

A person is shown from the side, holding a large, glowing paper lantern. The lantern is lit from within, casting a warm, yellow light. The background is a soft, hazy sky at sunset or sunrise, with colors ranging from light blue to pale orange. The image is partially obscured by a dark teal diagonal shape that cuts across the frame from the top left to the bottom right.

SNAPSHOT OF TODAY'S

PHILANTHROPIC LANDSCAPE

5TH EDITION 2016

WE PARTNER WITH NON-PROFITS
FOR TRANSFORMATIONAL CHANGE.

CCS
FUNDRAISING





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INTRODUCTION

We are pleased to present the fifth edition of the *Snapshot of Today's Philanthropic Landscape*, your guidebook for navigating the philanthropic terrain in the U.S. We have developed this report as a resource for philanthropic executives, development officers, and board members across all sectors.

This report is a cohesive blend of public data highlighting individual, foundation, and corporate giving along with information about bequest giving. It also includes an overview of America's leading philanthropic institutions.

As a firm that has worked with over 12,000 non-profit organizations throughout the globe, we hope this resource helps you pursue your missions and make an impact on your communities and the world at large.







SNAPSHOT

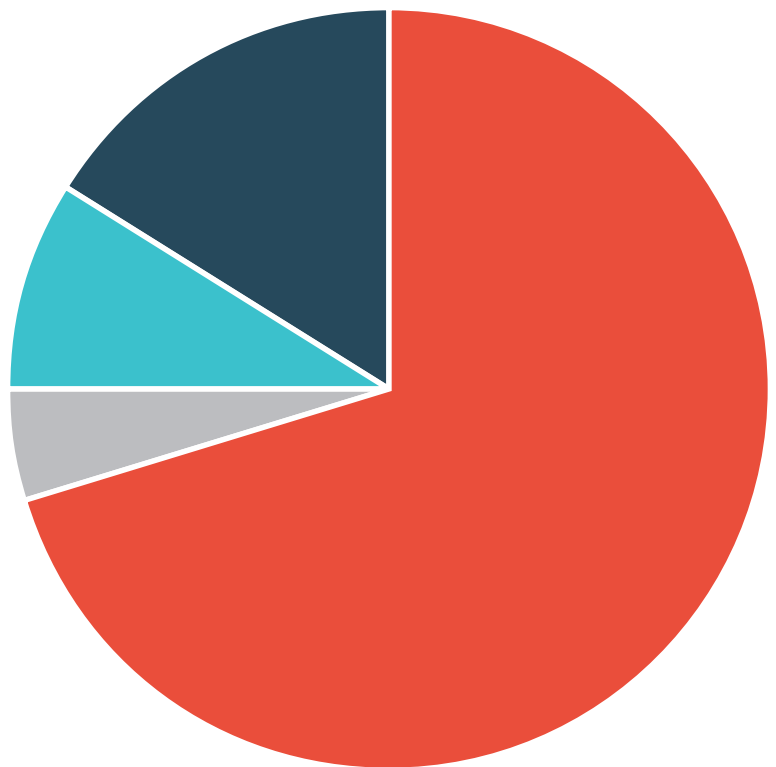
AMERICANS GAVE

\$373.3 BILLION

TO CHARITY IN 2015.

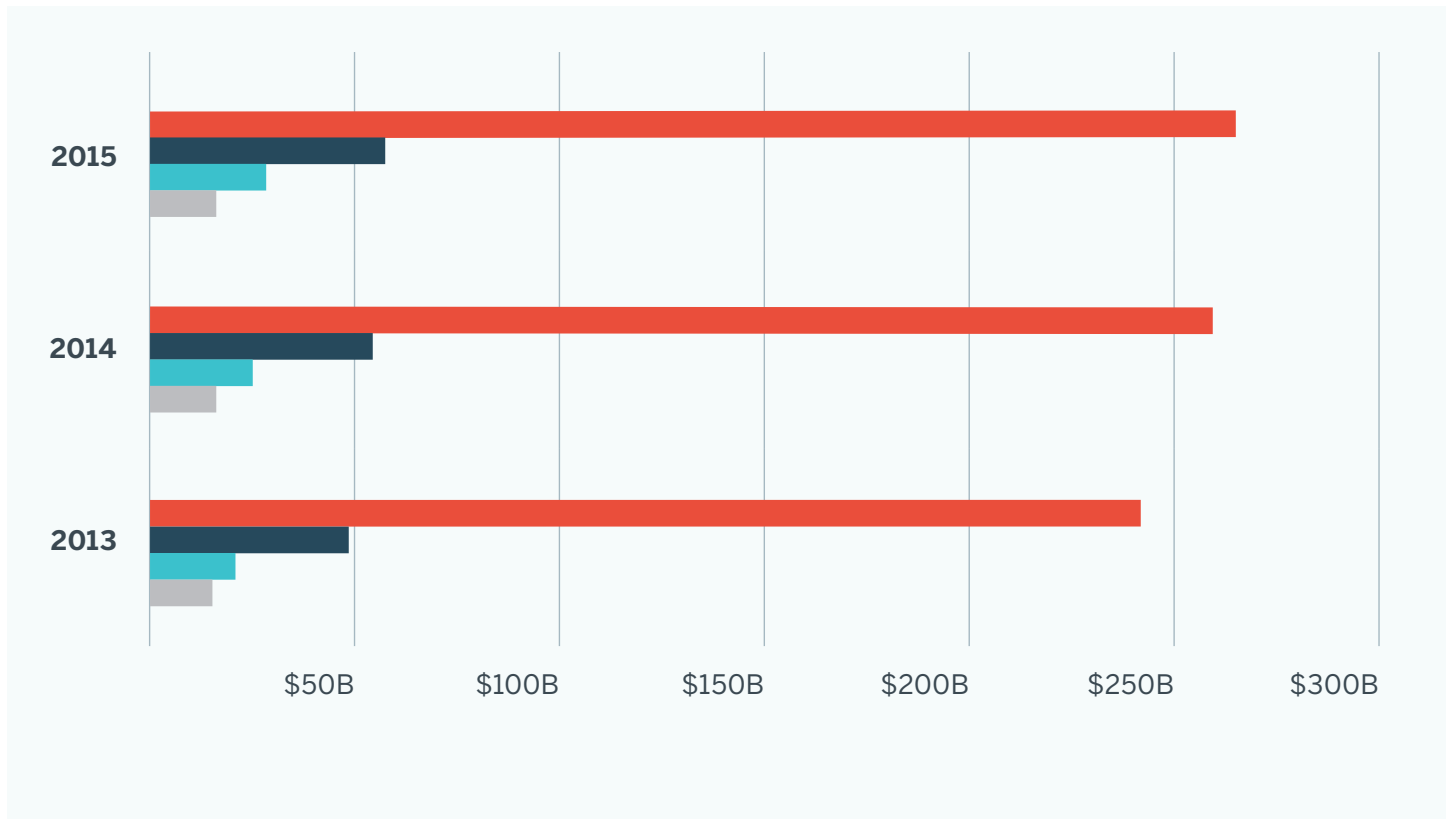
4.0% increase in inflation-adjusted dollars over previous year





