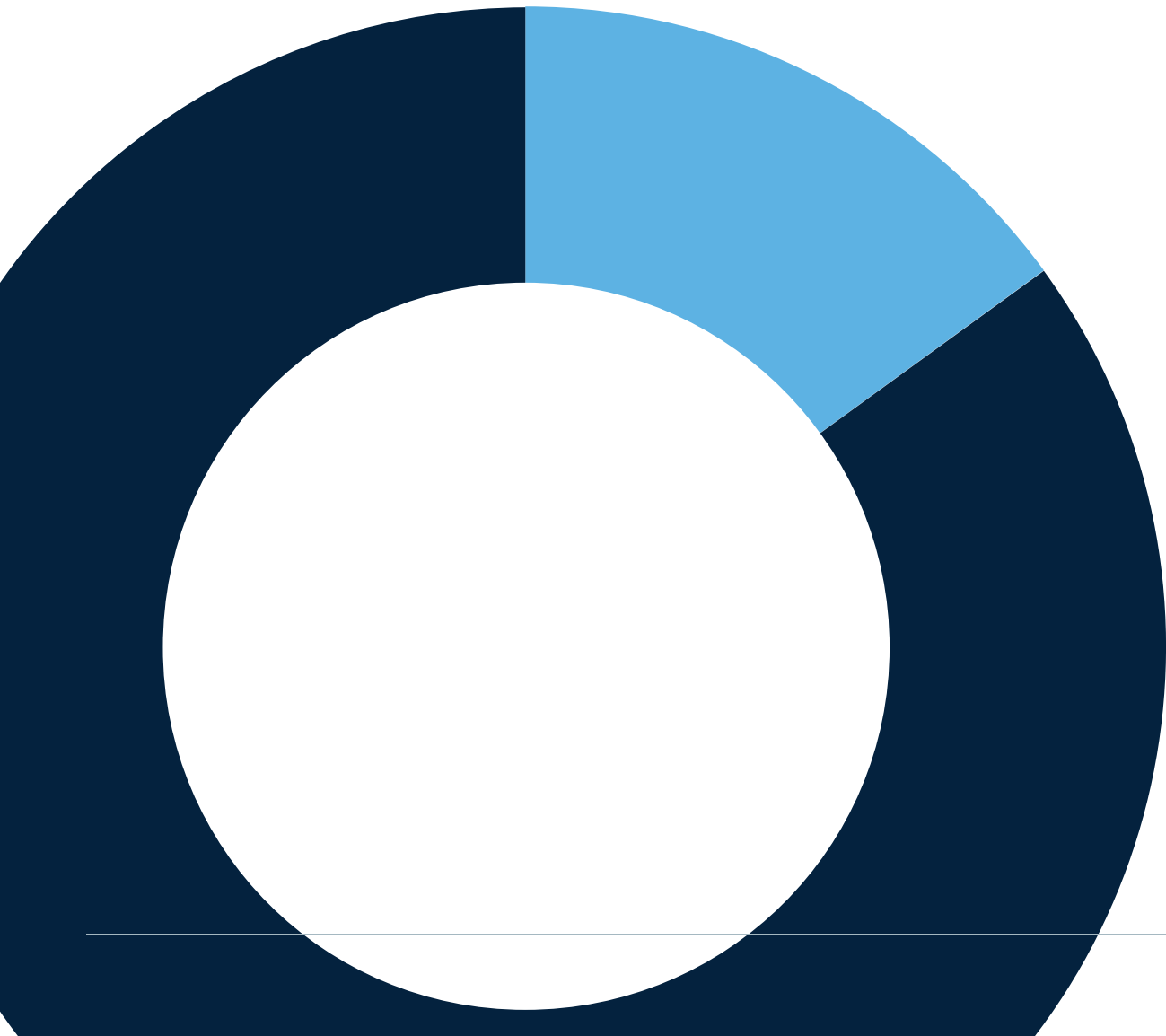
# FOUNDATION GIVING

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FOUNDATION GIVING

Foundations gave **\$54 billion** to charity in 2014.

15% of all giving in the United States



**15%**

OF ALL GIVING

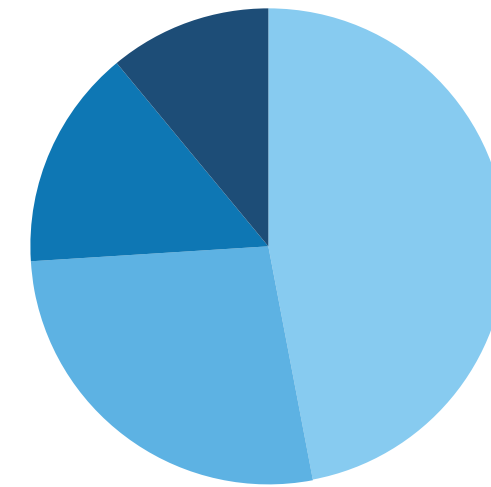
In 2014, foundations gave **\$54 billion**.

**8.2%**

INCREASE

Foundation giving increased by **8.2%** in 2014.

**Family foundations gave \$25.2 billion, 47% of giving by all foundations this year.**



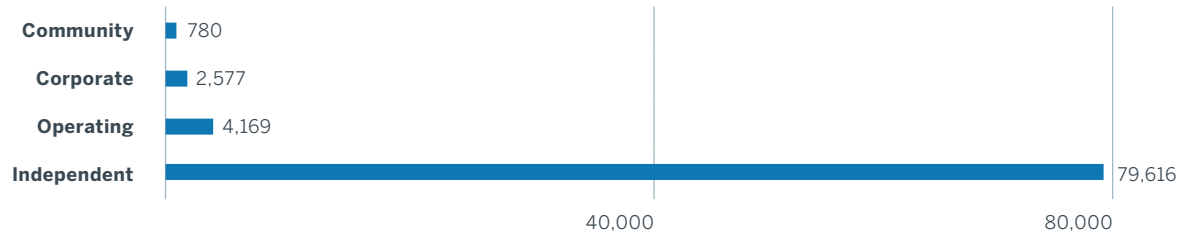
Share of grantmaking by foundation type

	Amount	Percentage
Family	\$25.2B	47%
Independent	\$14.8B	27%
Operating	\$8.1B	15%
Community	\$5.8B	11%

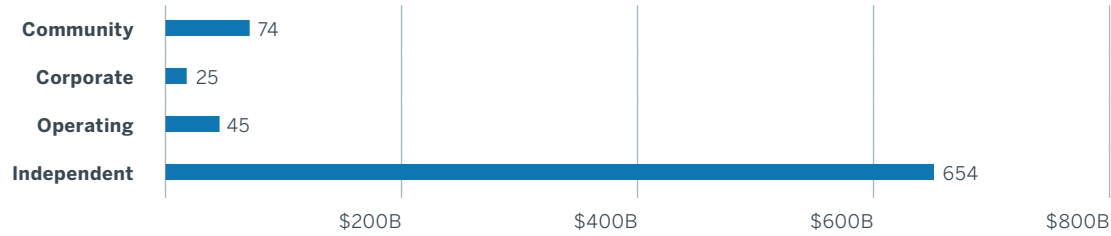
SOURCES:  
GIVING USA 2015, THE FOUNDATION CENTER

**Independent foundations make up the majority of U.S. foundations.**

**Total number of foundations: 87,142**



**Total assets: \$798 billion**



SOURCES:  
GIVING USA 2015, THE FOUNDATION CENTER, KEY  
FACTS ON U.S. FOUNDATIONS 2014, THE CHRONI-  
CLE OF PHILANTHROPY

**Nearly half of foundation giving went to fund health and education.**

**Foundation giving by sector**

Health	22%
Education	22%
Human Services	16%
Public Affairs / Society Benefit	12%
Arts & Culture	10%
Environment & Animal Welfare	7%
Other	11%

**Most foundation grants were for program-specific support.**

**Foundation giving by type of support**

Program support	\$12B	52%
General support	\$5B	23%
Unspecified	\$4B	17%
Research	\$4B	16%
Capital support	\$2B	10%
Student funds	\$948M	4%
Other	\$469M	2%

**Large gifts by foundations in 2015**

	Amount	Recipient
Morningside Foundation	\$350M	Harvard School of Public Health
Bill & Melinda Gates Foundation	\$156M	PATH Malaria Vaccine Initiative
Ludwig Institute for Cancer Research	\$90M	Stanford University
Moody Foundation	\$50M	University of Texas-Austin

