

20

Snapshot of Today's
**Philanthropic
Landscape**

10TH EDITION

21

A GUIDE TO PHILANTHROPY IN THE U.S.

Table of Contents

SNAPSHOT OF GIVING	4
<hr/>	
KEY THEMES IN PHILANTHROPY TODAY	
The COVID-19 Pandemic and Philanthropy	9
Diversity, Equity, and Inclusion (DEI) in Philanthropy	14
<hr/>	
DATA DEEP DIVES	
Individual Giving	20
High Net Worth Giving	30
Gift Planning	40
Digital Giving	48
Foundation Giving	55
Corporate Giving	61
<hr/>	
APPENDIX	
The CCS Philanthropic Landscape Team	67
The 2020 Philanthropy 50	69

Introduction

Welcome to the tenth edition of our annual *Snapshot of Today's Philanthropic Landscape* report. Our first edition of this publication reported on Giving USA's estimates for charitable giving in 2010 as philanthropy was bouncing back from the depths of the Great Recession. In 2010, Americans gave **\$288.16 billion—\$341.83 billion** in inflation-adjusted dollars. In 2020, Americans gave **\$471.44 billion**, a record amount and an incredible increase of **38%** in inflation-adjusted dollars from giving levels at the start of the decade.

Today's philanthropic landscape is one of resiliency, responsiveness, and continued evolution.

In 2020, a year like no other, Americans donated generously in response to a public health crisis, heightened human needs like food security, a dramatic upending of nonprofit operating models, and urgent calls for justice. Donors and nonprofits adapted to a world that rapidly became more digital. As the U.S. reckoned with racial inequity and social injustice, the field of philanthropy followed suit and took important and necessary, albeit unfinished, steps toward change.

This report compiles and analyzes industry research to provide a snapshot of the state of philanthropy today. Nonprofit professionals and board members can use this guidebook to understand American philanthropy and set data-informed fundraising strategies for their organizations. Returning annual readers of this report will find expanded discussion of key themes in philanthropy today such as COVID-19 response and DEI (diversity, equity, and inclusion), tips for fundraising practitioners, and links to further resources throughout the report.

American giving will continue to evolve over the next decade's worth of *Philanthropic Landscape* reports. CCS looks forward to tracking that evolution with you and helping our nonprofit partners achieve all that is possible in such a dynamic and generous landscape.

Robert Kissane
Chairman, CCS Fundraising



Nonprofit professionals and board members can use this guidebook to understand American philanthropy and set data-informed fundraising strategies for their organizations.

Key Findings from This Year's Report

1. Individuals, foundations, and corporations donated \$471.44 billion in 2020, a new record and an incredible demonstration of generosity and resilience in a complex year.¹

→ Read more in Snapshot of Giving ([page five](#))

2. Donors are responding to the unique conditions of today's world, making philanthropic gifts and pledges of more than \$21 billion to U.S. COVID-19 relief and more than \$14 billion to U.S. racial justice efforts in 2020 and 2021 to date.²

→ Read more in COVID-19 and Philanthropy ([page nine](#)) and Diversity, Equity, and Inclusion in Philanthropy ([page 14](#))

3. Donations in support of pandemic relief and racial justice did not diminish overall philanthropic giving in 2020; donations to eight of the ten charitable causes tracked by Giving USA increased in 2020.¹

→ Read more in Snapshot of Giving ([page five](#))

4. Individuals continue to drive U.S. philanthropy, contributing 69% of giving in 2020.¹ An increasingly large portion of giving comes from wealthier individuals: 80% of charitable dollars come from 20% of households.³

→ Read more in Individual Giving ([page 20](#))

5. Foundation giving grew faster than any other source in 2020, at a rate of 17%.¹

→ Read more in Foundation Giving ([page 55](#))

6. Though corporate giving decreased by 6.1% in 2020,¹ corporations stood out for significant philanthropic commitments to U.S. racial equity efforts and pandemic relief.²

→ Read more in Corporate Giving ([page 61](#))

7. The wealth of high net worth individuals grew in 2020, as did their giving; 2020's top 53 donors gave a combined \$24.7 billion.⁴

→ Read more in High Net Worth Giving ([page 30](#))

8. Nonprofits accepting non-cash donations grow nearly five times faster on average than organizations accepting only cash gifts.⁵

→ Read more in Gift Planning ([page 40](#))

9. Digital giving increased by 21% to comprise 13% of all charitable giving in 2020, a new height.⁶

→ Read more in Digital Giving ([page 48](#))

Sources:

¹ Giving USA Foundation, *Giving USA: The Annual Report on Philanthropy for the Year 2020* (2021).

² Candid, "Philanthropic response to coronavirus (COVID-19)" (Accessed July 16, 2021) and "Funding for racial equity" (Accessed July 16, 2021).

³ Blackbaud, *Vital Signs, Part 3: How Major Donors Are Shaping Philanthropy* (2020).

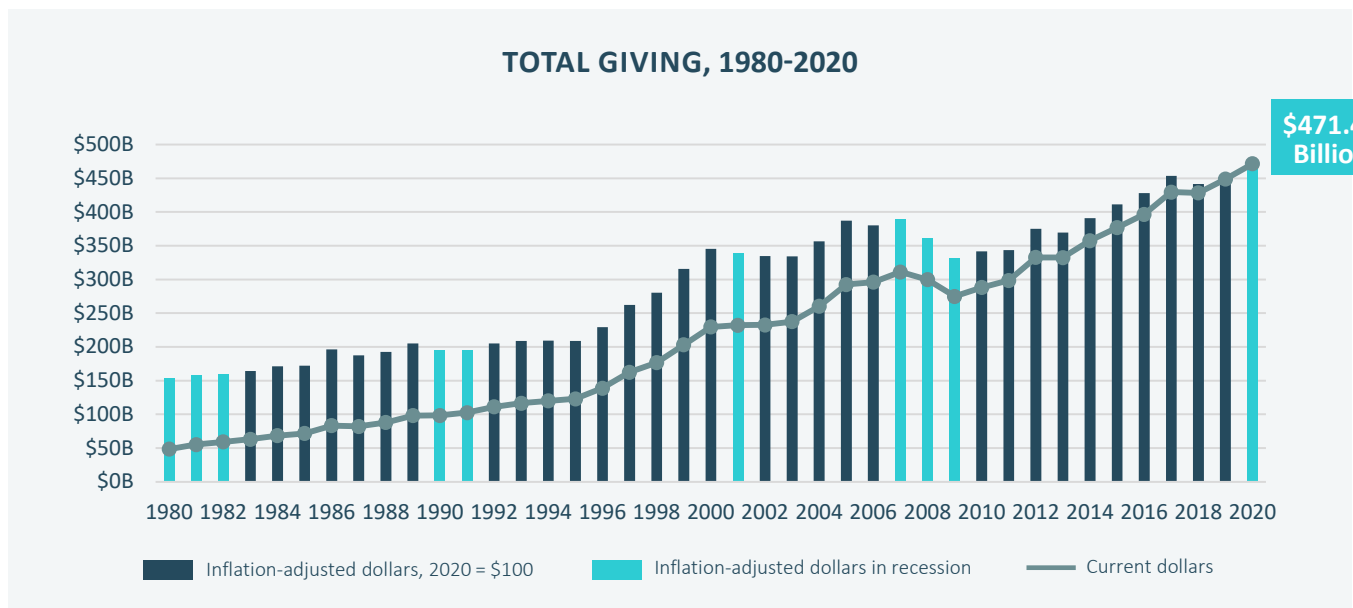
⁴ The Chronicle of Philanthropy, "The Philanthropy 50" (2021).

⁵ Dr. Russell James III, *Cash is Not King in Fundraising: Results from 1 Million Nonprofit Tax Returns* (2018).

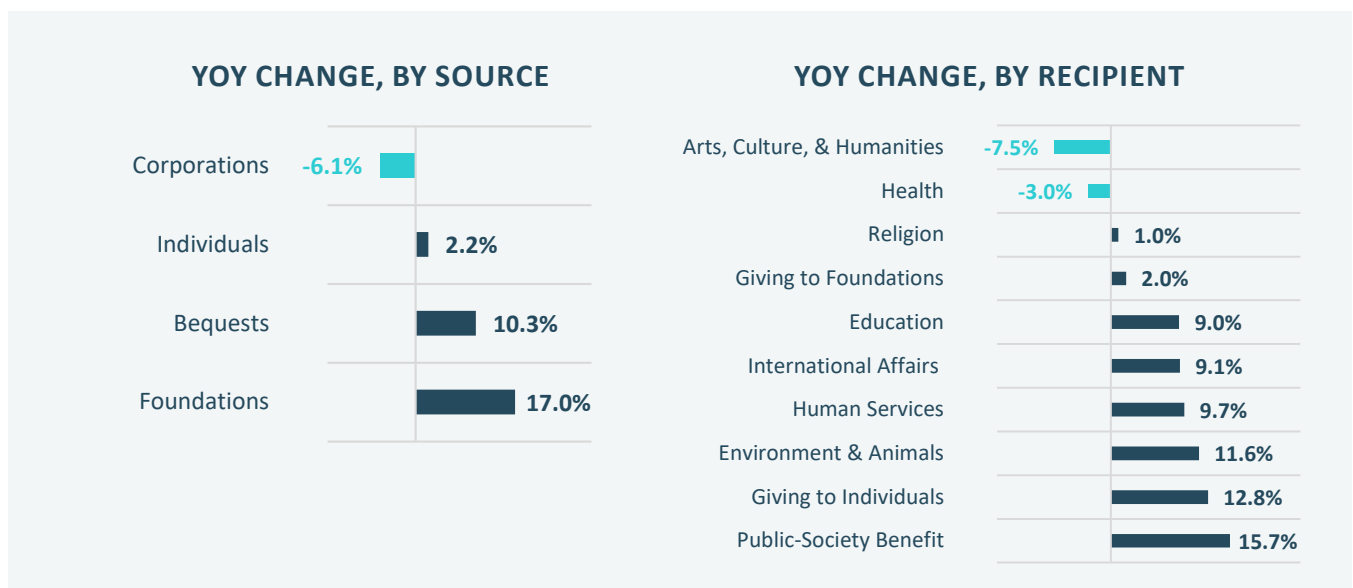
⁶ Blackbaud, *Charitable Giving Report* (2021).

Giving Reached Record Levels in a Year Unlike Any Other

Giving USA estimates that charitable giving in the United States reached **\$471.44 billion** in 2020, its highest level ever. On average, individuals, foundations, and corporations gave a combined **\$1.29 billion** per day. Despite a mixed economic picture in which Gross Domestic Product (GDP) declined by 2.3% in current dollars, total giving grew by **5.1%** in current dollars and **3.8%** in inflation-adjusted dollars. Giving USA attributes this growth to strong stock market performance by the end of 2020 and an outpouring of generosity in response to the COVID-19 pandemic, its reverberating effects on human needs, and efforts to advance racial equity.

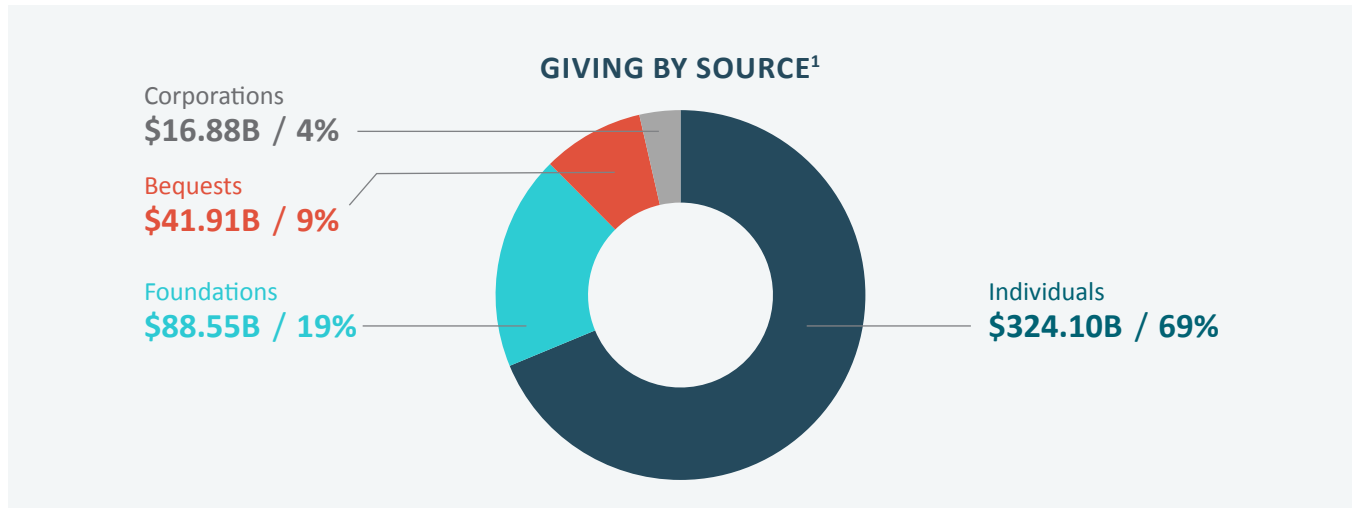


Underneath this aggregate growth, different types of donors and charitable causes saw uneven results.



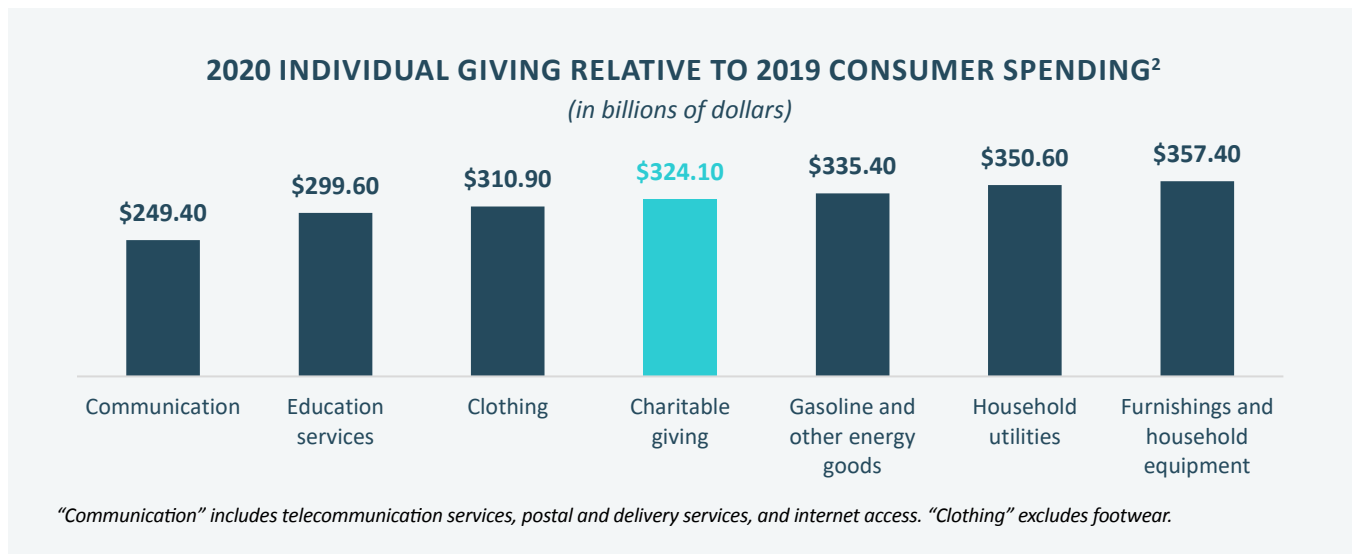
Individuals Contribute the Overwhelming Majority of U.S. Philanthropy

Philanthropic giving is dominated by individuals.¹ The **\$324.10 billion** donated to charity exceeds the amount Americans spend on clothing (\$310.90B), education services (\$299.60B), and communication (\$249.40B).²



CCS Insight

Much more than 69% of philanthropy can be traced to individual donors. If bequests (9%) and the approximately half of foundation giving that comes from family foundations (9.5%) are added, about 88% of philanthropy comes from individuals, both living and deceased.

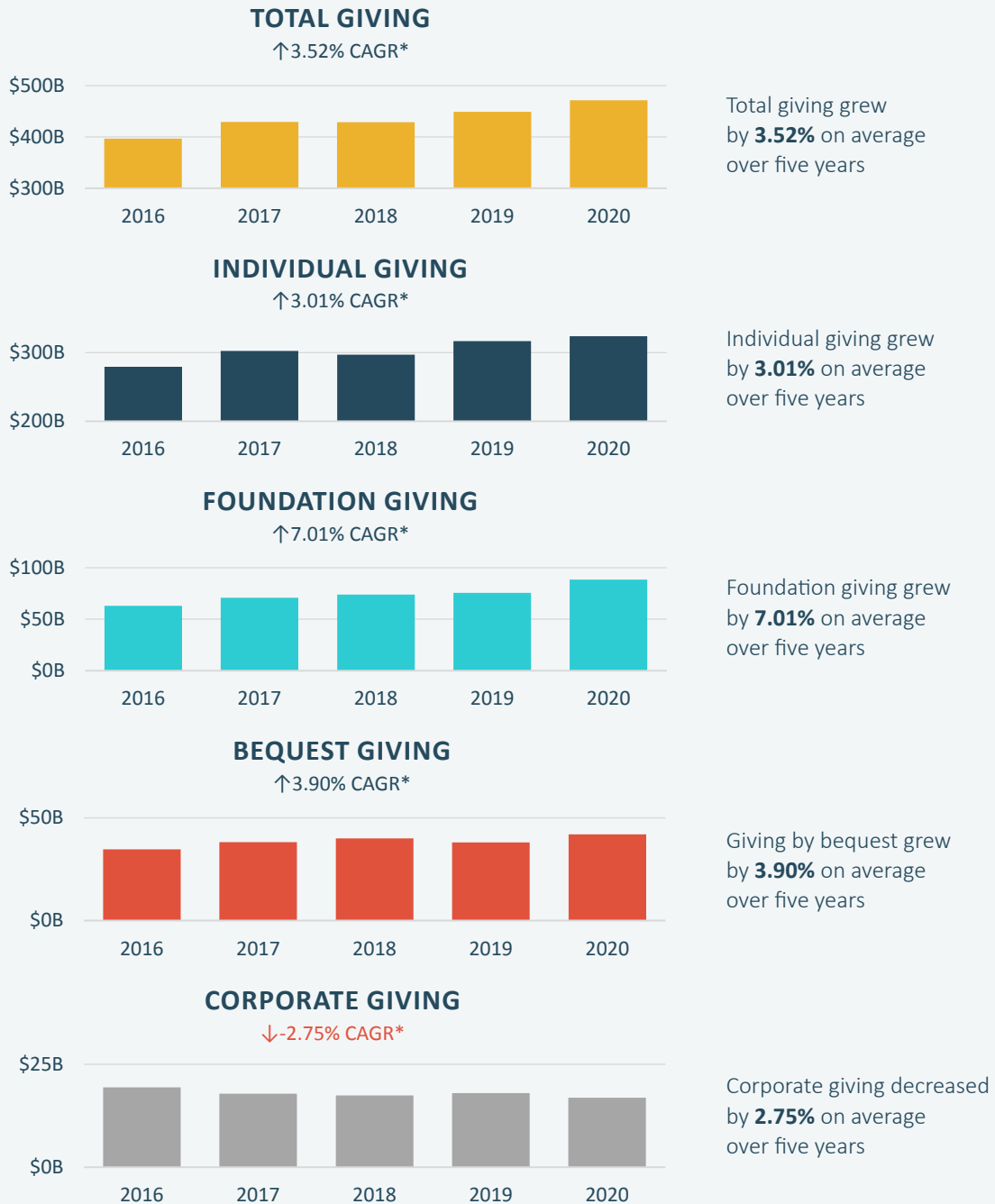


Sources:

¹ Giving USA Foundation, *Giving USA: The Annual Report on Philanthropy for the Year 2020* (2021).

² Bureau of Economic Analysis, "Personal Consumption Expenditures by Type of Product" (2020).

Foundation Giving Grew Faster than All Other Sources over Five Years



* Compound annual growth rate (CAGR): the rate of growth of an investment over a specific period of time.

Giving Grew for Eight Out of Ten Sectors

The largest share of charitable dollars goes to Religion, which includes congregations, missions, religious media, and other related organizations.

Together, Religion, Education, and Human Services received **57%** of contributions in 2020. The fastest growing sectors were Public-Society Benefit, Giving to Individuals, Environment & Animals, and Human Services.

GIVING BY RECIPIENT TYPE



SECTOR	AMOUNT	CHANGE SINCE 2019	% OF TOTAL
Religion	\$131.08B	Increased 1.0%	28%
Education	\$71.34B	Increased 9.0%	15%
Human Services	\$65.14B	Increased 9.7%	14%
Giving to Foundations	\$58.17B	Increased 2.0%	12%
Public-Society Benefit	\$48.00B	Increased 15.7%	10%
Health	\$42.12B	Decreased 3.0%	9%
International Affairs	\$25.89B	Increased 9.1%	5%
Arts, Culture, & Humanities	\$19.47B	Decreased 7.5%	4%
Giving to Individuals	\$16.22B	Increased 12.8%	3%
Environment & Animals	\$16.14B	Increased 11.6%	3%

Donations to Health and Arts, Culture, & Humanities organizations decreased last year. Giving to Arts, Culture, & Humanities organizations normally dips during economic downturns, and 2020 was a uniquely challenging year due to shutdowns impacting in-person events, visits, and performances. In the Health sector, many gifts that typically would go to specialized healthcare areas were redirected or put on hold amid the COVID-19 crisis. Moreover, many large gifts directed toward healthcare or medical research were given to academic medical institutions, meaning that in Giving USA's methodology these dollars will show up in Education rather than Health.



CCS Resource

The philanthropic landscape within each sector has nuances that do not appear in the field-wide data contained in this publication. Check out CCS's [sector-specific data publications](#) to dive deeper.