-  **INDIVIDUALS**
Amount: \$264.6 billion
% of total: 71%
% change from previous year: 3.8%
-  **FOUNDATIONS**
Amount: \$58.5 billion
% of total: 16%
% change from previous year: 6.5%
-  **BEQUESTS**
Amount: \$31.8 billion
% of total: 9%
% change from previous year: 2.1%
-  **CORPORATIONS**
Amount: \$18.5 billion
% of total: 5%
% change from previous year: 3.9%



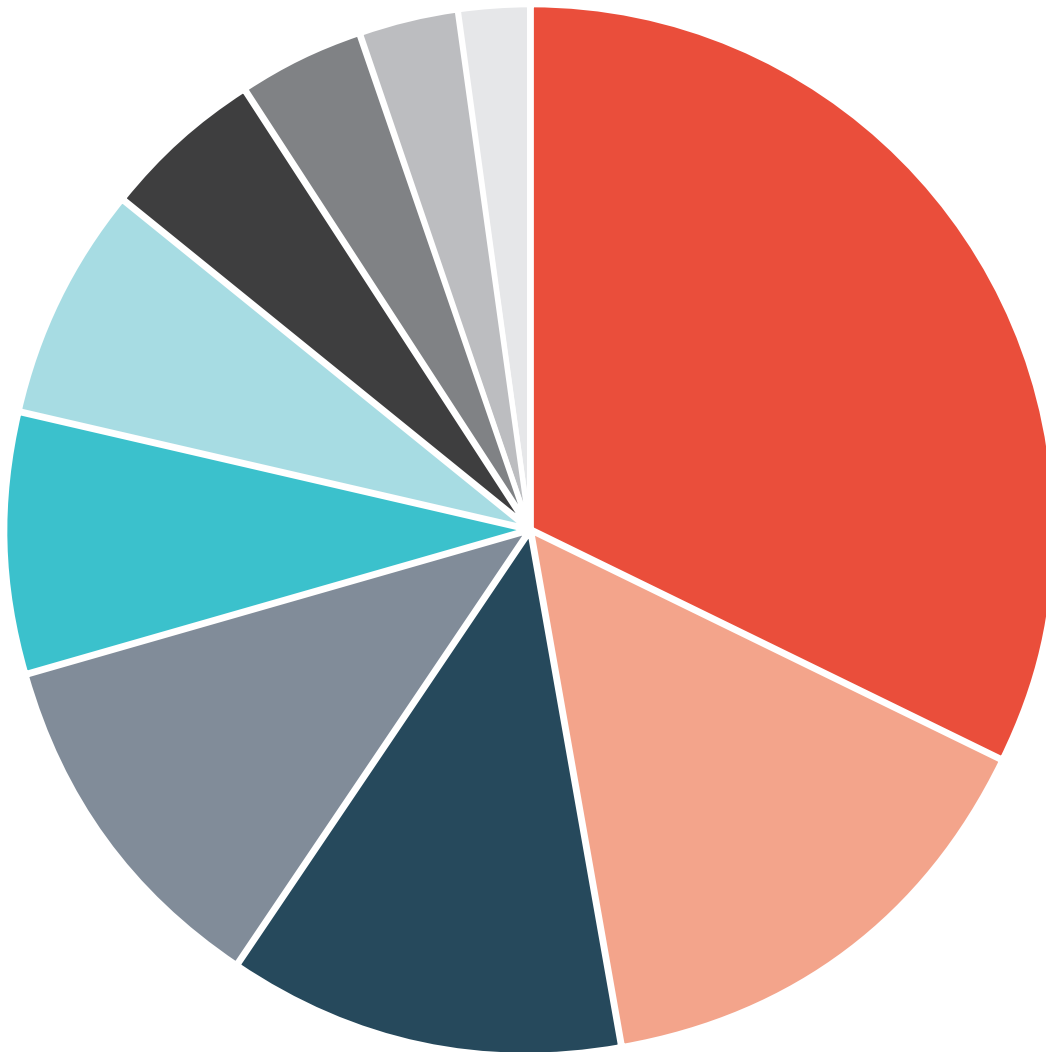
* Percentages do not total 100% as figures are rounded

The two-year increase in total charitable giving between 2013 and 2015 was 10.3% in inflation-adjusted dollars.



