
Dreams of a Resilient Orchestra

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Presenter:

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Past Chair, Giving USA® Foundation

Giving USA[®]

- The longest-running, most respected report on sources and uses of charitable gifts
- Researched and written by Indiana University's Lilly Family School of Philanthropy
- Published by the Giving USA Foundation
- Giving USA 2024 Released June 25





\$499.33 Billion

2022 Total Contributions

Down 3.4%

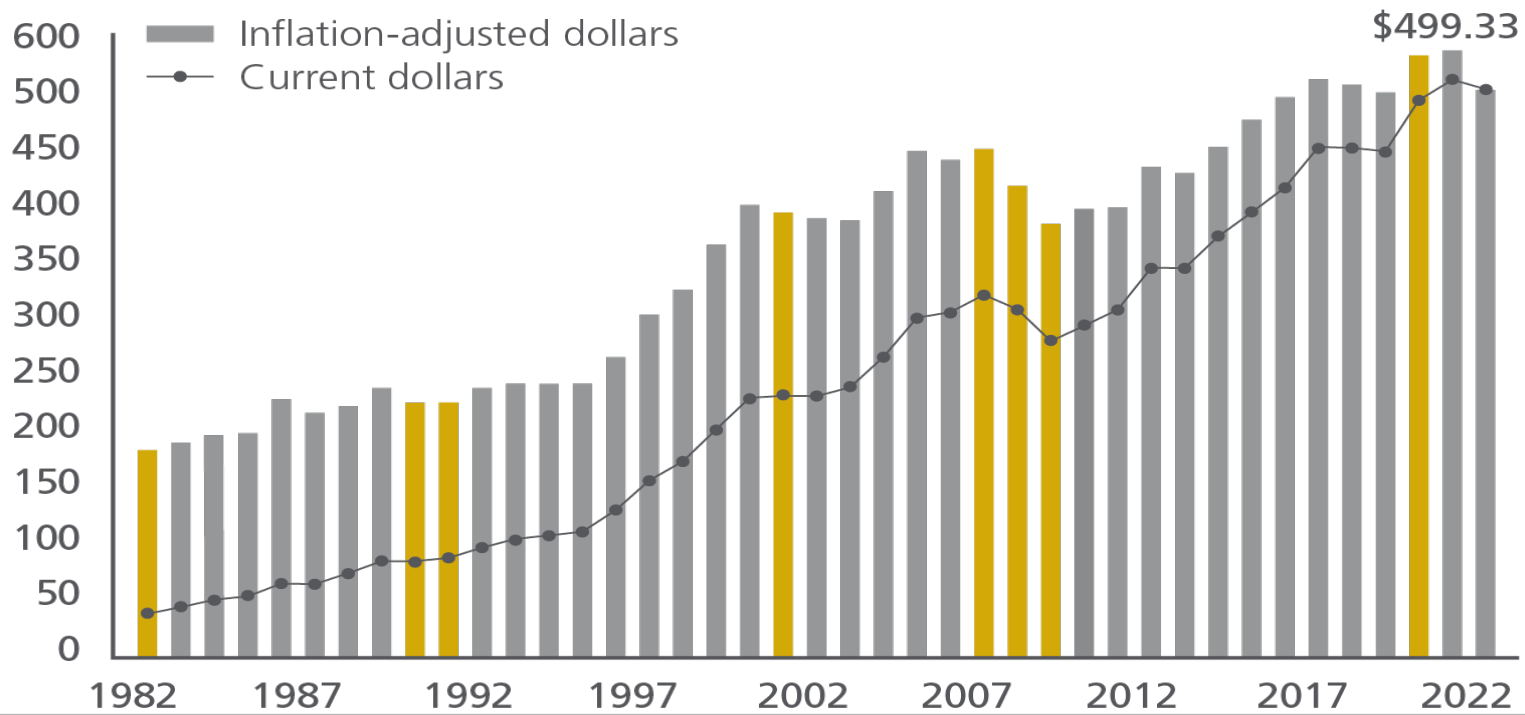
(10.5% adjusted for inflation)

