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# Giving USA and the New Age of Philanthropy

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June 17, 2020

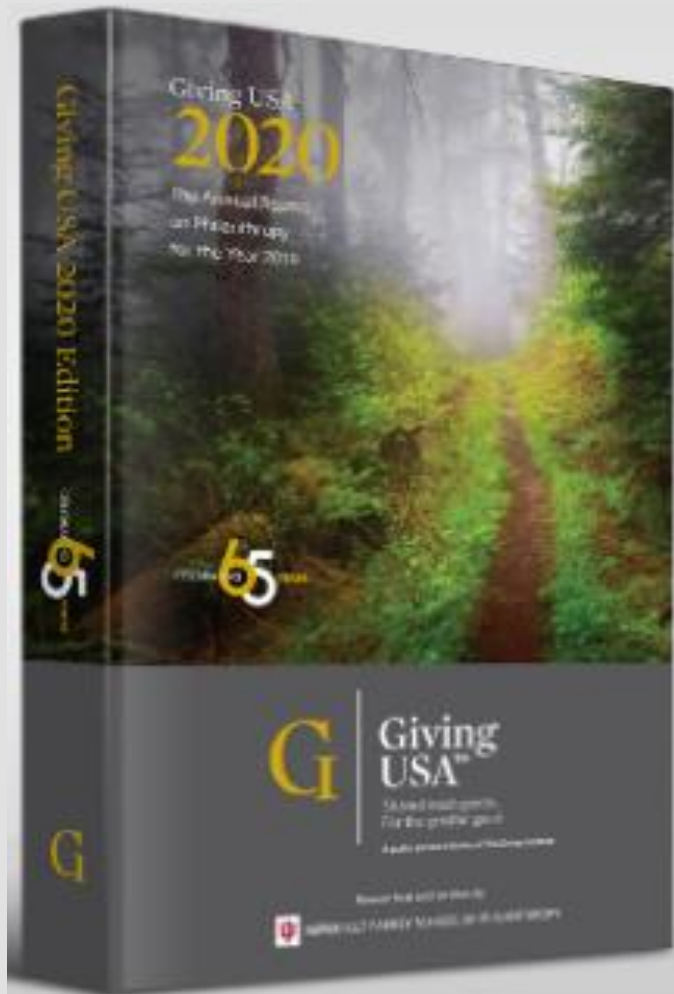
Presented by: **The Alford Group**



Moderated by:

**Brenda B. Asare, President and CEO**

#GivingUSA2020



# Giving USA: The Annual Report

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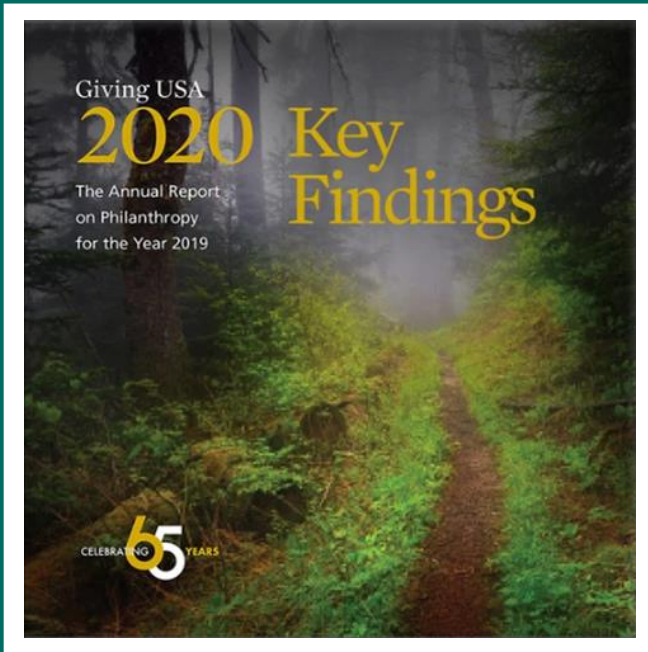
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# Giving USA 2020: The Annual Report on Philanthropy for the Year 2019

Unless otherwise stated, all data and information contained in this presentation is sourced from:

*Giving USA: The Annual Report on Philanthropy for the year 2019 (2020).*  
Chicago: Giving USA Foundation



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# Giving USA 2020:

## The Annual Report on Philanthropy for the year 2019

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June 17, 2020



Presented by:

**Karen Rotko-Wynn, CFRE**

Executive Vice President

The Alford Group

#GivingUSA2020

# What is *Giving USA*?

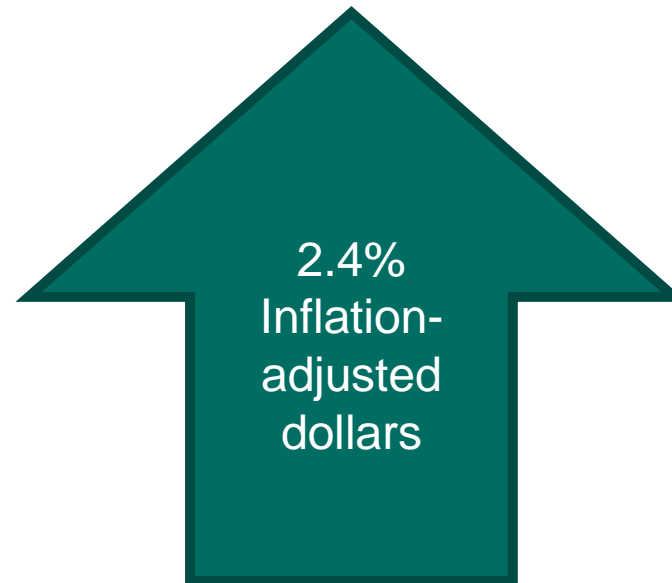
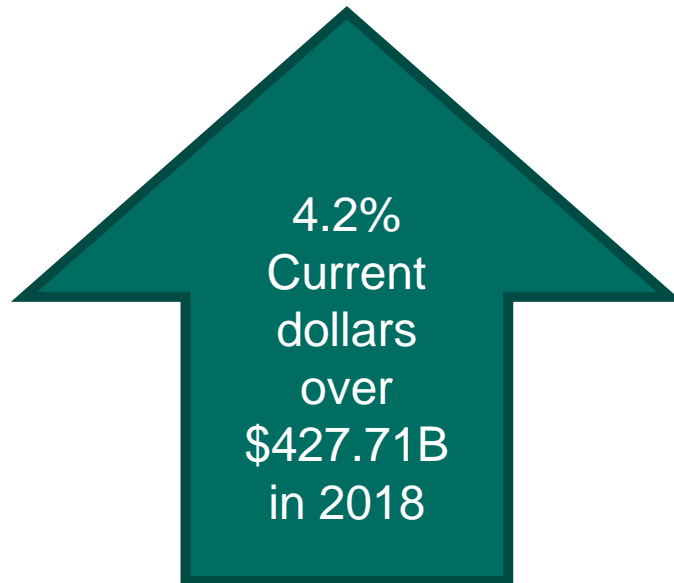
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- The longest running, annual report on U.S. charitable giving
- Estimates for:
  - Sources of giving
  - Amounts received by type of organization
- Published by Giving USA Foundation™
- Began in 1956 by the American Association of Fundraising Counsel, now The Giving Institute
- Made possible by contributions The Giving Institute member firms, foundations and other donors
- Researched and written by the Indiana University Lilly Family School of Philanthropy



