

# GIVING USA 2015

*The Annual Report on Philanthropy  
for the Year 2014*

#GIVINGUSA2015

Researched and written by:



**LILLY FAMILY  
SCHOOL OF PHILANTHROPY**

INDIANA UNIVERSITY  
Indianapolis



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Empowering  
Nonprofits.  
Cultivating  
Philanthropy.

# Interpreting the Results

*Giving USA 2015*

# THE GIVING USA SHOW

*with Robert Evans*



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# WE BELIEVE

*in the power of nonprofits and their ability  
to improve the world*

**Our team has decades of combined experience in...**

- Creative Fundraising & Campaign Management
- Strategic Planning
- Leadership Development
- Donor Research
- Nonprofit Business Planning

**We are a member  
firm of the  
Giving Institute**

**We have  
successfully  
advised more than  
400 nonprofits**

**The go-to firm for the  
Philadelphia area  
nonprofit community**

*Introducing....  
The Giving USA 2015*

# TOP 10 LIST

The Top 10 Lyrics  
Highlighting American Philanthropy



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# TOP 10 LIST

## *Giving USA 2015*

10. “Just a little of that human touch”

*Human Touch* – Bruce Springsteen



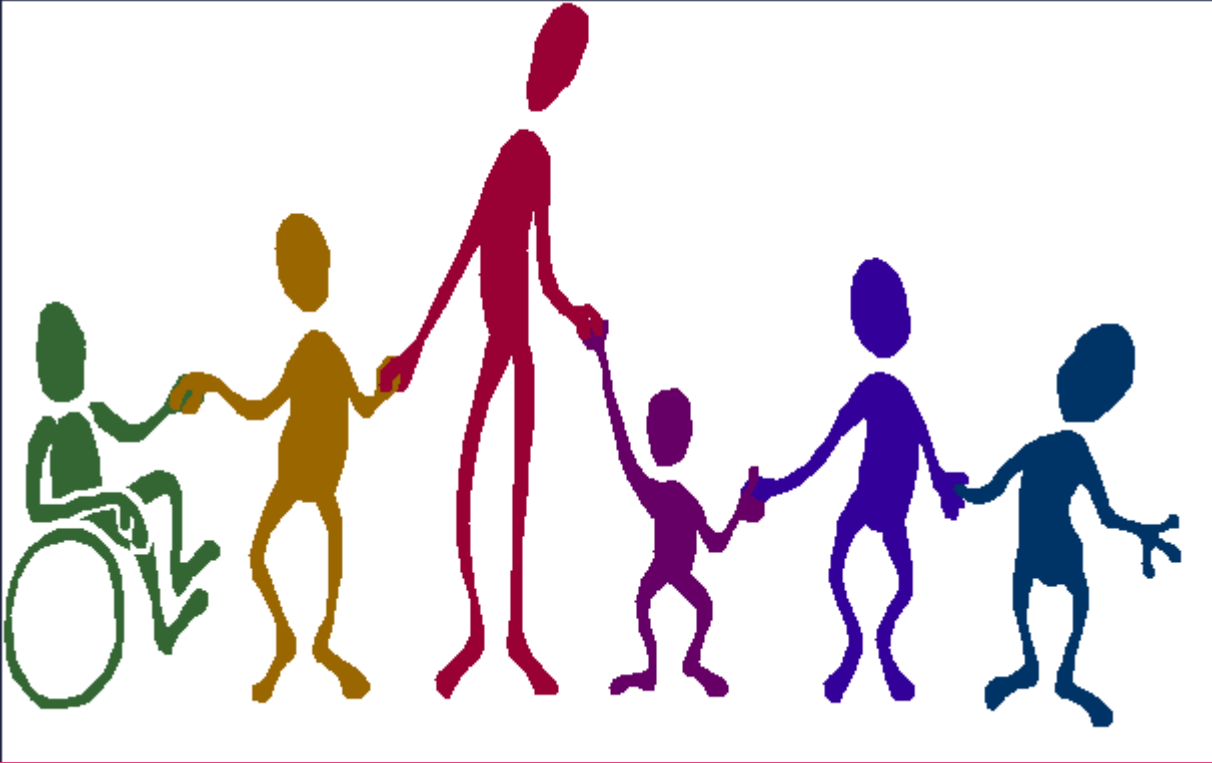
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# GIVING TO HUMAN SERVICES