**Top 50 foundations in America  
by total assets**

Rank	Name (state)	Total assets (\$M)	Total giving (\$M)
1	Bill & Melinda Gates Foundation (WA)	\$41,310.2	\$3,320.7
2	Ford Foundation (NY)	\$12,260.0	\$560.3
3	J. Paul Getty Trust (CA)	\$11,110.9	\$12.8
4	The Robert Wood Johnson Foundation (NJ)	\$10,173.4	\$337.6
5	The William and Flora Hewlett Foundation (CA)	\$9,042.5	\$434.0
6	W. K. Kellogg Foundation (MI)	\$8,621.2	\$294.9
7	Lilly Endowment Inc. (IN)	\$7,621.5	\$277.5
8	The David and Lucile Packard Foundation (CA)	\$6,902.5	\$295.0
9	Gordon and Betty Moore Foundation (CA)	\$6,417.8	\$273.6
10	The John D. and Catherine T. MacArthur Foundation (IL)	\$6,323.3	\$218.5
11	The Andrew W. Mellon Foundation (NY)	\$6,188.2	\$234.4
12	Bloomberg Philanthropies (NY)	\$5,402.6	\$204.0
13	Silicon Valley Community Foundation (CA)	\$4,723.9	\$362.4
14	The Leona M. and Harry B. Helmsley Charitable Trust (NY)	\$4,241.5	\$210.4
15	The Rockefeller Foundation (NY)	\$4,121.5	\$137.8
16	Tulsa Community Foundation (OK)	\$3,729.8	\$110.5
17	The California Endowment (CA)	\$3,668.5	\$182.8
18	The Kresge Foundation (MI)	\$3,543.4	\$130.2
19	The Duke Endowment (NC)	\$3,367.1	\$127.7
20	John Templeton Foundation (PA)	\$3,359.7	\$102.9
21	Foundation to Promote Open Society (NY)	\$3,330.8	\$380.5
22	Robert W. Woodruff Foundation, Inc. (GA)	\$3,119.1	\$155.8
23	Margaret A. Cargill Foundation (MN)	\$3,094.1	\$38.3
24	Carnegie Corporation of New York (NY)	\$3,033.7	\$130.4
25	The Annie E. Casey Foundation (MD)	\$2,933.1	\$91.4

SOURCE:  
THE FOUNDATION CENTER

**Top 50 foundations in America  
by total assets (continued)**

Rank	Name (state)	Total assets (\$M)	Total giving (\$M)
26	The Susan Thompson Buffett Foundation (NE)	\$2,731.7	\$450.3
27	Charles Stewart Mott Foundation (MI)	\$2,587.8	\$114.4
28	Walton Family Foundation, Inc. (AR)	\$2,480.8	\$311.7
29	The New York Community Trust (NY)	\$2,443.4	\$144.2
30	Conrad N. Hilton Foundation (CA)	\$2,430.7	\$92.0
31	John S. and James L. Knight Foundation (FL)	\$2,395.6	\$107.8
32	Richard King Mellon Foundation (PA)	\$2,343.1	\$99.2
33	The JPB Foundation (NY)	\$2,318.6	\$78.1
34	Charles and Lynn Schusterman Family Foundation (OK)	\$2,291.0	\$64.0
35	The William Penn Foundation (PA)	\$2,283.2	\$80.1
36	Kimbell Art Foundation (TX)	\$2,254.6	\$23.5
37	Casey Family Programs (WA)	\$2,241.9	\$2.5
38	The McKnight Foundation (MN)	\$2,239.1	\$86.6
39	Simons Foundation (NY)	\$2,170.7	\$179.6
40	Greater Kansas City Community Foundation (MO)	\$2,151.2	\$234.3
41	The Cleveland Foundation (OH)	\$2,132.8	\$81.4
42	The Harry and Jeanette Weinberg Foundation, Inc. (MD)	\$2,127.9	\$96.9
43	Ewing Marion Kauffman Foundation (MO)	\$2,125.0	\$24.9
44	The Wyss Foundation (DC)	\$2,116.0	\$19.0
45	The Chicago Community Trust (IL)	\$2,087.0	\$150.3
46	Eli and Edythe Broad Foundation (CA)	\$1,889.6	\$111.7
47	Alfred P. Sloan Foundation (NY)	\$1,888.7	\$82.1
48	The James Irvine Foundation (CA)	\$1,887.7	\$78.0
49	Doris Duke Charitable Foundation (NY)	\$1,859.4	\$75.1
50	Houston Endowment Inc. (TX)	\$1,727.2	\$64.5

**General operating support varies greatly by the size of the foundation.**

**% of grant dollars for general support by foundation size**



Foundations with **assets below \$10 million** distributed nearly **50%** of all grant dollars to general operating support.

Larger foundations with **assets between \$10-50 million** distributed about **30%** of grant dollars to general support, compared with 21% in 2010.

**The Ford Foundation** committed **40% or more** of its grant money to general operating support to build strong, independent organizations capable of fighting inequality.

SOURCES:  
GIVING USA 2015, THE CHRONICLE OF  
PHILANTHROPY





# CORPORATE GIVING

CORPORATE GIVING

Corporations gave **\$17.8 billion** to charity in 2014.

**5%**

OF ALL GIVING

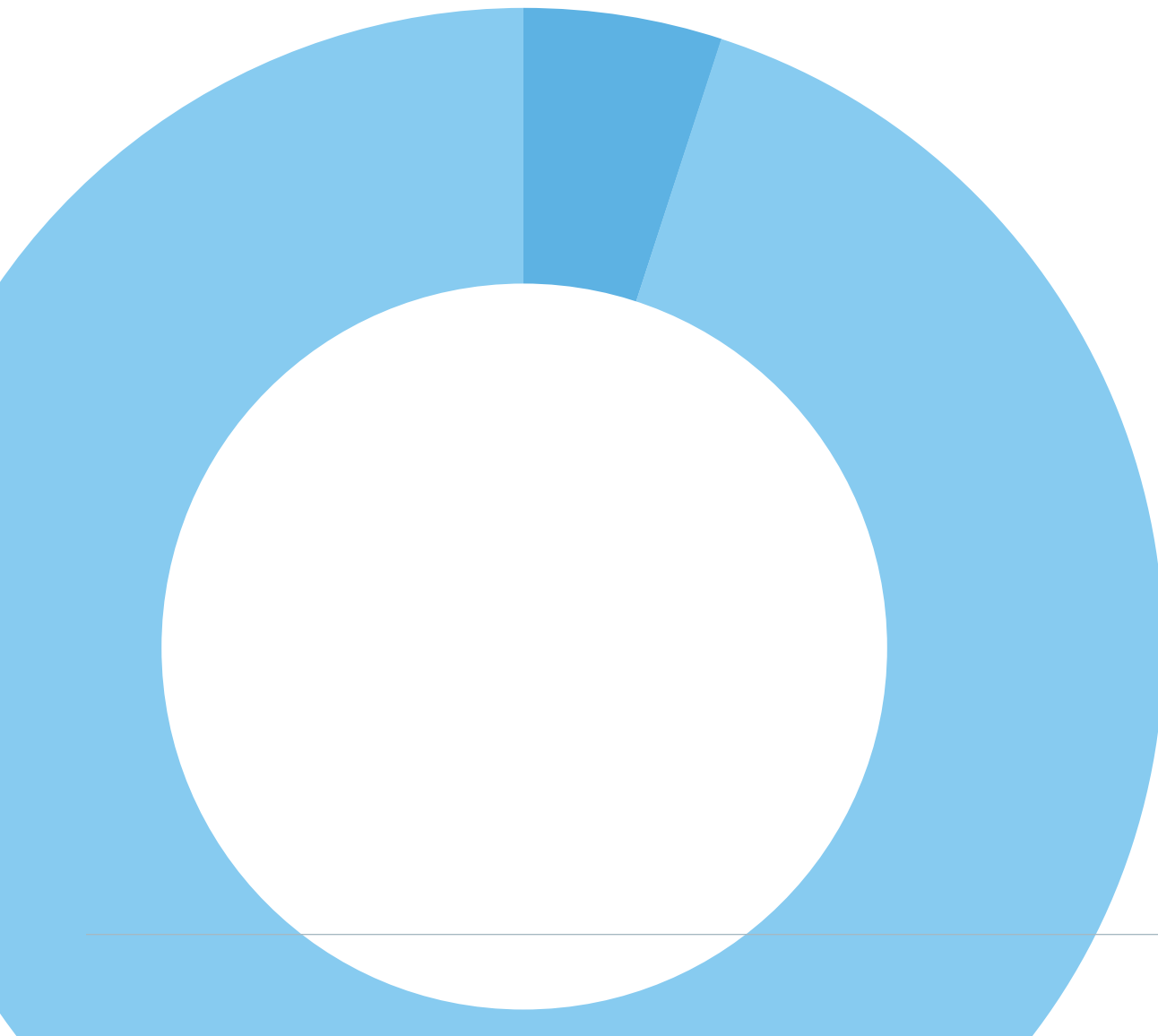
In 2014, corporations gave **\$17.8 billion**.

