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Giving USA: Americans Donated an Estimated \$358.38 Billion to Charity in 2014; Highest Total in Report's 60-year History

Healthier American economy, as measured by multiple indicators, was engine for 7.1 percent growth in charitable giving

CHICAGO (June 16, 2015)—Americans gave an estimated \$358.38 billion to charity in 2014, surpassing the peak last seen before the Great Recession, according to the 60th anniversary edition of *Giving USA*, released today. That total slightly exceeded the benchmark year of 2007, when giving hit an estimated inflation-adjusted total of \$355.17 billion.

The 2014 total jumped 7.1 percent in current dollars and 5.4 percent when inflation-adjusted over the revised estimate of \$339.94 billion that Americans donated in 2013, according to *Giving USA 2015: The Annual Report on Philanthropy for the Year 2014*.

In addition, 2014 marked the fifth year in a row where giving went up; the average annual increase was 5.5 percent in current dollars (3.4 percent when inflation-adjusted).

All four sources that comprise total giving — individuals (72 percent of the total); corporations (5 percent); foundations (15 percent); and bequests (8 percent) — upped their 2014 donations to America's 1-million-plus charities, says the report, which is the longest-running and most comprehensive of its kind in America. *Giving USA* is published by Giving USA Foundation, which was established by The Giving Institute to advance philanthropy through research and education. The report is researched and written by the Indiana University Lilly Family School of

Philanthropy.

“The 60-year high for total giving is a great story about resilience and perseverance,” said W. Keith Curtis, chair of the Foundation and president of Virginia Beach, Virginia, nonprofit consulting firm The Curtis Group. “It’s also interesting to consider that growth was across the board, even though criteria used to make decisions about giving differ for each source.”

Curtis said two examples illustrate the point: “Individual giving is affected by available disposable income at the household level, wealth and growth in the S&P 500. All three increased last year as did the amount people spent in general—not just on charitable donations. Corporate giving decisions, on the other hand, have historically been driven by changes in pretax profits and GDP. Other factors might be affecting how much they donate; time—and further research—will tell.

“With virtually every economic indicator that gets measured showing growth, I think it’s safe to conclude they played a large part in making 2014 a banner year for giving from every source,” he added.

2014 Charitable Giving by Source:

- ↑ *Individual giving*, \$258.51 billion, increased 5.7 percent in current dollars (and 4.0 percent when inflation-adjusted) over 2013.
- ↑ *Foundation giving*, \$53.97 billion, was 8.2 percent higher than 2013 (the increase was 6.5 percent when inflation-adjusted).
- ↑ *Bequest giving*, \$28.13 billion, increased 15.5 percent (13.6 percent when inflation-adjusted) over 2013.
- ↑ *Corporate giving*, \$17.77 billion, increased 13.7 percent (11.9 percent when inflation-adjusted) over 2013 giving.

“As we mark the fifth consecutive year of growth in total giving, it is also encouraging that all but one of the recipient categories saw generally healthy gains last year,” said Amir Pasic, Ph.D., dean of the school. “While circumstances vary from organization to organization, it appears that the nonprofit sector overall can at last focus on expanding giving rather than regaining lost ground.”

Observations about 2014 giving:

- **Large gifts—\$200 million or more—made large impact**

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“We saw several very large gifts greater than \$200 million—a few were greater than \$500 million and one was nearly \$2 billion—in 2014,” said Patrick Rooney, Ph.D., associate dean for academic affairs and research at the school. “The majority of these ‘mega-gifts’ were given by relatively young tech entrepreneurs. These gifts are high-impact and are addressing many critical issues of our time, particularly medical research.”

↑ Jump in individual giving—5.7 percent—made greatest impact

The 5.7 percent more that individuals donated in 2014 over 2013 accounted for 58 percent of last year’s total growth in giving.

↑ Foundation giving on the rise; all three kinds upped 2014 gifts

Not only did total giving by foundations grow 8.2 percent in 2014, gifts from all three types—community, independent and operating—also went up. The annual changes in this category are influenced most by grants from independent foundations; their 2014 gifts were 7.8 percent higher than in 2013 and accounted for 74 percent of the category’s total.