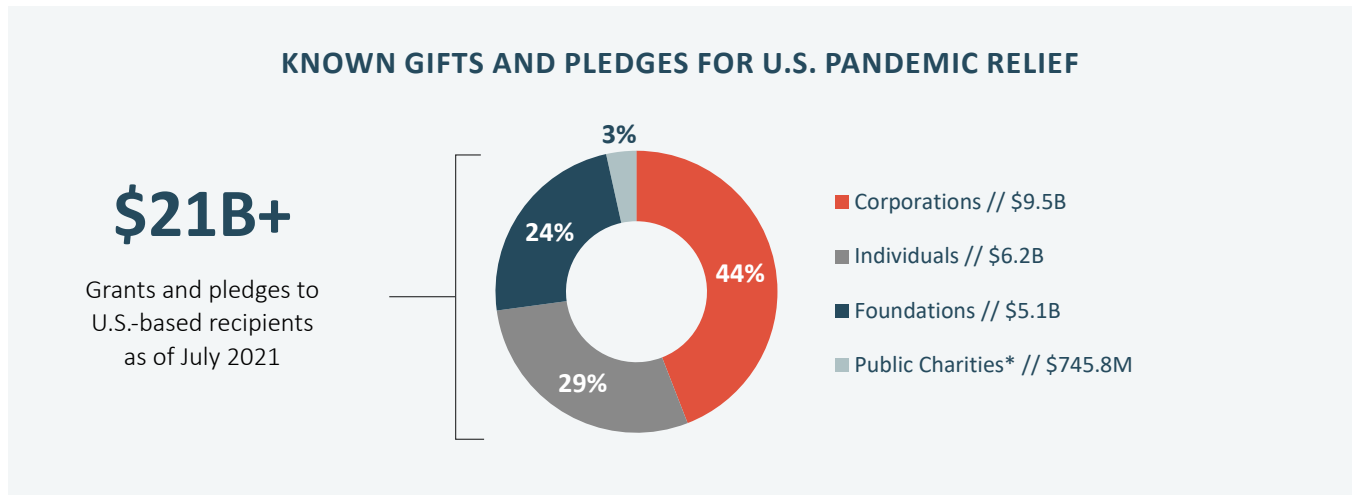


The COVID-19 Pandemic and Philanthropy

While the effect of the pandemic on philanthropy is still developing, the crisis to date has illustrated the generosity of Americans in trying times and the adaptability of nonprofits and donors alike.

Unprecedented Times Elicited Extraordinary Generosity

The philanthropic response to the COVID-19 pandemic is monumental and reflects the unparalleled scale of COVID-19's global impact. As of July 2021, Candid has recorded more than **\$25 billion** granted and pledged in support of COVID-19 relief worldwide.¹ Over **\$21 billion** of that total has been designated for organizations based in the United States.



This total is especially impressive considering it is an incomplete picture of pandemic-related generosity in America. Candid's totals draw only from publicly available sources (e.g., press releases, websites, and local reporting) and information submitted directly by funders. Philanthropy not covered in Candid's dataset includes grants from donor-advised funds (DAFs) and contributions from households submitted directly to nonprofits without a public announcement.²

** Public charities in this dataset include grantmaking organizations that are not classified as foundations or corporate giving programs. Examples include Blue Meridian Partners, United Way chapters, and the Center for Disaster Philanthropy. Please note that funding from governments and government-linked sources is excluded. Totals include cash grants, pledges, and in-kind support.*



CCS Insight

The source distribution of pandemic relief donations above looks quite different from the distribution of overall philanthropic giving shown on [page six](#). Notably, corporations made up 4% of overall giving in 2020 but 44% of relief commitments from 2020 to 2021.

What explains the prominence of corporate donations here, especially given that overall giving by corporations decreased by 6.1% last year? The nature of the data is one factor: this dataset includes both grants and pledges. Businesses will pay many of these commitments over multiple years. Moreover, other giving sources are underrepresented due to Candid's methodology. Corporate donations tend to be publicly announced shortly after they are made, while many individual and foundation donations are not.

Caveats aside, this data does speak to a special emphasis that corporations place on disaster-response giving. For further discussion on this topic, refer to [page 64](#) in the Corporate Giving section.

Sources:

¹ Candid, "Philanthropic response to coronavirus (COVID-19)" (Accessed July 16, 2021).

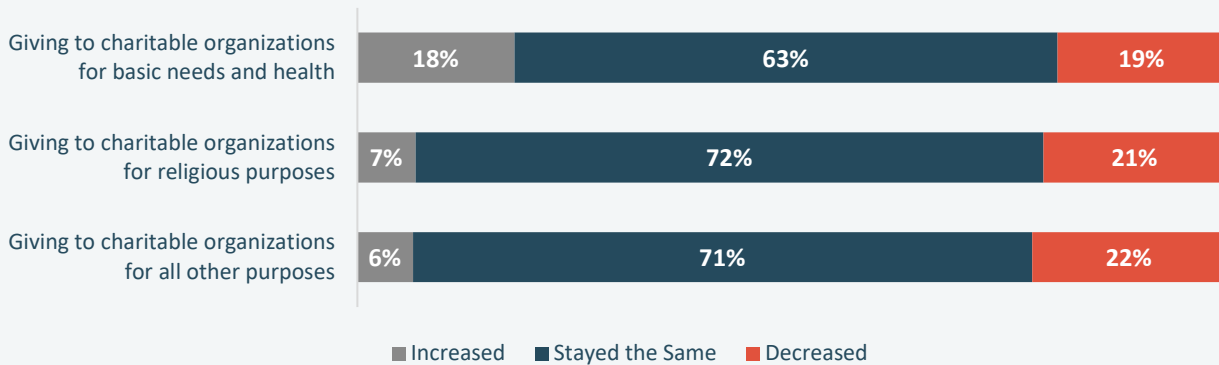
² Candid and Center for Disaster Philanthropy, *Philanthropy and COVID-19: Measuring One Year of Giving* (2021).

Americans Remained Generous amid Early Uncertainty

Americans gave generously to both pandemic-related and non-pandemic-related causes in the early months of the crisis. Depending on the cause area, between **77%** and **81%** of households maintained or increased their giving in March through May 2020. Nearly one-third (**32%**) of households donated to charities, individuals, or businesses for pandemic relief.

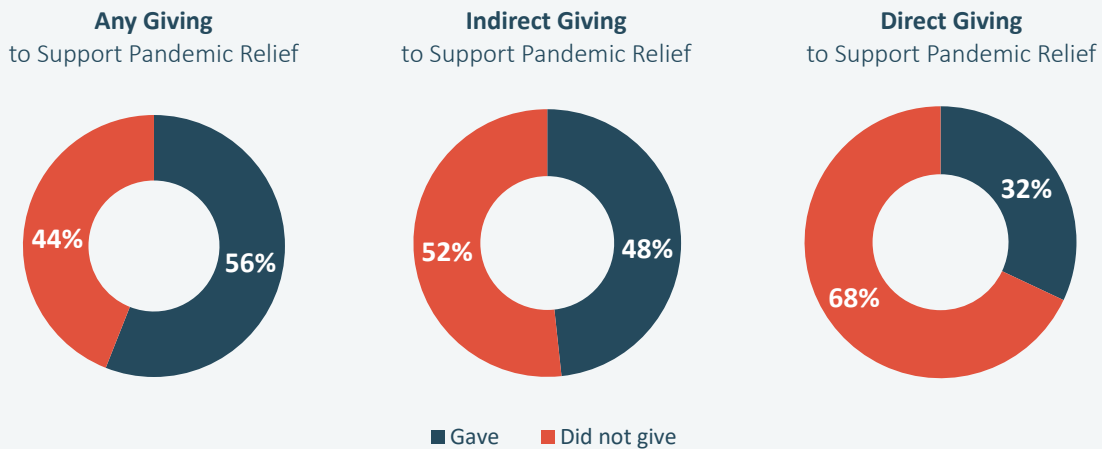
CHANGES IN HOUSEHOLD GIVING TO CHARITABLE ORGANIZATIONS

(In First Three Months of Pandemic: March 2020-May 2020)



HOUSEHOLD PARTICIPATION IN PANDEMIC RELIEF GIVING*

(In First Three Months of Pandemic: March 2020-May 2020)



* **Direct giving** in this study included gifts to charitable organizations, individuals, or businesses. **Indirect giving** included more informal philanthropic actions toward individuals and businesses, like paying vendors for services that they could not render due to social distancing requirements.

More Affluent Individuals Increased than Decreased Their Giving in 2020

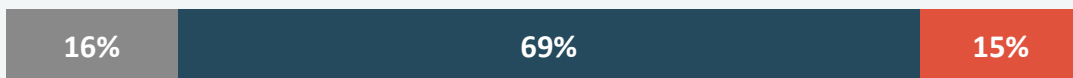
During 2020, nearly **90%** of affluent* households gave to charity. This figure is consistent with reports of this group's giving rates from 2018, the most recent year for which a comparison is available. Nearly half (**47%**) donated in direct response to the pandemic during 2020.

CHANGES IN GIVING IN RESPONSE TO THE PANDEMIC

Giving to charitable organizations to help people in need of food, shelter, or other basic necessities or giving to charitable organizations focused on health and medicine



Giving to charitable organizations for religious purposes or spiritual development (e.g., churches, synagogues, mosques, or TV/radio ministries)



Giving to charitable organizations for other purposes not listed above (e.g., for educational purposes, for the arts, for environmental causes)



■ Increased ■ Did not change ■ Decreased

Depending on the cause area, between **85%** and **93%** of households maintained or increased their level of support for nonprofits. Affluent households were more likely to increase their level of giving than decrease it across all sector categories.

Notably, more than one-third (**37%**) of affluent households increased their giving to organizations focused on health, medicine, and/or helping people in need of food, shelter, or other basic necessities.

* "Affluent" households are defined in this study as those with either an annual household income of at least \$200,000 and/or a net worth of at least \$1 million, excluding primary residence. Note that the trends on the previous page apply to the general United States population.

Fundraising Went Virtual

Social distancing requirements rapidly transformed how nonprofits engaged their donors. CCS's findings from surveying more than 1,000 nonprofit leaders, staff, and board members in January 2021 provided insight into how organizations found fundraising success in a virtual world throughout 2020.

ADOPTION OF VIRTUAL DONOR ENGAGEMENT

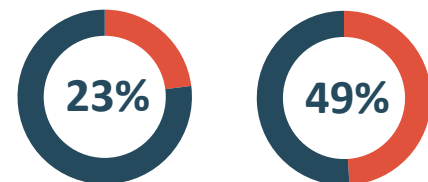
61% of respondents held a virtual fundraising event



56% of respondents held a virtual major gift solicitation

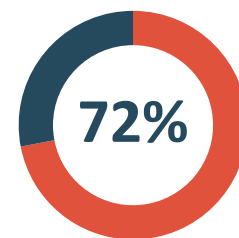


SUCCESS OF VIRTUAL MAJOR GIFT SOLICITATIONS

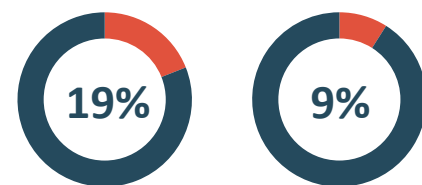


More successful
than in-person

As successful
as in-person



of respondents who held virtual major gift solicitations found them to be **either as successful or more successful** than the results they'd expect from a typical in-person solicitation



Less successful
than in-person

Unsure/
too soon to tell



Dive Deeper

Explore additional findings from CCS's four-part [Philanthropic Climate Survey series](#) and read our perspectives on [virtual major gift solicitation](#) and [virtual event strategies](#).



Diversity, Equity, and Inclusion in Philanthropy

Like many of our nonprofit partners, CCS is continuing to [challenge itself](#) to be a more diverse, equitable, and inclusive firm. Our intention is that this chapter is not merely informational, but will also serve as a field-wide call to action to make the practice of fundraising more diverse, equitable, and inclusive.

CCS is grateful to Birgit Smith Burton, Chair-Elect of AFP Global Board and Founder of the African American Development Officers network (AADO), and Yolanda F. Johnson, Founder of Women of Color in Fundraising and Philanthropy (WOC), for their insight and guidance on developing this chapter.

Giving to Organizations Fighting for Equity Spiked

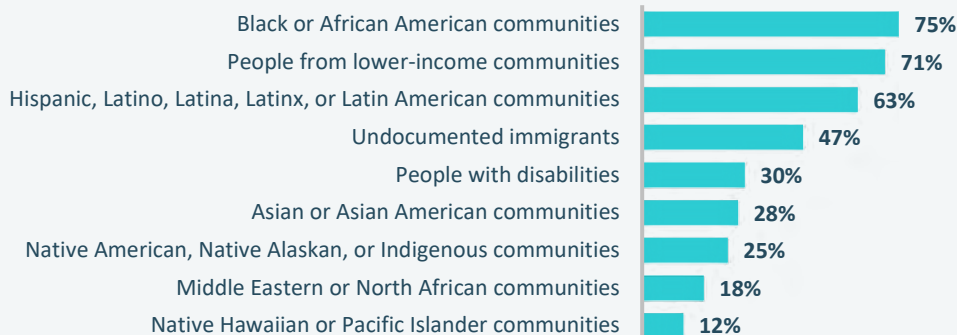
In 2020 and 2021 to date, American donors used philanthropy as a tool to advocate for racial justice amid a pandemic that exacerbated existing inequities, a widespread movement for racial equity spurred by the murder of George Floyd, and a surge in hate crimes against Asian Americans and Pacific Islanders. Candid found that the amount of publicly announced donations in support of racial equity efforts in 2020 and 2021 alone is **3.8 times more** than the donations they have tracked for the previous nine years combined.¹

KNOWN GRANTS AND PLEDGES IN SUPPORT OF RACIAL EQUITY



Moreover, many foundations announced new efforts to support communities disproportionately affected by the pandemic.²

FOUNDATION SURVEY RESPONDENTS REPORTING NEW EFFORTS TO SUPPORT ORGANIZATIONS SERVING SPECIFIC POPULATIONS



The intentions described in this graph align with the spirit of a Council on Foundations Pledge—signed by more than 800 foundations—to make operational changes to better support nonprofits during the COVID-19 pandemic, which is discussed in more detail on [page 58](#).



CCS Insight

The data available on equity-focused giving are incomplete. Anecdotal reports demonstrate an influx of funding for many groups whose safety, rights, and opportunities are threatened today but are not included in the data sources above, including the Jewish population, women, and members of the LGBTQ+ community.³ While philanthropy alone cannot remedy the varied layers of inequity in the United States, the influx of financial generosity is an important lever in driving systemic change.

Sources:

1 Candid, “[Funding for racial equity](#)” (Accessed July 16, 2021). As this data source only includes publicly announced gifts and gifts reported directly to Candid that are earmarked for racial equity, it is an underestimate of all giving in support of racial equity. For further discussion of Candid’s methodology, see [page 10](#).

2 The Center for Effective Philanthropy, [Foundations Respond to Crisis: Toward Equity?](#) (2020).

3 See, for example, Inside Philanthropy, “[In a Difficult Year, LGBTQ Fundraisers Saw Strong Support, New Opportunities](#)” (2021), “[With Antisemitic Attacks on the Rise, Who’s Giving to Combat Hate?](#)” (2021), and “[Women Face Amplified Risks in the Pandemic. Funders Are Responding](#)” (2020).

Individuals Are Generous Regardless of Race, Gender, or Sexual Orientation

In the U.S., we know that wealth is not (and never has been) distributed evenly among population demographics. For example, women on average hold less wealth than men¹ and households of color on average hold less wealth than white households.²

This narrative may contribute to an incorrect assumption that certain groups, especially women and people of color, are not philanthropic.³ But this is a myth—research shows that Americans are generous regardless of race, ethnicity, gender, or sexual orientation.

PERCENTAGE OF AFFLUENT* INDIVIDUALS DONATING TO CHARITY⁴



** Participants in this study had either an annual household income of at least \$200,000 and/or a net worth of at least \$1 million, excluding primary residence.*

The U.S. Trust Study of High Net Worth Philanthropy illustrates that among affluent individuals, an overwhelming majority donate to charity regardless of identity group. The only difference that researchers found to be statistically significant was between women and men, with women being more likely to donate.



For Consideration on Your Organization's DEI Journey

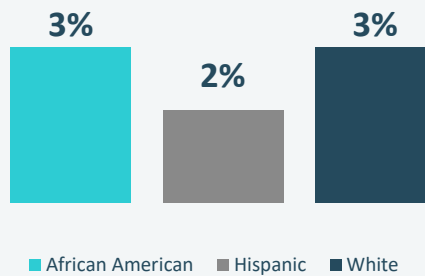
1. Review your own donor pipeline data on diversity. If no information is available, what data could your organization begin tracking to aid in evaluating DEI in your fundraising operations?
2. When engaging communities that you yourself are not a part of, ensure that your approach is personalized and culturally sensitive. For guidance on this topic, check out our article "[Intercultural Competence for Nonprofit Fundraising](#)."
3. Continually evaluate your organization's overall operations and programs through a DEI lens, and share information about these efforts with donors where appropriate. Consider formalizing measurable goals as they relate to your mission.

Sources:

- 1 Boston Consulting Group, "[Managing the Next Decade of Women's Wealth](#)" (2020).
- 2 Federal Reserve, "[Disparities in Wealth by Race and Ethnicity in the 2019 Survey of Consumer Finances](#)" (2020).
- 3 Faculty of the Lilly Family School of Philanthropy, "[Eight Myths of US Philanthropy](#)" (2019).
- 4 Bank of America and IUPUI Lilly Family School of Philanthropy, "[U.S. Trust Study of High Net Worth Philanthropy](#)" (2018).

The trends seen among affluent donors also show up in the general population.¹ The Indiana University Lilly Family School of Philanthropy's analysis of Philanthropy Panel Study (PPS) data illustrates that when factors like wealth, income, and education are controlled for, a donor's race or ethnicity does not significantly influence their charitable giving levels. As the Lilly School writes, "initial racial differences actually appear to reflect larger income and wealth gaps."

AMOUNT OF GIVING, AS A PERCENTAGE OF PERMANENT HOUSEHOLD INCOME



Asian American-headed households were excluded due to a small sample size. Though Hispanic-headed households gave approximately one percentage point less of their income on average in this study, the Lilly School researchers found that this difference was not statistically significant.

As in the U.S. Trust Study of High Net Worth Philanthropy, women in the Philanthropy Panel Study were more likely to donate to charity than men.



CCS Insight

This general population data is slightly outdated (it was collected in 2015) and is limited in terms of the identity groups studied. But it does illustrate an important concept: Americans of all identities are charitable. Myths about a population's desire to give can impede relationship building with donors. For example, in a study of 1,000-plus donors conducted by Blackbaud, African American and Hispanic donors reported being solicited for gifts less frequently than other racial and ethnic groups.² These donors also suggested that if asked more often, they would donate more.

If a nonprofit wants to reach all donors who may support its mission, an inclusive fundraising approach is essential. Diverse groups of Americans are charitable, but nonprofits have in the past failed to seek out and serve a diverse donor base. Individual nonprofits may need to devote time to evaluating their donor pipeline and outreach efforts to correct course.

Sources:

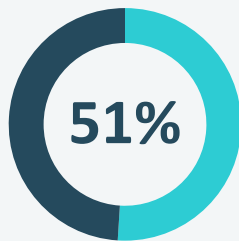
¹ IUPUI Women's Philanthropy Institute at the Lilly Family School of Philanthropy, *Women Give 2019: Gender and Giving Across Communities of Color* (2019).

² Blackbaud, *Diversity in Giving: The Changing Landscape of American Philanthropy* (2015).

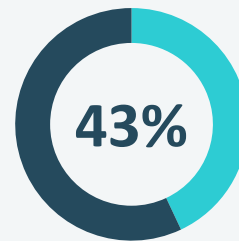
A Call to Action: Approaching DEI in Fundraising with New Urgency

In a CCS survey of more than 1,000 nonprofit leaders and staff in January 2021, half of respondents reported some level of change in their nonprofits' practices in response to society's renewed focus on racial equity and social justice.

The most frequently reported changes revolved around overall workplace policies and board activities.

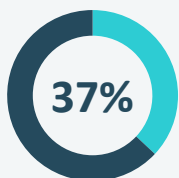


Made **workplace** more diverse, equitable, and/or inclusive

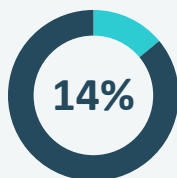


Made **board** more diverse, equitable, and/or inclusive

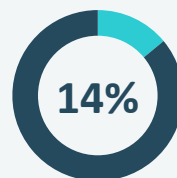
Fewer respondents reported new actions specific to their relations with donors and volunteers. These data suggest a widespread opportunity for nonprofits to examine DEI in their philanthropic operations.



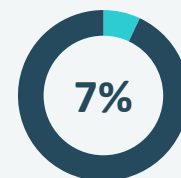
Modified **messaging** used with donors



Modified **volunteer** recruitment/management practices



Revised donor **pipeline** strategies



Changed **giving purposes** (case for support)

Further Resources

The following resources can help nonprofits get started with building a more diverse, equitable, and inclusive fundraising program.

Cause Effective	<i>Money, Power and Race: The Lived Experiences of Fundraisers of Color</i>	2019
CCS Fundraising	<i>Who Funds the World? Girls: How Nonprofits Can Avoid Overlooking the Value of Women Donors</i>	2021
LGBT Giving Project	<i>LGBT Giving Project 2011-2020</i>	2020
Lisa Schohl (Chronicle of Philanthropy)	<i>How to Create a Culture of Inclusive Fundraising</i>	2021
Catherine Hyde Townsend (Ford Foundation)	<i>5 Actions Nonprofits Can Take to Embrace Disability Rights and Access</i>	2020
Urvashi Vaid and Ashindi Maxton	<i>The Apparitional Donor: Understanding and Engaging High Net Worth Donors of Color</i>	2017



“It is extremely important that we continually conduct research that produces valuable data focused on inclusion, diversity, equity, and access (IDEA) in the philanthropic space, specifically data that represents all groups of people. This will enable our field to make informed decisions around how we engage these communities, empowering us to address societies’ most challenging issues.”

