

---

# Giving by Foundations: Trends and Insights

## Webinar & Panel Discussion

September 21, 2023 | 1:00 - 2:00 p.m. CDT

#GivingUSA2023

**This webinar is approved for 1.5 credit points toward CFRE accreditation.**



THE  
Giving  
Institute™  
Shared intelligence.  
For the greater good.



# Alford Group



## Accelerating impact

Full-service consultancy.


Tailored solutions.

- Fundraising
- Strategic & Organizational Planning
- Governance & Leadership Development
- Interim Staffing
- Data Management, Analytics & Assessment
- Diversity, Equity & Inclusion

---

## **Land Acknowledgment Chicago, IL**

Chicago is located on the traditional unceded homelands of the Council of the Three Fires: the Ojibwe, Odawa and Potawatomi Nations. Many other tribes such as the Miami, Ho-Chunk, Menominee, Sac and Fox also called this area home. The region has long been a center for Indigenous people to gather, trade and maintain kinship ties.



---

## Webinar Logistics

- Recording
- Survey
- Listen-only mode
- The chat is open!
- To ask a question, please use the Q&A function/icon
- Approved for 1.0 CFRE credit

@thealfordgroup  
#GivingUSA2023



---

## Moderator



**Sharon Tiknis**

she/her/hers

Chief Client Experience Officer  
Alford Group

@thealfordgroup  
#GivingUSA2023

---

## **Agenda: What We Will Cover Today**

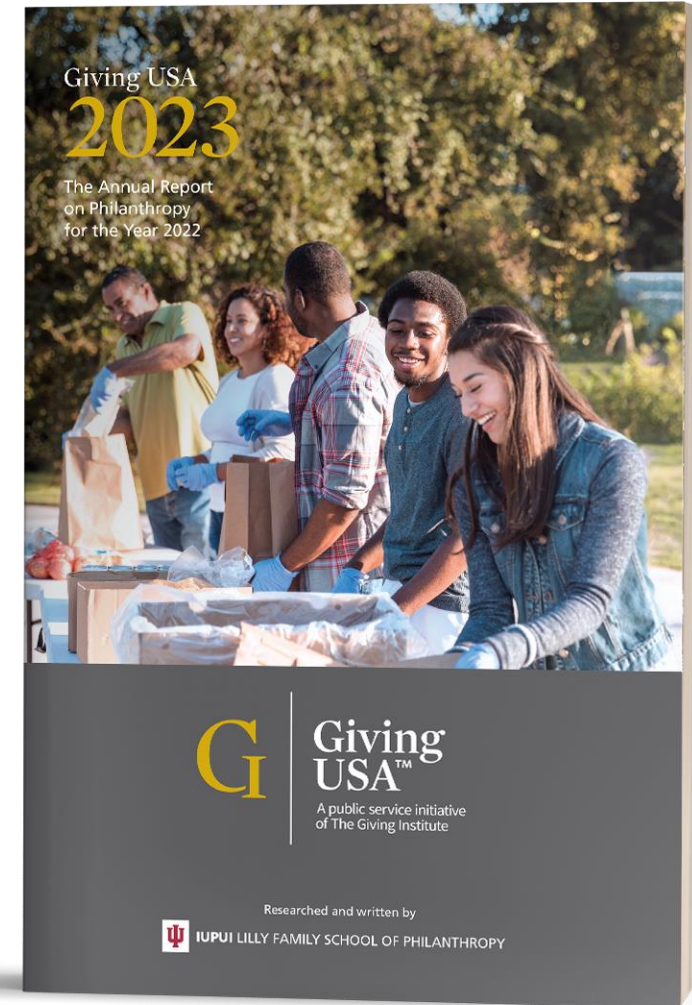
- Welcome
- Giving USA: Trends in Foundation Giving
- Panel Discussion
- Q&A