Taking the long view on total charitable giving, Rooney noted that while total inflation-adjusted giving has grown beyond its prior peak, a bit of caution is warranted. “As three of the four sources of giving have not yet exceeded their previous peak levels, with only foundation giving reaching its prior high, it is still too early to tell if total giving will sustain above the pre-recession level.

“That being said, we are optimistic that giving will soon return to and exceed the high levels seen prior to the Great Recession across all categories analyzed in *Giving USA*,” he said.

2014 Charitable Giving to Recipients

The flip side of where charitable donations come from, of course, is where those gifts go. *Giving USA*’s research covers what happens within nine different categories of charities; here’s what 2014 looked like for each:

- ↑ Religion—at \$114.90 billion, 2014 giving increased 2.5 percent in current dollars, and a modest 0.9 percent when adjusted for inflation.
- ↑ Education—giving increased to \$54.62 billion, 4.9 percent more in current dollars than the 2013 total. The inflation-adjusted increase was 3.2 percent.
- ↑ Human Services—its \$42.10 billion total was 3.6 percent higher, in current dollars, than in 2013. The inflation-adjusted increase was 1.9 percent.
- ↑ Health—the \$30.37 billion 2014 estimate was 5.5 percent higher, in current dollars, than the 2013 estimate. When adjusted for inflation, the increase was 3.8 percent.

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- ↑ Arts/Culture/Humanities—at an estimated \$17.23 billion, growth in current dollars was 9.2 percent in 2014. When adjusted for inflation, the increase was 7.4 percent.
- ↑ Environment/Animals—The \$10.50 billion estimate for 2014 was up 7.0 percent in current dollars, and 5.3 percent when adjusted for inflation, over 2013 giving.
- ↑ Public-Society Benefit—the \$26.29 billion estimate for 2014 increased 5.1 percent in current dollars over 2013. When adjusted for inflation, the increase was 3.4 percent.
- ↑ Foundations—at an estimated \$41.62 billion in 2014, giving grew 1.8 percent in current dollars and 0.1 percent when adjusted for inflation.
- ↓ International Affairs—the \$15.10 billion estimate for 2014 decreased 2.0 percent, in current dollars, from 2013. The drop was 3.6 percent when adjusted for inflation.

In addition to the above, 2 percent of 2014's total — \$6.42 billion — went to individuals, largely through in-kind donations of medicine via patient assistance programs.

Six of the nine categories saw donations reach record highs last year when adjusted for inflation: religion, education, human services, health, arts/culture/humanities and environment/animals.

"It's not only fantastic to see significant growth in total giving, it's also encouraging that six types of nonprofits — two-thirds of the ones covered in *Giving USA*—reached historic high-water marks last year," said David H. King, CFRE, president of Atlanta-based consulting firm Alexander Haas and chair of the Institute.

"While the overall growth is indicative of robust philanthropy to a wide spectrum of nonprofits and, thus, of all boats rising with the tide, we would be remiss to gloss over what is happening with giving to religion. Although 2014 donations reached a new high of \$114.90 billion, and, as always, accounted for the largest percentage of donations, the fact is, this category is continuing its 30-year dramatic downward slide as a share of total giving. In fact, it has dropped from 53 percent of all donations in 1987 to 32 percent of the total in 2014."

Giving to foundations, public-society benefit and international affairs has not yet returned to or surpassed peak levels. Una Osili, Ph.D., director of research at the school, said several notable trends affected donations to those three sectors.

"We found a dramatic slowing down of giving to support the largest national donor-advised funds in 2014. This may have slightly dampened giving to the public-society benefit subsector," she said. "We also know that giving to some pass-through charities—those that redistribute their funds to other organizations—have seen little to no growth in recent years."

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When it comes to international affairs, “donors appear to be increasing their attention to domestic causes in recent years,” said Osili, “due to increased needs in the U.S. Additionally, giving to international affairs in 2014 may have been affected by the fact that there was not a major international natural disaster on the scale that we have seen in some recent years, which tends to influence giving to this category.