-  **INDIVIDUALS**
-  **FOUNDATIONS**
-  **BEQUESTS**
-  **CORPORATIONS**

WHERE THE
\$373.3 BILLION WENT:



Religious organizations received the largest share of charitable dollars.

| SECTOR | AMOUNT | % OF TOTAL* | % CHANGE FROM PREVIOUS YEAR |
|--------------------------------|----------|-------------|-----------------------------|
| Religion | \$119.3B | 32% | 2.7% |
| Education | \$57.5B | 15% | 8.9% |
| Human Services | \$45.2B | 12% | 4.2% |
| Foundations | \$42.3B | 11% | (3.8%) |
| Health | \$29.8B | 8% | 1.3% |
| Public Benefit | \$27.0B | 7% | 6.0% |
| Arts, Culture, and Humanities | \$17.1B | 5% | 7.0% |
| International Affairs | \$15.8B | 4% | 17.5% |
| Environment and Animal Welfare | \$10.7B | 3% | 6.2% |
| Individuals | \$6.6B | 2% | (1.6%) |

* Percentages do not total 100% as figures are rounded

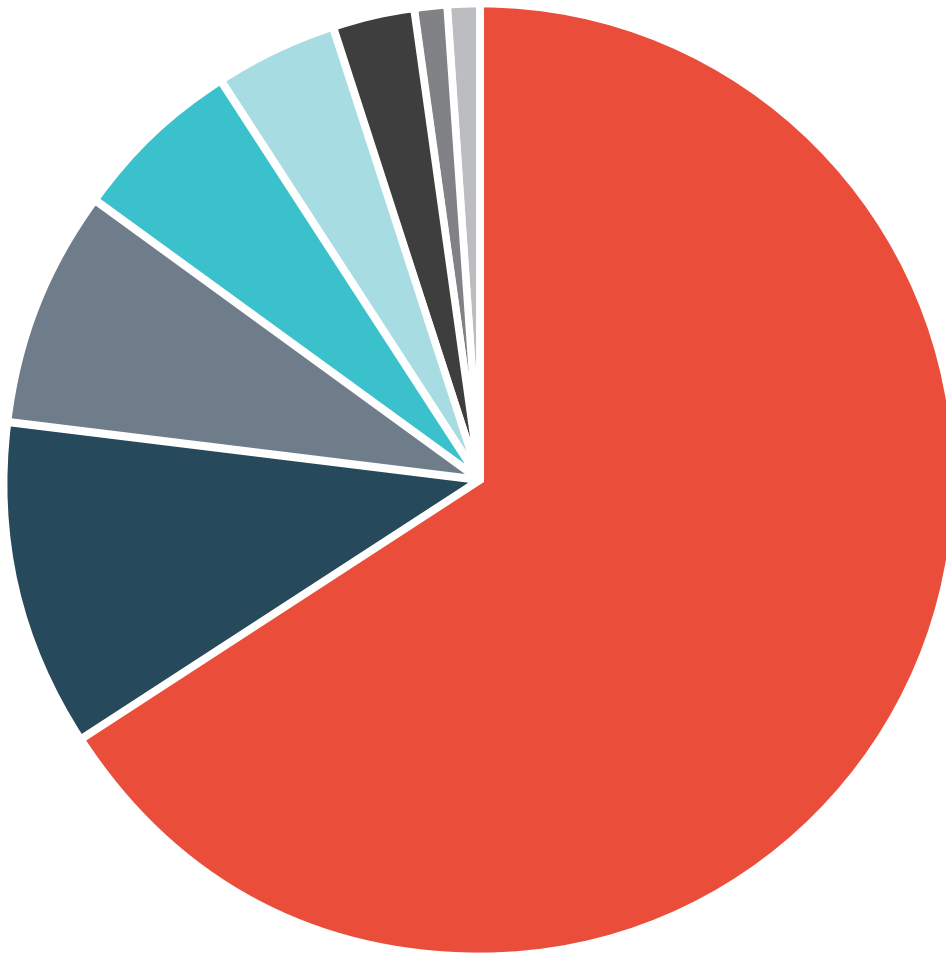




INDIVIDUAL GIVING

INDIVIDUALS GAVE
\$264.6 BILLION
TO CHARITY IN 2015.

71% of all giving in the United States



Where They Gave: Publicly Announced Gifts of \$1 Million+ (January 2015—August 2016)

| SECTOR | GIFT VALUE | # GIFTS | % VALUE | % COUNT |
|--------------------------------|----------------|------------|---------|---------|
| All | \$15.5B | 851 | | |
| Education | \$10.2B | 606 | 66% | 71% |
| Arts, Culture, and Humanities | \$1.7B | 107 | 11% | 13% |
| Health | \$1.3B | 72 | 8% | 8% |
| Foundations | \$965.0M | 21 | 6% | 2% |
| Public Benefit | \$575.5M | 11 | 4% | 1% |
| Human Services | \$505.5M | 13 | 3% | 2% |
| Environment and Animal Welfare | \$136.4M | 13 | 1% | 2% |
| Religion | \$89.5M | 7 | 1% | 1% |
| International Affairs | \$25.0M | 1 | 0% | 0% |



The combined net worth
of the 400 wealthiest
Americans grew to a **new record
of over \$2.3 trillion** in 2015.

Nearly 30% of the 25 largest gifts
went to **scientific and medical research.**

Top 25 Publicly Announced Gifts (January 2015—August 2016)

| | DONOR | RECIPIENT | GIFT VALUE | YEAR |
|----|--------------------------------------|--|-------------------|-------------|
| 1 | Nicolas Berggruen | Berggruen Institute (Los Angeles, CA) | \$500M | 2016 |
| 2 | Philip H. Knight | Stanford University (Stanford, CA) | \$400M | 2016 |
| 3 | John A. Paulson | Harvard University (Cambridge, MA) | \$400M | 2015 |
| 4 | Stefan Edlis and Gael Neeson* | Art Institute of Chicago (Chicago, IL) | \$400M | 2015 |
| 5 | William H. Scheide* | Princeton University (Princeton, NJ) | \$300M | 2015 |
| 6 | Steven A. Cohen | Cohen Veterans Network (Stamford, CT) | \$275M | 2016 |
| 7 | Lawrence J. Ellison | University of Southern California (Los Angeles, CA) | \$200M | 2016 |
| 8 | Charles T. Munger | University of California at Santa Barbara (Santa Barbara, CA) | \$200M | 2016 |
| 9 | Sanford I. and Joan H. Weill | University of California at San Francisco (San Francisco, CA) | \$185M | 2016 |
| 10 | David H. Koch | Memorial Sloan Kettering Cancer Center (New York, NY) | \$150M | 2015 |
| 11 | Stephen A. Schwarzman | Yale University (New Haven, CT) | \$150M | 2015 |
| 12 | Robert E. and Dorothy J. King | Stanford University (Stanford, CA) | \$100M | 2016 |
| 13 | Reed Hastings | Silicon Valley Community Foundation (Mountain View, CA) | \$100M | 2016 |
| 14 | David Geffen | Museum of Modern Art (New York, NY) | \$100M | 2016 |
| 15 | Paul G. Allen | Paul G. Allen Frontiers Group (Seattle, WA) | \$100M | 2016 |
| 16 | Patricia and Phillip Frost | University of Miami (Coral Gables, FL) | \$100M | 2016 |
| 17 | Russell L. Carson and James Simons | New York Genome Center (New York, NY) | \$100M | 2016 |
| 18 | David Geffen | University of California at Los Angeles (Los Angeles, CA) | \$100M | 2015 |
| 19 | Jay Robert and Mary Kathryn Pritzker | Northwestern University (Evanston, IL) | \$100M | 2015 |
| 20 | Ranjan and Chandrika Tandon | New York University (New York, NY) | \$100M | 2015 |
| 21 | Thomas and Timothy Pearson | University of Chicago (Chicago, IL) | \$100M | 2015 |
| 22 | Gordon and Betty Moore | California Institute of Technology (Pasadena, CA) | \$100M | 2015 |
| 23 | Conrad T. Prebys | Sanford Burnham Prebys Medical Discovery Institute (San Diego, CA) | \$100M | 2015 |
| 24 | Henry R. and Marie-Josée Kravis | Rockefeller University (New York, NY) | \$100M | 2015 |
| 25 | Marion Anderson | University of California at Los Angeles, Anderson School of Management (Los Angeles, CA) | \$100M | 2015 |