– Birgit Smith Burton, Chair-Elect of AFP Global Board and Founder of the African American Development Officers network (AADO)

Individual Giving

Individuals continue to drive U.S. giving. Accordingly, understanding the motivations, interests, and preferences of individual donors is key for nonprofits looking to elevate their fundraising.



Individual Giving Continued to Grow in 2020

\$324.10B

Individuals gave \$324.10 billion in 2020

2.2%

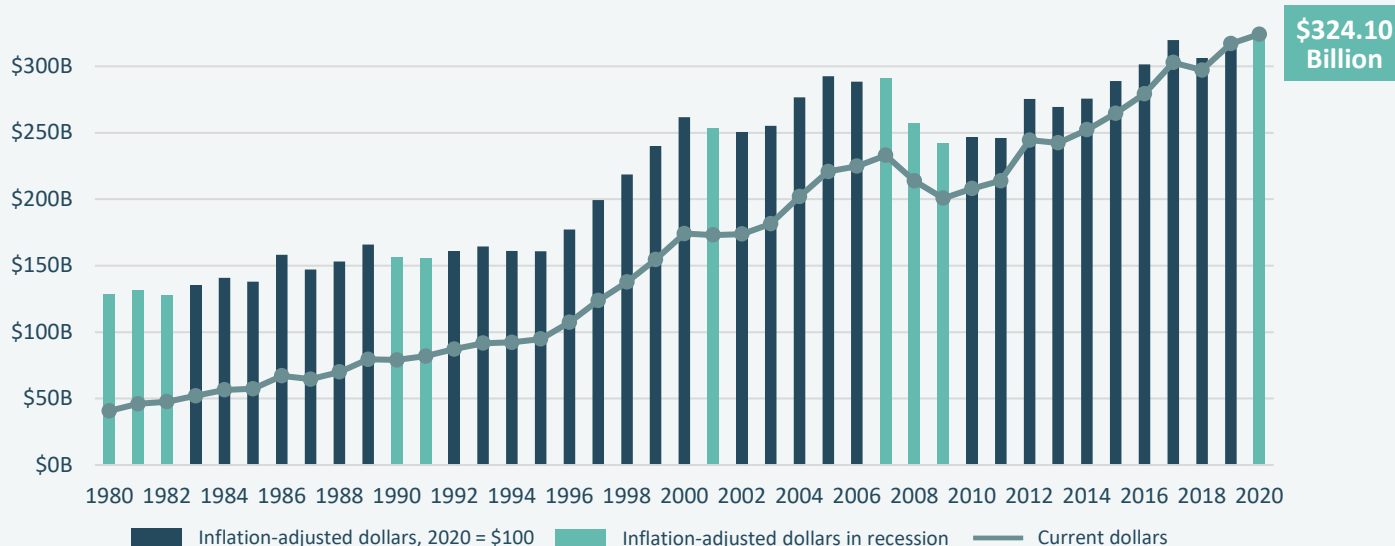
Giving by individuals increased by 2.2% from 2019 to 2020

69%

Individuals made up 69% of all charitable giving in 2020

Individuals contribute most charitable giving in the United States.

GIVING BY INDIVIDUALS, 1980-2020

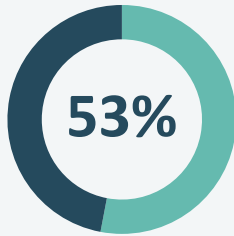


Individual giving increased in 2020 amid a mixed economic picture in which GDP decreased and unemployment soared. Growth in individual giving has been linked over time to stock market performance and disposable personal income (DPI), or income available for spending and saving. In 2020, the stock market recovered by the end of the year, with the S&P 500 growing 16.3% in current dollars. DPI increased in 2020 by 7% compared to 2019.

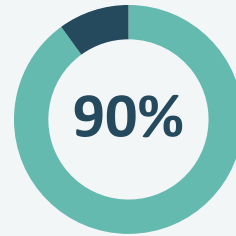
Giving USA's calculations include both non-itemized and itemized contributions. Gifts of cash, securities, and property are all included. On the sources side, gifts to donor-advised funds (DAFs) are counted in individual giving when a donor's initial contribution to the DAF is made. Since DAFs function as a pass-through for donations, to avoid double counting Giving USA typically takes the net of incoming contributions and outgoing grants when calculating giving to recipient groups. The exceptions to this process are grants made from DAFs housed at a community foundation, which are treated as foundation grants. On the recipient side, DAFs are counted where the organization that hosts the DAF is counted.

Individual Giving Is Top-Heavy

The amount of money given by individuals is growing each year. At the same time, the number of individual donors is going down.¹ Charitable giving is increasingly concentrated among wealthier households.



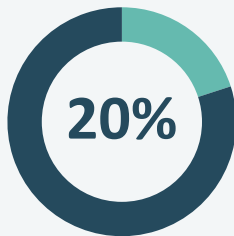
of all households give
(\$2,763 on average annually)¹



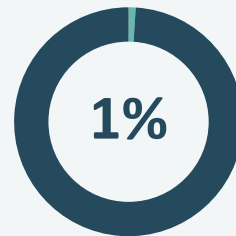
of affluent* households give
(\$29,269 on average annually)²

* Affluent³ is defined as having annual household income of more than \$200,000 and/or a net worth of more than \$1 million, excluding primary residence.

Eighty percent (80%) of charitable giving comes from only 20% of households. Nearly half (45%) of giving comes from only 1% of households.



of households provide 80%
of dollars donated³



of households provide 45%
of dollars donated



CCS Insight

This “dollars up, donors down” trend means that a small portion of a nonprofit’s donor base often has an outsized effect on its fundraising results. Accordingly, nonprofits should understand which donors contribute the majority of funds and consciously steward those supporters.

Sources:

1 IUPUI Lilly Family School of Philanthropy, *16 Years of Charitable Giving Research* (2019).

2 Bank of America and IUPUI Lilly Family School of Philanthropy, *The U.S. Trust Study of High Net Worth Philanthropy* (2018).

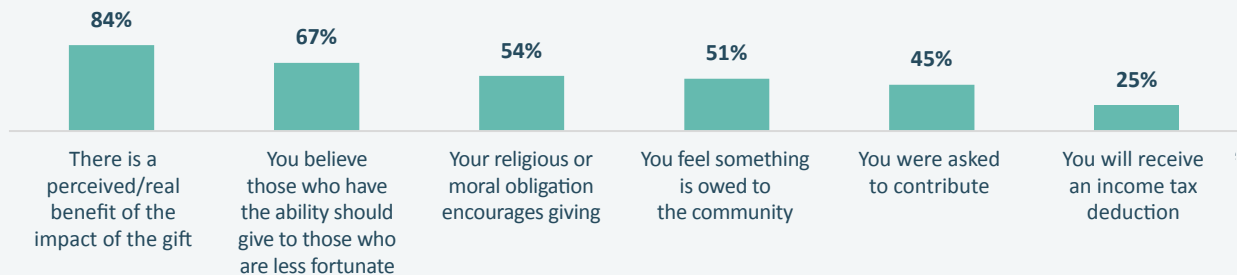
3 Blackbaud, *Vital Signs, Part 3: How Major Donors Are Shaping Philanthropy* (2020).

Most Donors Are Motivated by Altruism

In thousands of interviews with donors since 2011, CCS has found that individuals are most frequently driven to give by altruistic considerations, predominantly the belief that their gift can make an impact.¹ Especially notable in today's policy environment is that tax considerations were the least commonly cited motivation.

MOTIVATIONS FOR OVERALL PHILANTHROPIC GIVING

As cited by nonprofit donors interviewed in CCS Feasibility and Planning Studies, 2011-2021



CCS's findings in feasibility and planning study interviews align with academic research on the psychology of giving.² For example, Drs. Sara Konrath and Femida Handy have developed a framework of six types of influences on charitable giving and found that charitable donors are most likely to agree with motivation statements anchored in altruism and trust and least likely to agree with statements anchored in egoism and tax benefits.³

INFLUENCES ON CHARITABLE GIVING

Framework developed by Drs. Sara Konrath and Femida Handy

Altruism - concern or compassion for those less fortunate

Social benefits - nonmonetary benefits like being part of a social network

Trust - seeing charities properly use donations for public good

Tax benefits - monetary personal benefits

Egoism - experiencing good feelings about oneself or enhancing one's reputation

Financial constraints - monetary limitations, which can be a negative influence on giving



CCS Insight

Donors give for complex and interconnected reasons. Ultimately, the best donor outreach strategy is one personalized to the individual, taking into account what may be a mix of selfless and self-interested motivators. However, nonprofits can connect with the greatest number of donors by focusing on the impact of one's gift.

Sources:

1 CCS Fundraising (2021).

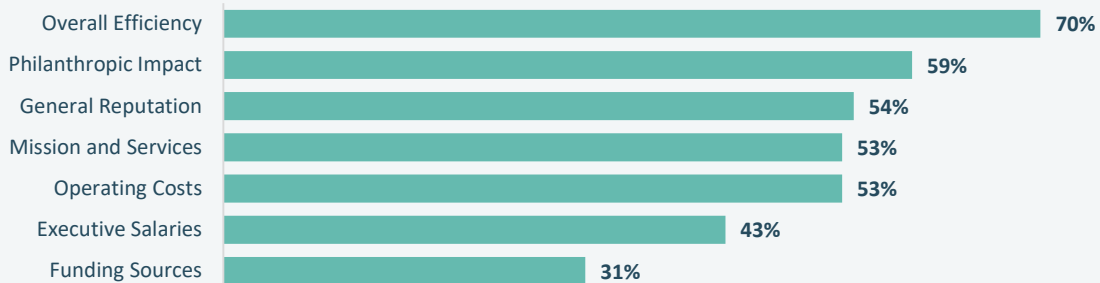
2 René Bekkers and Pamala Wiepking, "A Literature Review of Empirical Studies of Philanthropy: Eight Mechanisms That Drive Charitable Giving" (2011).

3 Sara Konrath and Femida Handy, "The Development and Validation of the Motives to Donate Scale" (2017). On a scale of 1 (strongly disagree) to 5 (strongly agree), average scores were as follows: 4.21 for altruism, 3.71 for trust, 3.15 for social, 2.45 for constraints, 2.20 for egoism, and 2.06 for tax. For further discussion, see IUPUI Lilly Family School of Philanthropy, "Why do people give?" (2019).

Donors Research Impact and Efficiency at Organizations They Support

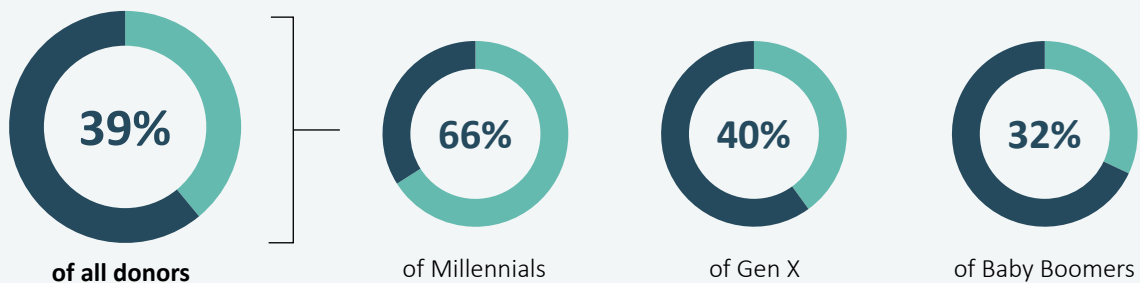
A donor survey conducted by Blackbaud found that **56%** of donors say they actively research how an organization spends its money prior to making a gift.¹ Donors who research before giving examine the following factors.

WHAT DONORS RESEARCH BEFORE GIVING



In addition to researching a nonprofit before giving a gift, a survey by Fidelity Charitable indicates that **39%** of donors track results for nonprofits that they already support.² Millennials are more likely than their older peers to actively research results.

PERCENTAGE OF DONORS WHO TRACK RESULTS FOR MOST OR ALL NONPROFITS THEY SUPPORT



CCS Insight

Demonstrating the impact of philanthropic giving is not only an important tactic for donor acquisition, but also an important tool for stewarding those who have already made a gift. When crafting donor communications, nonprofits should clearly articulate the impact of a donor's gift, as well as the organization's efficiency in carrying out its mission. Demonstrating results is especially important in communications with younger donors.

Sources:

¹ Blackbaud, *The Next Generation of American Giving* (2018).

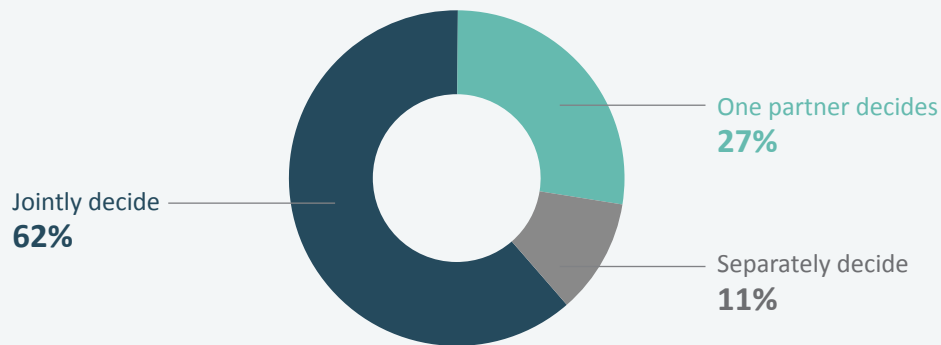
² Fidelity Charitable, *The Future of Philanthropy: The Evolution from Charitable Giving to Charitable Living* (2021).

Most Couples Make Giving Decisions Jointly

More than half of couples make decisions about their philanthropy together. In cases where one partner makes the giving decisions, it is slightly more likely that the decision-maker is a woman (15% of couples) than a man (12% of couples).*

** LGBTQ+ individuals comprised 11% of participants in this study. The Lilly School of Philanthropy notes: "This study infers that in an LGBTQ+ household, the spouse or partner is of the same sex; this is an imperfect method and will not be entirely accurate. In terms of coding for decision-making category, this means, for example, that if a male respondent indicated he was gay, then the household would be categorized as 'man decides' if either the respondent or his spouse/partner was the sole decider."*

DECISION-MAKING STYLES FOR CHARITY DONATIONS AMONG COUPLES



AVERAGE AMOUNT AN INDIVIDUAL FEELS COMFORTABLE GIVING WITHOUT CONSULTING THEIR PARTNER, BY CHARITABLE DECISION-MAKING STYLE

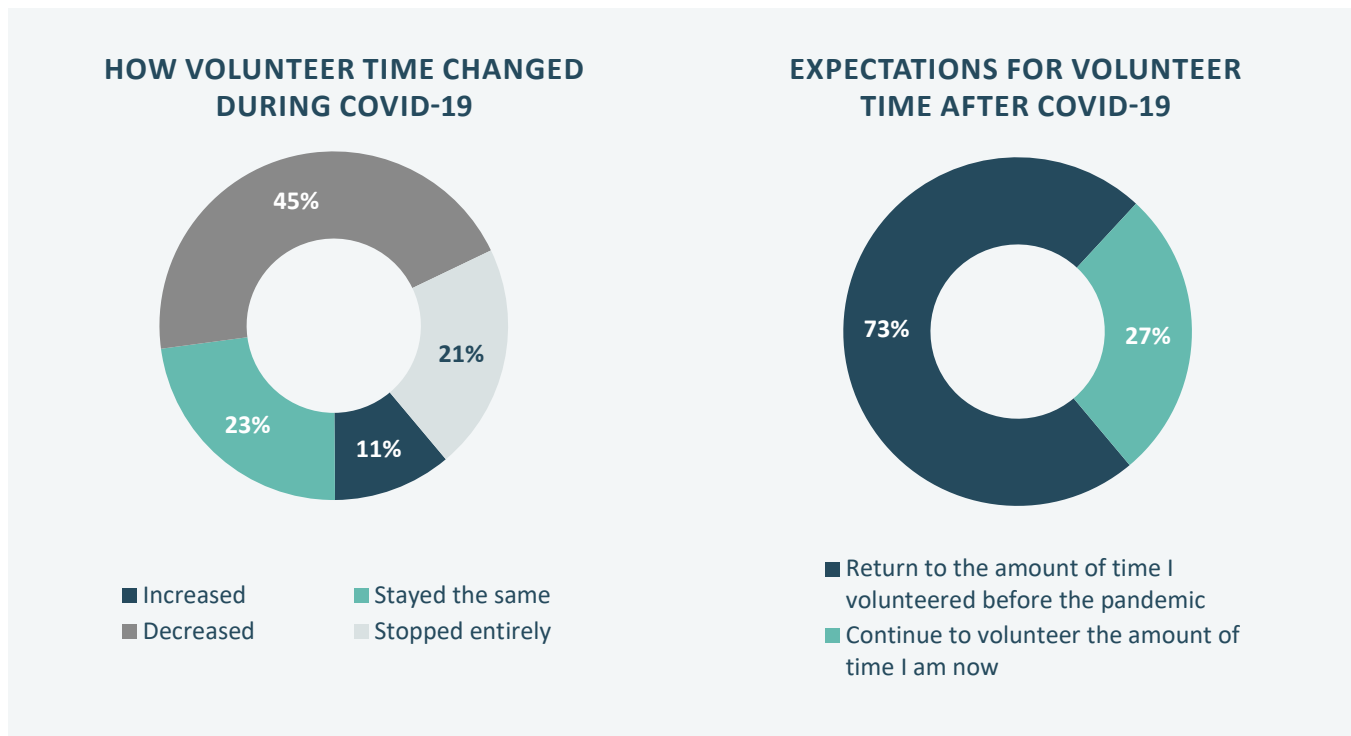


Dive Deeper

Some female donors report feeling overlooked when fundraisers direct conversations to a male partner. Learn more about strategies for engaging women donors in our article ["Who Funds the World? Girls: How Nonprofits Can Avoid Overlooking the Value of Women Donors."](#)

Donors Expect to Return to Pre-Pandemic Volunteering Levels

Two studies of philanthropic individuals by Fidelity Charitable, though not representative of the U.S. population overall, provide a glimpse into how the COVID-19 pandemic has affected volunteering.



Amid pressing public health threats, more than half of donors decreased their volunteering or stopped volunteering altogether during the COVID-19 pandemic but **73%** of donors expect to return to their previous level of engagement.



CCS Insight

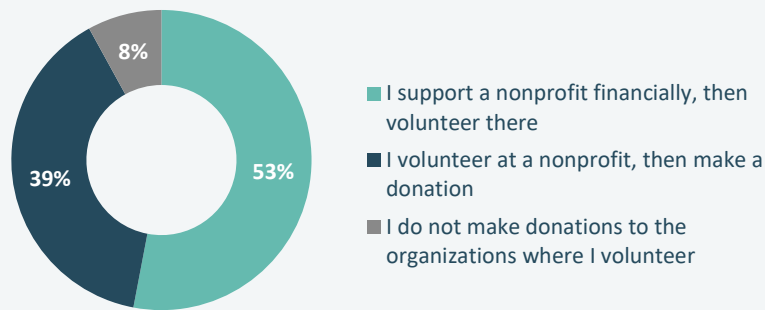
As the world re-emerges from the COVID-19 pandemic, donors will be eager to re-engage with the nonprofits closest to their hearts. Dedicated outreach to donors who have lapsed their volunteering during the pandemic can yield positive results.

Volunteering Positively Correlates with Donating to Charity

Volunteers tend to be strong prospects for fundraising programs. Approximately **30%** of American adults volunteer.¹ Of those who volunteer, nearly **80%** also donate money to charity. **Thirty-nine percent (39%)** of volunteers in Fidelity's survey said they are likely to begin volunteering with an organization before donating, while **53%** said they take the reverse route.²

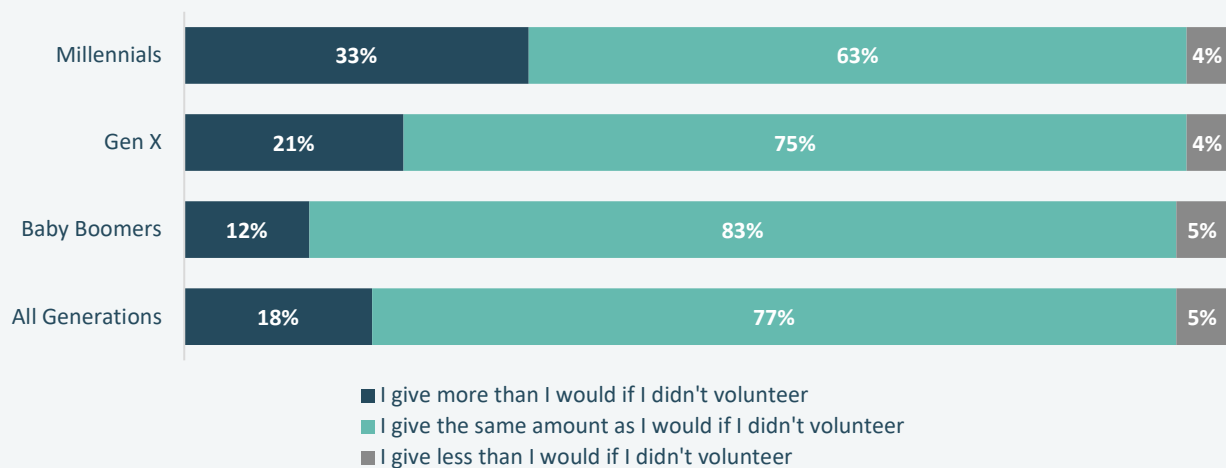
SEQUENCE OF VOLUNTEERING AND DONATING

Among philanthropic individuals who have ever volunteered



In comparison to older age groups, Millennials are more likely to say they increase their giving to an organization as a result of volunteering there.