Following two years of growth

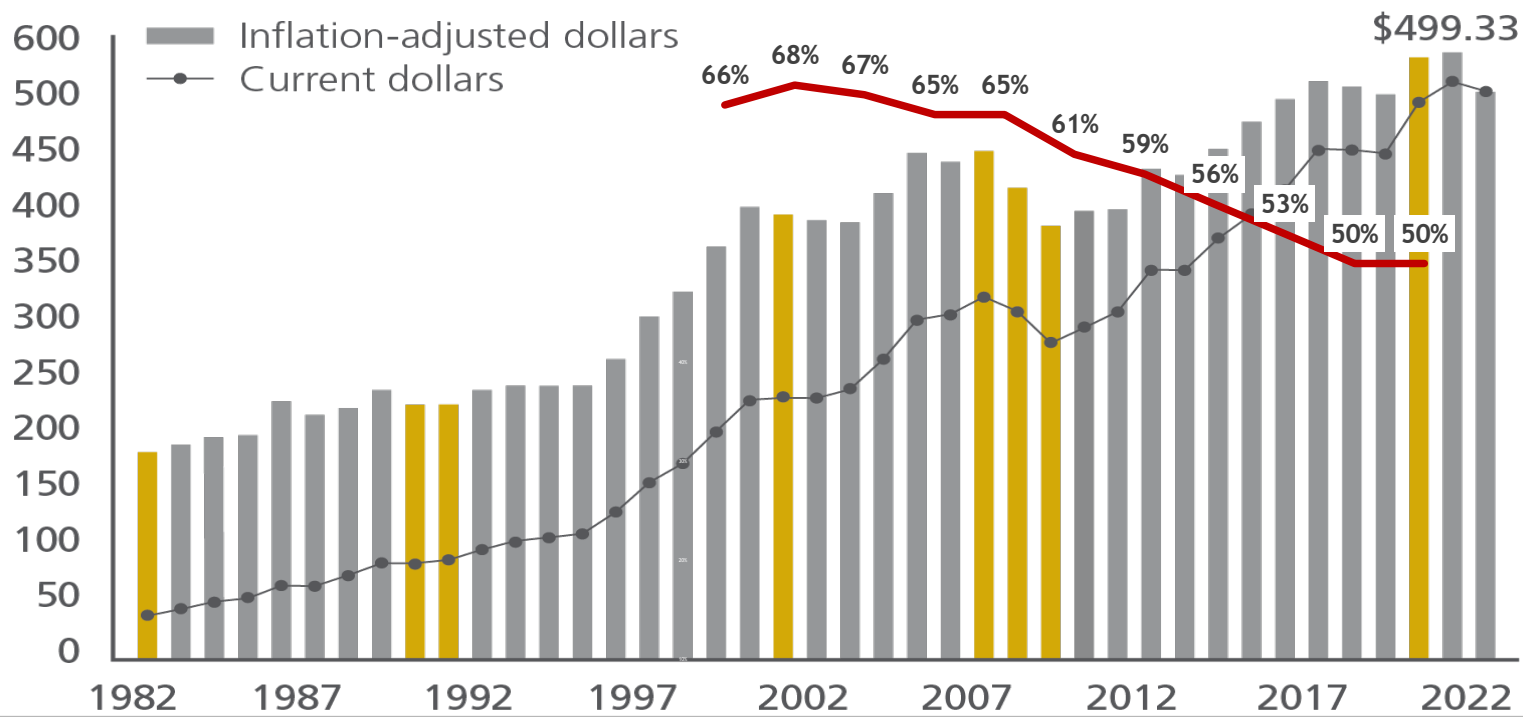
- **2019-2020: 11.3%%**
- **2020-21: 6.2%**

Second highest total ever reported

Is Charitable Giving Resilient?



Is Charitable Giving Resilient? Or Stagnant?