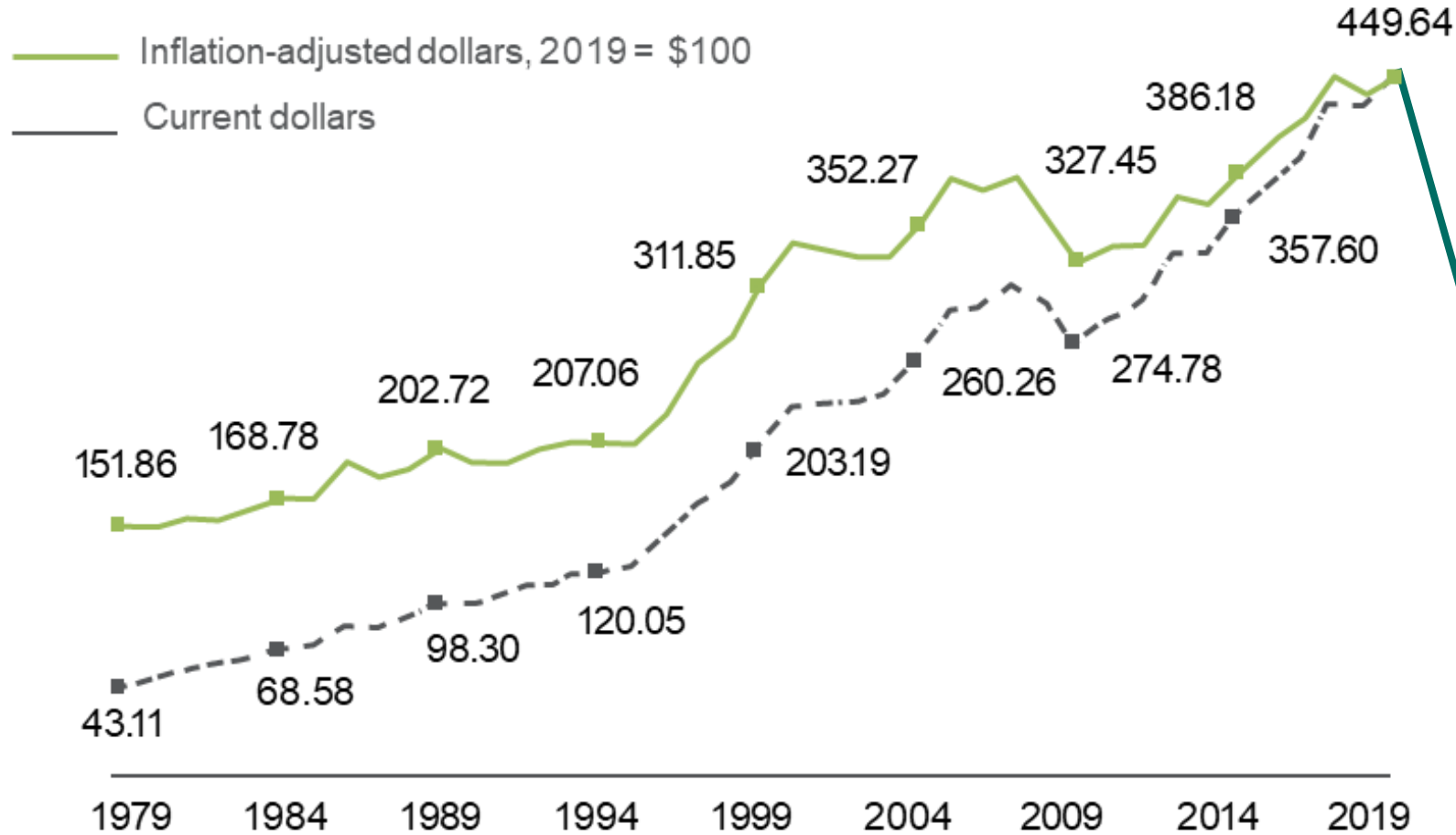
# Total 2019 U.S. Giving Reached...