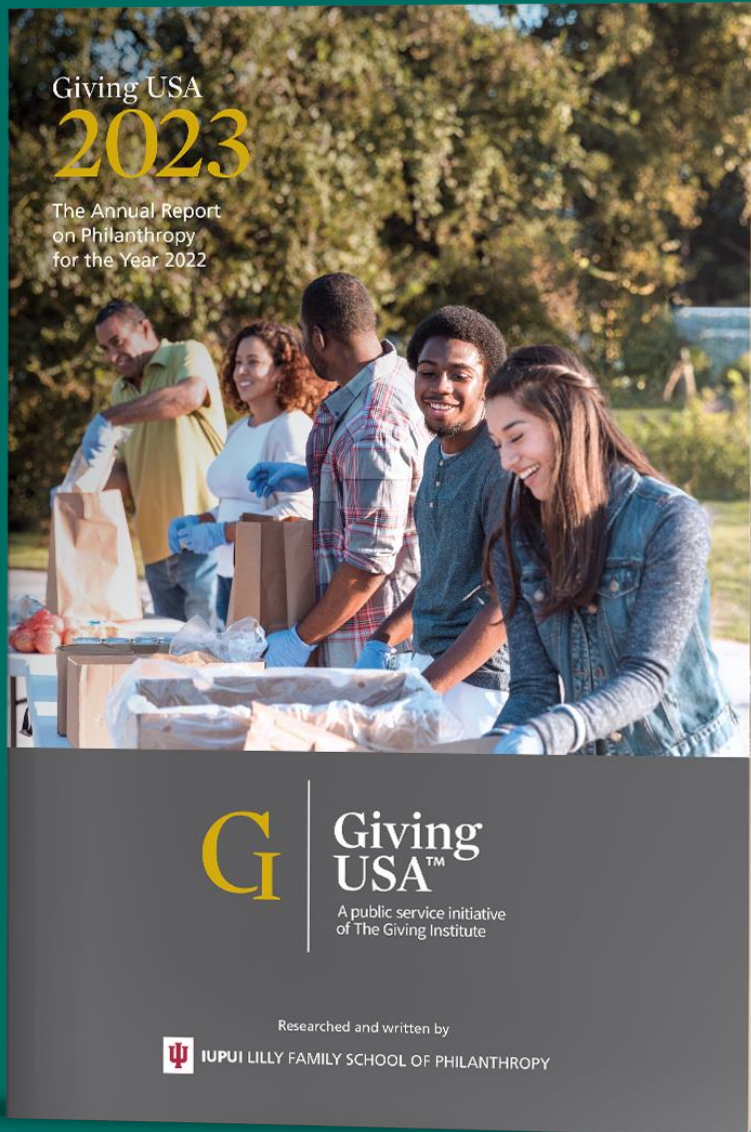
# Giving USA 2023: The Annual Report on Philanthropy for the Year 2022

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

*Giving USA: The Annual Report on Philanthropy for the year 2022.*



#GivingUSA2023



# Giving USA 2023: The Annual Report on Philanthropy for the Year 2022

**30% Discount**  
**info@alford.com**



---

## Key Takeaways

1. After two years of record generosity, giving overall is down in 2022.
2. Foundation giving now makes up a larger percentage of overall giving.
3. Now more than ever, focused strategies to cultivate and build donor relationships are essential.

## Key Takeaway 1



**After two years of record generosity, giving overall is down in 2022.**

---

## Total 2022 U.S. giving reached

2021 Giving Total \$516.65 billion

# \$499.33 Billion



3.4%  
decline in  
current  
dollars  
since 2021



10.5%  
decline in  
inflation-  
adjusted  
dollars

#GivingUSA2023



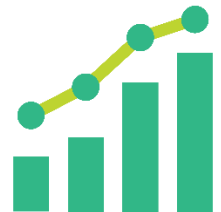
## Economic conditions in 2022



Disposable **personal income declined** 0.1%.  
(-7.5% adjusted for inflation)



**S&P 500 declined 19.4%** (-25.4% adjusted for inflation).  
Total giving as a percentage of **GDP was down to 2.0%**  
from 2.3% in 2020, a 40-year high.