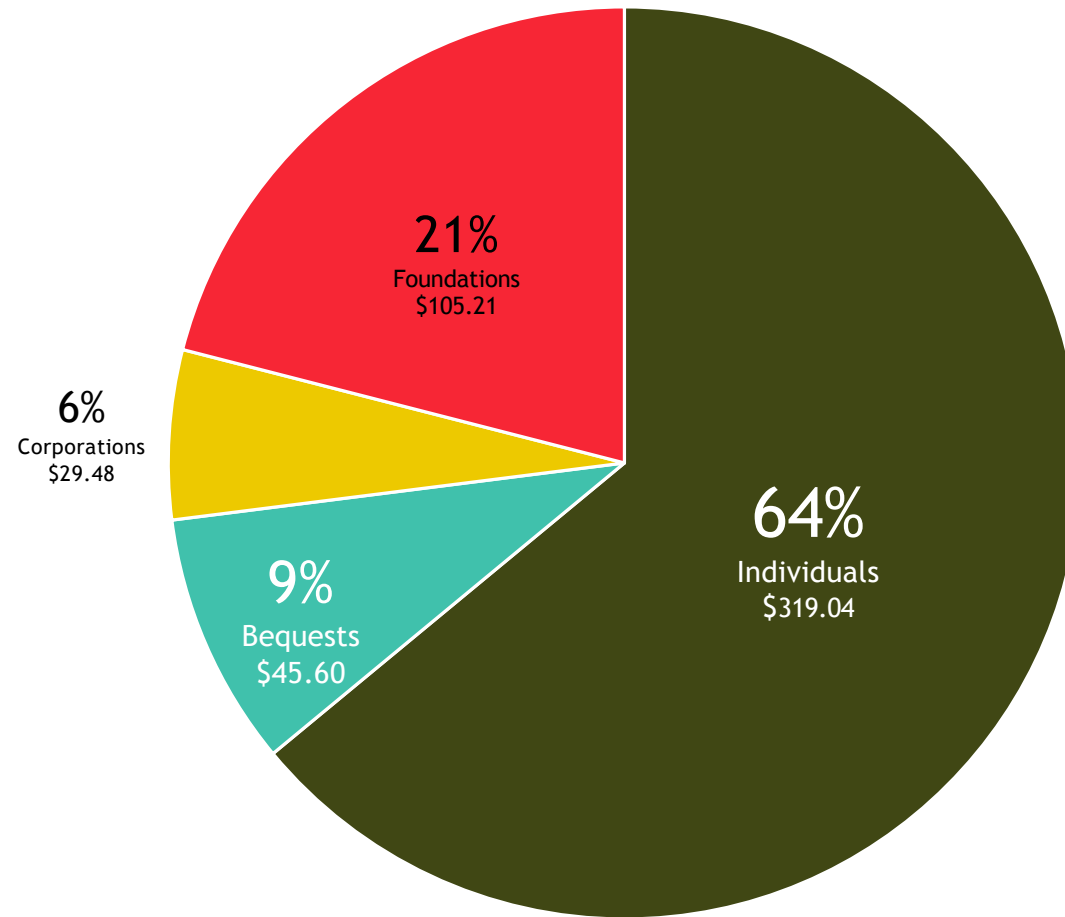


% of households giving

2022 contributions by source

\$499 billion

(all figures are rounded)