EFFECT OF VOLUNTEERING ON GIVING LEVELS



Sources:

1 Corporation for National and Community Service, "Volunteering in America" (2018).

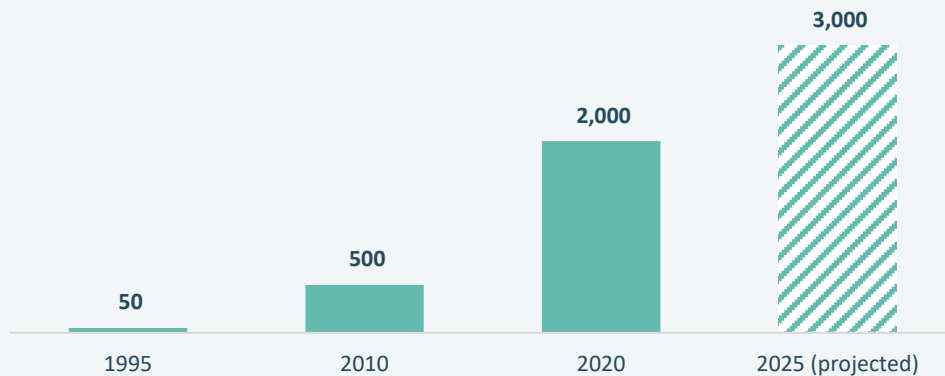
2 Fidelity Charitable, *The Role of Volunteering in Philanthropy* (2020).

Collective Forms of Giving Are Becoming More Prominent

Collective giving groups, such as giving circles and pooled funds, allow individuals to consolidate their donations and award grants to various philanthropic causes.¹ After a decade of strong growth, collective giving groups have continued to increase in number throughout 2020 amid the COVID-19 pandemic, calls for racial justice, and widespread discussions about democratizing philanthropy.²

Like crowdfunding campaigns (as discussed on [page 54](#)), collective giving groups tend to attract diverse participation in terms of age, income, gender, and race.¹ Especially among collective giving groups established in the past year, many funds focus on granting for social justice causes.² Giving circles are often started by members of marginalized communities including women, people of color, and LGBTQ+ individuals.³

NUMBER OF GIVING CIRCLES OVER TIME⁴



Philanthropy Together estimates that today there are more than 2,000 giving circles in the U.S. with approximately 150,000 members and \$1.3 billion donated.⁵ The organization projects that giving circles will continue to grow in number over time to reach 3,000 groups by 2025.⁴ In addition to giving circles, pooled funds augment today's collective giving landscape in terms of dollars granted and numbers of groups.



Growth in Pooled Funds, Spurred by Racial-Justice Protests and the Pandemic, Could Last
— *The Chronicle of Philanthropy* (February 5, 2021)²

“As the volume of calls for racial justice increased and the COVID pandemic upended philanthropy ... the number of pooled funds ... multiplied rapidly, laying the groundwork for what could be permanent changes in how billions of dollars in donor money is distributed.”

Sources:

1 Collective Giving Research Group, *Giving Circle Membership: How Collective Giving Impacts Donors* (2018).

2 Chronicle of Philanthropy, “Growth in Pooled Funds, Spurred by Racial-Justice Protests and Pandemic, Could Last” (2021).

3 Ms. Magazine, “We Are Unstoppable: How Female Philanthropists Are Turning Giving Circles into a Movement” (2019).

4 Philanthropy Together, *What Is a Giving Circle?* (2021).

5 Philanthropy Together [homepage](#) (Accessed July 13, 2021).

Future Tax Policy Changes Could Incentivize More Charitable Giving

In May 2021, the Biden Administration proposed a slate of tax changes that could affect individual giving, including an increase to individual income and capital gains tax rates.¹

For most donors, tax benefits are an incentive, not a motivator, for charitable giving. As discussed on [pages 23 and 35](#), financial incentives are among the least common reasons people give to charity. However, decades of academic studies and historical tax data show that donors do respond to incentives like the ability to itemize charitable deductions.²

Since the Biden Administration is proposing tax increases to high-earning individuals, charitable giving may become more attractive to wealthy donors.³ This is because the greater the tax rate is, the more tax savings a donor can realize by deducting charitable giving.

As of July 20, 2021, no new tax policies have been passed by Congress and the proposals could change during the legislative process. CCS will continue to update our website with resources and guidance for nonprofits as the Biden Administration's tax proposals develop further.



CCS Resource

Dive deeper into CCS perspectives on how potential tax policy changes may affect charitable giving and how fundraisers should prepare in our article [“Tax Policy Changes and Charitable Giving: What Fundraisers Need to Know.”](#)

Sources:

1 Department of the Treasury, [General Explanations of the Administration's Fiscal Year 2022 Revenue Proposals](#) (2021).

2 Giving USA Foundation, [Giving USA: The Annual Report on Philanthropy for the Year 2019](#) (2020).

3 The Wall Street Journal, [“The Surprising Relationship Between Taxes and Charitable Giving”](#) (2015) and New York Times, [“Biden Aides Quietly Say His Tax Increases Would Help Charities”](#) (2021).

High Net Worth Giving

Capgemini defines a high net worth individual (HNWI) as a person with investable assets valued at \$1 million or more, excluding primary residence, collectibles, consumables, and consumer durables.¹ As charitable giving becomes increasingly concentrated among wealthier households in the United States, understanding and engaging high net worth donors can yield tremendous return on investment for nonprofits.

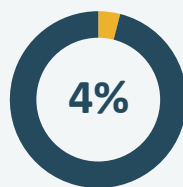
¹ Capgemini, *World Wealth Report 2021* (2021).

High Net Worth Individuals Increased Their Wealth in 2020

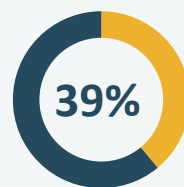
The U.S. population of high net worth individuals (HNWIs, those with investable assets of more than \$1 million, excluding primary residence, collectibles, consumables, and consumer durables) grew by about **11%** in 2020 to reach approximately **6,575,000 people**.¹ The number of very high net worth individuals (VHNWIs, those with a net worth between \$5 million and \$30 million) grew by **8%** in 2020 to reach about **1,045,865 people**.² The population of ultra high net worth individuals (UHNWIs, those with a net worth above \$30 million), also increased by **8%** in 2020 to reach about **101,240 people**.³

Moreover, in the first ten months of the COVID-19 pandemic, the U.S. minted **46 new billionaires**. The collective wealth of America's 660 billionaires was **\$4.1 trillion** as of January 2021, representing a **38.6% increase** since March 2020.⁴

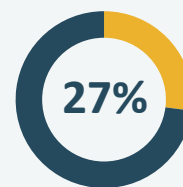
THE U.S. IS HOME TO...



of the world's population⁵

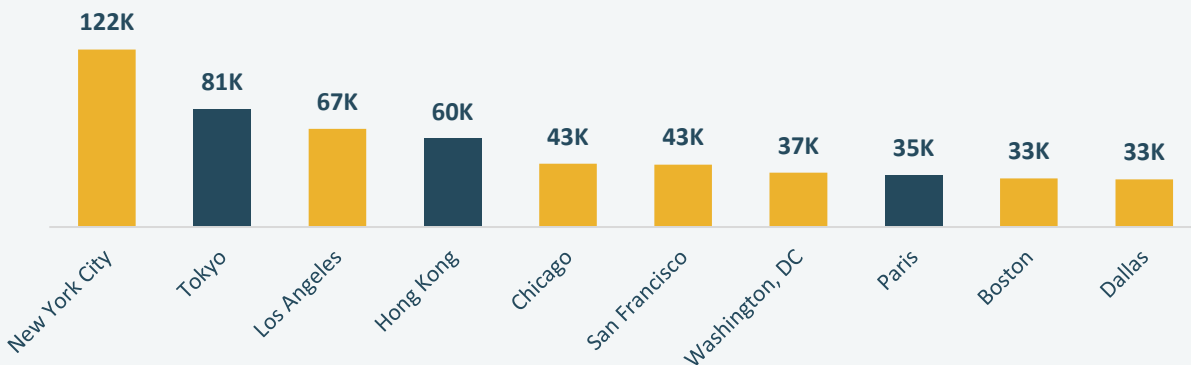


of the world's millionaires⁶



of the world's billionaires⁷

SEVEN OF THE TOP TEN CITIES FOR VHNWIS ARE IN THE U.S.²



CCS Insight

Even amid a turbulent year, the U.S. population of high net worth individuals (HNWIs) increased in number and collective wealth in 2020. As an increasingly large share of charitable giving comes from the most affluent households, the wealth of HNWIs represents an opportunity for nonprofits to sustain more support for their missions.

Sources:

1 Capgemini, *World Wealth Report 2021* (2021).

2 Wealth-X, *Very High Net Worth Handbook 2021* (2021).

3 Wealth-X, *World Ultra Wealth Report 2021* (2021).

4 Forbes, "American Billionaires Have Added More than \$1 Trillion in Wealth During Pandemic" (2021).

5 U.S. Census Bureau, "U.S. and World Population Clock" (2021).

6 Credit Suisse, *Global Wealth Report 2021* (2021).

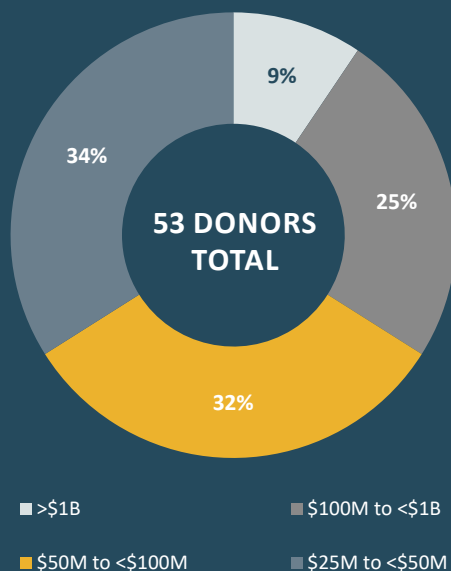
7 Wealth-X, *The Billionaire Census 2020* (2020).

Giving by Top Philanthropists Reached New Heights in 2020

The Chronicle of Philanthropy compiles a list of those who give the most through publicly announced gifts over the course of a year. This year's Philanthropy 50 list contained **53 members** due to ties in giving amounts. The 53 donors cumulatively gave **\$24.7 billion**.

Like philanthropy in America at large, giving from this list is concentrated among the biggest of the big donors. This year's top five donors—Jeff Bezos, MacKenzie Scott, Michael Bloomberg, Philip and Penelope Knight, and Jack Dorsey—cumulatively gave \$20 billion, 80% of the total.

PHILANTHROPY 50 MEMBERS, BY AMOUNT OF 2020 GIVING

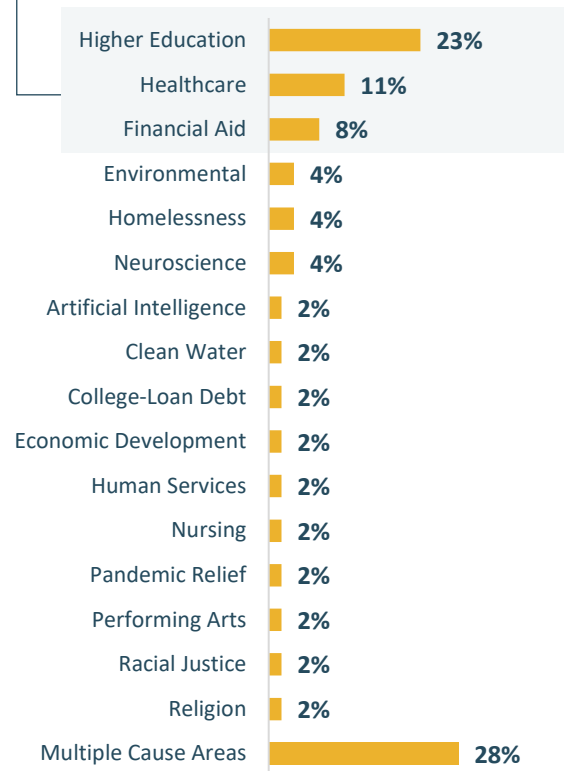


See [page 69](#) for the full Philanthropy 50 list.



PHILANTHROPY 50 MEMBERS, BY TOP CAUSES SUPPORTED

42% of donors on the list supported either Higher Education, Healthcare, or Financial Aid as their top cause.



Some subsectors attracted donations from these top donors at levels unseen in previous years. In particular, Historically Black Colleges and Universities (HBCUs), hunger relief, and social justice organizations received newfound attention.

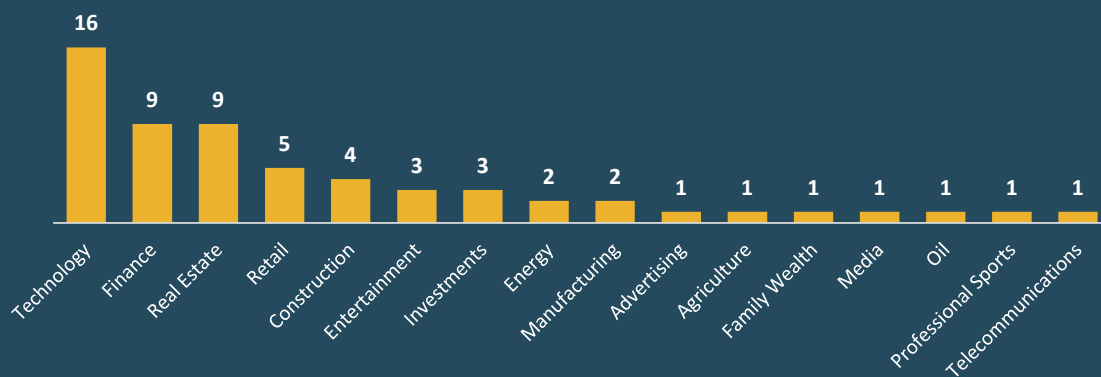


Technology Fortunes Dominate the Philanthropy 50 List

The ever-increasing prominence of technology in today's world is reflected in the Philanthropy 50 list. Nearly one-third of the list members trace their wealth to technology.¹ The Philanthropy 50's dominant sources of wealth have evolved over time; in 2000, ten members made their fortunes in media and entertainment.² In the most recent list, only four members did.¹

PHILANTHROPY 50 MEMBERS*, BY SOURCES OF WEALTH

* Multiple sources of wealth are possible, meaning some donors are double-counted.



The 53 donors are distributed across 21 states. California is by far the most well-represented location on the list, with 20 members residing in the state.

PHILANTHROPY 50 MEMBERS, BY STATE OF RESIDENCE

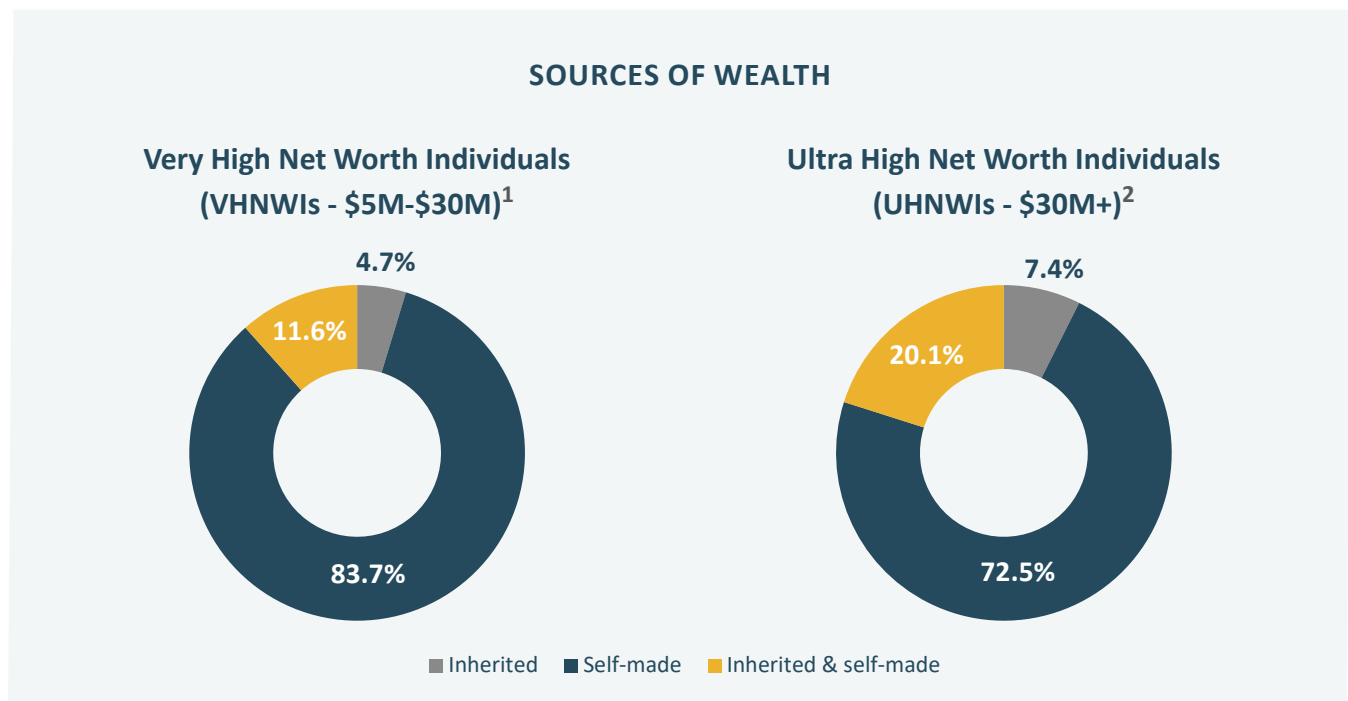


Sources:

1 The Chronicle of Philanthropy, "The Philanthropy 50" (2021).

2 The Chronicle of Philanthropy, "Billion-Dollar Giving Streak Shows New Sense of Urgency Among Top 50 Donors" (2020).

Most Ultra Wealthy Individuals Have Self-Made Fortunes



Most VHNWIs and UHNWIs are self-made. As has been discussed throughout the media,³ the term “self-made” does not necessarily indicate that these individuals were without privileges that aided their buildup of wealth, but rather that the source of their fortune is not inherited money.



CCS Insight

Identifying as “self-made” can affect how high net worth donors see themselves and interact with nonprofit organizations, as shown in a qualitative study of 20 self-made HNWIs conducted by the Leadership Story Lab.⁴

In interviews, these individuals felt that the label “wealthy” represented values that they didn’t adhere to, and often abided by a concept of “stealth wealth”—avoiding showing off wealth and maintaining middle-class values. They described feeling alienated by charities that sought to engage them with flashy events and slick presentations. Though this study is not representative of all self-made HNWIs, the findings underscore a core tenant of fundraising: taking a personalized and empathetic approach to donor relations is essential.

Sources:

1 Wealth-X, *Very High Net Worth Handbook 2021* (2021).

2 Wealth-X, *World Ultra Wealth Report 2021* (2021).

3 Forbes, “Here’s What Forbes Means By Self-Made: From Bootstrappers to Silver Spooners” (2018).

4 Leadership Story Lab, *Transforming Partnerships with Major Donors* (2021).

Affluent Donors Are Motivated by Making a Difference for Missions

As discussed on [page 23](#), donors of all income levels often report being motivated to give to charity by the impact that their gift can have.

This focus on altruistic motivations is evident in the U.S. Trust Study of High Net Worth Philanthropy's survey of affluent donors. It is worth noting in today's policy environment that tax benefits rank near the bottom of factors influencing affluent philanthropy.

HOW OFTEN CHARITABLE DECISIONS ARE MADE BASED ON CERTAIN FACTORS



“Affluent” vs. “High Net Worth”

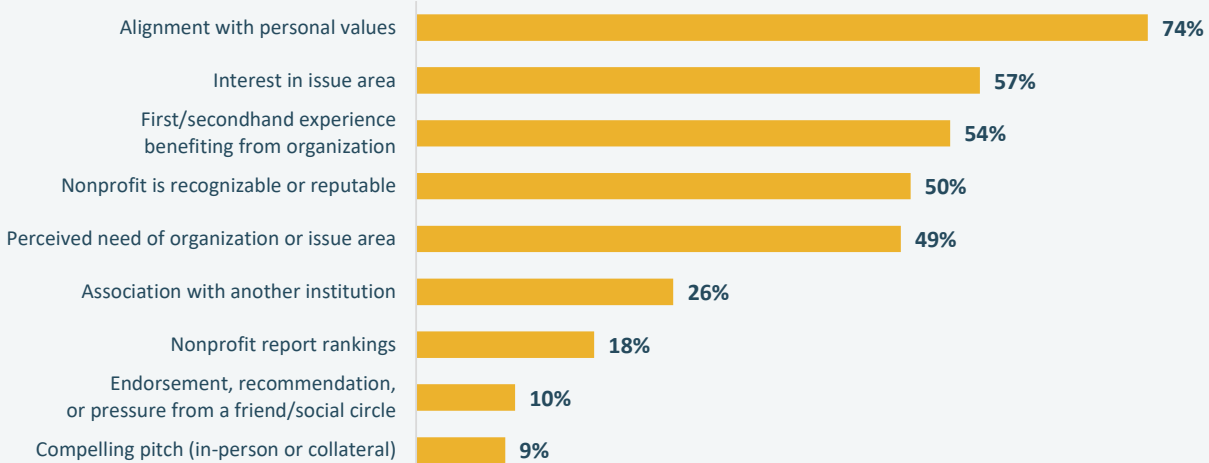
The data on this page applies to both high net worth individuals (defined in this study as those with a net worth of at least \$1 million or more, excluding primary residence) and individuals with an annual household income of at least \$200,000, who may or may not also be considered high net worth. Throughout the remainder of this section, “affluent” refers to individuals who fit either of these criteria.

A Personalized Approach Resonates with Wealthy Individuals

As described on the previous page, affluent donors' overall charitable decisions are influenced by a multitude of factors, principal among them a belief in a mission and an ability to make a difference.

When choosing a specific organization or cause to support, wealthy donors report that alignment with their personal values, interests, and experiences are important influences on their selection.

FACTORS THAT LEAD TO CONTRIBUTING TO A PARTICULAR CAUSE OR ORGANIZATION



CCS Insight

After a donor gives, it is vital to steward the relationship and demonstrate the difference that their individual gift makes. The U.S. Trust Study of High Net Worth Philanthropy found that **54%** of donors do not know if their gift is having the impact they intended, suggesting an opportunity for nonprofits to prioritize communicating the effect of a donor's own gift.

Organizational Decisions Can Cause Donors to Stop Giving

Overall, **28%** of affluent donors reported that they stopped giving to organizations they previously supported during the year of the U.S. Trust Study of High Net Worth Philanthropy. Of the top four reasons cited for terminating giving, two are actions by the organization: too-frequent requests and a perceived lack of effectiveness.