**13.7%**

INCREASE

Corporate giving increased by **13.7%** in 2014.

5% of all giving in the United States



**Growth in corporate giving came from in-kind donations.**

**61%** GAVE

A majority of companies reported making some non-cash contributions.

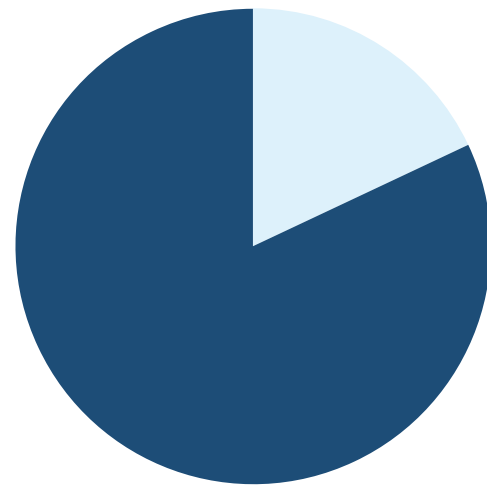
**22.8%** INCREASE

Non-cash contributions rose **22.8%** last year.

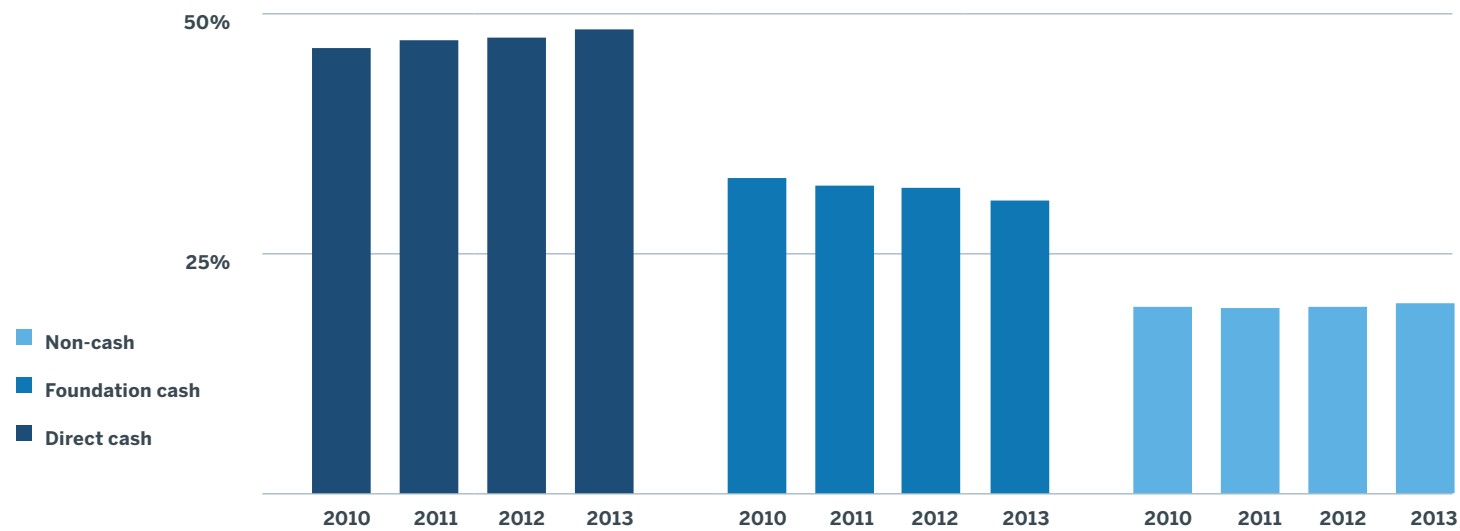
SOURCES:  
GIVING USA 2015, FORBES AMERICA'S MOST  
GENEROUS COMPANIES

**Cash giving represents the majority of corporate contributions.**

\$14.6 billion or 82% is cash giving.



**Cash giving by corporations**

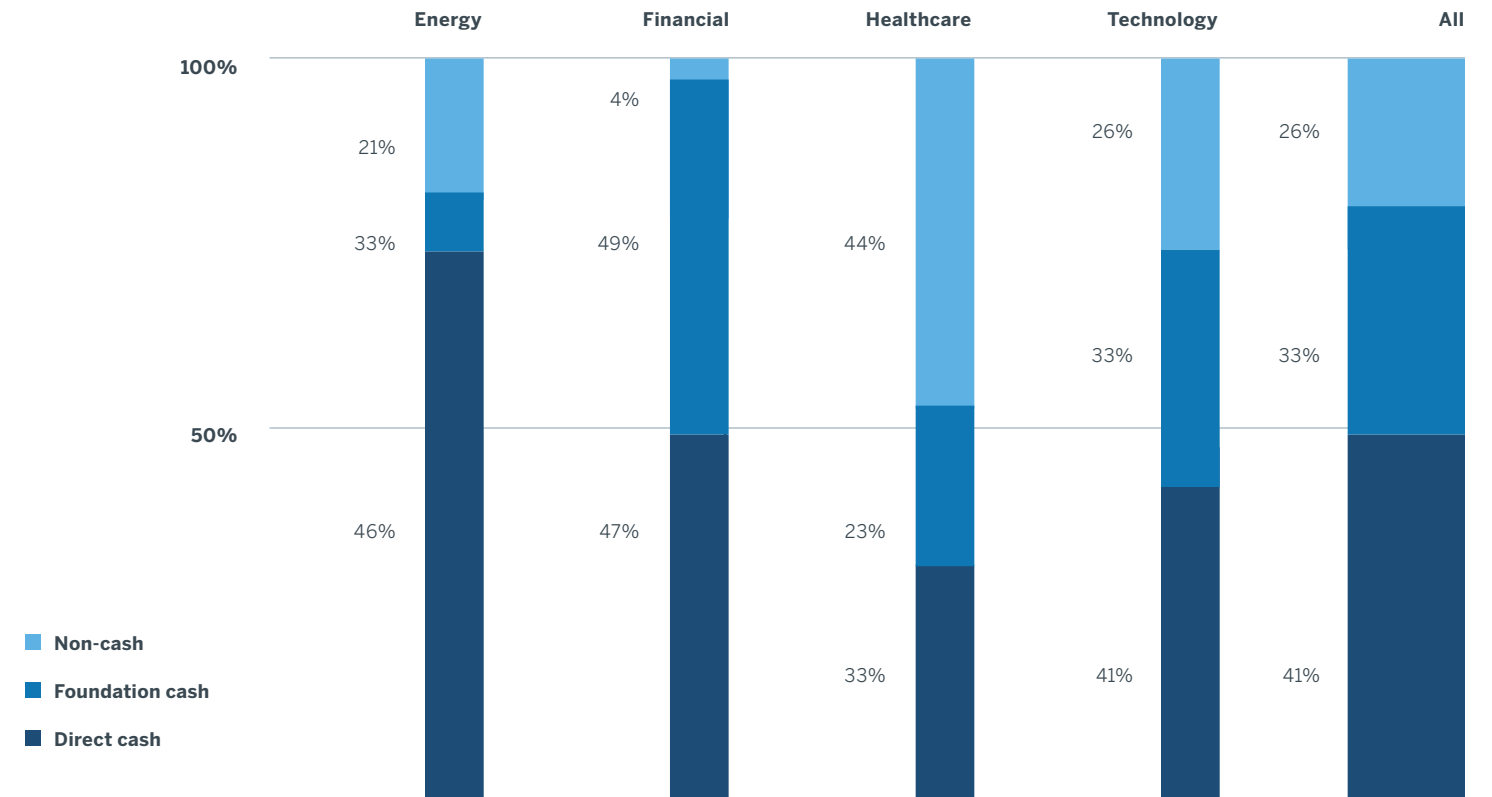


The proportion of cash giving directly from **corporate accounts** has **increased** over the last few years while cash giving from **corporate foundations** has **declined**.

