

HUMAN SERVICES

This Human Services Sector Spotlight is adapted from CCS's 2024 *Philanthropy Pulse* report to provide an in-depth look at the data provided by 143 survey respondents from that sector.



59%

Saw a revenue increase



54%

Acquired new donors

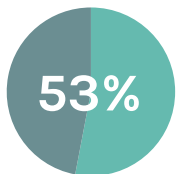


44%

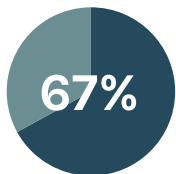
Retained over half of new donors

38% of human services organizations increased their fundraising staff, while 69% increased staff pay by 1-10% over the past three years.

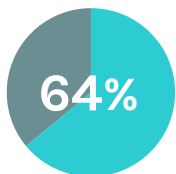
RESPONDING HUMAN SERVICES ORGANIZATIONS REPORT



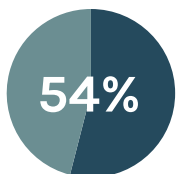
53% get 20% or less of their giving in the form of noncash assets.



67% expect major and mid-level gifts and annual appeals to increase in 2024.



64% describe their organization's reporting and analytics capabilities at a leading level or higher of sophistication.



54% have not addressed the use of AI technology in their operations.



53% of human services organizations anticipate the upcoming election and pending public policies will have no effect on their fundraising revenue.



75% of respondents believe DEI is important to define their organization's values.

OUTSIZED GROWTH REPORTED FOR