“The trend of very large gifts to foundations has been holding steady for the past few years, so giving to foundations is close to achieving a high point again,” Osili said. “Gifts to foundations peaked in 2007, when they reached an inflation-adjusted total of \$43 billion. That year, several extraordinarily large gifts – including several higher than \$500 million and one that exceeded \$1 billion – factored into the total.”

Further observations about giving to recipients:

- ◆ Giving to religion’s decline over time as a share of the total reflects that fewer Americans currently identify with a religion, attend worship services or give to houses of worship. These effects have been noted among the Baby Boomer generation; younger age groups appear to be following the same path.
- ◆ Human services giving has increased annually since 2006, when adjusted for inflation. While growth has been modest in recent years, this category, which provides essential services to low-income households, youth and communities, continues to be of central importance to Americans when it comes to charitable donation decisions.
- ◆ Giving in two categories—arts/culture/humanities and environment/animals—saw the fastest growth last year among the nine; in addition, neither has seen a decline (in current dollars) since the end of the recession.
- ◆ Giving to education continues to be strong, and to higher education in particular. Included in its 2014 total are several multi-million dollar gifts, including two of more than \$100 million. The latter supported medical research on university campuses.

“The 2014 growth among eight out of nine types of charitable organizations is good news for the philanthropic sector as a whole,” Curtis said. “The growth can be attributed, in part, to the ways charities have been working smarter during daunting times. Nonprofits increasingly are making sure they have strong cases for support, communicate frequently with donors and provide proof of the impact charitable gifts make.

“Now that there seems to be a bit of breathing room, I would encourage charities to continue all these good habits and ensure they remain ingrained as part of their

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organizational philosophy. If they do, success should continue.”

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NOTES TO EDITORS

Members of the media can request 40-year data tables that show sources of contributions by year in current- and inflation-adjusted dollars and allocation of gifts by type of recipient category, also in current- and inflation-adjusted dollars. Data also are available showing total giving as a percentage of Gross Domestic Product, individual giving as a percentage of disposable income and corporate giving as a percentage of corporate pre-tax profits.

The requested citation for *Giving USA* is *Giving USA 2015: The Annual Report on Philanthropy for the Year 2014*, a publication of Giving USA Foundation, 2015, researched and written by the Indiana University Lilly Family School of Philanthropy. Available online at <http://www.givingusa.org>.

About Giving USA Foundation™ and The Giving Institute

2015 serves as a benchmark year for both Giving USA Foundation™ (www.givingusa.org) and the organization that created it, The Giving Institute (www.givinginstitute.org)

For the Institute, whose membership is comprised of consultants to nonprofits, 2015 marks 80 years since 11 firms created a trade association focused on ethical fundraising counsel. That mission remains, and its Code of Ethics is a model in the field.

The group’s public-service initiative—measuring and reporting on charitable giving in America—started with the first of 60 consecutive annual reports, known colloquially as *Giving USA*. The Institute formed Giving USA Foundation™ in 1985 to advance the research, education and public understanding of philanthropy.

Headquartered in Chicago, both the Foundation and the Institute anticipate continuing their respective—and linked—missions for decades to come.

How to Obtain *Giving USA 2015*

Giving USA 2015: The Annual Report on Philanthropy for the Year 2014, will be available for download June 16, 2015, at <http://www.givingusa.org/>. A complimentary executive summary, *Highlights*, also will be available on that date.

Customers can select from a number of *Giving USA 2015* products, including the full report, available in both digital and paperback formats; a PowerPoint

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slide deck; the data tables; and the free *Highlights* executive summary.

Giving USA Foundation™ periodically publishes in-depth reports (*Spotlights*) on different aspects of charitable giving and fundraising trends. Visit www.givingusa.org for available topics; prices vary.

About the Indiana University Lilly Family School of *Philanthropy*

The Indiana University Lilly Family School of Philanthropy is dedicated to improving philanthropy to improve the world by training and empowering students and professionals to be innovators and leaders who create positive and lasting change. The school offers a comprehensive approach to philanthropy through its academic, research and international programs and through The Fund Raising School, Lake Institute on Faith & Giving and the Women's Philanthropy Institute. For more information, visit www.philanthropy.iupui.edu.