SOURCES:  
GIVING USA 2015, CECP 2014 GIVING IN NUMBERS

**Cash giving varies greatly by industry.**

**Total giving by foundation type**



**Most generous corporations**

Rank	Corporation	Amount (direct cash)	% pre-tax corp profits	Causes supported
1	Walmart	\$311.6M	1.3%	Environmental sustainability Food security Women's issues Community development
2	Wells Fargo	\$275.4M	1.0%	Home ownership and small business Environmental sustainability Affordable housing Education initiatives
3	Chevron	\$274.3M	0.6%	Education initiatives Public health Community development
4	Goldman Sachs	\$262.5M	2.3%	Small business Women's issues Education initiatives Military veterans
5	ExxonMobil	\$227.4M	0.3%	Public health Women's issues Education initiatives Math and science education
6	JPMorgan Chase	\$210.9M	0.8%	Community development Small business Environmental sustainability Military veterans
7	Bank of America	\$166.4M	5.4%	Community development Education initiatives Affordable housing Food security
8	Johnson & Johnson	\$157.1M	1.0%	Education initiatives Public health Women's issues
9	GE	\$154.8M	0.9%	Human rights Disaster relief Education initiatives Public health
10	Target	\$148.5M	3.2%	United Way Public safety Education initiatives Food security

**There are many factors that drive corporate giving.**

Most commonly cited reasons for **increasing giving**:

Improved tracking and measurement capabilities of corporate societal investments and activities.

Expansion of employee engagement programs such as increased participation in matching gifts or pro-bono opportunities.

Increasing business performance for companies with budgets tied to financial results.

Most commonly cited reasons for **decreasing giving**:

End of multi-year investments or change in product donations.

Changes in corporate structure (divestitures, etc.).

Declining business performance for companies tied to financial results.

**Large gifts by corporations**

	Amount	Recipient
Lennar Foundation	\$50M	Outpatient Center at University of Miami
Siemens Corp*	\$32M	Central Piedmont Community College
Boeing	\$30M	National Air & Space Museum (Smithsonian)
CoorsTek	\$27M	Colorado School of Mines

**SOURCES:**

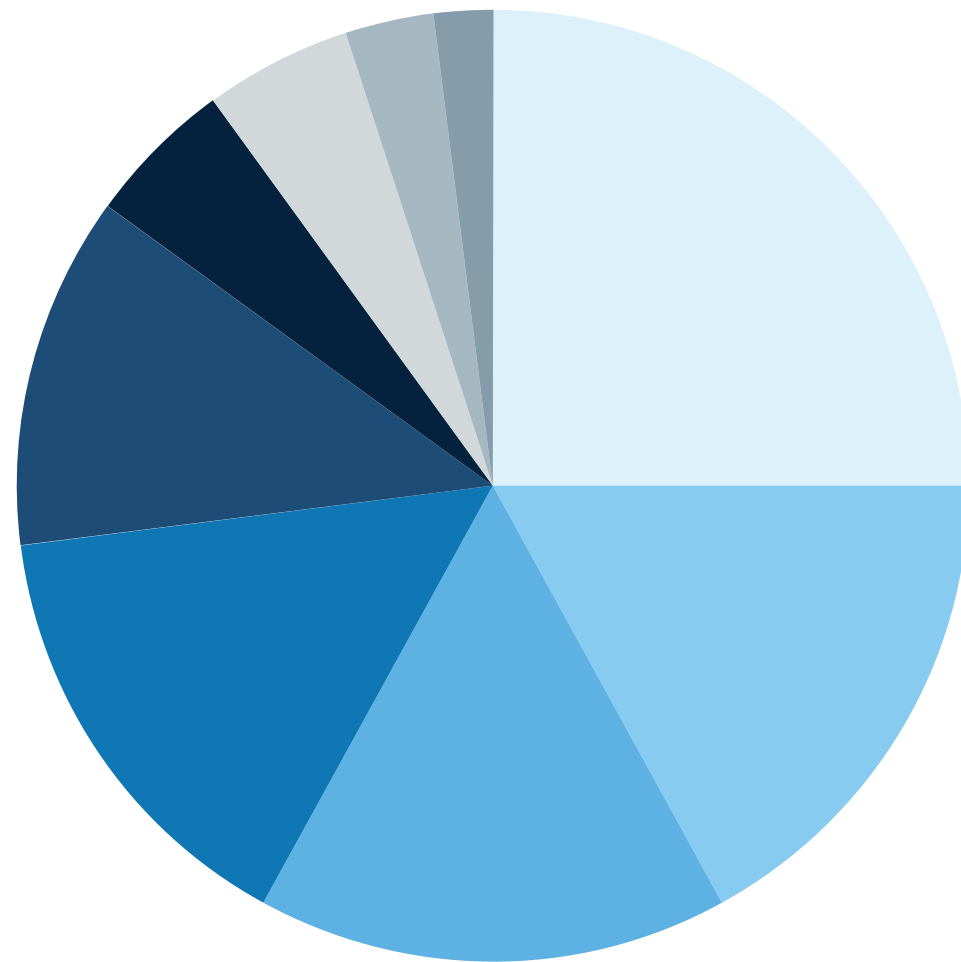
GIVING USA 2015, DOUBLE THE DONATION, CECP  
2014 GIVING IN NUMBERS

\* IN-KIND GIFT

**Companies typically seek to align giving with their area of business and core competencies.**

**Walmart** announced it will commit \$100 million through its foundation toward improving **career development of entry-level workers**.

**JPMorgan Chase** committed \$250 million to **workforce development** in 2013 and another \$100 million in 2014 to help the **City of Detroit**.



**Where corporations gave**

	Percentage
Health & Social Services	25%
Education K-12	17%
Other	16%
Community & Economic Development	15%
Higher Education	12%
Arts & Culture	5%
Civic & Public Affairs	5%
Environment	3%
Disaster Relief	2%

**Program area allocations by industry (average percentages)**

	All Companies	Energy	Financial	Healthcare	Technology
Other	15%	18%	17%	3%	24%
Health & Social Services	27%	14%	15%	72%	11%
Community & Economic Development	14%	17%	23%	5%	4%
Education K-12	16%	13%	19%	3%	34%
Higher Education	12%	23%	9%	8%	17%
Arts & Culture	5%	4%	8%	2%	4%
Civic & Public Affairs	5%	4%	5%	3%	2%
Environment	3%	5%	1%	0%	2%
Disaster Relief	3%	2%	3%	4%	2%