**Inflation reached 8%,** the highest in 40 years.

## Key Takeaway 2



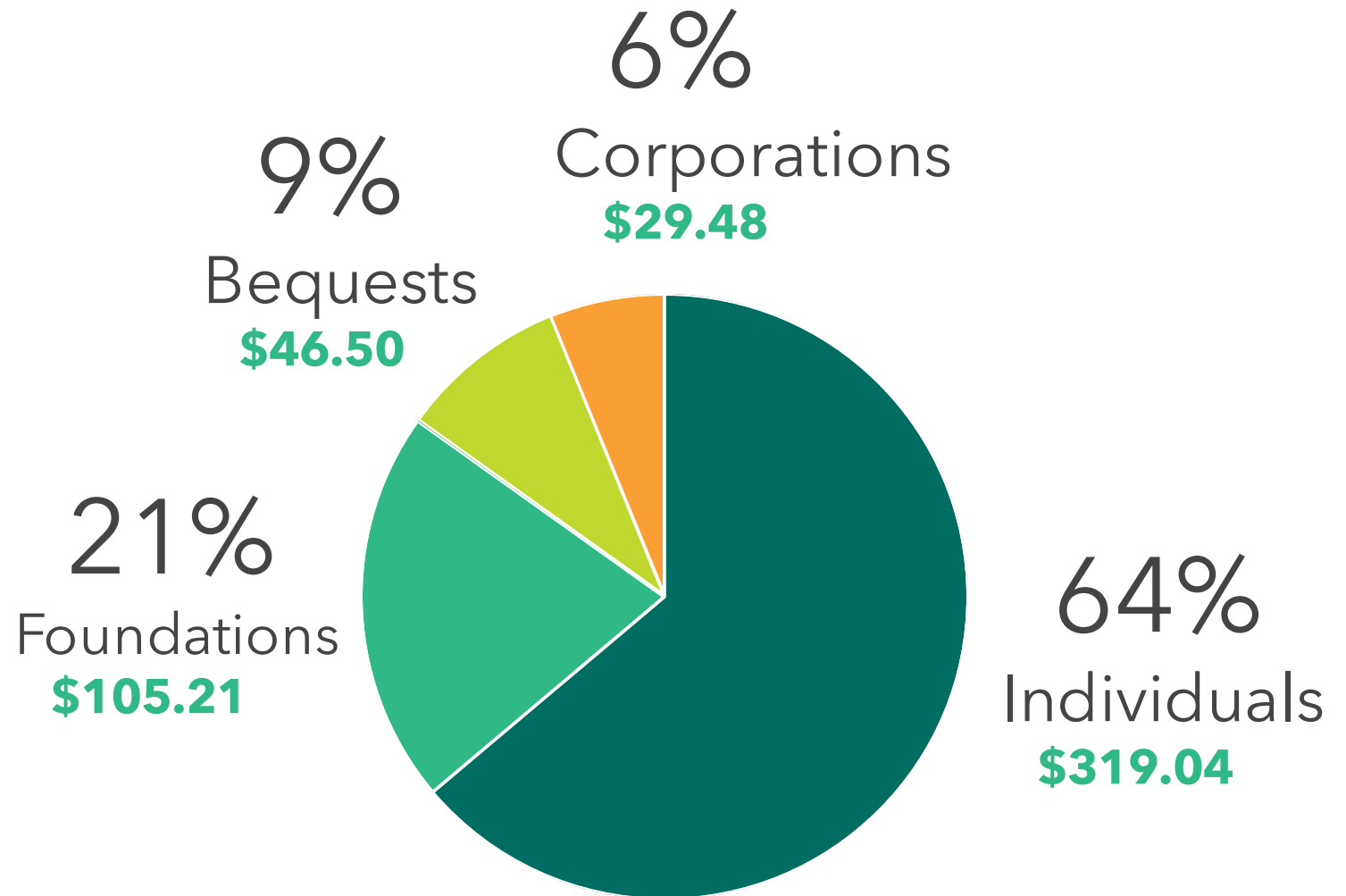
**Giving by Foundations has grown as a share of total giving**

## Overall giving by source in 2022

\$ in billions

**Total = \$499.33 B**

**83.5%** of all giving comes from individuals

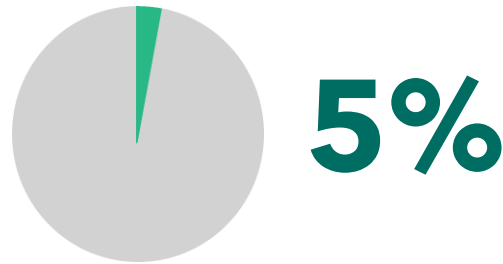


---

## 2022 Mega-Gifts

- Bill Gates pledged \$5.11 billion to the Bill & Melinda Gates *Foundation*.
- MacKenzie Scott pledged \$3.82 billion to various organizations.
- Warren Buffett gave \$758 million to the Susan Thompson Buffett *Foundation*, Sherwood *Foundation*, Howard G. Buffett *Foundation* and NoVo *Foundation*.
- John and Laura Arnold gave \$617 million to the Laura and John Arnold *Foundation*.