***Giving USA* Methodology**

Giving USA estimates primarily rely on econometric methods developed by leading researchers in philanthropy and the nonprofit sector and are reviewed and approved by the members of the *Giving USA* Advisory Council on Methodology (ACM). Members of the ACM include research directors from national nonprofit organizations, as well as scholars from such disciplines as economics and public affairs, all of whom are involved in studying philanthropy and the nonprofit sector.

The Indiana University Lilly Family School of Philanthropy prepares all of the estimates in *Giving USA* for Giving USA Foundation. *Giving USA* develops estimates for giving by each type of donor (sources) and for recipient organizations categorized by subsectors (uses). Most of *Giving USA*'s annual estimates are based on econometric analyses and tabulations of tax data, economic indicators and demographics. Data for giving by foundations come from the Foundation Center.

Current *Giving USA* estimates are developed before final tax data, some economic indicators, and some demographic data are available. The estimates are revised and updated as final versions of these data become available. Final estimates are usually developed two to three years after their initial release.

For more specific details on *Giving USA*'s methodology, please refer to the "Brief summary of methods" section within *Giving USA* 2015 or contact the Indiana University Lilly Family School of Philanthropy at adrldavi@iupui.edu or 317-278-8972.

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Perspective from the Chairs about *Giving USA 2015*

By

W. Keith Curtis, Chair, Giving USA Foundation™

And

David H. King, CFRE, Chair, The Giving Institute

It all comes down to two numbers: 60 and 358.38 billion.

And it's hard to say which is more remarkable. Is it the annual report about charitable giving, started in a very different era—the 1950s, when the yearly household income was slightly more than \$3,000 and a TV set was a status symbol—that not only survived for 60 years, but has become the most reputable resource of its kind? Or is it that, in a milestone year for *Giving USA*, the results hit a new record in total estimated giving—\$358.38 billion? Together, these historic numbers mark a new era of philanthropy.

For perspective, compare the \$358.38 billion given in 2014 with total estimated giving in 1955—\$7.14 billion. When you adjust for inflation, the total was \$63.13 billion. How philanthropy has grown!

Once you read these highlights from our seven decades of research, from the history of charitable giving to what we see on the horizon, you'll realize just how many numbers it takes to change the world.

First, the big question: how was giving in 2014? In a nutshell, it was a very good year. Of course, there's more to the story. *Giving USA 2015: The Annual Report on Philanthropy for the Year 2014* presents many levels of data, some of it surprising and much of it inspiring.

Not only did 2014 donations eclipse the previous high-water mark (the \$355.17 billion donated in 2007), they also increased across every category of donor: individual, bequest, corporation and foundation. The economic variables that drive giving decisions differ by category, so this across-the-board growth from every corner of society is encouraging and hopefully indicative of a healthier economy—one where support for our nation's 1-million-plus nonprofits is considered not only a priority, but worth digging deeper into our respective pocketbooks.

The more things change, the more they remain the same—at least when it comes to who donates to charity. From the very first edition of *Giving USA*, individuals have been, and continue to be, a giving juggernaut. Their share has been approximately three-quarters of the total – or more -- year-in and year-out. And, when you consider that donations from bequests and family foundations also are from individuals, the share jumps to almost 90 percent of all giving. So, while on the outside, America looks very different today than it did in 1956, it's clear that on the inside, our heart for giving continues to beat strongly.

The flip side of where charitable donations come from, of course, is where they go. A key component of every edition of *Giving USA* is how giving fared among nine different types of nonprofits. Our research and analysis examines changes in giving from both the prior year as well as over time, and the 2015 edition is just as detailed. We selected some highlights we hope you agree are pertinent to the story of philanthropy in 2014.

Last year, estimated giving to eight out of the nine categories increased; on top of that, total giving for two-thirds of them hit a new record. While the overall growth is indicative of robust philanthropy to a wide spectrum of nonprofits and, thus, of boats rising with the tide, it's also important to examine trends and patterns that could have affected the totals.