SOURCES:  
GIVING USA 2015, CECP 2014 GIVING IN NUMBERS

**Top 50 corporate foundations**

Rank	Name (state)	Industry	Total giving (\$M)
1	<b>Novartis Patient Assistance Foundation, Inc. (NJ)*</b>	Pharmaceuticals	\$453.0
2	<b>Wells Fargo Foundation (CA)</b>	Financial services	\$186.8
3	<b>The Walmart Foundation, Inc. (AR)</b>	Retail	\$182.9
4	<b>The Bank of America Charitable Foundation, Inc. (NC)</b>	Financial services	\$175.3
5	<b>GE Foundation (CT)</b>	Manufacturing	\$124.5
6	<b>The JPMorgan Chase Foundation (NY)</b>	Financial services	\$115.5
7	<b>The Coca-Cola Foundation, Inc. (GA)</b>	Food and beverage	\$98.2
8	<b>Citi Foundation (NY)</b>	Financial services	\$78.4
9	<b>ExxonMobil Foundation (TX)</b>	Energy	\$72.7
10	<b>Caterpillar Foundation (IL)</b>	Manufacturing	\$56.0
11	<b>The PNC Foundation (PA)</b>	Financial services	\$48.3
12	<b>Johnson &amp; Johnson Family of Companies Foundation (NJ)</b>	Pharmaceuticals	\$46.4
13	<b>Intel Foundation (OR)</b>	Technology	\$45.1
14	<b>Freddie Mac Foundation (VA)</b>	Insurance	\$44.8
15	<b>The UPS Foundation (GA)</b>	Logistics	\$42.9
16	<b>MetLife Foundation (NY)</b>	Financial services	\$42.5
17	<b>The Merck Company Foundation (NJ)</b>	Pharmaceuticals	\$41.8
18	<b>Verizon Foundation (NJ)</b>	Telecommunications	\$41.6
19	<b>The Goldman Sachs Foundation (NY)</b>	Financial services	\$38.6
20	<b>Blue Shield of California Foundation (CA)</b>	Healthcare	\$38.5
21	<b>Bayer U.S. Patient Assistance Foundation (PA)*</b>	Pharmaceuticals	\$34.9
22	<b>General Motors Foundation, Inc. (MI)</b>	Auto	\$33.0
23	<b>The PepsiCo Foundation, Inc. (NY)</b>	Food and beverage	\$31.7
24	<b>Harold Simmons Foundation (TX)</b>	Financial services	\$31.4
25	<b>The Bristol-Myers Squibb Foundation, Inc. (NY)</b>	Pharmaceuticals	\$31.3

SOURCE:  
THE FOUNDATION CENTER

\* PATIENT ASSISTANCE FOUNDATION

**Top 50 corporate foundations (continued)**

Rank	Name (state)	Industry	Total giving (\$M)
26	<b>Newman's Own Foundation (CT)</b>	Food and beverage	\$30.1
27	<b>General Mills Foundation (MN)</b>	Food and beverage	\$29.2
28	<b>Emerson Charitable Trust (MO)</b>	Manufacturing	\$29.1
29	<b>The Medtronic Foundation (MN)</b>	Manufacturing	\$27.9
30	<b>Reckitt Benckiser Pharmaceuticals Patient Help Foundation (VA)*</b>	Pharmaceuticals	\$27.7
31	<b>Viropharma Charitable Foundation (PA)</b>	Pharmaceuticals	\$27.3
32	<b>Ford Motor Company Fund (MI)</b>	Auto	\$27.1
33	<b>The Prudential Foundation (NJ)</b>	Insurance	\$26.9
34	<b>Nationwide Insurance Foundation (OH)</b>	Insurance	\$26.3
35	<b>Eli Lilly and Company Foundation (IN)</b>	Pharmaceuticals	\$26.2
36	<b>Valero Energy Foundation (TX)</b>	Energy	\$26.1
37	<b>Duke Energy Foundation (NC)</b>	Utility	\$26.1
38	<b>Fidelity Foundation (NH)</b>	Financial services	\$24.1
39	<b>U.S. Bancorp Foundation, Inc. (MN)</b>	Financial services	\$23.3
40	<b>Alcoa Foundation (PA)</b>	Metals	\$22.2
41	<b>Enterprise Holdings Foundation (MO)</b>	Car Rental	\$21.9
42	<b>Monsanto Fund (MO)</b>	Chemicals	\$21.8
43	<b>IBM International Foundation (NY)</b>	Computer	\$21.6
44	<b>The Dow Chemical Company Foundation (MI)</b>	Chemicals	\$21.5
45	<b>3M Foundation (MN)</b>	Manufacturing	\$21.2
46	<b>The Pfizer Foundation, Inc. (NY)</b>	Pharmaceuticals	\$21.1
47	<b>Illinois Tool Works Foundation (IL)</b>	Manufacturing	\$20.9
48	<b>Freeport-McMoRan Copper &amp; Gold Foundation (AZ)</b>	Mining	\$20.1
49	<b>United Health Foundation (MN)</b>	Healthcare	\$19.9
50	<b>The M &amp; T Charitable Foundation (NY)</b>	Financial services	\$19.4

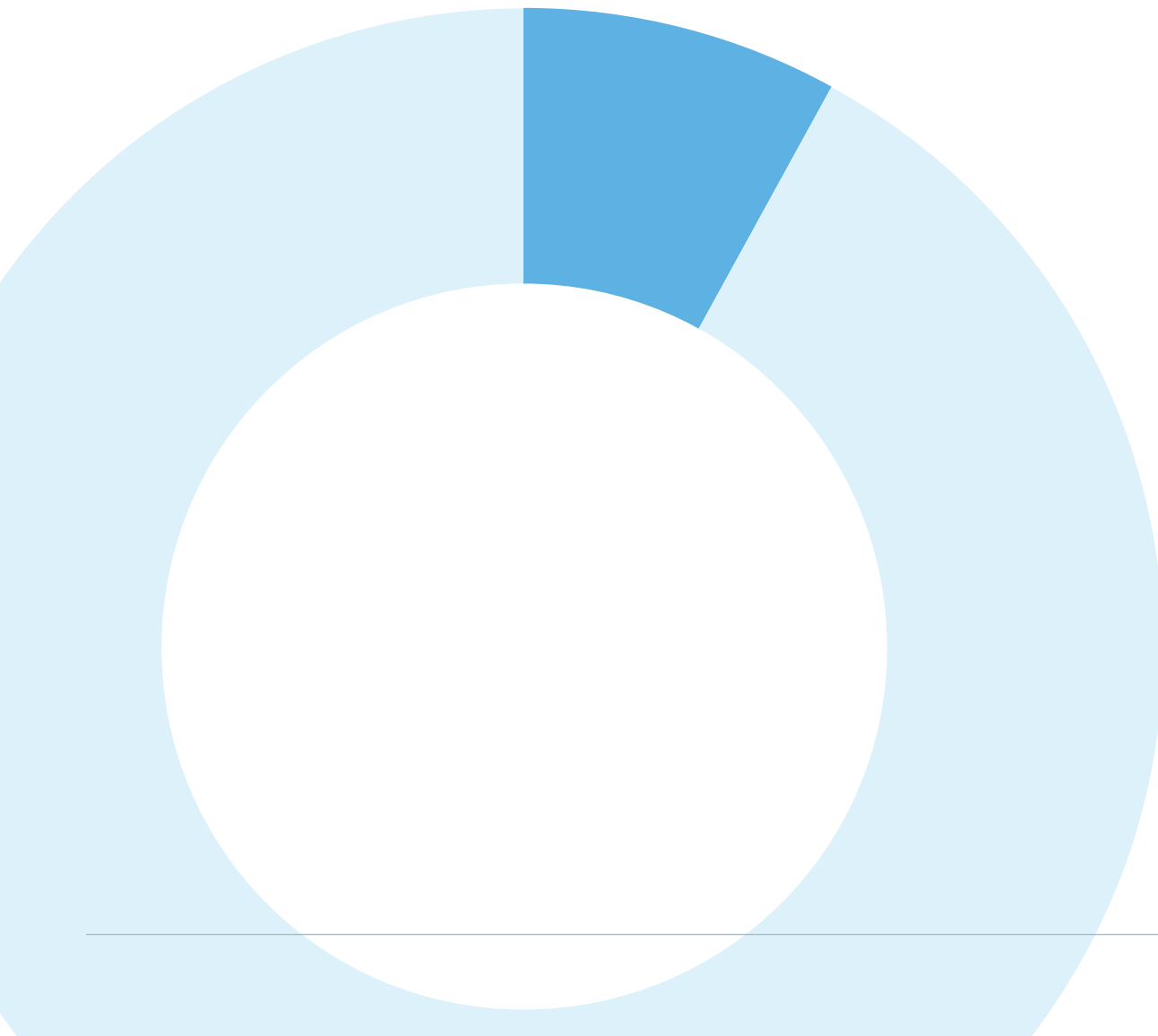


# GIVING BY BEQUEST

GIVING BY BEQUEST

**\$28.1 billion** in bequests were made in 2014.

8% of all giving in the United States



**8%**

OF ALL GIVING

In 2014, bequest giving was **\$28.1 billion**.

**15.5%**

INCREASE

Giving by bequest increased by **15.5%** in 2014.