* Non-cash gift





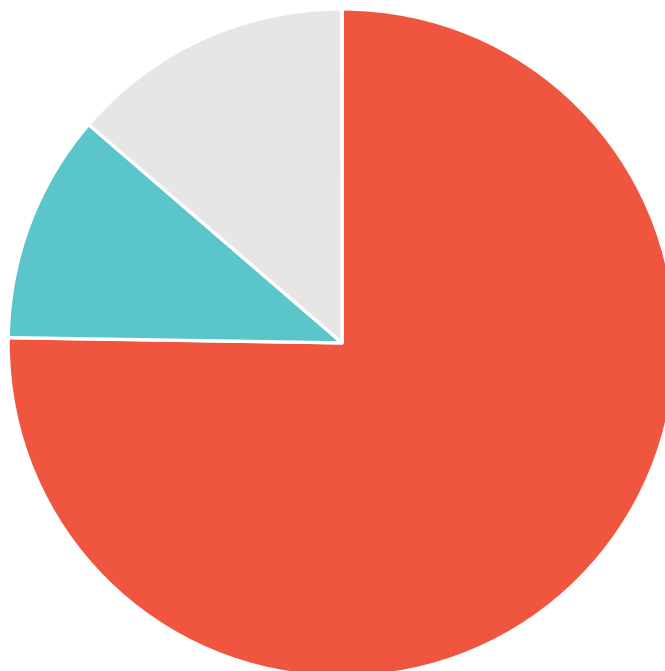
FOUNDATION GIVING

FOUNDATIONS GAVE **\$58.5 BILLION** TO CHARITY IN 2015.

16% of all giving in the United States

| SHARE OF GRANTMAKING BY FOUNDATION TYPE | PERCENTAGE |
|---|------------|
| Independent Foundations* | 74.8% |
| Community Foundations | 11.6% |
| Operating Foundations | 13.6% |

* 64% of giving by independent foundations originated from family foundations





Education and human services have continued to be **top areas of focus** for foundation funding.

For the first time ever, at the end of 2014, the value of commercial donor-advised funds exceeded that of community foundation donor-advised funds.

Largest Foundations by Total Grantmaking (2014)

| | FOUNDATION | TOTAL GIVING |
|----|---|---------------------|
| 1 | Bill & Melinda Gates Foundation | \$3.4B |
| 2 | Silicon Valley Community Foundation | \$956.8M |
| 3 | The Atlantic Philanthropies | \$521.7M |
| 4 | Ford Foundation | \$518.4M |
| 5 | The Susan Thompson Buffett Foundation | \$416.4M |
| 6 | Foundation to Promote Open Society | \$410.6M |
| 7 | Walton Family Foundation, Inc. | \$360.5M |
| 8 | The William and Flora Hewlett Foundation | \$353.6M |
| 9 | The Robert Wood Johnson Foundation | \$346.2M |
| 10 | Foundation For The Carolinas | \$341.6M |
| 11 | Lilly Endowment Inc. | \$333.6M |
| 12 | W. K. Kellogg Foundation | \$294.9M |
| 13 | The David and Lucile Packard Foundation | \$291.7M |
| 14 | Greater Kansas City Community Foundation | \$263.3M |
| 15 | Richard F. Aster, Jr. Foundation | \$237.2M |
| 16 | The Andrew W. Mellon Foundation | \$231.8M |
| 17 | Simons Foundation | \$230.8M |
| 18 | The John D. and Catherine T. MacArthur Foundation | \$222.5M |
| 19 | The Leona M. and Harry B. Helmsley Charitable Trust | \$222.3M |
| 20 | Gordon and Betty Moore Foundation | \$220.7M |
| 21 | Wells Fargo Foundation | \$189.4M |
| 22 | The California Endowment | \$182.8M |
| 23 | The Bank of America Charitable Foundation, Inc. | \$175.7M |
| 24 | The Chicago Community Trust | \$171.0M |
| 25 | The Walmart Foundation, Inc. | \$168.6M |