Religion—which reached a new record last year of \$114.90 billion in charitable gifts—accounted for the largest percentage of donations, as it has since *Giving USA* started. However, this category is continuing a dramatic 30-year downward trend as a percentage of total giving. In 1987, its share of the total was 53 percent; in 2014, it was 32 percent. Last year's share grew 1 percent over 2013's estimated 31 percent of total giving.

A variety of factors can be attributed to this decline: fewer Americans identify with a religion, church attendance is down, and people are giving more to organizations with religious values that match their own, instead of, or in addition to, congregations.

International giving declined in 2014 – and was the only category to do so. The \$15.10 billion donated last year was 2 percent less than 2013's revised estimate of \$15.41 billion. This marks the third year since 2010 where giving dropped. There were no major disasters last year, which might have impacted donations, but the unanswered question right now is if it will continue to decline, or if the last few years are an anomaly.

Giving to foundations went up 1.8 percent in current dollars, to \$41.62 billion, making 2014 the fourth straight year where donations increased. Foundations account for a growing share of the philanthropic landscape, and there are more and more of them. In fact, a quarter of the larger U.S.-based foundations didn't even exist before the year 2000.

What trends are having an impact on charitable giving?

Future giving can't be predicted with precision, but there are some trends we've been keeping an eye on that seem to be asserting themselves in terms of their importance to philanthropy. Some considerations:

- Nonprofits have been receiving very large gifts from high-net-worth households. These contributions are worth noting because we believe they are starting to account for a lot of the growth in individual giving. This trend accompanies the fact that while the total number of donations made annually to charities isn't changing much, the average gift size from individuals is going up.
- Nonprofits are being asked more and more to be accountable for what they do with donations. And on the whole, nonprofits are responding with transparency.
- Even though donations from individuals to several large donor-advised funds didn't grow dramatically in 2014, overall this vehicle for giving has grown in terms of both dollars and importance over time, and we think that pattern will continue.
- Just like society at large, nonprofits are not immune from the rapid pace of technology. Consider that not too long ago, online and mobile giving were unheard of; other recent innovations that are changing how nonprofits and donors engage with each other include social giving startups and crowd-sourcing models. And, campaigns that employ hashtags, like #GivingTuesday, are becoming commonplace.
- Tech entrepreneurs who are part of the millennial generation are among the individuals who, in 2014, decided they could make best use of their wealth by giving some of it away. While the jury is still out on longer-term behavior among this age group, we hope their giving behavior encourages fellow millennials to become philanthropists, much like The Giving Pledge served to challenge the peers of Warren Buffett and Bill and Melinda Gates. It definitely bears watching.
- Across the universe of donors, there is more and more interest in learning what strategies are being used by nonprofits they support, as well as what impact their donations are having. In response, nonprofits are collecting data so they can report back to their stakeholders on what matters to them.
- While metrics can help improve accountability, nonprofits also know the importance of intangibles -- that people give to charities whose work they believe in, have a passion for, and are familiar with -- and they use that knowledge to develop ways to inspire and engage donors.

A public trust for 60 years – and beyond

For 60 years, we have served as the most comprehensive report available on American philanthropy, a public trust we take very seriously. These data and insights can be used to immediately inform and improve the work of nonprofits, as well as help the public understand the role philanthropy plays in society—and the role they themselves play in total giving.

We hope *Giving USA* will continue to serve the philanthropic community as a guide and compendium for another 60 years. At this particular milestone, please accept our thanks for the continued generosity that keeps our country's nonprofits vibrant and viable.



Perspectives from the Dean about *Giving USA 2015*

Amir Pasic, Ph.D., Dean

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As we mark the fifth consecutive year of growth in total giving, it is encouraging that all sources of charitable contributions and most types of recipient categories saw healthy gains last year. While circumstances vary from organization to organization, it appears that the nonprofit sector overall can focus on expanding giving rather than regaining lost ground.