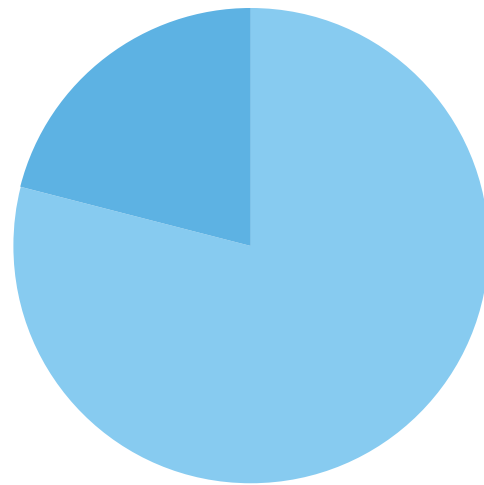
**Top reasons donors make planned gifts**

	Percentage
Desire to support the charity	97%
The ultimate use of the gift by charity	82%
Desire to reduce taxes	35%
Long-range estate and financial planning issues	35%
Create a lasting memorial for self or loved one	33%
Relationship with a representative of a charity	21%
Encouragement of family and friends	13%
Encouragement of financial or legal advisors	12%

SOURCES:  
GIVING USA 2015, IDENTIFICATION, DEATH AND  
BEQUEST GIVING



**79% of bequest giving came from estates with \$1 million or more in assets.**

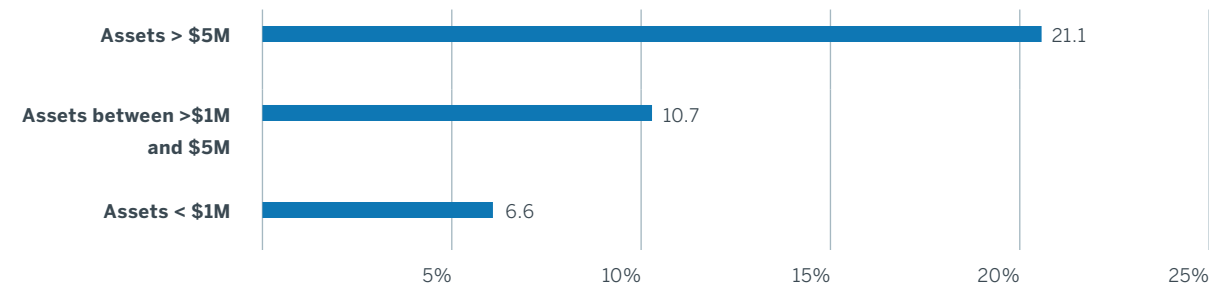


Bequest giving from estates

	Percentage	Amount
Estates - \$1 million or more	79%	\$22B
Estates - less than \$1 million	21%	\$6B

**Bequest giving increased by over 20% for estates with assets larger than \$5 million.**

% Change in bequest giving by estate size (2013-2014)



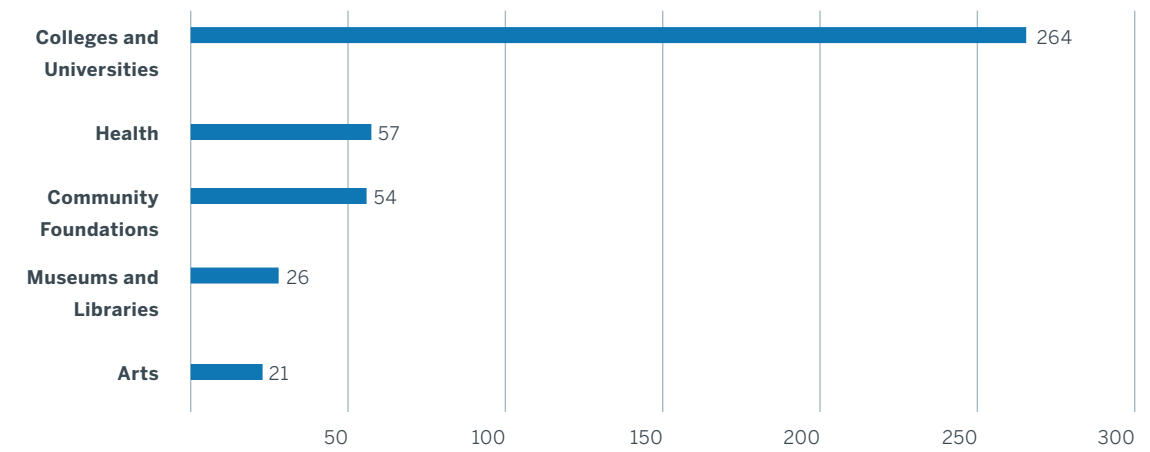
SOURCES:  
GIVING USA 2015, THE CHRONICLE OF PHILANTHROPY

\* AS OF JULY 2015

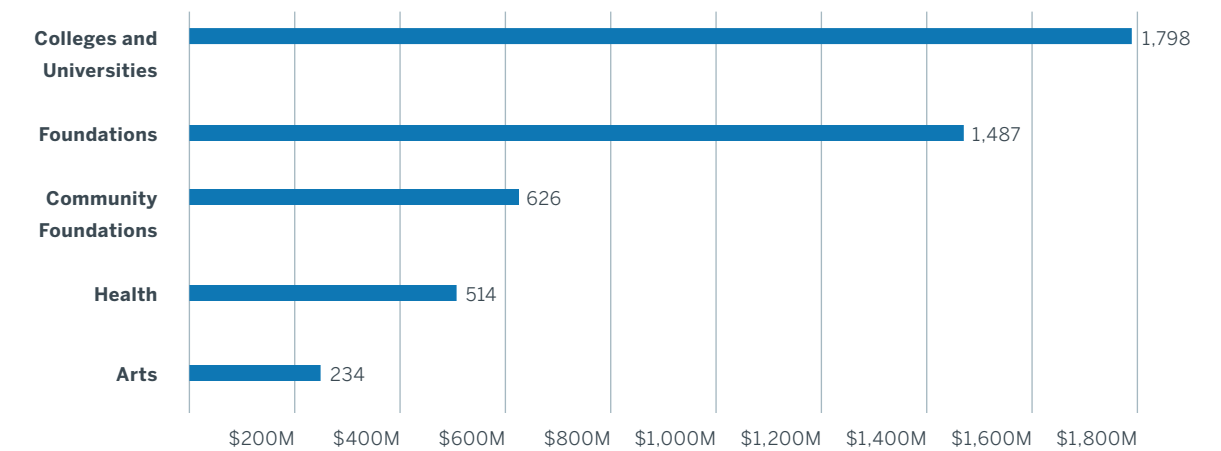
**Colleges and universities are the leading recipients of bequests.**

More than half of publicly announced bequests in the last five years went to **colleges and universities**, accounting for **33%** of the dollars given by bequest.

Top recipients of bequests by number of gifts (2011-2015)\*



Top recipients of bequests (2011-2015)\*



50 largest public bequests in the last five years

Rank	Donor	Recipient	Year	Recipient location	Cause	Gift value (\$M)
1	Ralph C. Wilson Jr.	Ralph Wilson Foundation	2014	New York	Foundations	\$1,000
2	Rachel (Bunny) Mellon	Gerard B. Lambert Foundation	2014	Virginia	Foundations	\$401
3	Fred W. Fields	Oregon Community Foundation	2012	Oregon	Community foundations	\$166
4	Muriel Block	Yeshiva University, Albert Einstein College of Medicine	2013	New York	Colleges and universities	\$160
5	Guy David Gundlach	Elkhart County Community Foundation	2012	Indiana	Community foundations	\$140
6	Arthur G. & Margaret B. Glasgow	Virginia Museum of Fine Arts	2011	Virginia	Arts	\$70
7	J. Harold Harrison	Medical College of Georgia Foundation	2013	Georgia	Health	\$66
8	Thompson Family Foundation (Wade F.B. Thompson)	Park Avenue Armory	2015	New York	Historic preservation	\$65
9	Albert P. (Skip) Viragh	Johns Hopkins Medicine, Sidney Kimmel Comprehensive Cancer Center	2014	Maryland	Colleges and universities	\$65
10	John Boruchin	Jewish National Fund	2013	New York	Religious groups	\$60
11	A.B. Hudson	Shriners Hospital for Children	2011	Ohio	Health	\$60
12	Reetz & Madison Self	University of Kansas	2014	Kansas	Colleges and universities	\$58
13	Madison (AI) & Lila Reetz Self	University of Kansas	2014	Kansas	Colleges and universities	\$58
14	Jack MacDonald	University of Washington School of Law	2013	Washington	Colleges and universities	\$56
15	Jack MacDonald	Salvation Army Northwest Division	2013	Washington	Social services	\$56
16	Jeffrey M. Carlton	Hoag Hospital Foundation	2013	California	Health	\$53
17	Agnese Nelms Haury	University of Arizona Foundation	2014	Arizona	Colleges and universities	\$50
18	Charles E. Kaufman	Pittsburgh Foundation	2011	Pennsylvania	Foundations	\$50
19	Ethel Strong Allen	Hackley School	2012	New York	Education	\$49
20	Nina Ireland	University of California at San Francisco	2011	California	Colleges and universities	\$48

