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# Giving USA 2023:

## Beyond the Numbers

August 24, 2023

#GivingUSA2023

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Tailored solutions.

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- Governance & Leadership Development
- Interim Staffing
- Data Management, Analytics & Assessment
- Diversity, Equity & Inclusion

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## **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.



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## Webinar Logistics

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

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## Moderator



**Brenda B. Asare**

she/her/hers  
President & CEO  
Alford Group

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## Agenda: What We Will Cover Today

- Welcome
- Giving USA
- Panel Discussion
- Q&A



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## Presenters



**Michelle Bibbs**  
she/her/hers  
Senior Consultant  
Alford Group

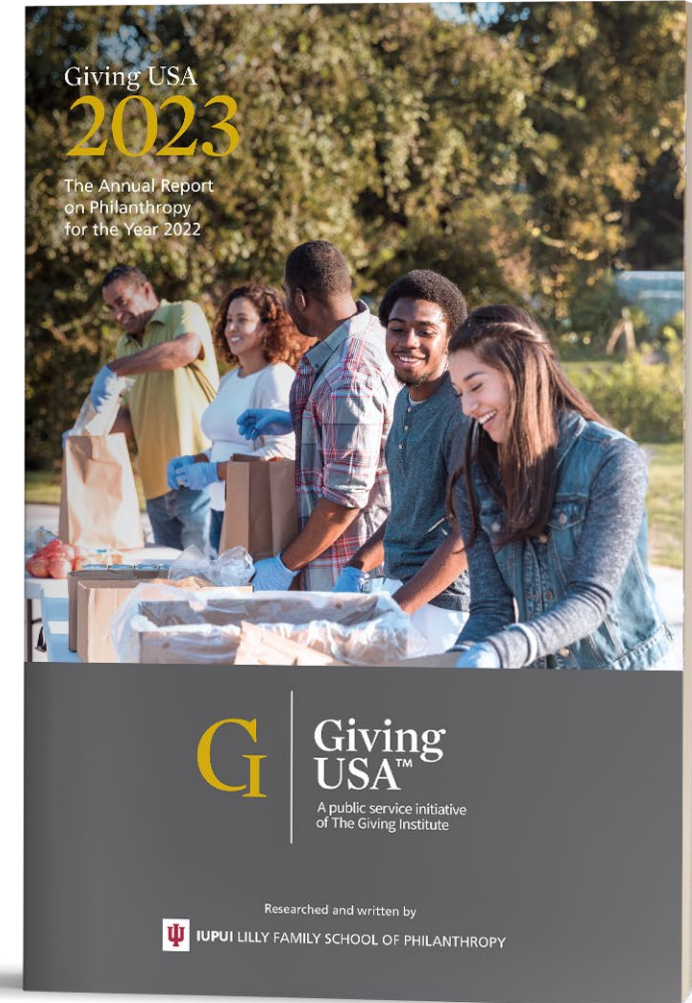


**Jaron Bernstein**  
he/him/his  
Consultant  
Alford Group

# 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.*



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

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## 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.

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# What is ***Giving USA***?

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

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## Key Takeaway 1



Overall giving is down

...but that's not the whole picture

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## 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

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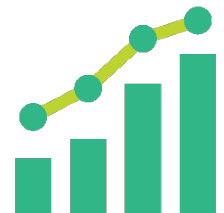
## Economic conditions in 2022