Giving from all four of the charitable sources—individuals, foundations, bequests, and corporations—grew in 2014. While giving from all sources was strong, I note that institutional philanthropy was particularly significant last year. Giving by foundations increased 8.2 percent, and giving by corporations grew 13.7 percent. These increases reflect not only a growing economy, but also the productive and well-informed processes that nonprofits and fundraisers have undertaken to cultivate relationships with their funders.

While slightly lower at a 5.7 percent increase, the growth in giving by individuals in 2014 is also noteworthy. At \$258.51 billion, or 72 percent of all giving, contributions from individuals and households in 2014 reflect the fact that U.S. donors are demonstrating significant dedication and passion in supporting those organizations that resonate with their values. This rise in giving must not be taken for granted. American households in some areas of our country continue to struggle financially at moderate to severe levels. The generation of an additional \$13.88 billion in contributions from individuals in 2014 speaks volumes about the character of Americans in helping out fellow men, women, and children, as well as our greater society.

All but one of the subsectors increased their charitable receipts in 2014. Notably, nonprofits within the arts, culture and humanities and in the environment/animals subsectors, specifically, are using cutting edge social media tools and technology to engage all types of donors, which has been influencing giving to these subsectors. These efforts appear to be paying off, as giving to the arts increased 9.2 percent and giving to environment/animals increased 7.0 percent last year—the highest increases in 2014 for giving by recipient type.

Giving to education also continues to be strong. The year 2014 was the fifth year in a row in which current-dollar giving to this subsector increased, and giving to education was one of the fastest growing subsectors last year. Scores of billion-dollar-and-up campaigns at institutions of higher education appear to be one primary factor for this sustained growth.

Current-dollar giving to human services, while modest in the last few years, has not seen a decline since 2002. The yearly gains this subsector has seen reflect Americans' continued commitment to ensuring that youth, basic needs, housing, and other types of essential programs are able to address the needs of their clients. In 2014, more organizations within the human services subsector were able to meet demand compared with past years.

While giving to the leading commercial donor-advised funds stagnated in 2014, this slowdown did not significantly impact giving to the public-society benefit subsector. Offsetting this slowdown, individuals increased their support of giving to civic and civil rights organizations, community and economic development, some charitable pass-through entities, and research organizations. The 5.1 percent rise in giving to this subsector followed increases seen in the prior four years, making public-society benefit the second-fastest growing subsector last year.

With these gains, total giving returned to the level seen prior to the Great Recession—and within the range the Indiana University Lilly Family School of Philanthropy projected each of the last two years.

While we celebrate the return of giving to the previous high, we caution that it may take some time for giving to sustain at that level. Foundation grantmaking is the only source of giving that has reached its previous high, but we are cautiously optimistic that the other three sources will also reach their pre-recession levels soon.

Several economic factors will impact whether giving will sustain at or above its previous highs. While the U.S. economy has strengthened in the last couple of years, the global economy has been unsteady. A number of factors in the world economic environment, such as austerity measures in some countries and world economic and trade policies, could impact the U.S. economy in the future, including GDP, the stock market, and employment. These factors directly and indirectly affect U.S. charitable giving.

While we plan to monitor shifts over time, we also hold to the continued trust and hope that even in uncertain economic times, as well as in more favorable conditions, American donors have proven steadfast in their commitment to supporting the public good.

Leadership, faculty and staff at the Indiana University Lilly Family School of Philanthropy are dedicated to the development of rigorous, practical research in the field of philanthropy and the nonprofit sector. We are honored to research and write *Giving USA: The Annual Report on Philanthropy*. On behalf of the school, I thank Giving USA Foundation for the annual opportunity to be involved in this important work.



**Giving
USA™**

A public service initiative
of The Giving Institute

Keith Curtis

Chair, Giving USA Foundation

Founder, President, The Curtis Group

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Keith Curtis has more than 30 years of experience working on behalf of philanthropic organizations. Over that time, Keith has become recognized as an expert in all aspects of fundraising and nonprofit management. He is also a sought-after advisor and speaker, making up to 40 presentations a year to a variety of national and state conferences.