REASONS WHY AFFLUENT INDIVIDUALS STOP GIVING



Nearly Half of Affluent Individuals Have a Giving Strategy

Not all affluent donors report having intentional plans for their charitable giving: only **49%** say they have a giving strategy and only **48%** say they have a giving budget. The more knowledgeable donors become about charitable giving, the more likely they are to create a strategy and a budget.

A giving strategy is positively associated with more philanthropic behavior: donors with a giving strategy give to nine organizations on average, compared with six organizations for those without a giving strategy.

7

Affluent individuals overall give to an average of seven organizations

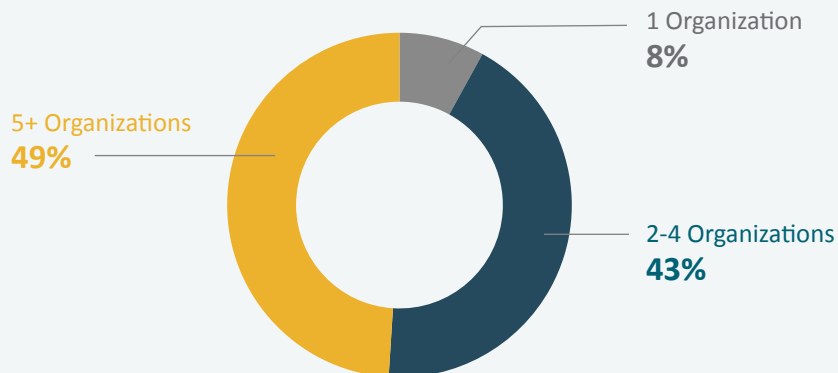
9

Those with a giving strategy give to an average of nine organizations

6

Those without a giving strategy give to an average of six organizations

MOST DONORS GIVE TO MULTIPLE ORGANIZATIONS ANNUALLY

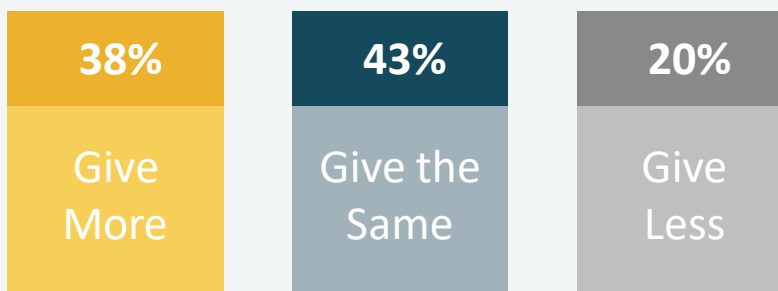


Serving on a Board Typically Causes Donors to Maintain or Increase Giving

When they start serving on a board, more than **80%** of wealthy donors either maintain or increase their giving. More than one-third reported giving *more* to that organization due to serving on the board.

HOW DOES SERVING ON A BOARD AFFECT GIVING TO THAT ORGANIZATION?

Note: Numbers are rounded



While **26%** reported that their board had a “give or get” policy that requires a specific amount of giving or leveraging connections to raise a certain amount of funds, only **9%** cited the requirement as a reason they give.

Reasons Board Members Give	%
Belief in the mission	81%
Personal fulfillment	53%
Desire to support specific projects	51%
Belief in organization’s leadership	40%
Sense of obligation	29%
Requirement from organization	9%

24%

of affluent donors serve on the board of a nonprofit organization

48%

of affluent donors volunteer for a charitable organization



Gift Planning

For the first time, CCS has expanded our previous *Planned Giving* chapter to encompass the broader shift to *Gift Planning*. While Planned Giving is a fundraising **strategy** utilizing non-cash or asset-based giving, Gift Planning is a dynamic and growing **culture** of fundraising where donors and nonprofits jointly determine which techniques provide the greatest charitable potential for both the donor and the organization.

Bequest Giving Grew by Double Digits

\$41.91B

Giving by bequest totaled
\$41.91 billion in 2020

10.3%

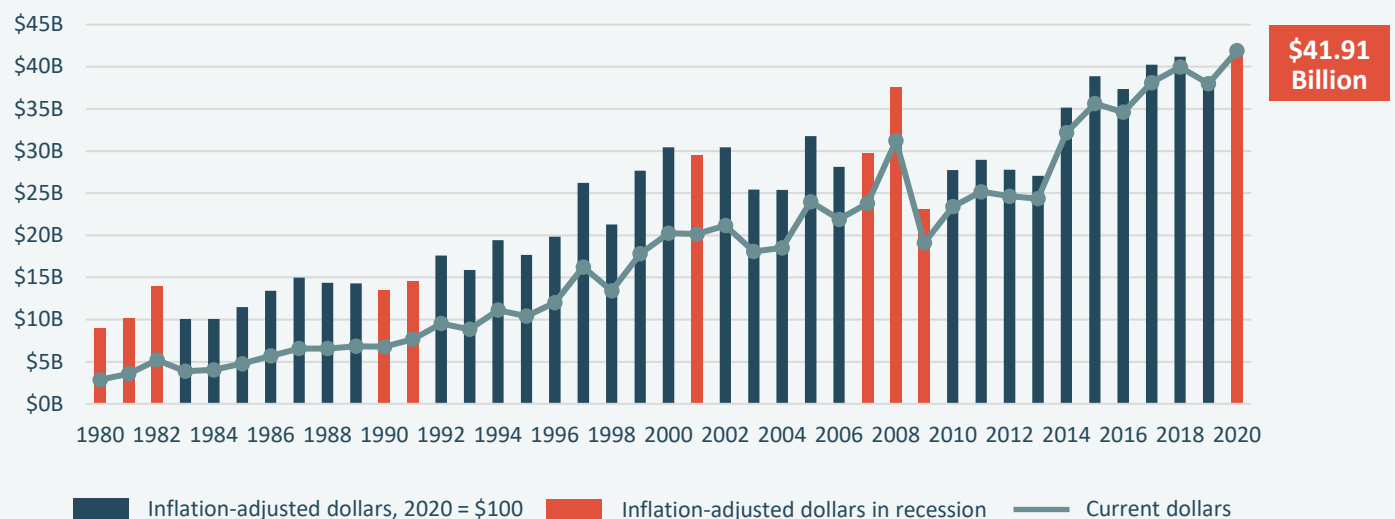
Giving by bequest increased by
10.3% from 2019 to 2020

9%

Bequests contributed 9% of all
charitable giving in 2020

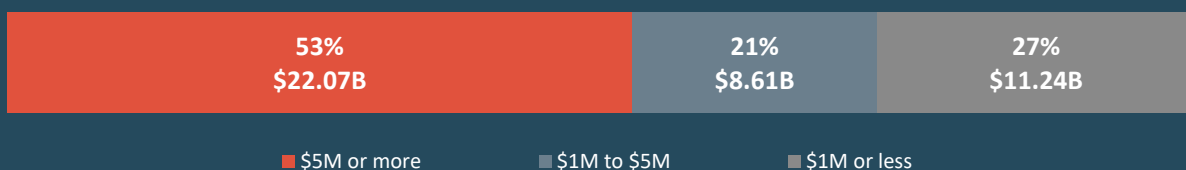
Giving USA estimates that about 5% of estates leave a charitable bequest each year, a figure that has stayed relatively constant for the past few years. The dollar amount of charitable bequests largely reflects estate values in a given year, which can include wealth from homes, investments, and other types of property.

GIVING BY BEQUEST, 1980-2020



Bequest giving tends to fluctuate from year to year due to a handful of very large gifts that substantially influence the aggregate total. More than half of bequest dollars come from estates of \$5 million or more.

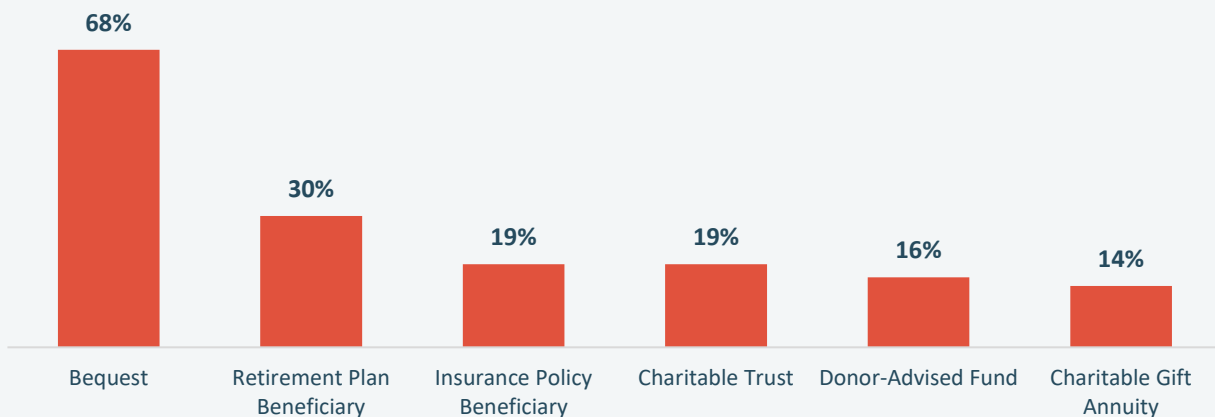
ESTIMATED BEQUEST GIVING, BY ESTATE SIZE



Bequests Are the Most Popular Deferred Gift Type

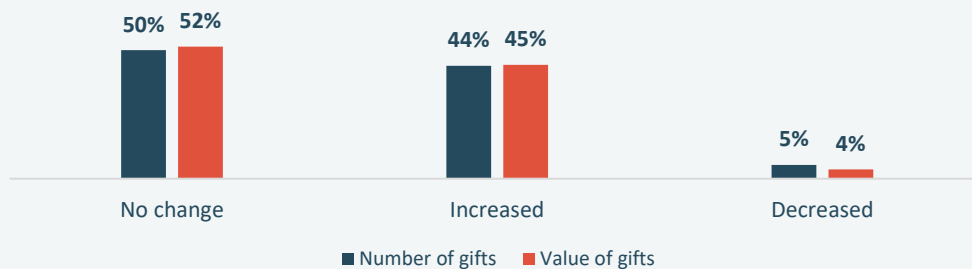
Giving USA's *Leaving a Legacy* survey showed that bequests—charitable gifts made through a Will or estate plan—were the most popular form of deferred gift. The Glossary on [page 47](#) provides definitions for various planned gift types.

SURVEY RESPONDENTS WHO ESTABLISHED A PLANNED GIFT, BY TYPE



Many planned gift vehicles, including bequests, are revocable, meaning donors can terminate the gift after establishing it. Survey data shows that once a donor creates a legacy gift, those gifts are likely to be maintained or increased.

CHANGES TO PLANNED GIFTS OVER LIFETIME



CCS Insight

Only 52% of donors in the *Leaving a Legacy* study reported always telling organizations about their planned gifts. Organizations should work with donors to understand their bequest intentions to properly steward donors and build the organization's culture of gift planning.

Source: Giving USA Foundation, *Leaving a Legacy: A New Look at Planned Giving Donors* (2019).

Please note that the 862 respondents to this survey are not representative of the U.S. population or U.S. donor base overall. Respondents to this survey were largely white and had higher levels of educational attainment and net worths than the average American.

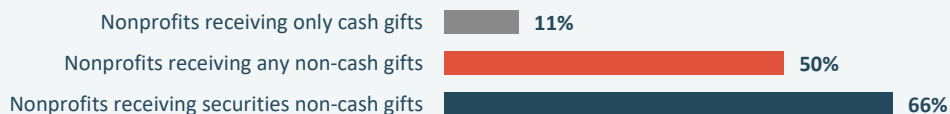
Non-Cash Gifts Predict a Nonprofit's Fundraising Growth

Research shows nonprofits that receive non-cash gifts grow faster than organizations that accept cash alone.

A study of more than a million nonprofit tax returns found that organizations receiving non-cash gifts grew their fundraising nearly **five times faster** than organizations only receiving cash gifts from 2010 to 2015. Organizations receiving non-cash gifts of stock (securities) grew **six times faster** than organizations only receiving cash gifts.

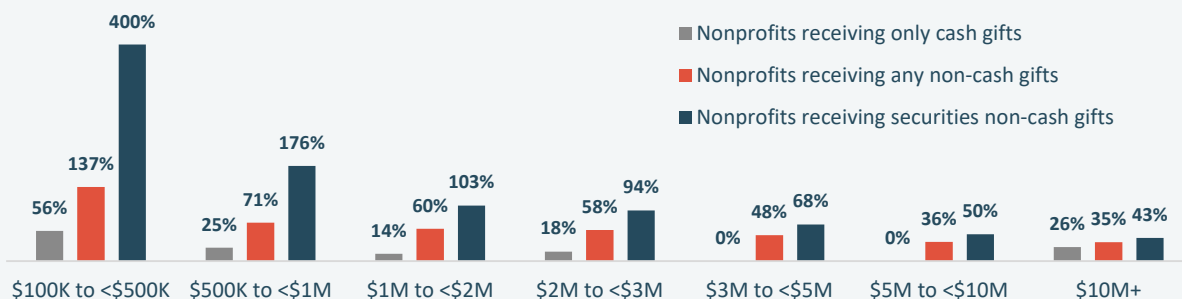
FIVE-YEAR AVERAGE GROWTH IN TOTAL FUNDRAISING

Growth from 2010 to 2015 among nonprofits raising \$1 million or more in 2010



This trend of non-cash gifts predicting growth held true at every fundraising level. Smaller organizations saw the most dramatic growth trends, as illustrated below.

FIVE-YEAR AVERAGE GROWTH IN TOTAL FUNDRAISING, BY INITIAL TOTAL FUNDRAISING SIZE



Why might non-cash gifts promote growth? The study author, Texas Tech University Professor Dr. Russell James III, suggests that non-cash gifts are psychologically easier to give than cash gifts from disposable income. Most wealth is held in non-cash forms; Census Bureau data suggests that only 3% of U.S. wealth is held in checking and savings accounts.

As Dr. James explains,

"When fundraisers ask for cash, they are asking from the 'small bucket' ... the same gift may seem ridiculously large when compared to other checkbook purchases ... but quite small when compared with total wealth (other non-cash assets)."

Gift Planning Can Appeal to Every Age and Life Stage

Research suggests donors begin thinking about their estate plans much earlier than previously believed.¹ Today, Generation X is closer to the average age of making their first Will and bequest intention than Baby Boomers.

44

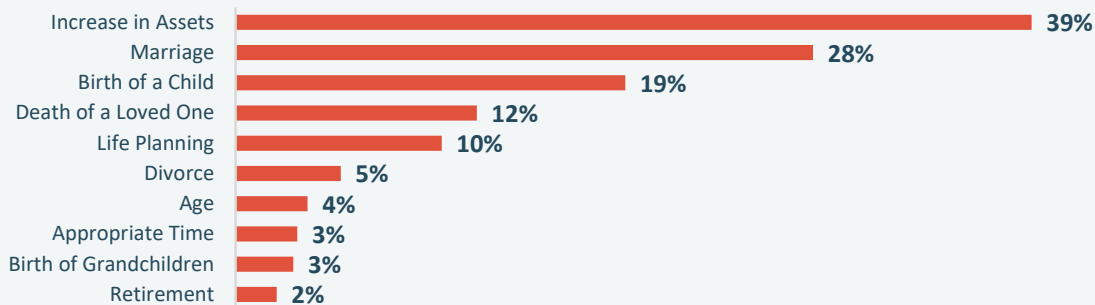
Average age
of writing first Will

53

Average age
of first bequest intention

Survey responses also show donors most frequently report making a Will or trust in response to an increase in personal assets. Researchers estimate the largest wealth transfer in U.S. history is happening now,² meaning that many donors will be recipients of considerable non-cash assets and thus positioned for significant planned gifts in years ahead.

TOP LIFE EVENTS PROMPTING WILL/TRUST CREATION¹



Moreover, data from estate planning service providers suggest that the COVID-19 pandemic caused an uptick in Will creation, particularly among young people. A survey commissioned by LegalZoom.com found that 32% of respondents ages 18 to 34 said they made a Will because of COVID-19.³



CCS Resource

Nonprofits should take this data into consideration when thinking about what type of gifts to discuss with potential donors. Having a general understanding of life stages and gift vehicles in your fundraiser's toolkit can lead to successful gift requests. Check out CCS's "[Planned Giving for Every Age and Life Stage](#)" graphic for specific considerations in designing outreach strategies for each age group.

Sources:

¹ Giving USA Foundation, *Leaving a Legacy: A New Look at Planned Giving Donors* (2019).

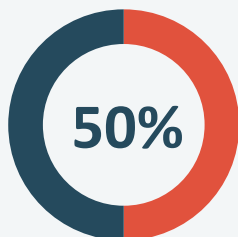
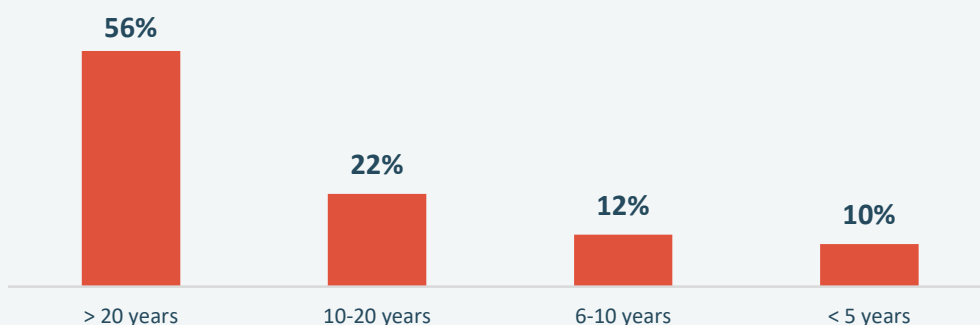
² Deloitte, "The future of wealth in the United States: Mapping trends in generational wealth" (2015).

³ CNBC, "Op-ed: More people are creating wills amid the pandemic" (2020).

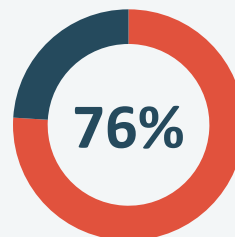
Loyal Donors Make the Best Planned Gift Prospects

Giving USA's *Leaving a Legacy* survey revealed that the common profile of deferred gift donors is a long-time donor who gave frequently but at relatively modest levels. Donors tended to make their largest deferred gifts to nonprofits they had been supporting for 20 or more years with less than \$25,000 in lifetime giving.

LENGTH OF TIME DONORS HAVE SUPPORTED THE NONPROFIT THAT WILL RECEIVE THE DONORS' LARGEST DEFERRED GIFT



of donors gave less than \$25,000 to the organization over their lifetime apart from the deferred gift



of donors gave less than \$100,000 to the organization over their lifetime apart from the deferred gift



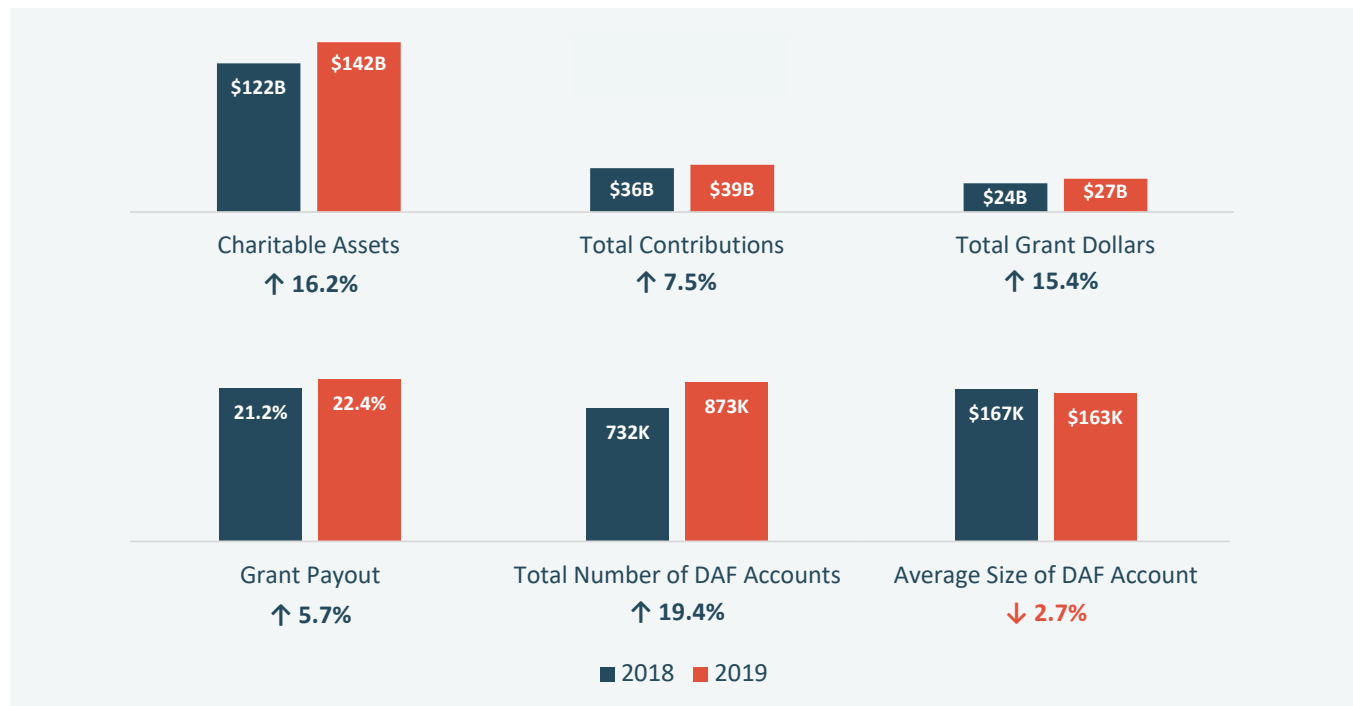
CCS Insight

A nonprofit's best prospects for a planned gift may not be their largest-dollar donors but rather their most loyal donors. Taking the time to thank loyal donors is key for nonprofits to maintain the relationship over the long-term.