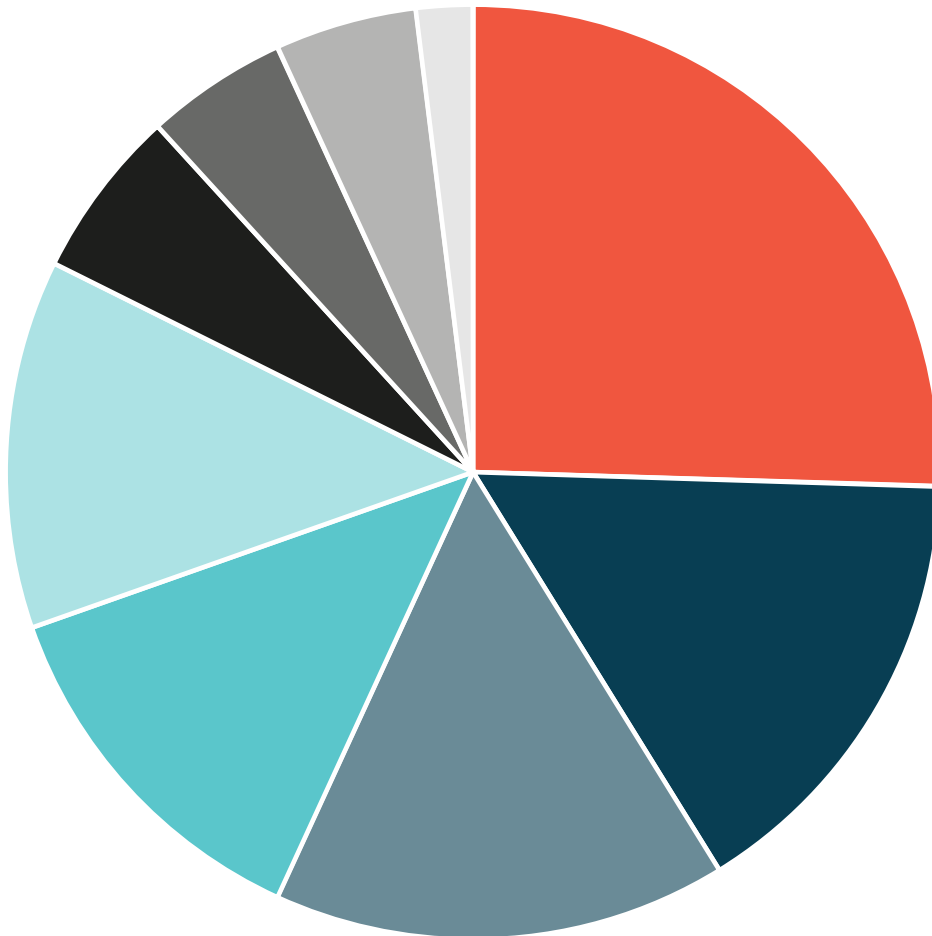




CORPORATE GIVING

CORPORATIONS GAVE
\$18.5 BILLION
TO CHARITY IN 2015.

5% of all giving in the United States



Health and social services accounted for over a quarter of corporate giving.

PERCENTAGE*

| | |
|------------------------------------|-----|
| Health and Social Services | 26% |
| Education K-12 | 16% |
| Other | 16% |
| Community and Economic Development | 13% |
| Higher Education | 13% |
| Arts, Culture, and Humanities | 6% |
| Civic and Public Affairs | 5% |
| Environment | 5% |
| Disaster Relief | 2% |

* Percentages do not total 100% as figures are rounded

Most Generous Corporations* (2012–2015)

| CORPORATION | CITY, STATE | SUM OF PRE-TAX PROFIT | TOTAL DONATIONS | TOTAL CASH DONATIONS |
|---|------------------------|--------------------------|--------------------|-------------------------|
| Walmart Stores | Bentonville, AR | \$99.5B | \$4.9B | \$1.2B |
| Wells Fargo & Company | San Francisco, CA | \$128.7B | \$1.2B | \$1.2B |
| Goldman Sachs Group | New York, NY | \$44.1B | \$1.0B | \$1.0B |
| Chevron Corporation | San Ramon, CA | \$118.3B | \$1.0B | \$1.0B |
| ExxonMobil Corporation | Irving, TX | \$210.0B | \$949.2M | \$945.6M |
| JPMorgan Chase & Company | New York, NY | \$115.3B | \$871.2M | \$859.0M |
| Gilead Sciences | Foster City, CA | \$36.5B | \$3.5B | \$721.7M |
| Bank Of America | Charlotte, NC | \$48.3B | \$855.5M | \$714.3M |
| Citigroup | New York, NY | \$66.6B | \$571.2M | \$571.2M |
| Google | Mountain View, CA | \$64.8B | \$4.5B | \$533.0M |
| Target Corporation | Minneapolis, MN | \$16.1B | \$930.3M | \$513.0M |
| Coca-Cola Company | Atlanta, GA | \$42.2B | \$506.9M | \$473.8M |
| Microsoft Corporation | Redmond, WA | \$95.7B | \$3.9B | \$466.1M |
| General Electric | Fairfield, CT | \$50.8B | \$429.7M | \$424.3M |
| Merck & Company | Whitehouse Station, NJ | \$37.0B | \$6.9B | \$412.6M |
| AT&T Corporation | Dallas, TX | \$68.9B | \$406.7M | \$393.6M |
| General Mills | Minneapolis, MN | \$6.6B | \$449.3M | \$318.8M |
| Kroger Company | Cincinnati, OH | \$8.9B | \$837.7M | \$311.9M |
| Intel Corporation | Santa Clara, CA | \$43.3B | \$307.4M | \$306.9M |
| Johnson & Johnson | New Brunswick, NJ | \$49.8B | \$2.9B | \$288.5M |
| Pfizer | New York, NY | \$48.2B | \$11.6B | \$279.4M |
| State Farm Mutual Automobile Insurance Company | Bloomington, IL | \$2.3B | \$248.4M | \$247.1M |
| Metlife | New York, NY | \$21.8B | \$224.4M | \$224.4M |
| Capital One Financial Corporation | McLean, VA | \$24.1B | \$219.3M | \$219.3M |
| Caterpillar | Peoria, IL | \$16.2B | \$215.0M | \$215.0M |

* Cash giving



Nearly half of large companies **increased giving** from 2013 to 2015.

Inflation-adjusted giving by corporations **grew 14.3%** between 2013 and 2015.