SOURCE:  
THE CHRONICLE OF PHILANTHROPY

50 largest public bequests in the last five years (continued)

Rank	Donor	Recipient	Year	Recipient location	Cause	Gift value (\$M)
21	Vance E. Kondon & Elisabeth Giesberger	Museum of Contemporary Art San Diego	2012	California	Arts	\$45
22	Arthur G. & Margaret B. Glasgow	Virginia Commonwealth University	2011	Virginia	Colleges and universities	\$45
23	Mary N. Porter	Community Foundation of Broward	2012	Florida	Community foundations	\$44
24	Ruth Bedford	Norwalk Hospital	2015	Connecticut	Health	\$40
25	Ruth Bedford	Westport Weston Family YMCA	2015	Connecticut	Social services	\$40
26	Anonymous	University of Buffalo	2011	New York	Colleges and universities	\$40
27	William L. Ridgway	University of Evansville	2013	Indiana	Colleges and universities	\$39
28	T.W. (Tom) Whaley	University of Texas at Austin, Cockrell School of Engineering	2014	Texas	Colleges and universities	\$35
29	Charles E. & Mary Jane Spahr	University of Kansas Endowment	2011	Kansas	Colleges and universities	\$32
30	Barbara Dodd Anderson	George School	2011	Pennsylvania	Education	\$30
31	Richard A. Herman	Family Matters of Greater Washington	2013	District of Columbia	Social services	\$28
32	Helen F. Banas	Alzheimer's Association, Orange County Chapter	2013	California	Health	\$27
33	Jack MacDonald	Seattle Children's Hospital, Research and Foundation	2013	Washington	Health	\$25
34	Samuel and Jean Frankel Foundation (Samuel & Jean Frankel)	University of Michigan Cardiovascular Center	2013	Michigan	Colleges and universities	\$25
35	Richard Blackman	Boca Raton Regional Hospital Foundation	2013	Florida	Health	\$25
36	Robert C. & Jeanette Powell	University of the Pacific	2013	California	Colleges and universities	\$25
37	William S. Dietrich II	Thiel College	2011	Pennsylvania	Colleges and universities	\$25

**50 largest public bequests  
in the last five years (continued)**

Rank	Donor	Recipient	Year	Recipient location	Cause	Gift value (\$M)
38	Walter J. Zable	College of William & Mary	2013	Virginia	Colleges and universities	\$24
39	James Wood Williamson	Case Western Reserve University	2011	Ohio	Colleges and universities	\$24
40	Albert Higley Jr. & Beverly Higley	Cleveland Foundation	2015	Ohio	Foundations	\$23
41	Robert Thomson	Pittsburgh Theological Seminary	2015	Pennsylvania	Religious groups	\$20
42	Richard English	Community Foundation for Greater New Haven	2011	Connecticut	Community foundations	\$20
43	Louise Oriole Burevitch	North Carolina Community Foundation	2015	North Carolina	Community foundations	\$20
44	Simon B. & Sylvia Poyta	WNET.org	2015	New York	Other groups	\$20
45	Willard M. Cornelius Sr.	Adrian College	2012	Michigan	Colleges and universities	\$20
46	Brooke Russell Astor	Metropolitan Museum of Art	2012	New York	Museums and libraries	\$20
47	Robert Franke	Robert and Eleanor Franke Charitable Foundation	2011	Wisconsin	Other groups	\$20
48	Paul Metzger	Billings Clinic	2014	Montana	Health	\$19
49	Paul Metzger	St. Vincent Healthcare	2014	Montana	Health	\$19
50	William S. Dietrich II	Pittsburgh Foundation	2011	Pennsylvania	Community foundations	\$18

SOURCE:  
THE CHRONICLE OF PHILANTHROPY



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# OVERVIEW OF NON-PROFITS

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OVERVIEW OF NON-PROFITS

There are nearly **1 million** public charities in the U.S.

**\$887.3**

BILLION

Public charities contribute an estimated **\$887.3 billion** to the U.S. GDP.

**\$3**

TRILLION

Public charities control **\$3 trillion** in assets.

Revenue sources for reporting public charities

	Percentage
Fees for services and goods from private sources	50.0%
Fees for services and goods from government sources	23.1%
Private contributions	12.9%
Government grants	9.2%
Investment income	3.6%
Other income	1.2%

**50%** of revenue for public charities came from fees for services and goods from private sources.

**32%** of public charity revenue came from the government.

**Top non-profits by total private support**

Rank	Organization	Sector	Total private support (\$M)
1	United Way Worldwide	Social service	\$3,870
2	Fidelity Charitable	Commercial funds	\$3,672
3	Salvation Army	Social service	\$2,080
4	Schwab Charitable Fund	Commercial funds	\$1,863
5	Feeding America	Social service	\$1,855
6	Task Force for Global Health	Health	\$1,655
7	Catholic Charities USA	Social service	\$1,646
8	Silicon Valley Community Foundation	Community foundations	\$1,384
9	American Red Cross	Social service	\$1,080
10	Vanguard Charitable Endowment Program	Commercial funds	\$1,033
11	Food for the Poor	International	\$1,023
12	Goodwill Industries International	Social service	\$975
13	The Y	Social service	\$939
14	Stanford University	Colleges and universities	\$932
15	National Christian Foundation	Other	\$912
16	American Cancer Society	Health	\$885
17	American Lebanese Syrian Associated Charities / St. Jude Children's Research Hospital	Hospitals and medical centers	\$851
18	Habitat for Humanity International	Social service	\$850
19	World Vision	International	\$796
20	Harvard University	Colleges and universities	\$792
21	Boys & Girls Clubs of America	Youth	\$766
22	Lutheran Services in America	Social service	\$727
23	University of Southern California	Colleges and universities	\$675
24	Compassion International	International	\$657
25	Columbia University	Colleges and universities	\$647

SOURCE:  
THE CHRONICLE OF PHILANTHROPY

**Top non-profits by total private support (continued)**

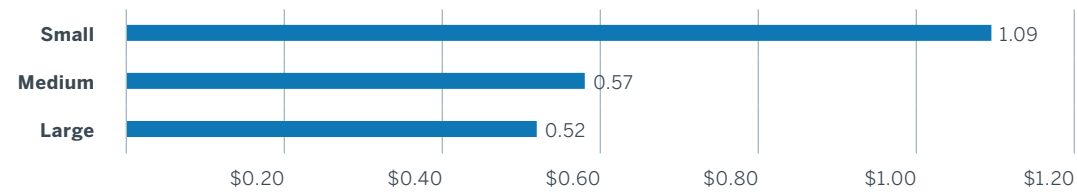
Rank	Organization	Sector	Total private support (\$M)
26	National Philanthropic Trust	Other	\$628
27	AmeriCares Foundation	International	\$620
28	United States Fund for UNICEF	International	\$588
29	National Academy of Sciences	Education	\$531
30	American Heart Association	Health	\$520
31	The Johns Hopkins University	Colleges and universities	\$519
32	Catholic Medical Mission Board	International	\$513
33	University of Pennsylvania	Colleges and universities	\$507
34	Cru	Religious	\$504
35	Nature Conservancy	Environment and animal welfare	\$500
36	Cornell University	Colleges and universities	\$475
37	Save the Children	International	\$455
38	New York University	Colleges and universities	\$449
39	Yale University	Colleges and universities	\$444
40	Feed the Children	International	\$442
41	Samaritan's Purse	International	\$426
42	Duke University	Colleges and universities	\$424
43	University of California at Los Angeles	Colleges and universities	\$420
44	Massachusetts Institute of Technology	Colleges and universities	\$415
45	Direct Relief International	International	\$388
46	Memorial Sloan Kettering Cancer Center	Hospitals and medical centers	\$388
47	University of California at San Francisco	Colleges and universities	\$386
48	Mayo Clinic	Hospitals and medical centers	\$384
49	University of Wisconsin at Madison	Colleges and universities	\$361
50	Jewish Communal Fund	Other	\$360