Donor-Advised Funds Continue to Grow in Popularity and Granting

Donor-advised funds (DAFs)* are an increasingly popular and influential planned giving vehicle.

In fiscal year 2019, the most recent full year for which data is available, DAFs grew in all key metrics.¹ DAFs overall paid out **22%** of the previous year's assets, a slight increase from the 2018 payout rate. The number of individual DAF accounts grew by **19%**, leading the average size of DAF accounts to decrease due to an increased number of smaller-size accounts.



CCS Insight

While full data is not yet available, a limited survey of 13 DAF sponsors, which collectively represent just under 50% of annual DAF grant dollars, demonstrated growth in the first half of 2020.² These sponsors saw total grant dollars in the first six months of 2020 grow 30% over 2019, compared to 17% growth over the same period from 2018 to 2019.

With the popularity of DAFs, it is important to steward donors with known DAFs by learning about their funding priorities. Gain an understanding of how they view their fund to make an impact on your organization and mission.

* Refer to the Glossary on [page 47](#).

Sources:

1 National Philanthropic Trust, [The 2020 DAF Report](#) (2021). This report aggregates data from 993 DAF sponsors.

2 National Philanthropic Trust, [Donor-Advised Fund COVID Grantmaking Survey](#) (2021).

Glossary

Gift Planning: A culture of fundraising distinguished by two donor-centric ideas: 1) prioritizing what a nonprofit can do for a donor, not just what it needs from a donor; and 2) focusing on non-cash assets.

Planned Giving: A distinct fundraising strategy utilizing non-cash giving. Non-cash giving is sometimes referred to as “asset-based giving.”

Deferred Gift: A type of planned gift in which a donor decides on the gift now and the gift is received by the charity at some point in the future, often after the life of the donor. Some, but not all, planned gifts are deferred gifts.

A Selection of Planned Giving Vehicles

Bequest: A written statement in a donor’s Will directing that specific assets, a percentage, or a remainder of the estate will be transferred to charity after the life of the donor.

Charitable Gift Annuity (CGA): An agreement where a donor makes a gift of cash or property and a charity agrees to make fixed payments to the donor for life. The charity then retains the assets after the life of the donor.

Charitable Trust: A trust in which all unexpired interests are devoted to one or more charitable purposes. There are multiple types of charitable trusts, including:

- ➔ **Charitable Remainder Trust (CRT):** *A trust that receives cash or property from a donor; makes fixed payments for a life, lifetimes, or term of years; and then distributes the remainder to charity.*
- ➔ **Charitable Annuity Lead Trust:** *A trust that receives cash or property from a donor and makes fixed payments to charity for a specified period. At the end of the period, it distributes the trust property to a specified beneficiary, usually family.*

Donor-Advised Fund (DAF): As explained by National Philanthropic Trust, a DAF is “a philanthropic giving vehicle administered by a charitable sponsor. A donor-advised fund allows donors to establish and fund the DAF account by making irrevocable, tax-deductible contributions to the charitable sponsor. Donors then recommend grants from those funds to other charitable organizations. The charitable sponsor retains legal control over all assets in the DAF and the donor retains advisory privileges to make non-binding recommendations regarding grants and investments.”

Insurance Policy Beneficiary: A donor names a charity as a beneficiary of an existing policy, either fully paid or partially paid, or a new policy. The charity would then receive the benefits of the policy after the life of the donor.

Retirement Plan Beneficiary: A donor names a charity as the beneficiary of a qualified retirement plan (e.g., 401k, 403b, IRA). The charity would then receive the benefits of the retirement account after the life of the donor.

Stock Gift: A donor may choose to donate appreciated assets directly to a charity as a cash-equivalent gift or include stocks in a bequest.



CCS Insight

Giving USA data (as described on [page 41](#)) focuses on giving by bequest—one of many planned gift vehicles. Revenue growth is tied to securing non-cash gifts. Fundraisers should keep in mind that there are opportunities to unleash this growth through many different types of non-cash gifts.

Sources:

Craig C. Wruck, *Planned Giving in a Nutshell: Seventh Edition* (2018).

National Philanthropic Trust, “What is a Donor-Advised Fund? (DAF)?” (n.d.).

IRS, “Charitable Trusts” (n.d.).

Digital Giving

Amid the digital transformation unleashed in so many areas of society during the COVID-19 pandemic, digital giving—encompassing actions like donating on a nonprofit’s website, giving in response to an email or social media campaign, or participating in a crowdfunding campaign—has taken on new prominence in today’s philanthropic landscape.

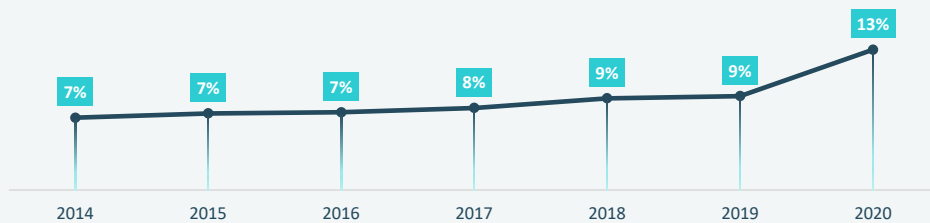


Online Giving Swelled in a More Virtual World

The COVID-19 pandemic greatly accelerated the growth of digital giving, which had already been rising steadily for years.

A study by Blackbaud tracking 4,964 nonprofit organizations shows a **21%** increase in online giving from 2019 to 2020.¹ In 2020, online giving constituted **13%** of all charitable giving in the United States. If Blackbaud's findings are extrapolated to Giving USA's estimates for overall charitable giving,² about \$61 billion would have been donated online in 2020 compared to about \$39 billion in 2019.

ONLINE GIVING AS A PERCENTAGE OF ALL GIVING³



Online giving is growing the fastest for Human Services, Animal Welfare, and Faith-Based organizations.¹

ORGANIZATION TYPE	2020 YOY ONLINE GIVING GROWTH	ONLINE AS % OF ALL GIVING
Human Services	46%	11%
Animal Welfare	29%	12%
Faith-Based	27%	18%
Environment	14%	8%
Healthcare	12%	5%
Higher Education	10%	5%
K-12 Education	9%	14%
International Affairs	8%	7%
Arts & Culture	7%	10%
Public & Society Benefit	0%	7%
Medical Research	-26%	8%
All Organizations	21%	13%

Sources:

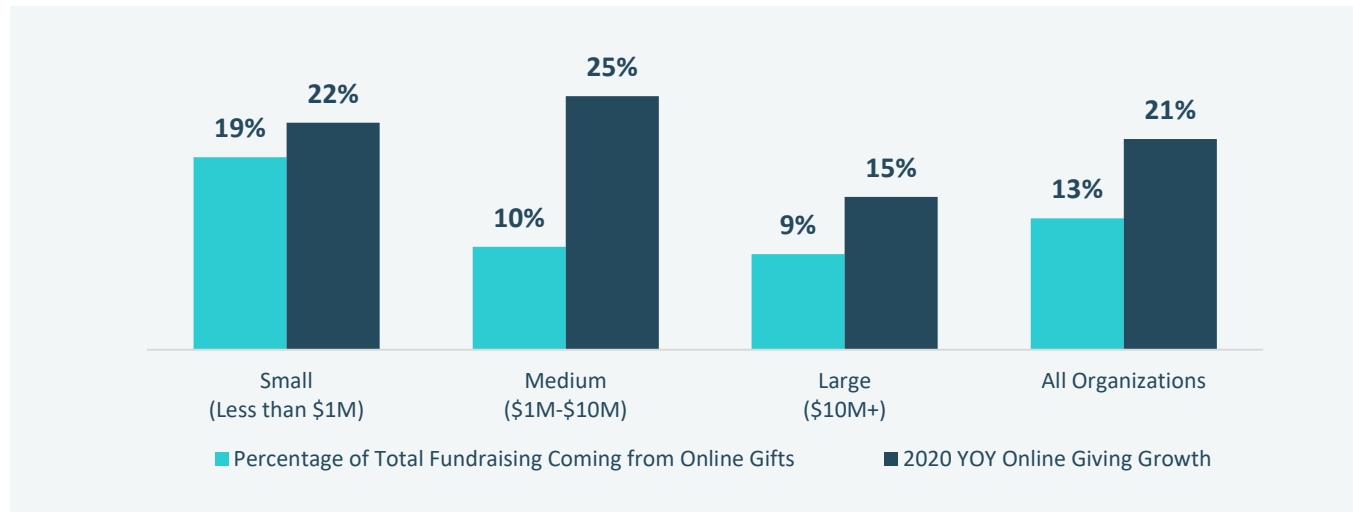
¹ Blackbaud, *Charitable Giving Report* (2021).

² Giving USA Foundation, *Giving USA: The Annual Report on Philanthropy for the Year 2020* (2021). This extrapolation is based on 12.9% of all giving coming from online sources in 2020 compared to 8.7% in 2019 (as estimated by Blackbaud) and \$471.44 billion in total giving in 2020 compared to \$448.66 billion in 2019 (as estimated by Giving USA). Please note that due to differences in Giving USA and Blackbaud's methodologies, the growth rate in this extrapolation is larger than the 21% found by Blackbaud.

³ Blackbaud, *Charitable Giving Report* (2018), *Charitable Giving Report* (2019), and *Charitable Giving Report* (2021).

Online Giving Plays a Larger Role at Smaller Organizations

When nonprofits were categorized by the amount of revenue they raise each year, small organizations received a larger percentage of their gifts online compared with medium and large organizations. Medium organizations saw the greatest growth in online giving in 2020, at **25%**.



Compared to overall giving, online giving is characterized by smaller gifts: the average online gift size in Blackbaud's dataset was **\$177**, more than four times smaller than the overall average gift size of **\$737**.



CCS Resource

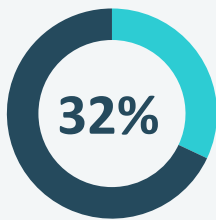
Read more about the growth of online giving in our article "[Click Here to Donate: The Power of Online Giving in Today's Digital World.](#)"

Revenue from Email Messages and Social Media Increased in 2020

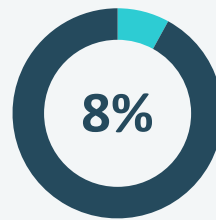
A benchmarking study of 220 nonprofits conducted by M+R provides a window into the growth of email and social media as revenue generators.¹

M+R found that for every 1,000 fundraising email messages delivered in 2020, nonprofits in their study raised an average of **\$78**, a **35%** increase from the previous year.

PREVIOUS DONORS ARE MORE LIKELY TO GIVE IN RESPONSE TO EMAILS



of **previous donors** completed a gift form after opening a fundraising email



of **prospects** completed a gift form after opening a fundraising email

Furthermore, study participants' revenue from Facebook fundraisers increased by **14%** on average, with an average gift size of **\$34**.

SOCIAL MEDIA IS AN INCREASINGLY PROMINENT PART OF AMERICAN LIFE

240M

Active social media users in the U.S., a 4.3% increase from 2020²

\$5B

Total amount raised via Facebook and Instagram fundraisers (all-time, worldwide)³

33%

Percentage of U.S. adults who say they donate to charity on social media⁴

Sources:

¹ M+R, *2021 M+R Benchmarks Study* (2021).

² We Are Social, *Digital 2021: United States* (2021).

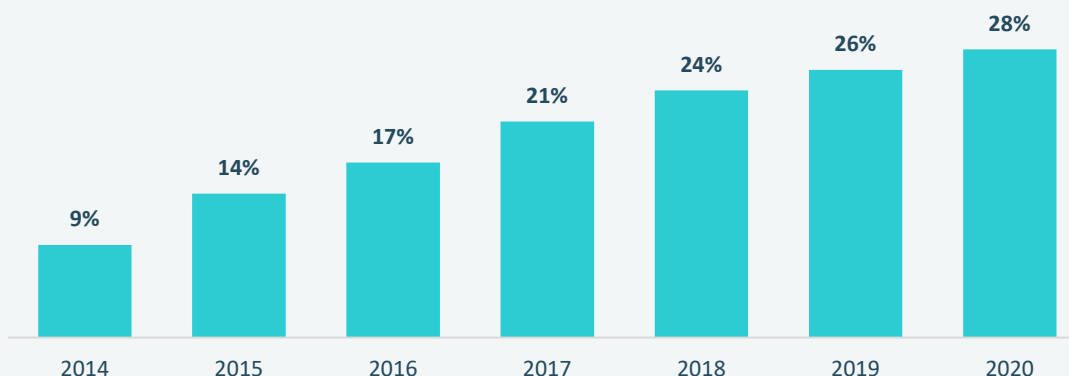
³ Facebook, *Giving Together* (2021).

⁴ IUPUI Lilly Family School of Philanthropy, *Charitable Crowdfunding: Who Gives, to What, and Why?* (2021).

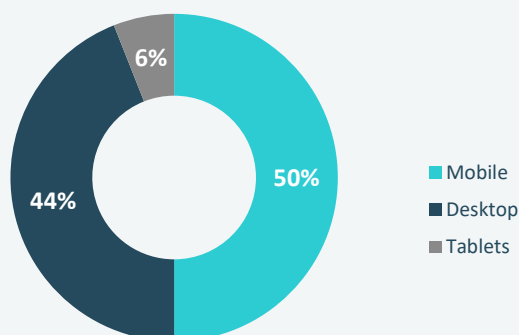
More and More Donors Engage with Nonprofits on Mobile Devices

Digital engagement with nonprofits increasingly occurs on smart phones. Blackbaud found that in 2020, **28%** of online donations were made with a mobile device.¹ M+R found that more nonprofit website traffic came from mobile devices than desktop computers.²

PERCENTAGE OF ONLINE DONATIONS MADE WITH A MOBILE DEVICE¹



PERCENTAGE OF NONPROFIT WEBSITE VISITS, 2020²



CCS Insight

As Millennials and Gen Z make up a larger portion of nonprofit donors in the years to come, seamless donation experiences will be key for younger donors accustomed to one-click online shopping experiences. With mobile giving becoming more prominent each year, optimizing your organization's webpages for mobile devices through responsive web design is one way to make online donors' experiences smoother.

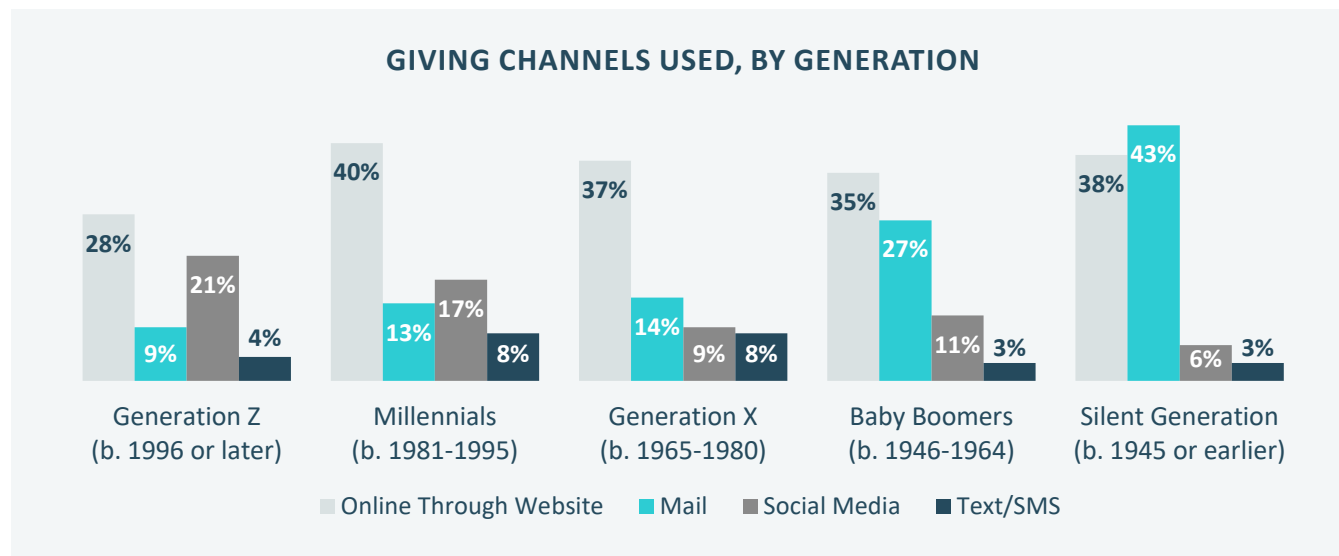
Sources:

¹ Blackbaud, *Charitable Giving Report* (2021).

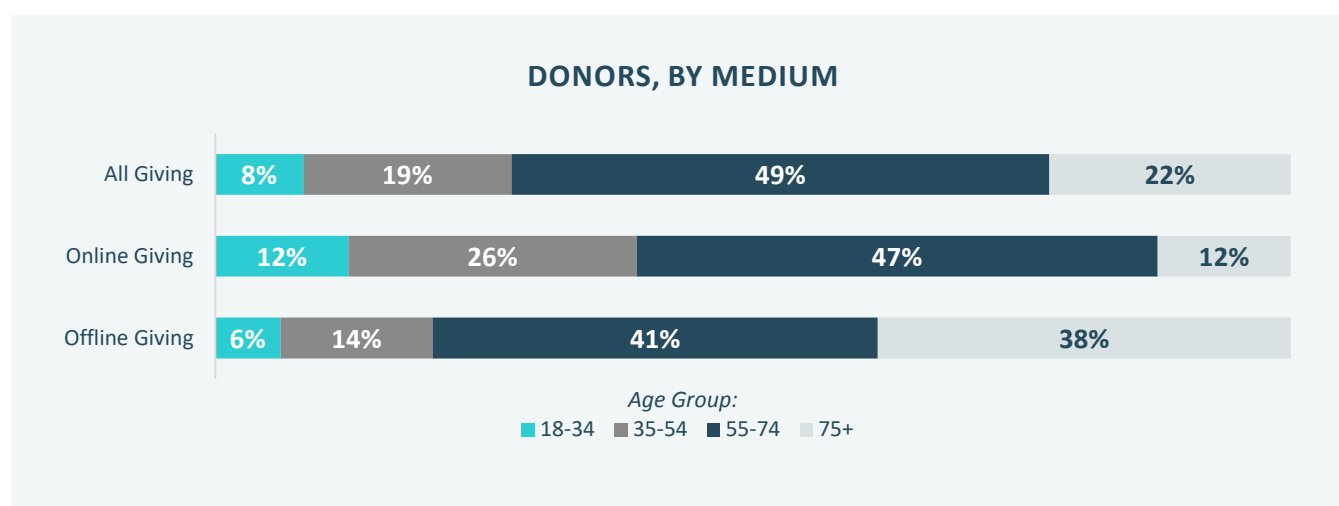
² M+R, *2021 M+R Benchmarks Study* (2021).

Online Giving Tactics Must Cater to a Wide Variety of Ages

Though online giving is typically associated with younger donors, a wide variety of age groups prefer to give online. Giving online through a website is the most common method of giving for all generations with the exception of the Silent Generation, which gives through the mail more frequently.¹



Younger donors are more likely to donate money online than offline. Donors aged 18 to 54 represent **38%** of online-only donors, compared to **20%** of offline-only donors and **27%** of all donors.² Since older generations make up such a large portion of the overall donor pool, donors aged 55 and over still represent the majority of online givers.



Sources:

¹ Blackbaud, *The Next Generation of American Giving* (2018).

² Blackbaud, *Supporters In Sight Part 4* (2021).

Crowdfunding and Giving Days Continue to Grow in Popularity



CCS Insight

Crowdfunding and giving days represent a small portion of the **\$471.44 billion** given to charity in 2020, but they are increasingly powerful tools for mobilizing large and diverse pools of donors around a shared cause. For example, higher education institutions' giving days not only raise significant sums of money but also serve as a touchpoint with alumni, students, faculty, and a larger organizational community.

\$17.2B

(estimated) was raised
via crowdfunding in
North America in 2020¹

32%

of U.S. adults reported
contributing to
crowdfunding projects*

The Indiana University Lilly Family School of Philanthropy's 2021 research shows that crowdfunding donors tend to be younger, less religious, more likely to be single, and more likely to donate to social justice causes. The profile of a traditional donor is more likely to be older, religious, wealthy, and married or partnered.

** This survey polled U.S. adults rather than households. Thus, it is not directly comparable to the statistic that 53% of American households donate to charity annually (see Individual Giving, [page 22](#)).*

#GivingTuesday Donations Reached an All-Time High²



In 2020, an estimated 34.8 million #GivingTuesday donors gave \$2.47 billion in the U.S. alone. This amount is 25% more than was raised on #GivingTuesday in 2019.



The generosity demonstrated on #GivingTuesday in December 2020 was preceded by \$503 million donated during #GivingTuesdayNow, held in May 2020 in response to the urgent needs fueled by the pandemic.

Sources:

¹ IUPUI Lilly Family School of Philanthropy, *Charitable Crowdfunding: Who Gives, to What, and Why?* (2021).

² GivingTuesday, "After Year of Global Crisis, Millions Respond with Massive Swell of Generosity and Shared Humanity on GivingTuesday 2020" (2020).



Foundation Giving

Foundation giving has been steadily growing as a slice of U.S. philanthropy for decades. 2020 brought changes not just in the amount of money foundations granted, but also in how they operated.