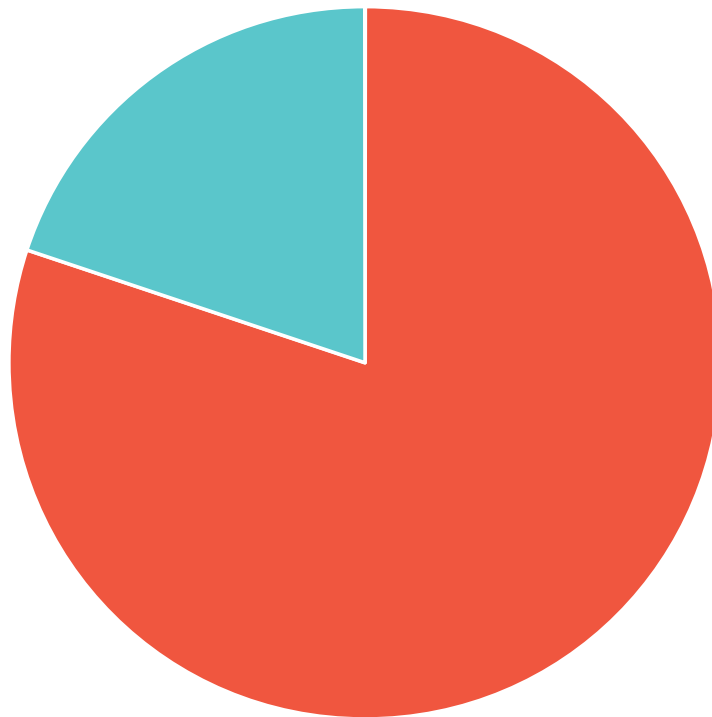
A blurred background image of lit candles, with a dark blue diagonal overlay on the right side of the page.

GIVING BY BEQUEST

\$31.8 BILLION IN BEQUESTS WERE MADE IN 2015.

9% of all giving in the United States

| | PERCENTAGE |
|--|------------|
| Estates \$1 million or more: \$25.4 billion | 80% |
| Estates less than \$1 Million: \$6.3 billion | 20% |



Where They Gave: Publicly Announced Bequests of \$1 Million+ by Sector (January 2015—August 2016)

| CAUSE | COUNT | GIFT VALUE | % OF COUNT* | % OF VALUE |
|---------------------------|-----------|---------------|-------------|------------|
| All | 94 | \$2.2B | | |
| Colleges and Universities | 49 | \$900.8M | 52% | 41% |
| Community Foundations | 7 | \$660.4M | 7% | 30% |
| Health | 5 | \$161.5M | 5% | 7% |
| Human and Social Services | 1 | \$125.0M | 1% | 6% |
| Arts | 10 | \$94.0M | 12% | 4% |
| Historic Preservation | 1 | \$65.0M | 1% | 3% |
| Social Services | 3 | \$45.5M | 3% | 2% |
| Other Groups | 2 | \$45.0M | 2% | 2% |
| Foundations | 3 | \$40.0M | 3% | 2% |
| Religious Groups | 3 | \$34.8M | 3% | 2% |
| Museums and Libraries | 6 | \$21.4M | 6% | 1% |
| Education | 3 | \$9.9M | 3% | 0% |
| Zoos and Aquariums | 1 | \$3.0M | 1% | 0% |

* Percentages do not total 100% as figures are rounded

5% of estates leave a charitable bequest each year.

67% of religious congregations reported receiving bequests in 2015.

Top 25 Publicly Announced Bequests (January 2015—August 2016)

| DONOR | RECIPIENT | GIFT VALUE | YEAR |
|--------------------------------------|---|------------|------|
| John Santikos | San Antonio Area Foundation (San Antonio, TX) | \$605.0M | 2015 |
| Howard and Lottie Marcus | American Associates, Ben-Gurion University of the Negev (New York, NY) | \$400.0M | 2016 |
| Donald Sirkin | Lighthouse for the Blind and Visually Impaired (San Francisco, CA) | \$125.0M | 2015 |
| Kingsley and Kenyon Gillespie | Massachusetts Institute of Technology (Cambridge, MA) | \$100.0M | 2016 |
| Jim Moran | Florida State University (Tallahassee, FL) | \$100.0M | 2015 |
| Wade F.B. Thompson | Park Avenue Armory (New York, NY) | \$65.0M | 2015 |
| Myrtle Woldson | Gonzaga University (Spokane, WA) | \$55.0M | 2015 |
| Ray Dolby | University of Cambridge (Cambridge, UK) | \$52.6M | 2015 |
| Ruth Bedford | Westport Weston Family YMCA (Westport, CT) | \$40.0M | 2015 |
| Ruth Bedford | Norwalk Hospital (Norwalk, CT) | \$40.0M | 2015 |
| Dorothy Braude Edinburg | Art Institute of Chicago (Chicago, IL) | \$35.0M | 2016 |
| Mary Ann Dawkins | Hendrix College (Conway, AR) | \$26.0M | 2015 |
| Wade F.B. Thompson | Central Park Conservancy (New York, NY) | \$25.0M | 2016 |
| Albert Higley Jr. and Beverly Higley | Cleveland Foundation (Cleveland, OH) | \$23.0M | 2015 |
| Robert Thomson | Pittsburgh Theological Seminary (Pittsburgh, PA) | \$20.3M | 2015 |
| James Frye | Community Foundation Serving Richmond and Central Virginia (Richmond, VA) | \$20.0M | 2015 |
| Simon B. and Sylvia Poyta | WNET.org (New York, NY) | \$20.0M | 2015 |
| Louise Oriole Burevitch | North Carolina Community Foundation (Raleigh, NC) | \$20.0M | 2015 |
| Dorothea Ilgen Shaffer | Syracuse University (Syracuse, NY) | \$19.8M | 2016 |
| Roscoe and Jane Logan | Washington State University (Pullman, WA) | \$16.5M | 2015 |
| William Boeing Jr. and June Boeing | Museum of Flight (Seattle, WA) | \$15.0M | 2015 |
| Isabel Hamilton Benham | Bryn Mawr College (Bryn Mawr, PA) | \$15.0M | 2015 |
| Edward Claugus | Ohio State University (Columbus, OH) | \$14.0M | 2015 |
| Dick E. Morand | Planned Giving Roundtable of Southeast Michigan (Dryden, MI) | \$13.0M | 2015 |
| Helen Wallace | University of California at Berkeley (Berkeley, CA) | \$13.0M | 2015 |



**Old age and end-of-life decisions
are key to charitable estate gifts;**

wills with charitable bequests are usually signed five years prior to death.