2022 contributions by recipient*

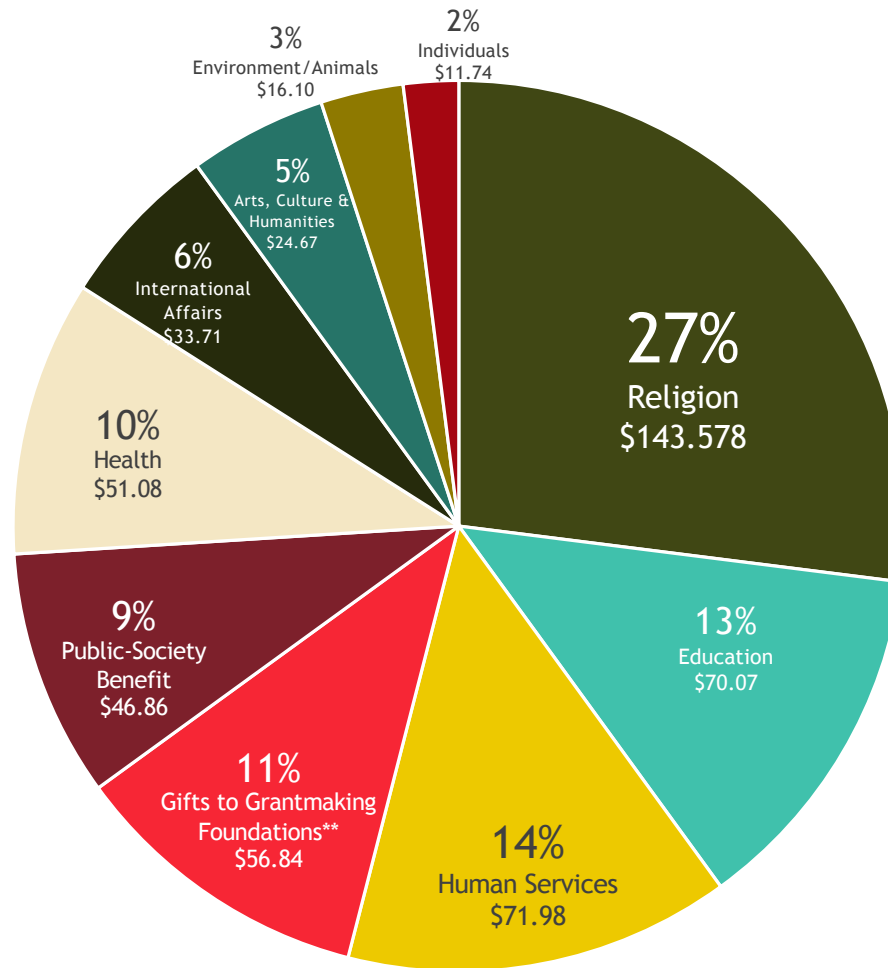
Giving to ACH grew 2.9%

Historic high in current \$\$

Five-year annualized growth rate of 6.4%

But:

- Declining \$million gifts
- Decrease in online giving
- Declining donor counts



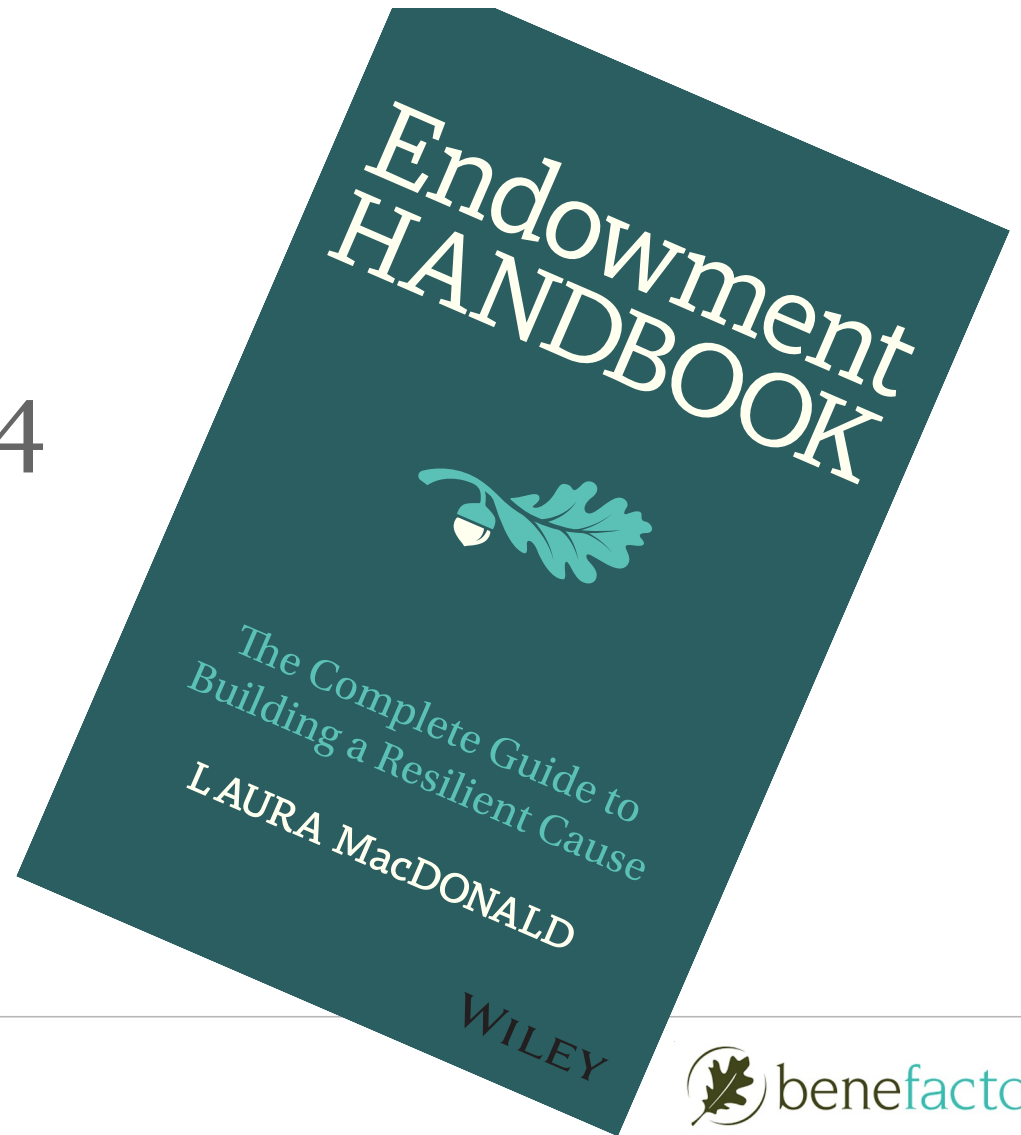
*Total includes unallocated giving

**Estimates developed by the Indiana University Lilly Family School of Philanthropy using data provided by Candid.



Available Sept. 2024

- Endowments
- Reserves
- Enduring relationships



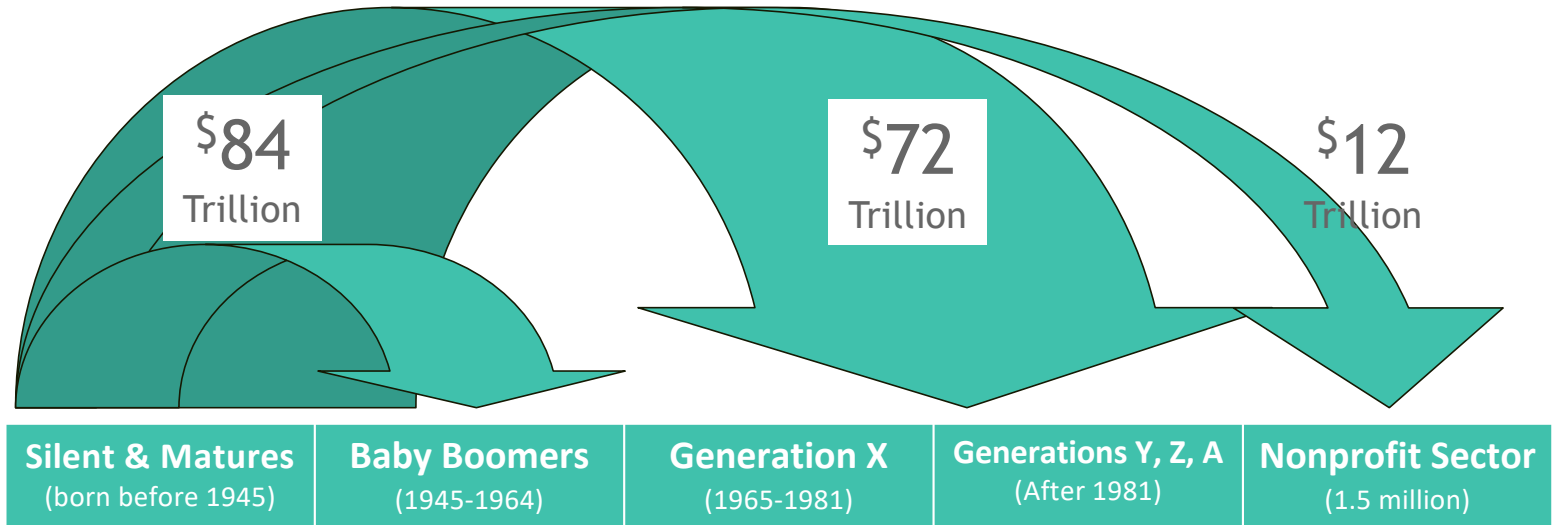
The Great Intergenerational Transfer of Wealth: \$84 Trillion

Still waiting for the "Great Intergenerational Transfer of Wealth"?