**ONLINE FUNDRAISING**

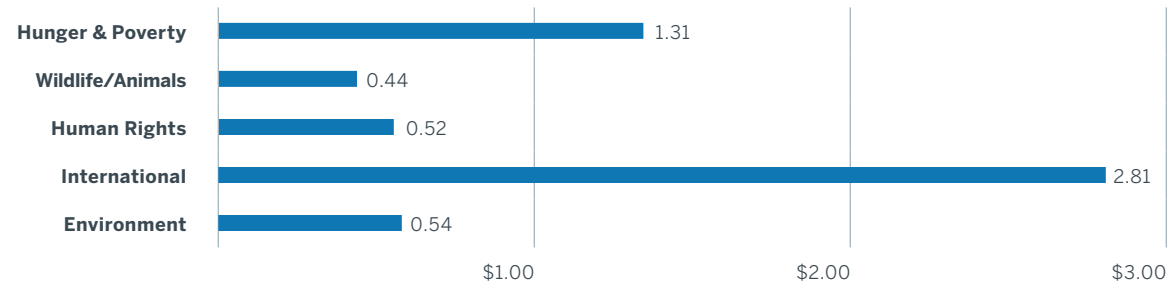
**Non-profits raised \$612 per 1,000 website visitors.**

Visitors to small organizations' websites are **twice as valuable** as visitors to large organizations' websites.

**Web donations per visitor by non-profit size**



**Website revenue per visitor by sector**

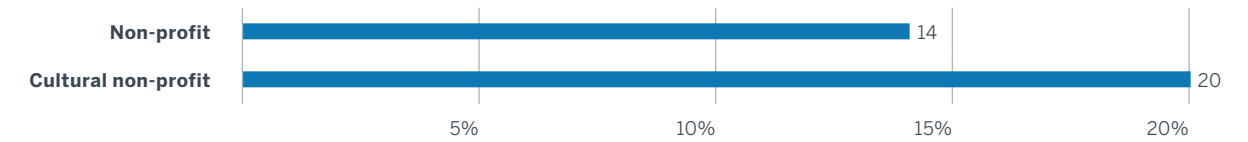


SOURCE:  
THE 2015 M+R BENCHMARKS STUDY

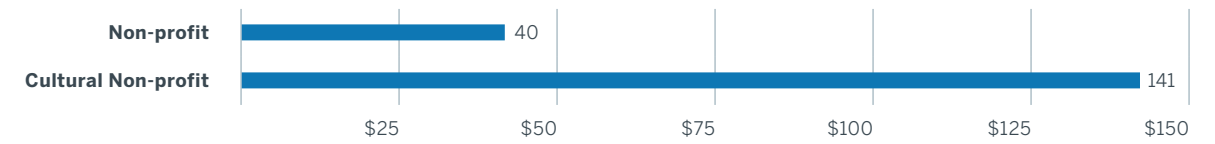
**22% of online revenue comes from email donations.**

Cultural non-profits are leaders in email fundraising.

**Average email open rates**



**Amount raised per 1,000 fundraising emails sent**



**Largest online fundraising organizations in the last five years**


Rank	Organization	Online donations 2013 (\$M)	Online donations 2008 (\$M)	5-year % change
1	Leukemia & Lymphoma Society	\$98.6	\$78.4	26%
2	American Heart Association	\$59.0	\$30.0	97%
3	World Vision	\$41.1	\$27.0	52%
4	National Christian Foundation	\$40.6	—	—
5	Campus Crusade for Christ International	\$39.4	\$43.0	-8%
6	Salvation Army	\$38.7	\$11.3	242%
7	Cystic Fibrosis Foundation	\$37.7	\$11.1	240%
8	Young Life	\$32.0	\$6.4	400%
9	March of Dimes Foundation	\$27.5	—	—
10	United States Fund for UNICEF	\$22.8	\$14.5	57%
11	Global Impact	\$22.1	—	—
12	University of Michigan	\$19.7	\$2.5	690%
13	Memorial Sloan-Kettering Cancer Center	\$18.6	\$4.2	340%
14	Dana-Farber Cancer Institute	\$15.9	\$11.2	42%
15	Christian Broadcasting Network	\$14.9	—	—
16	University of Southern California	\$13.0	\$0.3	3,795%
17	University of Washington	\$12.4	\$3.2	291%
18	Food for the Poor	\$12.2	\$6.1	101%
19	International Fellowship of Christians and Jews	\$12.2	—	—
20	University of Pennsylvania	\$11.4	\$4.4	159%
21	Seattle Foundation	\$11.4	—	—
22	Ohio State University	\$10.8	\$3.5	209%
23	Save the Children	\$10.5	\$5.7	84%
24	University of California at Berkeley	\$10.4	\$4.6	124%
25	Make-A-Wish Foundation	\$9.1	\$5.8	57%

SOURCE:  
THE CHRONICLE OF PHILANTHROPY

**Largest online fundraising organizations in the last five years (continued)**

Rank	Organization	Online donations 2013 (\$M)	Online donations 2008 (\$M)	5-year % change
26	Habitat for Humanity International	\$7.7	\$8.0	-3%
27	University of North Carolina at Chapel Hill	\$7.2	\$3.7	96%
28	KQED	\$7.0	\$2.3	209%
29	Virginia Tech	\$6.9	\$6.4	8%
30	Metropolitan Museum of Art	\$5.8	\$2.7	119%
31	Heritage Foundation	\$5.4	\$5.3	3%
32	Partners HealthCare System	\$5.4	—	—
33	Mercy Corps	\$4.8	\$7.9	-40%
34	University of Oklahoma	\$4.7	\$0.2	2,439%
35	Baylor University	\$4.4	—	—
36	Jewish National Fund	\$4.4	—	—
37	University of Texas at Austin	\$4.0	\$0.7	448%
38	Marine Toys for Tots Foundation	\$3.7	\$2.2	67%
39	The Johns Hopkins University	\$3.5	\$1.4	151%
40	Jewish Federation / Jewish United Fund of Metropolitan Chicago	\$3.5	\$2.3	50%
41	AmeriCares Foundation	\$3.3	—	—
42	California Community Foundation	\$3.2	\$0.2	1,199%
43	Vanderbilt University	\$3.1	\$1.5	111%
44	Children's Healthcare of Atlanta Foundation	\$2.8	\$1.0	169%
45	City of Hope	\$2.7	\$2.8	-3%
46	Tufts University	\$2.5	\$0.7	266%
47	Emory University	\$2.3	\$0.7	223%
48	Washington University in St. Louis	\$2.2	\$0.6	286%
49	University of Missouri at Columbia	\$2.2	\$0.4	479%
50	United Nations Foundation	\$2.0	\$2.1	-5%





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# ABOUT CCS

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Our **mission** is to help non-profits elevate theirs, by providing fundraising counsel, development services, and strategic consulting.

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CCS designs and implements successful, transformative development initiatives for leading non-profits across all sectors and throughout the world.

**1947**  
ESTABLISHED

**12**  
EXECUTIVE OFFICES

**225**  
PROFESSIONAL STAFF MEMBERS

**95%**  
REPEAT BUSINESS

**12,000**  
SATISFIED CLIENTS

#### WHAT WE DO

CCS designs and implements fundraising initiatives that advance the missions and impact of non-profit organizations across the globe. Specific services include:

- Feasibility and planning studies
- Campaign planning and management
- Development assessments
- Research, screening, analytics, predictive modeling, and benchmarking
- Board development and training
- Interim development office management
- Custom learning
- Corporate and strategic partnership development
- Executive consultation

#### WHO WE SERVE

CCS is working in cities throughout the U.S. and around the world on transformational fundraising initiatives for:

- Colleges and Universities
- Hospitals and Academic Medical Centers
- Arts and Cultural Institutions
- Civic and Social Organizations
- Primary/Secondary Schools
- Faith-Based Organizations
- Environmental and Animal Welfare Groups
- Advocacy and Human Service Organizations
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