Giving by Foundations Grew More than Any Other Source in 2020

\$88.55B

Foundations gave \$88.55 billion in 2020

17%

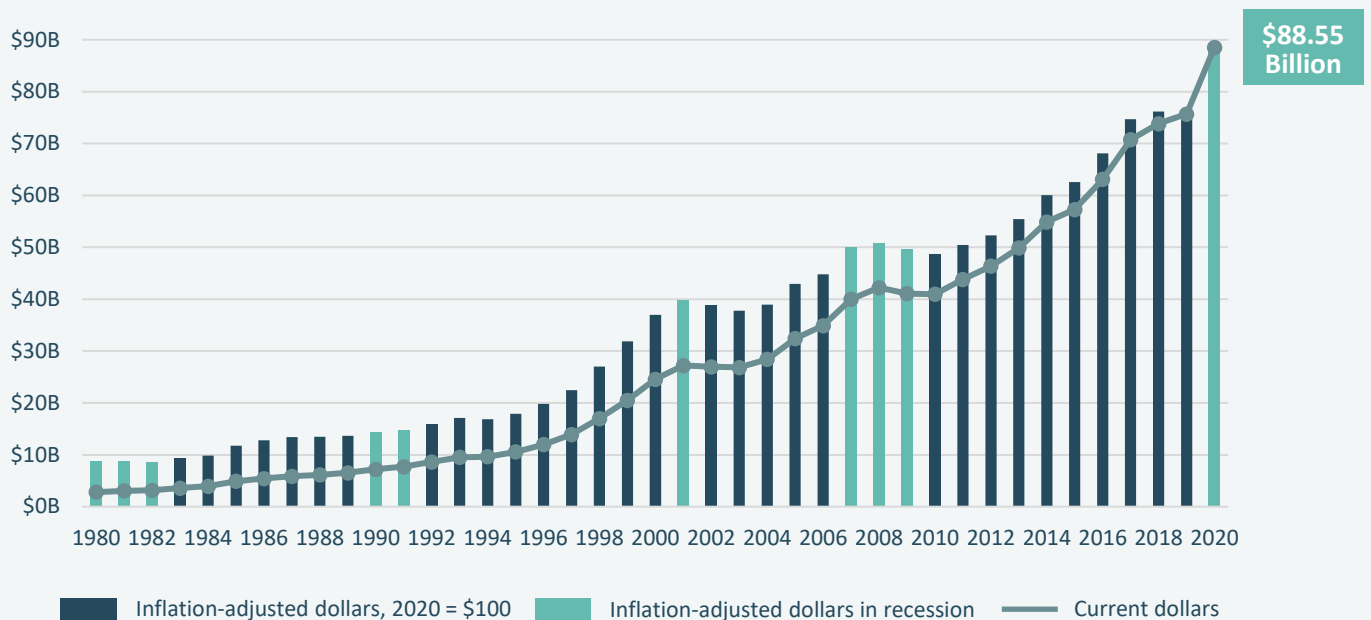
Giving by foundations increased by 17% from 2019 to 2020

19%

Foundations made up 19% of all charitable giving in 2020

Foundation giving—inclusive of grants made by independent, operating, and community foundations—has been growing markedly as a percentage of overall giving for decades. Foundations made up **6%** of all giving in 1980, **7%** in 1990, **11%** in 2000, and **14%** in 2010 before reaching **19%** in 2020.

GIVING BY FOUNDATIONS, 1980-2020



Foundation giving over time is closely linked to the performance of the stock market, since foundations are required to grant 5% of the value of their assets each year.

The Evolution of the Foundation Landscape May Take Years to Assess

While aggregate foundation giving totals are calculated by Giving USA each summer,¹ more detailed information on foundation granting priorities in a given year can take two or more years to obtain.²



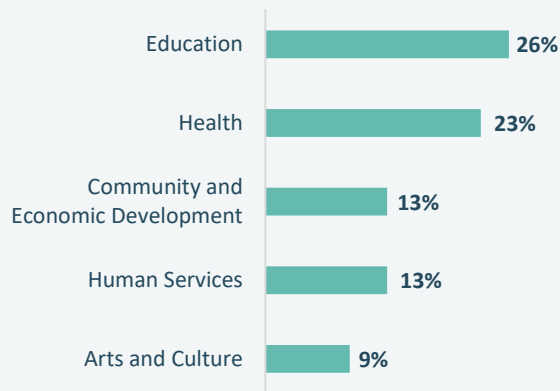
CCS Insight

The events of 2020—including, but not limited to, the COVID-19 pandemic and intensified calls for racial justice—appear to have shifted the U.S. foundation landscape in terms of both granting and administrative practices, at least temporarily. For example, many foundations are making racial equity a new funding priority, as discussed on [page 59](#). Others have removed reporting requirements and additional requests of grantees, as discussed on [page 60](#).

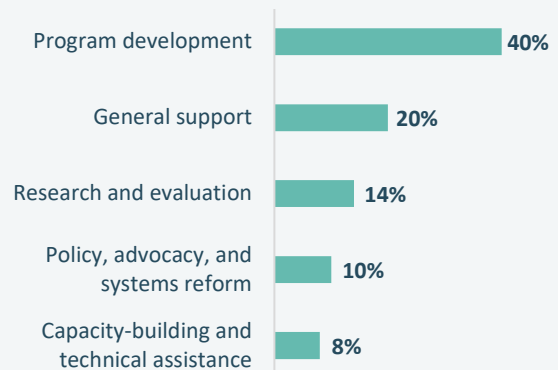
The remainder of this chapter dives into the available evidence on changes to the landscape. Before reviewing the news on recent changes, it can be helpful to understand the baseline of where foundation giving started.

Prior to 2020, Health and Education together received nearly half of grant funding.³ Program development attracted the most grant support at 40% while general support received about half as much funding, representing 20% of all grant dollars.

TOP FIVE SUBJECT AREAS, BY DOLLAR AMOUNT



TOP FIVE SUPPORT STRATEGIES, BY DOLLAR AMOUNT



Sources:

1 Giving USA Foundation, *Giving USA: The Annual Report on Philanthropy for the Year 2020* (2021).

2 Candid, “Where are the 2019 (and 2020) 990s? On filling the gap in Candid’s grants data” (2021).

3 Candid, *Key Facts on U.S. Nonprofits and Foundations* (2021). Based on 2018 data.

COVID-19 Accelerated Both Granting and Trust-Based Philanthropy

Foundations have played a leading role in funding pandemic relief, committing more than **\$5 billion** toward pandemic relief in the United States between March 2020 and July 2021.¹

Moreover, more than 800 foundations have signed the Council on Foundations pledge “A Call to Action: Philanthropy’s Commitment During COVID-19” since the beginning of the pandemic.² Signatories committed to the following operational changes to better aid nonprofits in a time of crisis.

COMMITMENTS IN COUNCIL ON FOUNDATIONS PLEDGE

- 1 Loosen or eliminate current grant restrictions
- 2 Make new grants as unrestricted as possible
- 3 Reduce what is asked of nonprofit partners
- 4 Contribute to efforts to address the pandemic’s health and economic impact
- 5 Communicate proactively and regularly about decision-making and response
- 6 Listen to partners, especially to communities heard the least
- 7 Support grantee partners advocating for public policy change
- 8 Learn from emergency practices to consider adjusting steady-state practices

Sources:

1 Candid, “[Philanthropic response to coronavirus \(COVID-19\)](#)” (Accessed July 16, 2021).

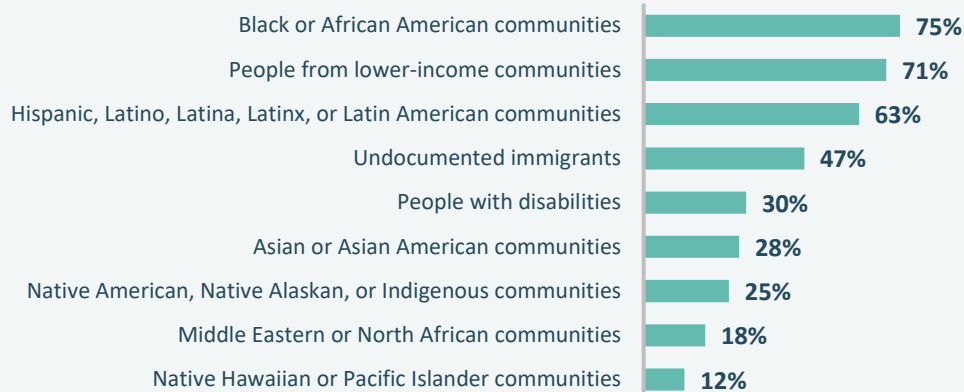
2 Council on Foundations, “[A Call to Action: Philanthropy’s Commitment During COVID-19](#)” (Accessed July 13, 2021).

Foundations Are Shifting to Address Racial Equity and Justice

When the Center for Effective Philanthropy (CEP) interviewed 41 foundation leaders in July through August 2020, **80%** of the foundations reported making changes that incorporate racial equity into their grantmaking or programmatic strategies.

Increasing grants to organizations serving communities of color is one tactic foundations reported having embraced in CEP's accompanying survey, which polled more than 200 foundations over the same time period as the interviews. More than three-quarters of respondents said they are making new efforts to support organizations serving communities of color.

FOUNDATIONS REPORTING NEW EFFORTS TO SUPPORT ORGANIZATIONS SERVING SPECIFIC POPULATIONS



Ford Foundation Announces \$180 Million in New Funding for U.S. Racial Justice Efforts
– Ford Foundation (October 10, 2020)²

“The Ford Foundation today announced it has doubled its funding support for U.S.-based racial justice and civil rights groups with at least \$180 million in new funding from the proceeds of the unprecedented sale of \$1 billion in social bonds.”

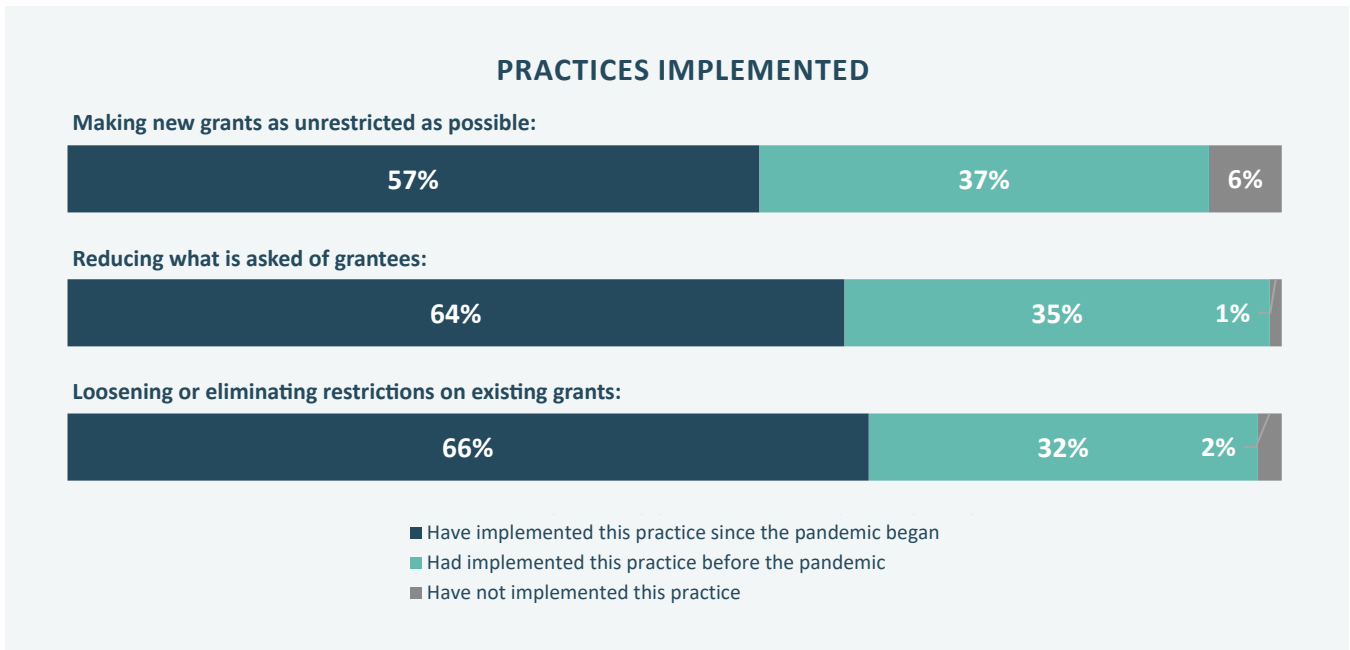
Sources:

¹ The Center for Effective Philanthropy, *Foundations Respond to Crisis: Toward Equity?* (2020).

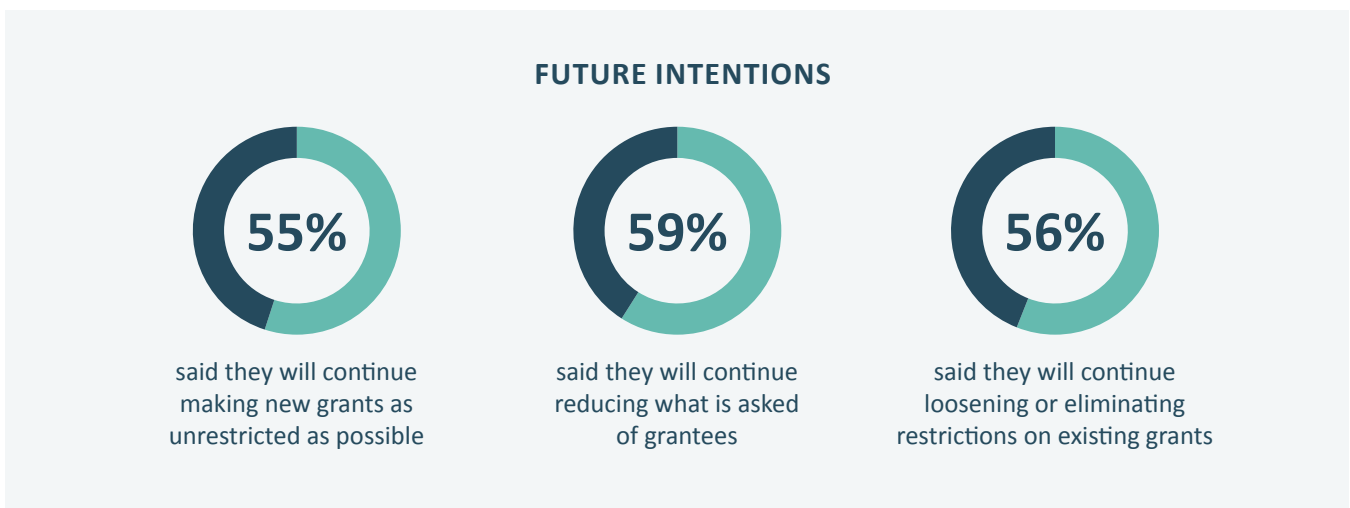
² Ford Foundation, “Ford Foundation Announces \$180 Million in New Funding for U.S. Racial Justice Efforts” (2020).

Trust-Based Grantmaking Approaches Could Be Here to Stay

A survey of foundations conducted by the Center for Effective Philanthropy (CEP) found that by August 2020, more than half of grantmakers acted on three changes prescribed in the Council on Foundations Pledge described on [page 58](#).



When foundations that made changes to their grantmaking approach were asked if they would permanently implement those adjustments beyond the pandemic, about half responded that the changes would continue.



Corporate Giving

Though corporations contribute the smallest portion of all philanthropic giving in the U.S., at just 4% of the pie, they have made significant philanthropic commitments in response to the key challenges of the past year.



Corporate Giving Declined in 2020

\$16.88B

Corporations gave \$16.88 billion in 2020

-6.1%

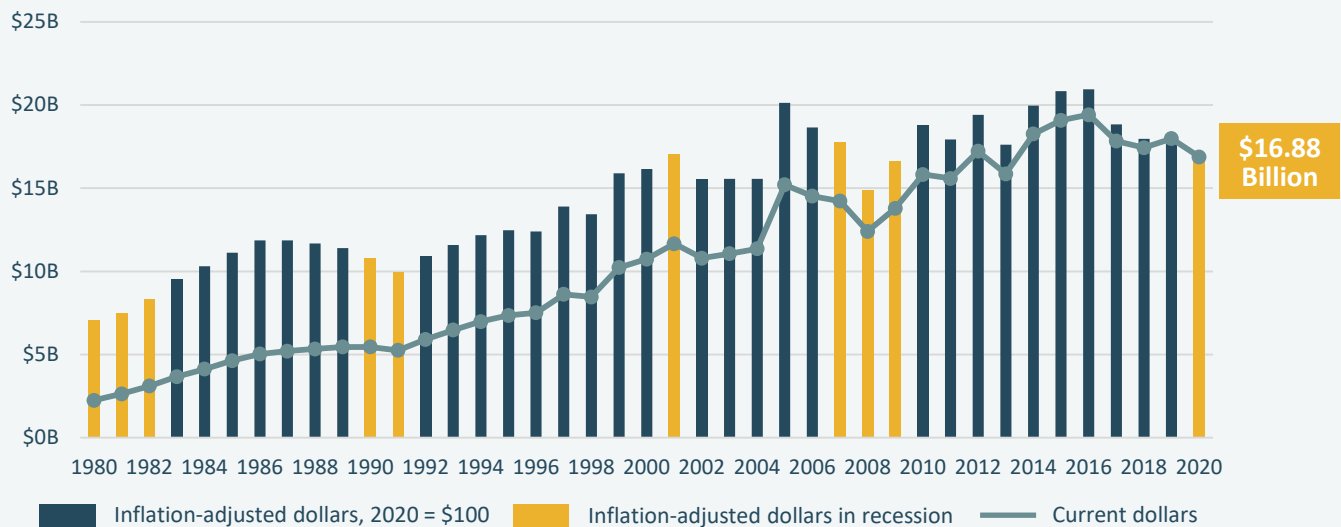
Giving by corporations decreased by 6.1% from 2019 to 2020

4%

Corporations made up 4% of all charitable giving in 2020

The \$16.88 billion total includes cash and in-kind gifts made through corporate giving programs, as well as grants and gifts made by corporate foundations.

GIVING BY CORPORATIONS, 1980-2020



Historically, corporate giving tends to rise and fall with pre-tax corporate profits and Gross Domestic Product (GDP). For the past decade, corporate giving has remained between 0.7% to 0.9% of pre-tax corporate profits. As corporate pre-tax profits declined 3.5% and GDP declined 2.3% in 2020, corporate giving decreased as well.

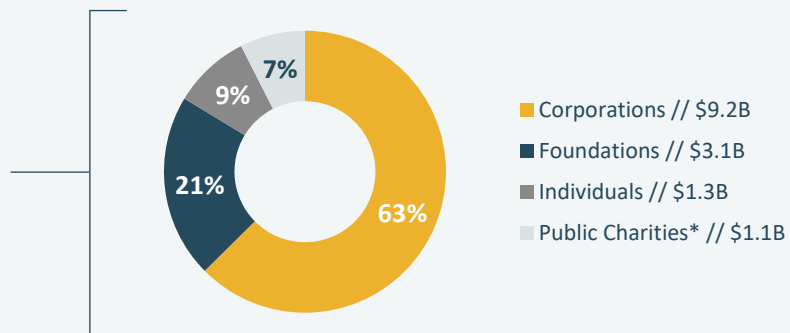
This decline may seem out of step with major news stories about enormous corporate commitments to racial equity and COVID-19 relief. As described on the following two pages, many of those commitments are pledges that will be paid out over multiple years. Moreover, not all commitments were philanthropic donations to nonprofits but rather business initiatives like committing to hire diverse vendors.

Corporations Are Investing in Racial Equity Efforts

Candid reports that in 2020 and 2021 to date, corporations have made more than **\$9 billion** in charitable grants and pledges to advance racial equity efforts in the United States.¹ This total covers only philanthropic giving, which for many corporations is one tactic among many to advance racial equity. A study by Creative Investment Research found that following the murder of George Floyd in May 2020, American companies pledged \$50 billion in support of racial equity, including not only philanthropic gifts but also business initiatives like overhauling recruitment processes and investing in Black-owned businesses.²

KNOWN GIFTS AND PLEDGES FOR U.S. RACIAL EQUITY EFFORTS¹

\$14B+
Total grants and pledges to
U.S.-based recipients from
January 2020 through July 2021



CCS Insight

In the chart above, corporations may be over-represented as a percentage of the full pie. Candid's information only includes data that is publicly available or reported directly to Candid. While corporations distributing press releases on their giving will be well-represented in the dataset, families donating \$50 directly to a nonprofit would not be.

Regardless of its comparison to other donation sources, corporations' \$9 billion in racial equity giving is remarkable. For comparison, Giving USA estimates that last year, corporations donated about **\$16.88 billion** to all charitable causes in the United States.³ This estimate is not an apples-to-apples comparison with Candid's data—notably, the Candid data covers 2020 and 2021 and includes both grants and pledges, while the Giving USA estimate only pertains to funds received by recipients over a single year. However, the comparison demonstrates that corporations rapidly prioritized responding to racial justice in their philanthropy.

** Public charities in this dataset include grantmaking organizations that are not classified as foundations or corporate giving programs. Examples include Blue Meridian Partners, United Way chapters, and the Center for Disaster Philanthropy. Please note that funding from governments and government-linked sources is excluded. Totals include cash grants, pledges, and in-kind support.*

Sources:

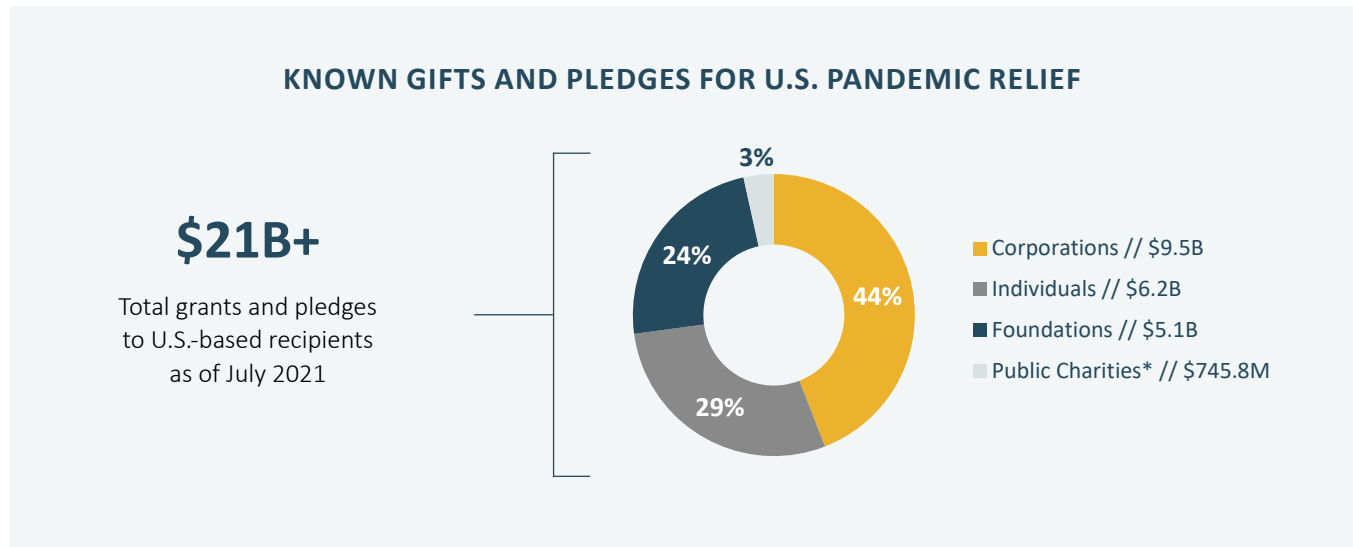
1 Candid, "Funding for racial equity" (Accessed July 16, 2021).