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

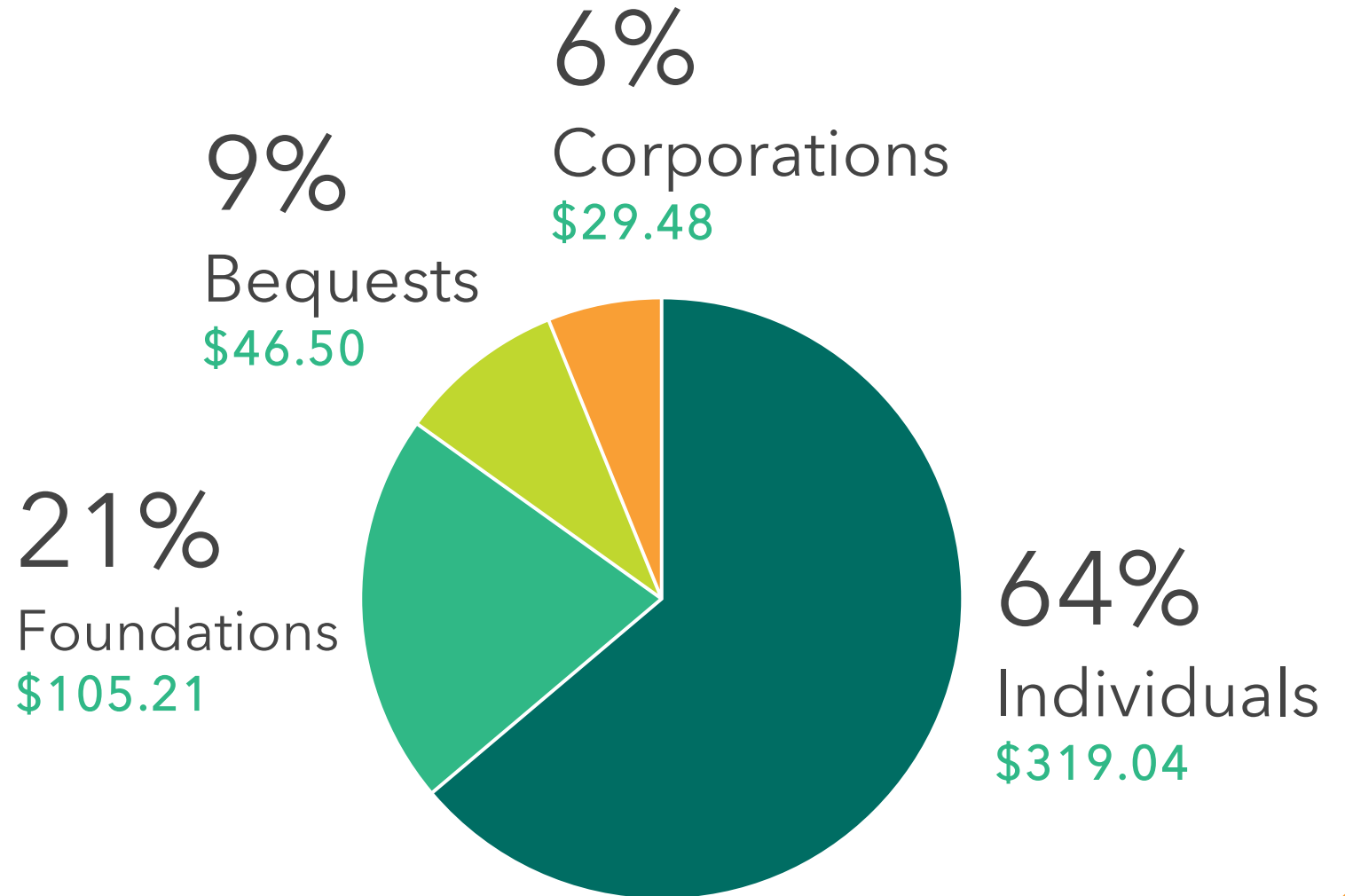
## Key Takeaway 2



Giving by Foundations has grown as a share of total giving

## Overall giving by source 2022

\$ in billions, Total = \$499.33 B



83.5% of all giving comes  
from individuals



## 2022 vs. 2021 Contributions by source (Inflation-Adjusted)



Giving by bequests

\$45.60 Billion



-5.3%



Giving by foundations

\$105.21 Billion



-5.0%



Giving by corporations

\$29.48 Billion



-4.2%



Giving by individuals

\$319.04 Billion



-13.4%

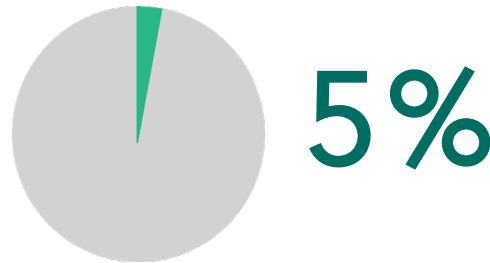
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## 2022 Mega-Gifts

- 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.