\$449.64 B



# Total Giving 1979-2019

\$ in billions



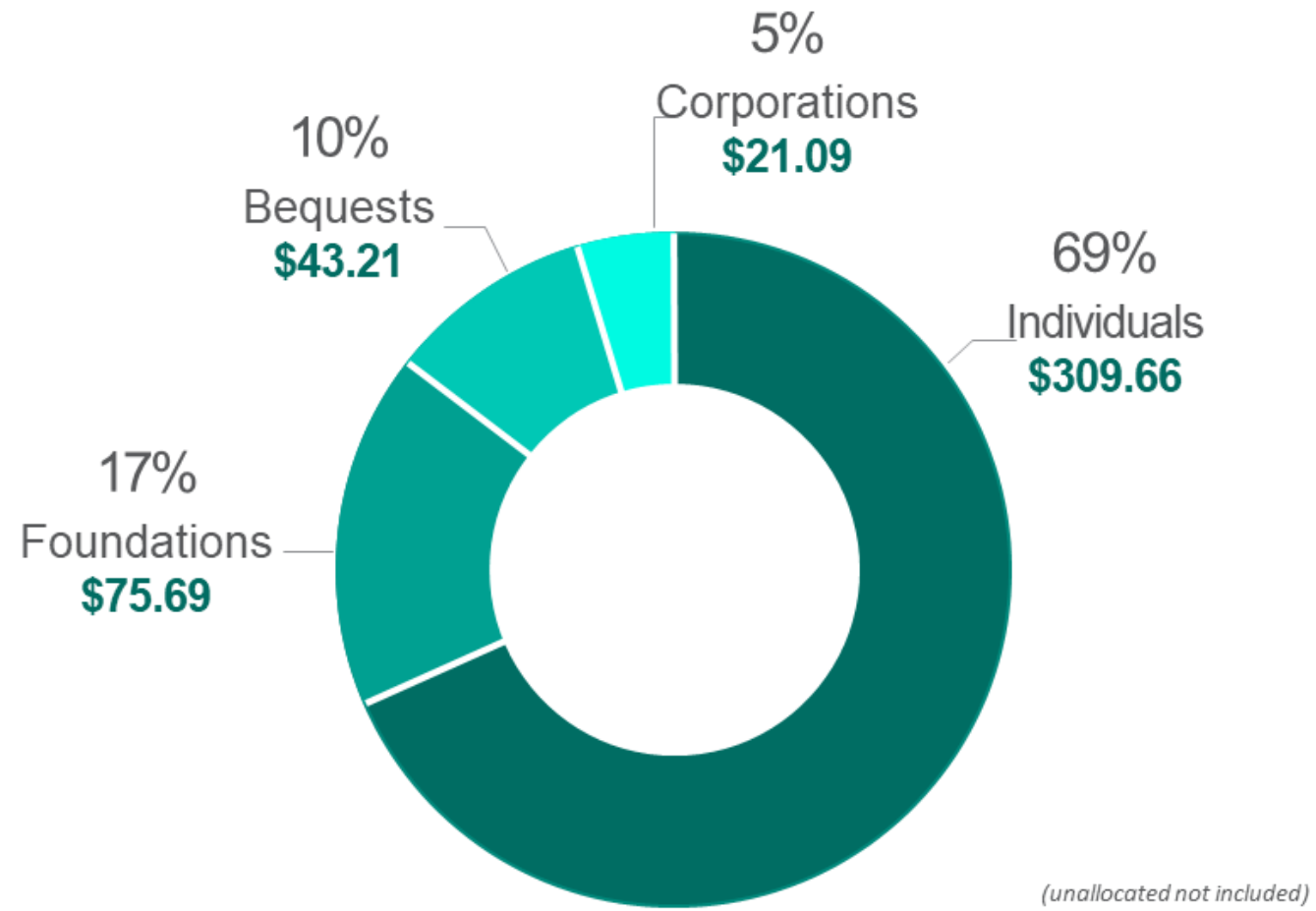
**\$449.64 B**  
in contributions





# 2019 Source of Contributions

\$ in billions, Total = \$449.64 Billion



# 2019 vs. 2018 Contributions by Source



## Giving by individuals

↑ +4.7% (nominal)  
+2.8% (inflation adjusted)



## Giving by foundations

↑ +2.5% (nominal)  
+0.7% (inflation-adjusted)



## Giving by bequests

↕ +0.2% change (nominal)  
-1.6% (inflation-adjusted)