The IRA charitable rollover now allows those 70.5+ years of age to make up to a \$100,000 charitable donation without taxing the distribution as income.



The image features a chalkboard on the left side with a diagram of a circular flow of income. The diagram shows a circle with arrows indicating the flow of money and goods between sectors. The word 'Market' is written on the left side of the circle, and 'Production' is written on the right side. There are also some handwritten notes and arrows around the circle. A large blue diagonal overlay covers the right and bottom portions of the image, containing the main title in white text.

OVERVIEW OF NON-PROFITS

THERE ARE NEARLY **1 MILLION** PUBLIC CHARITIES IN THE U.S.

Giving by Sector vs. Size of Sector (# charities)

| PUBLIC CHARITIES | NUMBER OF REPORTING ORGANIZATIONS | % OF REPORTING ORGANIZATIONS* | 2015 GIFTS | % OF ALL REPORTED GIFTS |
|---------------------------------------|-----------------------------------|-------------------------------|-----------------|-------------------------|
| All | 293,103 | | \$322.4B | |
| Human Services | 104,002 | 36% | \$45.2B | 14.0% |
| Education | 50,262 | 17% | \$57.5B | 17.8% |
| Higher Education | 2,050 | 1% | n/a | n/a |
| Other Education | 48,212 | 16% | n/a | n/a |
| Public Benefit | 34,081 | 12% | \$27.0B | 8.4% |
| Health | 37,732 | 13% | \$29.8B | 9.3% |
| Hospitals and Primary Care Facilities | 7,062 | 2% | n/a | n/a |
| Other Healthcare | 30,670 | 10% | n/a | n/a |
| Arts, Culture, and Humanities | 29,136 | 10% | \$17.1B | 5.3% |
| Religion-related | 18,302 | 6% | \$119.3B | 37.0% |
| Environment and Animal Welfare | 13,283 | 5% | \$10.7B | 3.3% |
| International and Foreign Affairs | 6,305 | 2% | \$15.8B | 4.9% |

* Percentages do not total 100% as figures are rounded

Number and Finances of Reporting Public Charities by Sector

| PUBLIC CHARITIES | NUMBER | %* | REVENUE | EXPENSES | ASSETS | REVENUE* | EXPENSES | ASSETS |
|---------------------------------------|----------------|-----|---------------|---------------|---------------|----------|----------|--------|
| All | 293,103 | | \$1.7T | \$1.6T | \$3.2T | | | |
| Human Services | 104,002 | 36% | \$214.2B | \$206.9B | \$331.5B | 12.4% | 12.7% | 10.3% |
| Education | 50,262 | 17% | \$296.3B | \$269.2B | \$958.1B | 17.1% | 16.6% | 29.7% |
| Higher Education | 2,050 | 1% | \$188.1B | \$174.6B | \$617.7B | 10.8% | 10.8% | 19.2% |
| Other Education | 48,212 | 16% | \$108.2B | \$94.6B | \$340.3B | 6.2% | 5.8% | 10.6% |
| Public Benefit | 34,081 | 12% | \$100.2B | \$82.8B | \$315.2B | 5.8% | 5.1% | 9.8% |
| Health | 37,732 | 13% | \$1.0T | \$975.8B | \$1.4T | 59.1% | 60.1% | 43.2% |
| Hospitals and Primary Care Facilities | 7,062 | 2% | \$864.0B | \$823.9B | \$1.1T | 49.8% | 50.7% | 35.1% |
| Other Healthcare | 30,670 | 10% | \$161.3B | \$151.9B | \$259.3B | 9.3% | 9.4% | 8.0% |
| Arts, Culture, and Humanities | 29,136 | 10% | \$33.6B | \$30.2B | \$110.7B | 1.9% | 1.9% | 3.4% |
| Religion-related | 18,302 | 6% | \$15.4B | \$13.5B | \$36.0B | 0.9% | 0.8% | 1.1% |
| Environment and Animal Welfare | 13,283 | 5% | \$16.7B | \$14.7B | \$41.4B | 1.0% | 0.9% | 1.3% |
| International and Foreign Affairs | 6,305 | 2% | \$32.4B | \$30.8B | \$39.3B | 1.9% | 1.9% | 1.2% |

* Percentages do not total 100% as figures are rounded

Human services groups account for over one-third of all public charities.

Health services groups account for nearly 60% of the revenue generated by public charities and over 40% of all assets held by public charities.

Largest Charities in the U.S. (2015)

| RANK | NAME | PRIVATE SUPPORT | TOTAL REVENUE | FUNDRAISING EFFICIENCY | CHARITABLE COMMITMENT | DONOR DEPENDENCY |
|------|---------------------------------------|-----------------|---------------|------------------------|-----------------------|------------------|
| 1 | United Way | \$3.9B | \$4.1B | 91% | 86% | 100% |
| 2 | Salvation Army | \$2.1B | \$4.1B | 90% | 82% | 70% |
| 3 | Feeding America | \$2.0B | \$2.1B | 99% | 99% | 99% |
| 4 | Task Force for Global Health | \$1.6B | \$1.7B | 100% | 100% | 100% |
| 5 | St. Jude Children's Research Hospital | \$1.1B | \$1.3B | 83% | 72% | 82% |
| 6 | YMCA of the USA | \$934M | \$6.6B | 86% | 85% | 68% |
| 7 | Goodwill Industries International | \$927M | \$5.4B | 97% | 89% | 75% |
| 8 | Food for the Poor | \$908M | \$913M | 96% | 96% | 100% |
| 9 | Direct Relief | \$892M | \$892M | 100% | 99% | 81% |
| 10 | American Cancer Society | \$840M | \$886M | 79% | 74% | 97% |
| 11 | World Vision | \$832M | \$1.0B | 87% | 85% | 99% |
| 12 | Boys & Girls Clubs of America | \$821M | \$1.7B | 88% | 80% | 79% |
| 13 | Habitat for Humanity International | \$774M | \$1.5B | 86% | 84% | 95% |
| 14 | Compassion International | \$765M | \$767M | 89% | 82% | 101% |
| 15 | Catholic Charities USA | \$757M | \$4.5B | 89% | 88% | 81% |
| 16 | American National Red Cross | \$735M | \$3.1B | 75% | 90% | 97% |
| 17 | Lutheran Services in America | \$723M | \$21.0B | 90% | 86% | (75%) |
| 18 | Patient Access Network Foundation | \$659M | \$673M | 100% | 99% | 75% |
| 19 | Mayo Clinic | \$615M | \$4.6B | 94% | 85% | 38% |
| 20 | United States Fund for UNICEF | \$599M | \$607M | 94% | 90% | 89% |
| 21 | Nature Conservancy | \$596M | \$1.1B | 85% | 71% | 40% |
| 22 | AmeriCares Foundation | \$558M | \$561M | 98% | 98% | 101% |
| 23 | American Heart Association | \$546M | \$762M | 85% | 78% | 78% |
| 24 | Cru | \$496M | \$533M | 91% | 84% | 98% |
| 25 | Samaritan's Purse | \$467M | \$507M | 93% | 89% | 93% |