2 Fortune, "American companies pledged \$50 billion to Black communities. Most of it hasn't materialized." (2021).

3 Giving USA Foundation, *Giving USA: The Annual Report on Philanthropy for the Year 2020* (2021).

Corporations Sprung to Action for COVID-19 Relief

Candid reports that as of July 2021, corporations have committed more than **\$9 billion** for COVID-19 relief in the United States and **\$10 billion** for COVID-19 relief worldwide.¹



As discussed on the previous page with giving to racial equity causes, corporations' philanthropic response to COVID-19 reflects an incredible surge of generosity for a single issue compared to annual corporate giving levels (**\$16.88 billion** to all charitable causes in 2020).²

This surge in funding for COVID-19 aligns with evidence that corporations have taken an increasingly large role in funding disaster relief in recent years. In 2000, less than one-third of the world's 3,000 largest companies donated to disaster relief.³ By 2015, more than **90%** of those companies donated. Their average donation amount increased by a **factor of ten** over the same period.

** Public charities in this dataset include grantmaking organizations that are not classified as foundations or corporate giving programs. Examples include Blue Meridian Partners, United Way chapters, and the Center for Disaster Philanthropy. Please note that funding from governments and government-linked sources is excluded. Totals include cash grants, pledges, and in-kind support.*

Sources:

1 Candid, "Philanthropic response to coronavirus (COVID-19)" (Accessed July 16, 2021).

2 Giving USA Foundation, *Giving USA: The Annual Report on Philanthropy for the Year 2020* (2021).

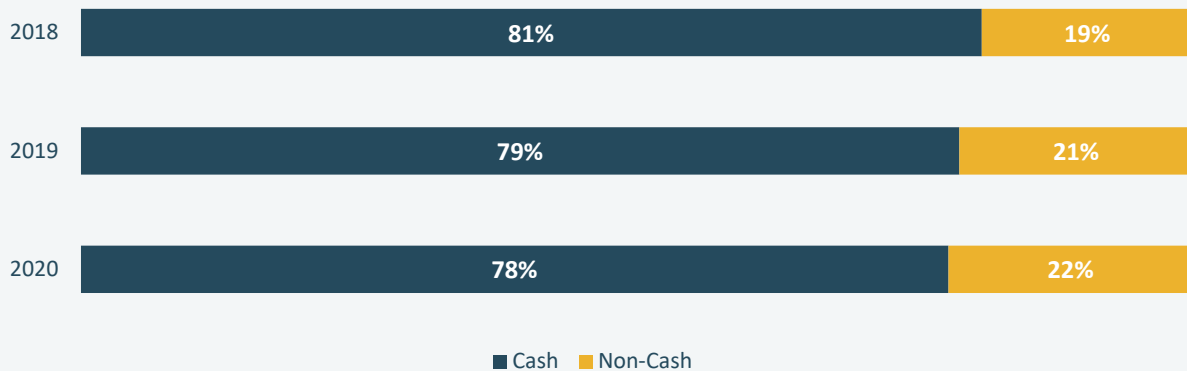
3 Harvard Business Review, "Giving After Disasters" (2019).

Cash Dominates Corporate Giving, but Non-Cash Gifts Are on the Rise

The annual *Giving in Numbers* report by CECP (Chief Executives for Corporate Purpose) provides benchmarking data on corporate social investments among large* corporations. The preliminary 2021 *Giving in Numbers* findings, which are previewed in the 2021 *Giving USA* report, indicate that **72%** of companies surveyed increased total giving from 2018 to 2020.

The large corporations in CECP's dataset tended to give mostly in cash, which includes grants and gifts from corporate foundations as well as direct cash that goes directly from the company to the recipient without passing through a corporate foundation. However, non-cash giving—which includes in-kind gifts and pro bono services—is growing at a faster rate than cash giving among the companies surveyed.

TOTAL GIVING, BY FUNDING TYPE



Sample includes a matched set of 177 companies who responded to each Giving in Numbers survey from 2018 to 2020

PERCENTAGE OF COMPANIES MAKING NON-CASH CONTRIBUTIONS



Sample includes a matched set of 177 companies who responded to each Giving in Numbers survey from 2018 to 2020

* The 230 companies surveyed by CECP in 2021 had a median revenue of \$19.1 billion in 2020.

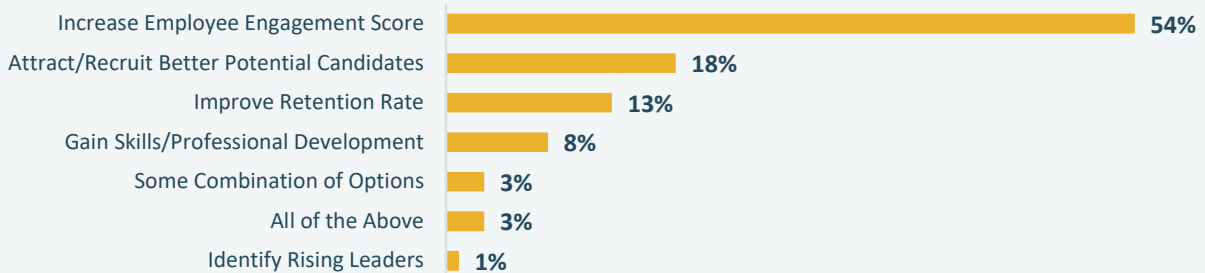
Source: CECP, *Giving in Numbers 2021 Edition* (2021), as previewed in the Giving USA Foundation's *Giving USA: The Annual Report on Philanthropy for the Year 2020* (2021).

Businesses Are Embracing Corporate Social Responsibility Programs

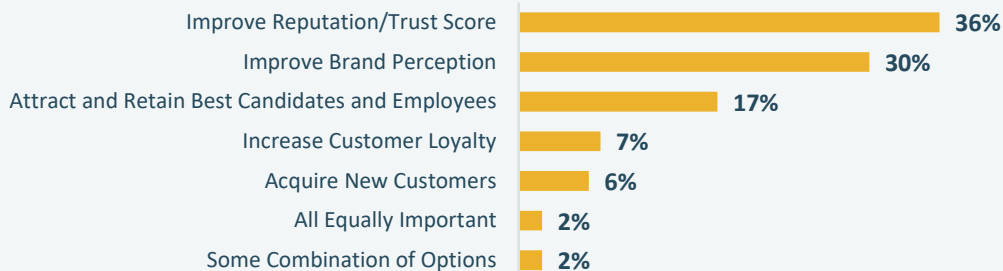
Even before the COVID-19 pandemic, a widespread movement for racial justice, and other calls to action in 2020 and 2021, American corporations were increasingly embracing corporate social responsibility (CSR) initiatives.¹ These initiatives hold the business accountable to broader stakeholders beyond shareholders, like customers and employees.²

BENEFITS OF COMMUNITY INVESTMENTS PRIORITIZED BY LARGE CORPORATIONS³

Employee-Related Benefits



Customer- or Brand-Related Benefits



CCS Insight

Increased CSR programming opens opportunities for nonprofits to build relationships with corporations who share their goal of community impact. Keep in mind that unlike private charitable foundations, corporations do not exist for the sole purpose of philanthropy. There are a host of employee-, customer-, and brand-related factors driving corporations' CSR investments.

Sources:

1 Governance & Accountability Institute, "G&A Institute's 2020 Research Report Shows 65% of Russell 1000® Published Sustainability Reports in 2019, Up from 60% in 2018" (2020).

2 For further description on this subject, see Business Roundtable, "Statement on the Purpose of a Corporation" (2019).

3 CECP, *Giving in Numbers 2020 Edition* (2021). Similar to the 2021 CECP data on the previous page, this data covers large corporations. The median revenue for participants in CECP's 2020 survey was \$18.37 billion in 2019.

The CCS Philanthropic Landscape Team

CCS is a strategic fundraising firm that partners with nonprofits for transformational change, providing a wide range of services that support and strengthen their development programs. Founded in 1947, CCS today serves more than 500 nonprofits each year across the world. The firm's experts—skilled in campaign and development strategy—work closely with organizations of all sizes across nonprofit sectors.

EDITORS

Tom Kissane, Principal and Managing Director, CCS

Natalie Skinner, Senior Vice President, CCS

Maddy Scott, Corporate Marketing Manager, CCS

CONTRIBUTORS

Elizabeth Abel, Corporate Vice President, CCS

Polly Breit, Vice President, CCS

Meghan Davison, Corporate Vice President, CCS

Suzanne Eden, Senior Vice President, CCS

M. Angel Flores, Corporate Vice President, CCS

Aashika Patel, Senior Vice President, CCS

Dominic Pepper, Vice President, CCS

Tara Prout, Senior Director, CCS

Allyson Randolph, Vice President, CCS

Allyson Reaves, Corporate Vice President, CCS

Melissa Rothberg, Senior Vice President, CCS

Katlyn Torgerson, Senior Vice President, CCS

Kate Villa, Corporate Vice President, CCS

Hannah Yaritz, Vice President, CCS

REVIEWERS

CCS is grateful to Birgit Smith Burton, Chair Elect of AFP Global Board and Founder of the African American Development Officers network (AADO), and Yolanda F. Johnson, Founder of Women of Color in Fundraising and Philanthropy (WOC), for their insight and guidance on the Diversity, Equity, and Inclusion in Philanthropy chapter.

Thank you to the following organizations and researchers for the information used to compile the ***Snapshot of Today's Philanthropic Landscape, 10th Edition***:

<i>Bank of America</i>	<i>The Federal Reserve</i>
<i>Blackbaud</i>	<i>Fidelity Charitable</i>
<i>Boston Consulting Group</i>	<i>Forbes</i>
<i>The Bureau of Economic Analysis</i>	<i>Ford Foundation</i>
<i>Business Roundtable</i>	<i>Fortune</i>
<i>Candid</i>	<i>GivingTuesday</i>
<i>Cappgemini</i>	<i>Giving USA Foundation</i>
<i>Center for Disaster Philanthropy</i>	<i>Governance & Accountability Institute</i>
<i>The Center for Effective Philanthropy</i>	<i>Harvard Business Review</i>
<i>CECP (Chief Executives for Corporate Purpose)</i>	<i>Inside Philanthropy</i>
<i>The Chronicle of Philanthropy</i>	<i>Internal Revenue Service</i>
<i>CNBC</i>	<i>IUPUI Lilly Family School of Philanthropy</i>
<i>Collective Giving Research Group</i>	<i>Leadership Story Lab</i>
<i>Corporation for National and Community Service</i>	<i>M+R</i>
<i>Council on Foundations</i>	<i>Ms. Magazine</i>
<i>Craig C. Wruck</i>	<i>National Philanthropic Trust</i>
<i>Credit Suisse</i>	<i>The New York Times</i>
<i>Deloitte</i>	<i>Philanthropy Together</i>
<i>Department of the Treasury</i>	<i>U.S. Census Bureau</i>
<i>Dr. Russell James III</i>	<i>The Wall Street Journal</i>
<i>Drs. René Bekkers and Pamala Wiepking</i>	<i>We Are Social</i>
<i>Drs. Sara Konrath and Femida Handy</i>	<i>Wealth-X</i>
<i>Facebook</i>	

CCS FUNDRAISING PUBLICATION STATEMENT

In creating this publication, CCS Fundraising has made every effort to avoid the unauthorized use of copyrighted works. Facts and statistics presented in this publication have been taken from the public domain or taken from previously published works and attributed to the authors of those works in citations. In its use of information gleaned from the cited works, CCS has attempted to adhere to the principles of fair use set out in the U.S. Copyright Act, 17 U.S.C. § 107. CCS encourages any author who is concerned about an unauthorized use of its work in this publication to contact CCS to request the removal of the allegedly infringing material from this publication.

While every effort has been made to ensure the accuracy of the information contained herein, this publication is provided on an as-is basis with no warranties, either express or implied as to its accuracy or fitness for use for any particular purpose.

The 2020 Philanthropy 50

Each year, the Chronicle of Philanthropy compiles a list of individuals who give the most through publicly announced gifts over the course of a year. This year's "Philanthropy 50" list contained 53 donors, due to ties in giving amounts. These individuals cumulatively gave \$24.7 billion in 2020. For more discussion of these donors, see [page 32](#).

DONOR	2020 GIVING	LOCATION	WEALTH SOURCE	TOP CAUSE
1 Jeff Bezos	\$10.2B	Medina, WA	Technology	Environmental Conservation
2 MacKenzie Scott	\$5.7B	Seattle, WA	Technology	Human Services
3 Michael Bloomberg	\$1.6B	New York, NY	Media	Various
4 Philip and Penelope Knight	\$1.4B	Portland, OR	Manufacturing; Retail	Higher Education
5 Jack Dorsey	\$1.1B**	San Francisco, CA	Technology	Pandemic Relief
6 John and Laura Arnold	\$567.0M	Houston, TX	Energy; Finance	Various
7 Eric and Wendy Schmidt	\$469.6M	Atherton, CA	Technology	Various
8 Pierre and Pam Omidyar	\$441.0M	Honolulu, HI	Technology	Various
9 Frederick and June Kummer	\$300.0M	St. Louis, MO	Construction	Higher Education
10 Denny Sanford	\$224.2M	Sioux Falls, SD	Finance	Various
11 Stephen Ross	\$179.5M	New York, NY	Real Estate	Higher Education
12 John and Susan Sobrato	\$176.8M	Cupertino, CA	Real Estate	Various
13 Bill and Melinda Gates	\$157.0M**	Medina, WA	Technology	Various
14 Reed Hastings and Patty Quillin	\$151.0M	Los Gatos, CA	Entertainment	Financial Aid
15 Sheryl Sandberg	\$122.8M	Menlo Park, CA	Technology	Various
16 Mark Zuckerberg and Priscilla Chan	\$120.0M	Palo Alto, CA	Technology	Various
17 Craig Newmark	\$100.0M	San Francisco, CA	Advertising	Various
17 David and Barbara Roux	\$100.0M	Upperville, VA	Finance; Technology	Higher Education
19 Phyllis Brissenden*	\$96.9M	Springfield, IL	Investments	Performing Arts
20 Sergey Brin and Nicole Shanahan	\$78.3M	Mountain View, CA	Technology	Various
21 Irwin and Joan Jacobs	\$66.4M	La Jolla, CA	Telecommunications	Various
22 George and Renee Karfunkel	\$66.4M	Brooklyn, NY	Finance; Real Estate	Religion
23 Arthur Blank	\$65.7M	Atlanta, GA	Retail	Various
24 Charles and Helen Schwab	\$65.0M	Atherton, CA	Finance	Homelessness
25 Hock Tan and Lisa Yang	\$64.5M	San Jose, CA	Technology	Neuroscience

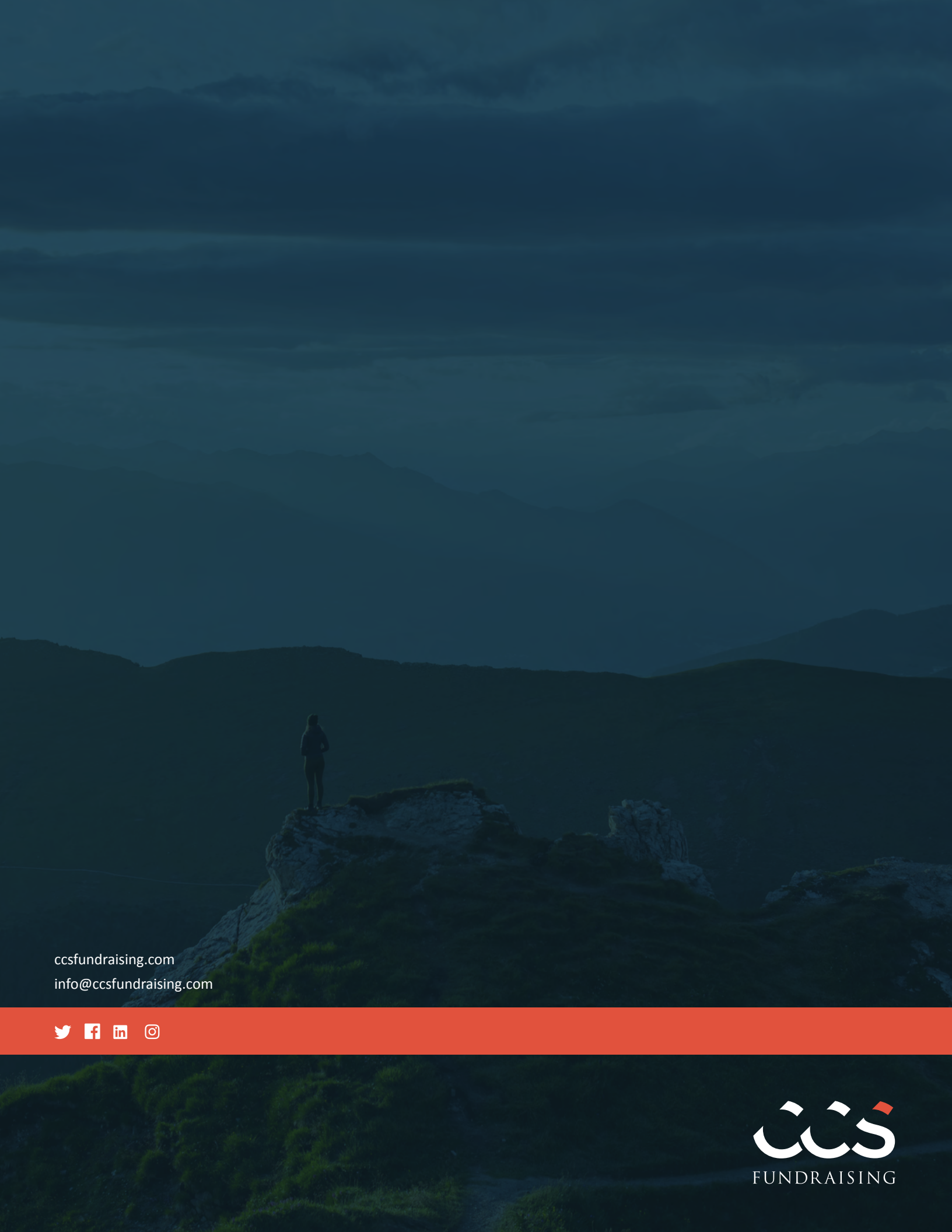
* Indicates bequest

** Indicates estimated

The 2020 Philanthropy 50 Continued

	DONOR	2020 GIVING	LOCATION	WEALTH SOURCE	TOP CAUSE
26	Wilbur (Billy) and Ann Powers	\$60.0M	Florence, SC	Construction	Higher Education
27	David and Dana Dornsife	\$59.0M	Danville, CA	Manufacturing	Clean Water
28	Robert Smith	\$55.0M	Austin, TX	Finance	College-Loan Debt
29	Leon and Debra Black	\$53.8M	New York, NY	Finance	Various
30	Gail Miller	\$52.8M	Sandy, UT	Entertainment; Retail	Healthcare
31	Michael Jordan	\$52.0M	Charlotte, NC	Professional Sports	Racial Justice
32	Richard and Mary Templeton	\$51.0M	Dallas, TX	Technology	Higher Education
33	Chris Malachowsky	\$50.0M	Santa Clara, CA	Technology	Artificial Intelligence
33	Gordon Rausser	\$50.0M	Berkeley, CA	Investments	Higher Education
33	Sheldon and Anne Vogel	\$50.0M	Colts Neck, NJ	Entertainment	Healthcare
36	Ronald and Eileen Weiser	\$44.5M	Ann Arbor, MI	Real Estate	Higher Education
37	Bob and JoAnn Glick	\$42.4M	Cleveland, OH	Retail	Healthcare
38	Jim and Thomas Duff	\$41.1M	Columbia, MS	Investments	Higher Education
39	Richard and Nancy Kinder	\$40.0M	Houston, TX	Energy	Various
40	Marc and Lynne Benioff	\$40.0M	San Francisco, CA	Technology	Environmental Conservation
40	William and Joanne Conway	\$40.0M	McLean, VA	Finance	Nursing
40	Haslam Family	\$40.0M	Knoxville, TN	Retail	Higher Education
40	Will and Cary Singleton	\$40.0M	Santa Monica, CA	Agriculture; Family Wealth	Neuroscience
44	Irvin Kanthak*	\$33.7M	Rancho Palos Verdes, CA	Real Estate	Financial Aid
45	Bruce and Debra Grewcock	\$30.0M	Omaha, NE	Construction	Financial Aid
45	Daniel and Jennifer Hord	\$30.0M	Midland, TX	Oil; Real Estate	Financial Aid
47	Joseph Gebbia Jr.	\$27.0M	San Francisco, CA	Technology	Homelessness
48	Richard McVey	\$25.9M	New York, NY	Finance	Higher Education
49	Warner and Debbie Lusardi	\$25.1M	Rancho Santa Fe, CA	Construction	Healthcare
50	Steve and Jackie Bell	\$25.0M	Greensboro, NC	Real Estate	Higher Education
50	Christopher and Lisa Jeffries	\$25.0M	Miami, FL	Real Estate	Healthcare
50	Brad and Alys Smith	\$25.0M	Mountain View, CA	Technology	Economic Development
50	Helena Theurer	\$25.0M	Park Ridge, NJ	Real Estate	Healthcare

* Indicates bequest



ccsfundraising.com
info@ccsfundraising.com