**Mega-gifts represent 5% of total giving.**

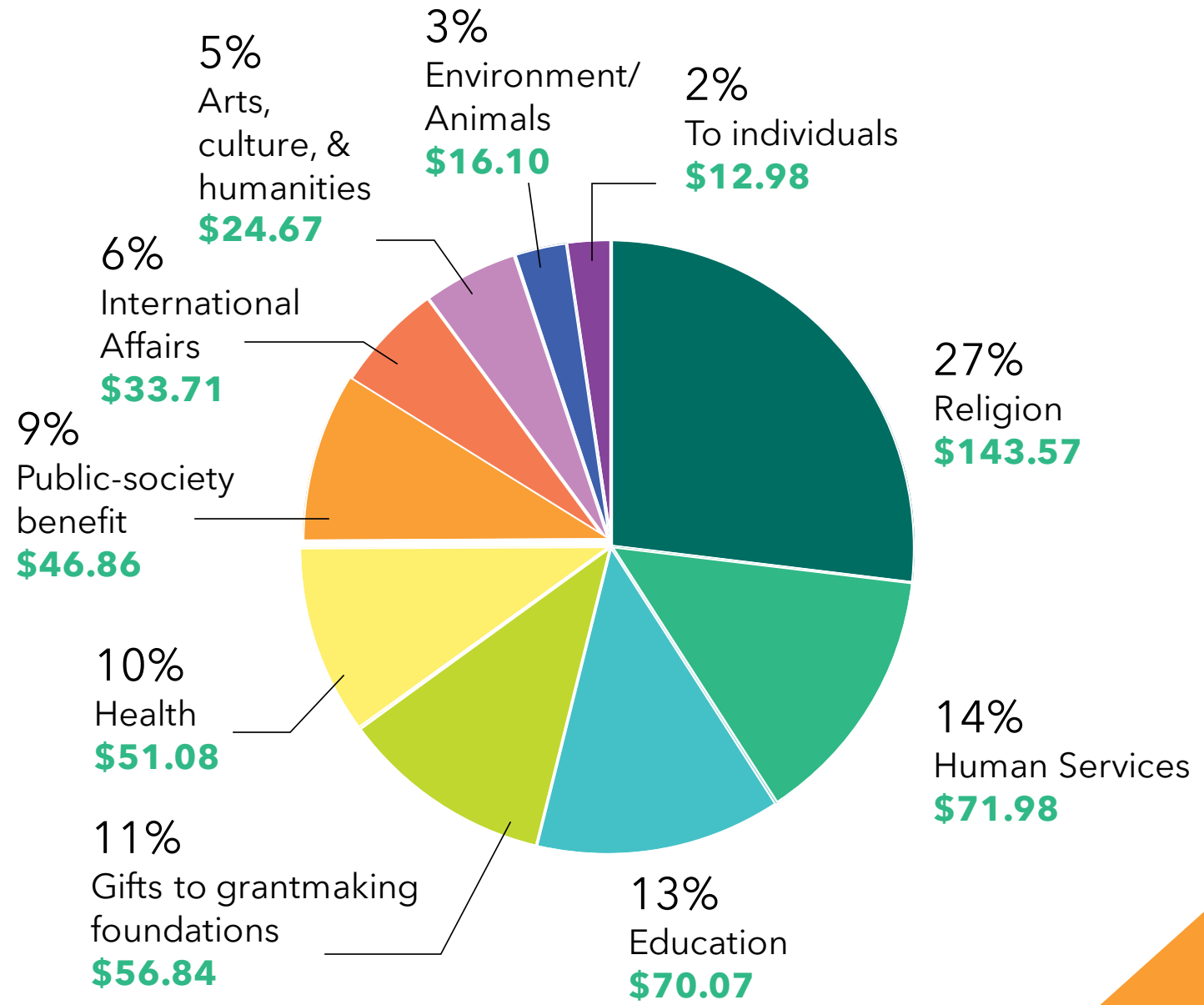


#GivingUSA2023

## Overall giving to nonprofit sectors in 2022

\$ in billions

**Total = \$499.33 B**





## Key Takeaway 3



**Now more than ever, focused strategies to cultivate and build donor relationships are essential.**

---

## Key Takeaways

1. After two years of record generosity, giving overall is down in 2022.
2. Foundation giving now makes up a larger percentage of overall giving.
3. Now more than ever, focused strategies to cultivate and build donor relationships are essential.