Largest Charities in the U.S. (2015)

| RANK | NAME | PRIVATE SUPPORT | TOTAL REVENUE | FUNDRAISING EFFICIENCY | CHARITABLE COMMITMENT | DONOR DEPENDENCY |
|------|---|-----------------|---------------|------------------------|-----------------------|------------------|
| 26 | Step Up for Students | \$456M | \$458M | 100% | 99% | 82% |
| 27 | Save the Children Federation | \$448M | \$664M | 92% | 90% | 102% |
| 28 | Feed the Children | \$394M | \$401M | 93% | 90% | 104% |
| 29 | Boy Scouts of America | \$393M | \$1.0B | 96% | 89% | 73% |
| 30 | Planned Parenthood Federation of America | \$392M | \$1.3B | 84% | 82% | 65% |
| 31 | Memorial Sloan Kettering Cancer Center | \$385M | \$3.7B | 85% | 96% | (25%) |
| 32 | CARE USA | \$382M | \$540M | 94% | 90% | 93% |
| 33 | Catholic Medical Mission Board | \$371M | \$382M | 99% | 98% | 102% |
| 34 | Doctors Without Borders USA | \$332M | \$345M | 91% | 89% | 81% |
| 35 | Catholic Relief Services | \$328M | \$691M | 92% | 92% | 87% |
| 36 | Operation Blessing International Relief & Development | \$325M | \$338M | 99% | 99% | 100% |
| 37 | MAP International | \$318M | \$320M | 99% | 99% | 95% |
| 38 | Wounded Warrior Project | \$314M | \$342M | 86% | 77% | 70% |
| 39 | Good 360 | \$309M | \$315M | 100% | 99% | 99% |
| 40 | American Jewish Joint Distribution Committee | \$305M | \$319M | 96% | 91% | 103% |
| 41 | Leukemia & Lymphoma Society | \$302M | \$316M | 83% | 76% | 100% |
| 42 | Project HOPE | \$282M | \$298M | 97% | 96% | 91% |
| 43 | Dana-Farber Cancer Institute | \$280M | \$1.1B | 92% | 81% | 80% |
| 44 | Make-A-Wish Foundation of America | \$276M | \$300M | 85% | 76% | 92% |
| 45 | Marine Toys for Tots Foundation | \$272M | \$277M | 97% | 97% | 97% |
| 46 | Rotary Foundation of Rotary International | \$254M | \$301M | 94% | 91% | 83% |
| 47 | Public Broadcasting Service | \$253M | \$649M | 100% | 94% | 57% |
| 48 | Metropolitan Museum of Art | \$250M | \$661M | 96% | 87% | 33% |
| 49 | Cross International | \$248M | \$248M | 98% | 95% | 99% |
| 50 | Brother's Brother Foundation | \$244M | \$245M | 100% | 99% | 96% |





ABOUT CCS

CCS is a strategic fundraising firm that partners with non-profits for transformational change. We plan, manage, and implement programs that achieve fundraising goals and mission impact.

1947

ESTABLISHED

13

EXECUTIVE OFFICES

300+

PROFESSIONAL STAFF MEMBERS

12,000+

ORGANIZATIONS SERVED

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:

- Campaign planning and management
- Major gift acceleration
- Campaign communications and case development
- Feasibility and planning studies
- Development audits and assessments
- Data analysis, modeling, and research
- Board development and training
- Interim development management
- Learning and leadership development

WHO WE SERVE

Our clients span all recognized non-profit sectors, including:

- Colleges and universities
- Independent and private schools
- Academic medical centers
- Hospitals and hospices
- Faith-based organizations
- Arts and cultural institutions
- Advocacy and human service organizations
- Medical, professional, and trade associations
- Environmental and animal welfare groups
- Science and technology organizations
- Policy groups

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THANK YOU TO THE FOLLOWING SOURCES FOR THE DATA USED TO COMPILE THIS REPORT:

Pp. 6-9: Giving USA 2016

P. 12: Giving USA 2016

P. 13: Chronicle of Philanthropy Factfile retrieved August 2016

P. 14: Chronicle of Philanthropy Factfile retrieved August 2016, Giving USA 2016

P. 15: Chronicle of Philanthropy Factfile retrieved August 2016

Pp. 18-19: Giving USA 2016

P. 20: Foundation Center 2014

Pp. 24-25: Giving USA 2016, 2015 Giving in Numbers Survey – Giving USA + CECF

P. 26: Chronicle of Philanthropy Report on Corporate Giving, June 2016

P. 27: Giving USA 2016, 2015 Giving in Numbers Survey – Giving USA + CECF

P. 30: Giving USA 2016

P. 31: Chronicle of Philanthropy Factfile retrieved August 2016, Winter 2016 Nonprofit Fundraising Study

P. 32: Chronicle of Philanthropy Factfile retrieved August 2016

P. 33: Giving USA 2016

Pp. 36-37: The Urban Institute's The Nonprofit Sector in Brief 2015: Public Charities, Giving, and Volunteering




Pp. 38–39: Forbes The 50 Largest U.S. Charities

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