As president of The Curtis Group, founded 26 years ago, Keith and his team have developed strategies to raise hundreds of millions of dollars for their clients. But equally important, his guidance has helped those nonprofits raise awareness, raise their standards of operation and raise their expectations of what they can accomplish. Clients include the large and visible, such as one of the largest YMCAs in the country, a multi-billion-dollar health care system and arts, cultural and educational organizations, as well as smaller nonprofits such as free clinics, animal shelters and hospices.

Keith is actively involved in the Giving USA Foundation, where he serves as chair. He is past chair of its Advisory Council on Methodology. He is also a board member of The Giving Institute, a membership organization dedicated to advancing philanthropy and promoting ethical practices in fundraising.

In recognition of his work in philanthropy, Keith was honored with the 2012 Alumni Service Award from Old Dominion University.



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Shared intelligence.
For the greater good.

David H. King, CFRE

Chair, Giving Institute

President & CEO, Alexander Haas, Inc.

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David H. King, President & CEO of Alexander Haas, has lived in Atlanta and been in the field of nonprofit development for almost 30 years. In his 25 years at Alexander Haas, David has provided counsel to hundreds of organizations in the areas of higher education, independent schools, hospitals, conservation, human services, churches and faith-based organizations. David's fundraising expertise and qualified client success has led him up the ranks at Alexander Haas, where he now leads the staff of the highly-qualified Partners and forward thinking fundraising professionals in Atlanta.

Prior to joining the Firm, he served as Atlanta Assistant Area Development Director for the United Negro College Fund and was responsible for the annual UNCF Atlanta Corporate Campaign and founded the development office at the Atlanta Union Mission where he served as Director of Development.

David currently serves as Chair of The Giving Institute, a leading association of fundraising consulting and nonprofit services firms headquartered in Chicago.



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Amir Pasic is dean of the Indiana University Lilly Family School of Philanthropy, the world's first school devoted to research and teaching about philanthropy.

Prior to joining the school, Pasic was vice president of international operations at the Council for Advancement and Support of Education (CASE), a global professional association serving educational institutions and their advancement professionals. He provided strategic leadership for CASE regional offices in London, Singapore, Mexico City, led the growth of its operations in Europe, the Asia-Pacific region, Latin American and Africa, and oversaw CASE activities in other areas outside of the United States.

Previously, Pasic was associate dean for development and strategic planning at the Johns Hopkins University School of Advanced International Studies (SAIS) as well as executive director of the Foreign Policy Institute, where he continues to serve as a fellow. He previously served as deputy director for the world security project of the Rockefeller Brothers Fund and deputy vice president for advancement at The George Washington University, and was a librarian at the Library of Congress. He began his career with faculty appointments at Brown University's Watson Institute.

Pasic earned his doctorate in political science at the University of Pennsylvania. He holds a master's degree in international relations from Johns Hopkins University and a bachelor's degree in economics and political science from Yale University. He also serves as trustee of the Carnegie Council for Ethics in International Affairs.

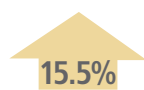
Total estimated charitable giving in the United States rose 7.1 percent between 2013 and 2014 (5.4 percent, adjusted for inflation), to \$358.38 billion in contributions. This increase reflects growth in giving by all sources and all but one of the major recipient subsectors.¹



Giving by individuals totaled an estimated \$258.51 billion, rising 5.7 percent in 2014 (an increase of 4.0 percent, adjusted for inflation). Itemized giving comprised 83 percent of the total estimate for giving by individuals in 2014. Giving by both itemizing and non-itemizing households increased in 2014, at 6.0 percent and 4.1 percent, respectively.



Giving by foundations increased 8.2 percent, to an estimated \$53.97 billion in 2014 (an increase of 6.5 percent, adjusted for inflation). These figures are provided by the Foundation Center. Grantmaking by community foundations rose 10.9 percent between 2013 and 2014. Grantmaking by operating foundations and independent foundations also increased (8.1 percent and 7.8 percent, respectively).²



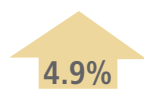
Giving by bequest totaled an estimated \$28.13 billion in 2014, increasing by 15.5 percent between 2013 and 2014 (a 13.6 percent increase, adjusted for inflation).