---

## Poll Question

### What do you think Foundations are prioritizing in their giving strategies?

Choose two:

- Projects that advance equality/social justice
- Project partnerships between more than one nonprofit organization and/or funder
- Projects with a clear approach and specified impact
- A clear mission, story, call to action by applicants



---

## Panelists



**Liz Thompson**

she/her/hers

Founder & CEO

The Cleveland Avenue Foundation for  
Education Group (CAFE)



**Phillip Lanham**

he/him/his

President & CEO

Gulf Coast Community Foundation



**Don Cooke**

he/him/his

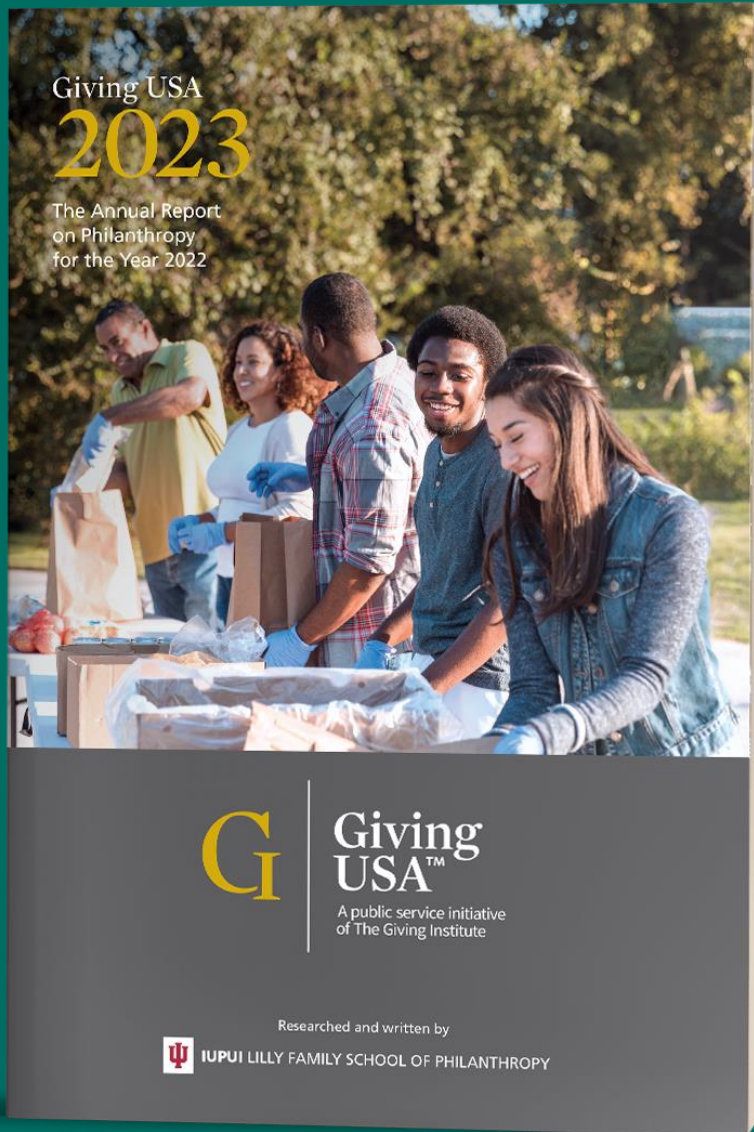
Vice President, Alford Group

Former SVP, Robert R. McCormick  
Foundation



# Q&A





# Giving USA 2023: The Annual Report on Philanthropy for the Year 2022

**30% Discount**  
**info@alford.com**

---

**Learn more with us  
at [alford.com](https://alford.com)**





# Thank You!

## VISION

A world where possibilities are endless and reflect the best of who we are as humans.

## MISSION

We accelerate the nonprofit community's impact and advance social change.

Chicago (312) 929-4646 | [alford.com](https://alford.com)



**Facebook.com/thealfordgroup**



**@thealfordgroup**



**LinkedIn.com/company/thealfordgroup**

**This webinar is approved for 1.5 credit points toward CFRE accreditation.**

A large decorative graphic on the right side of the slide, consisting of three overlapping triangles. The top triangle is teal, the bottom-left triangle is orange, and the bottom-right triangle is lime green.