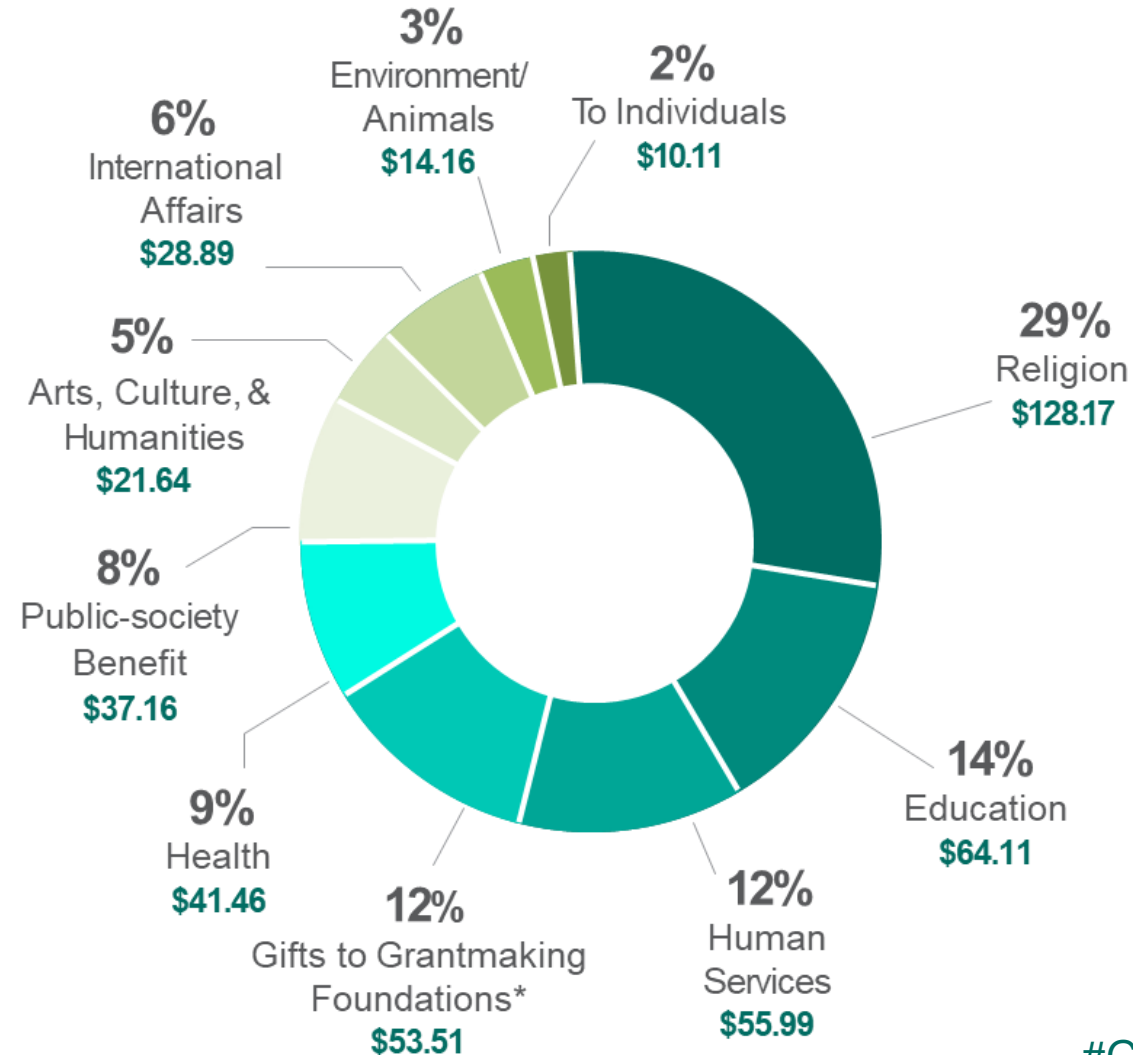
## Giving by corporations

↑ +13.4% (nominal)  
+11.4% (inflation-adjusted)



# 2019 Recipients of Contributions

\$ in billions, Total = \$449.64 Billion



\*Estimate developed jointly by Candid (formerly Foundation Center) and Giving USA



# Expert Panel Discussion



**Laura Coy**

Director of Philanthropy Strategy,  
William Blair; Vice President of  
the William Blair & Company  
Foundation

[@WilliamBlair](#)



**Marguerite H. Griffin**

Senior Vice President; Director of  
Philanthropic Advisory Services,  
Northern Trust

[@NorthernTrust](#)



**Stephen Maislin**

President & Chief Executive  
Officer, Greater Houston  
Community Foundation

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**Beth McCaw**

President & CEO  
Washington Women's Foundation

[@wawomensfdn](#)



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