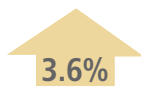
Giving by corporations is estimated to have increased by 13.7 percent in 2014, totaling \$17.77 billion (an increase of 11.9 percent, adjusted for inflation). Corporate giving includes cash and in-kind contributions made through corporate giving programs, as well as grants and gifts made by corporate foundations. Corporate foundation grantmaking is estimated to have totaled \$5.34 billion in 2014, which was a flat rate of change from 2013 (-0.8 percent).³



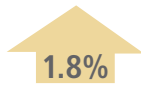
Giving to religion increased 2.5 percent between 2013 and 2014, with an estimated \$114.90 billion in contributions. Inflation-adjusted giving to the religion subsector saw a flat rate of change at 0.9 percent.



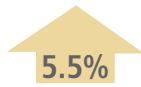
Giving to education is estimated to have increased 4.9 percent between 2013 and 2014, to \$54.62 billion. Adjusted for inflation, giving to education organizations increased 3.2 percent. Giving to education includes giving to higher education, K-12 schools, and libraries, as well as several other types of education programs and organizations.



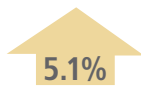
Giving to human services increased by an estimated 3.6 percent in 2014, totaling \$42.10 billion. Adjusted for inflation, giving to human service organizations increased by 1.9 percent.



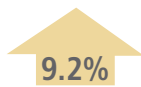
Giving to foundations is estimated to have increased by 1.8 percent in 2014, to \$41.62 billion. Adjusted for inflation, giving to foundations saw a flat rate of change at 0.1 percent.



Giving to health organizations is estimated to have increased by 5.5 percent between 2013 and 2014 (an increase of 3.8 percent, adjusted for inflation), to \$30.37 billion.



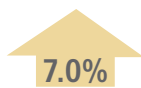
Giving to public-society benefit organizations increased by an estimated 5.1 percent between 2013 and 2014, to \$26.29 billion. Adjusted for inflation, giving to public-society benefit organizations grew 3.4 percent.



Giving to arts, culture, and humanities is estimated to have increased 9.2 percent between 2013 and 2014, to \$17.23 billion. Adjusted for inflation, giving to the arts, culture, and humanities subsector increased 7.4 percent.



Giving to international affairs is estimated to be \$15.10 billion in 2014, a decline of 2.0 percent from 2013. Adjusted for inflation, giving to international affairs organizations declined by 3.6 percent.



Giving to environmental and animal organizations is estimated to have increased 7.0 percent between 2013 and 2014, to \$10.50 billion. Adjusted for inflation, donations to the environment/animals subsector increased 5.3 percent.

10.2%

Giving to individuals is estimated to have declined 10.2 percent between 2013 and 2014, to \$6.42 billion. The bulk of these donations are in-kind gifts of medications to patients in need, made through the Patient Assistance Programs (PAPs) of pharmaceutical companies' operating foundations.

Unallocated giving was negative \$0.77 billion in 2014. This amount can be considered as the difference between giving by source and by use in any particular year. This amount includes the difference between itemized deductions by individuals (and households) carried over from previous years. The tax year in which a gift is claimed by the donor (carried over) and the year when the recipient organization reports it as revenue (the year in which it is received) may be different.

References

- 1 All data in this section are reported as estimates, which are subject to revision. To provide the most accurate estimates for charitable giving, as new data become available, *Giving USA* revises its estimates for at least the last two years. See more about how *Giving USA* calculates charitable giving by sources and uses in the “Brief summary of methods used” section of this report.
- 2 Data were provided by the Foundation Center in April 2015 and are subject to revision. Data on giving by and to foundations are available in the Foundation Center’s *Key Facts on U.S. Foundations* reports, available at the Foundation Center’s website at www.foundationcenter.org
- 3 Data on corporate grantmaking were provided by the Foundation Center in April 2015 and are subject to revision. Data on giving by and to foundations are available in the Foundation Center’s *Key Facts on U.S. Foundations* reports, available at the Foundation Center’s website at www.foundationcenter.org