*Gifts in this subsector  
comprised **12% of all  
gifts** made in year 2014*

*Up **3.6% in  
2014** totaling  
**\$42.1 billion***

# TOP 10 LIST

## *Giving USA 2015*

9. “We are the world, we are the children”

*We Are The World* – U.S.A. for Africa



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# GIVING TO INTERNATIONAL AFFAIRS



- Declined 2% -

- only subsector to decline -
- third decline since 2010 -

No major international  
disasters in 2014

Sector is still struggling from  
**mismanagement of funds**  
donated for relief efforts

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# TOP 10 LIST

## *Giving USA 2015*

8. “Baby take my hand...don’t fear the reaper”

*Don’t Fear The Reaper* – Blue Oyster Cult



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# GIVING BY BEQUEST



Estimated to have  
increased 15.5% to  
**\$28.13 billion**

Bequests were  
**8%** of all gifts

# TOP 10 LIST

*Giving USA 2015*

7. OK Computer

Album Title - Radiohead



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# GIVING GOES VIRAL!



In 30 days over the summer of 2014, the “Ice Bucket Challenge” brought in over **\$100 million** with donations ranging from under one dollar to \$200,000

Online donations on **#GivingTuesday** 2014 were up **63%** compared to 2013. The day saw a 101% increase in mobile transactions from 2013

The hashtag **#GivingTuesday** was used **754,600** times on December 2<sup>nd</sup>, 2014 - **180% more times than the year before**

Online giving grew **8.9%** from 2013 to 2014

Online donations totaled **6.7% of all fundraising** in 2014

# TOP 10 LIST

## *Giving USA 2015*

6. “Yeah, yeah, yeah, yeah we’re keeping the faith”

*Keeping The Faith* – Billy Joel



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# GIVING TO RELIGION



Reached highest  
inflation-adjusted value  
ever - totaling  
**\$114.90 billion**

**32%** of all giving –  
the largest slice of  
the philanthropic pie

# TOP 10 LIST

## *Giving USA 2015*

5. “Money, get back  
I’m all right, Jack, keep your hands off my stack”

*Money – Pink Floyd*



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A person in a dark jacket is holding a white piggy bank in their hands. The background is blurred, showing what appears to be a window or a wall with some papers.

# CORPORATE GIVING

Corporate giving totaled *\$17.77 billion* – only 5% of all giving

Corporate giving as a % of pre-taxed profits is at **0.7%** - the lowest percentage since 1974



# TOP 10 LIST

## *Giving USA 2015*

4. “So be true to your school...  
rah rah rah rah sis boom bah”

*Be True To Your School – The Beach Boys*



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# GIVING TO EDUCATION

**Mega gifts**  
continue  
to drive  
higher  
education  
funding

- **\$350m** gift to Harvard in 2014
- 88 gifts of *more than \$100 million* in 2014

Higher education  
accounts for  
70-80% of all  
giving to education

**More dollars  
from fewer alumni**

# TOP 10 LIST

## *Giving USA 2015*

### 3. “Ch-ch-ch-changes”

*Changes* – David Bowie



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# CHANGE IN DONOR PRIORITIES

Inspiration

**Innovation**

**Demonstration**

Involvement

*Hands-on*

**Transparency**

Impact

**Vision**

Investor



# TOP 10 LIST

## *Giving USA 2015*

2. “What I need right now is some good advice, please”

*Papa Don't Preach - Madonna*



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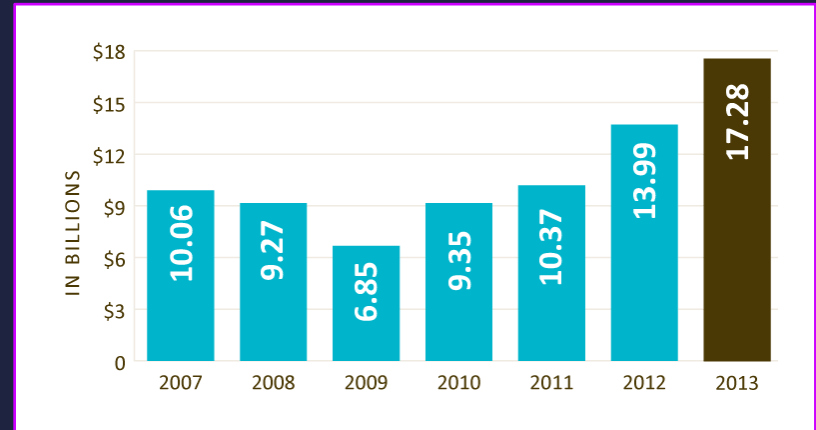
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# DONOR ADVISED FUNDS