Remember that:

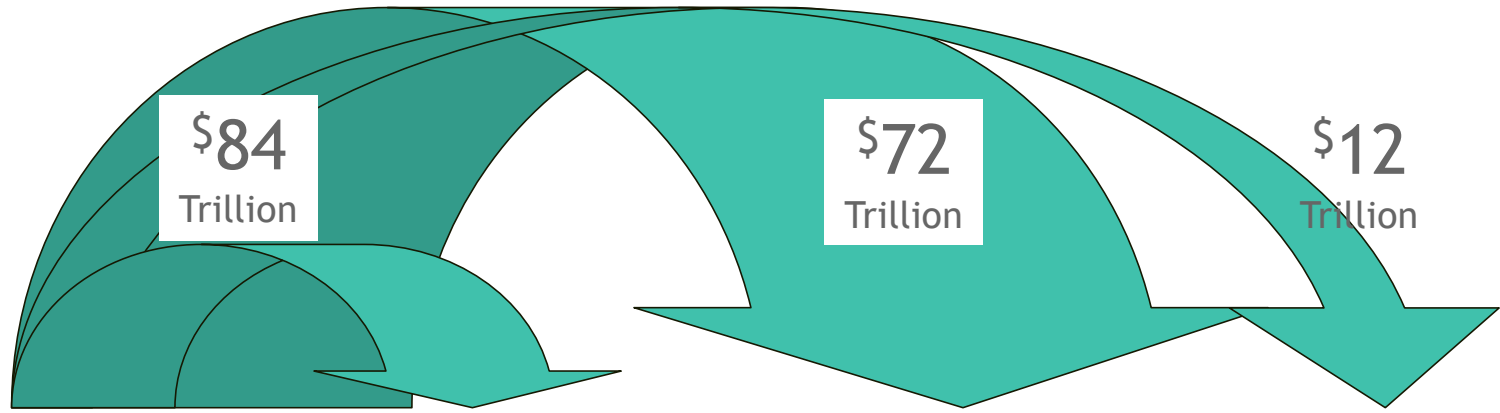
- Wealthy people tend to live longer.
- Those who are charitable live longer still.
- Most charitable bequests come from those over age 85.
- < half of Baby Boomer bequests will be distributed by 2045.

The Great Intergenerational Transfer of Wealth



If
\$12 Trillion
were endowed,
the draw would
equal
TOTAL GIVING
in 2023

The Great Intergenerational Transfer of Wealth



	Silent & Matures (born before 1945)	Baby Boomers (1945-1964)	Generation X (1965-1981)	Generations Y, Z, A (After 1981)	Nonprofit Sector (1.5 million)
Population (#, %)	18,364,830 / 5.5%	68,593,140 / 21%	72,226,110 / 20%	180,981,900 / 54%	<p>If \$12 Trillion were endowed, the draw would equal TOTAL GIVING in 2023</p>
Wealth (\$T, %)	\$18.6T / 12%	\$78.1T / 50%	\$46T / 29%	\$13.3T / 9%	
Ave. Annual Giving	\$1,225		\$712	Millennial = \$656 Gen Z = \$785	
Ave. # of Charities Supported	6.3	4.2	3.8	Millennial = 3.5 Gen Z = 4.6	
% Likely to Give More Next Year	39%		40%	Millennial = 60% Gen Z = 60%	

The Great Intergenerational Transfer of Wealth

	Silent & Matures (born before 1945)	Baby Boomers (1945-1964)	Generation X (1965-1981)	Millennials (1981 - 1996)	Generation Z (1997 – 2012)
Philanthropic behavior	Loyal, value personal connections	Prefer traditional, well-established organizations	Cause oriented	Prefer smaller, grassroots	Diversity/Inclusion/ Sustainability
Contact methods	Phone, Mail	Phone, Text, Social Media Posts	Phone, Text, Social Media Posts	Text, Social Media	Social media, virtual events
Giving Methods	Checks QCDs DAFs	Checks, events, online QCDs & DAFs	Online, crowdfunding Zelle, Venmo, Crypto		Interactive, Gamified
Giving Considerations	Loyal annual donors Responsive to campaigns & endowment Respond to social norming		Want to engage prior to giving Time, talent, treasure, testimony, ties Monthly giving candidates		Respond to challenges

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Group/Giving USA Infographic



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[https://store.givingusa.org/
pages/annual-subscription](https://store.givingusa.org/pages/annual-subscription)



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