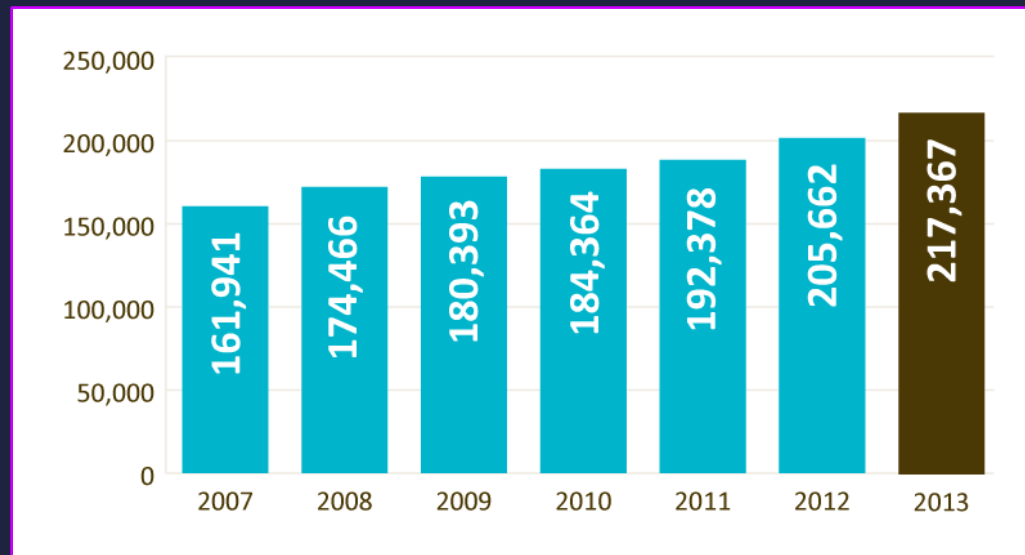
## Total charitable assets



## Total contributions



## Total number of DAF accounts



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# TOP 10 LIST

## *Giving USA 2015*

1. “I’ve been trying to get down to the ‘art’ of the matter”

*The Heart Of The Matter* – Don Henley



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# GIVING TO THE ARTS

A **9.2%** increase  
from 2013 – the highest  
percentage growth of any  
subsector

In 2014 the total  
amounted to  
**\$17.23 billion**





# PAUL'S KEY TAKEAWAYS

- This is a very positive report!
- Nonprofit leaders should use this report to evaluate existing systems and approaches and re-tool to be more responsive and responsible.
- Donors are behaving differently today . . . asking tougher questions but giving more.
- Nonprofits need to be more creative in what they offer donors as giving opportunities.
- Donors want to be generous but they want their gifts to make impact!

# SUGGESTED READING

- The Chronicle of Philanthropy:  
*[Philanthropy.com](http://Philanthropy.com)*
- The Giving Institute:  
*[GivingUSAREports.org](http://GivingUSAREports.org)*
- The Evans Consulting Group Blog:  
*[www.TheEvansConsultingGroup.com/blog](http://www.TheEvansConsultingGroup.com/blog)*

# LET'S CONNECT!

Website: [www.TheEvansConsultingGroup.com](http://www.TheEvansConsultingGroup.com)

Bob's email: [revans@TheEvansConsultingGroup.com](mailto:revans@TheEvansConsultingGroup.com)



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# Download the Report

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Download the free Executive Summary of *Giving USA* 2015 and purchase other *Giving USA* products at <http://bit.ly/GUSA2015Reports>

Attendees of today's presentation receive a 30% discount using the code: **3015GI**