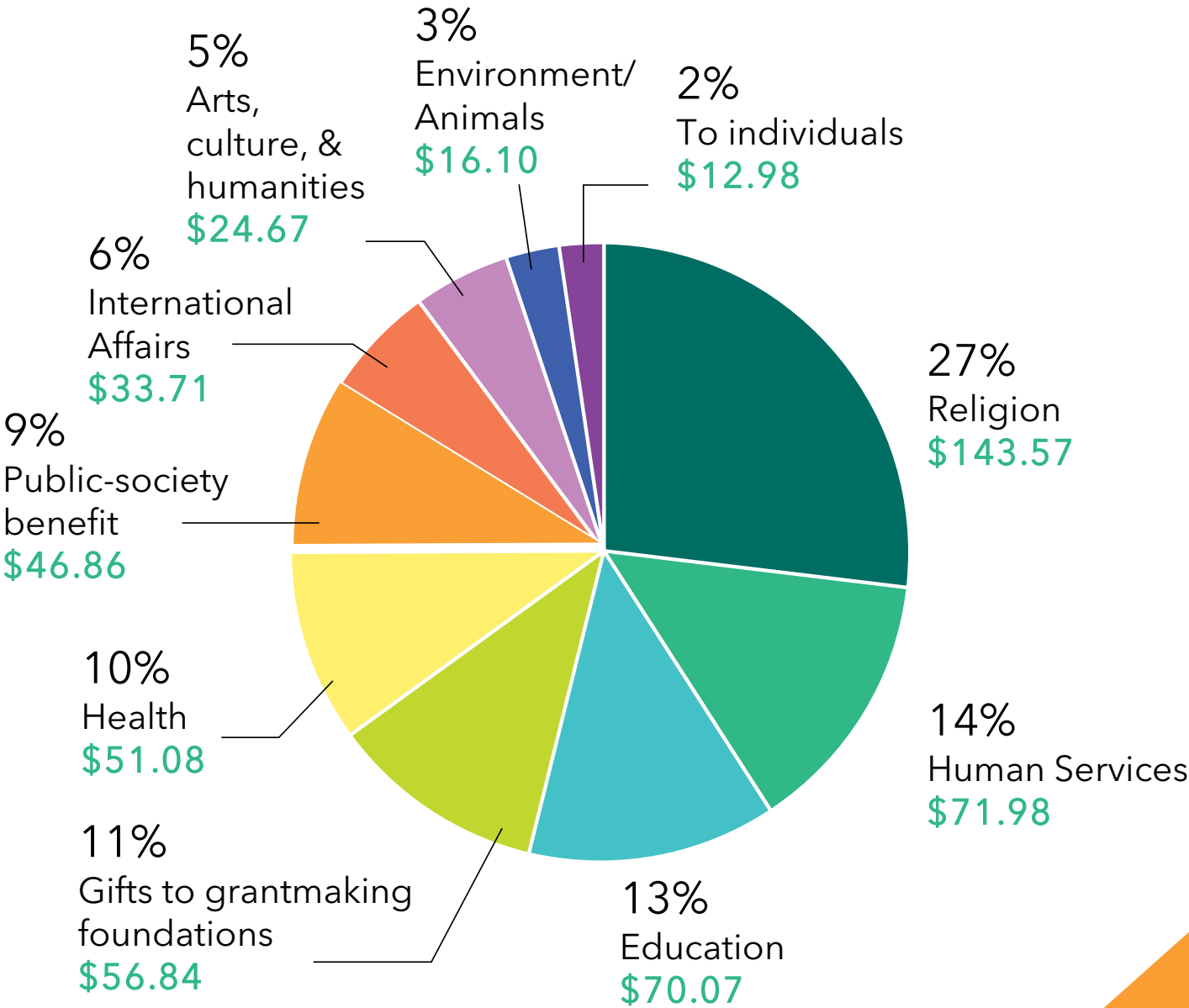
What percentage of individual giving do you think mega-gifts make up?



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# Overall giving by recipient

\$ in billions, Total = \$499.33 Billion



## Key Takeaway 3

A large yellow triangle pointing to the right, positioned on the left side of the slide.

Strategies to cultivate, build and retain donor relationships are essential

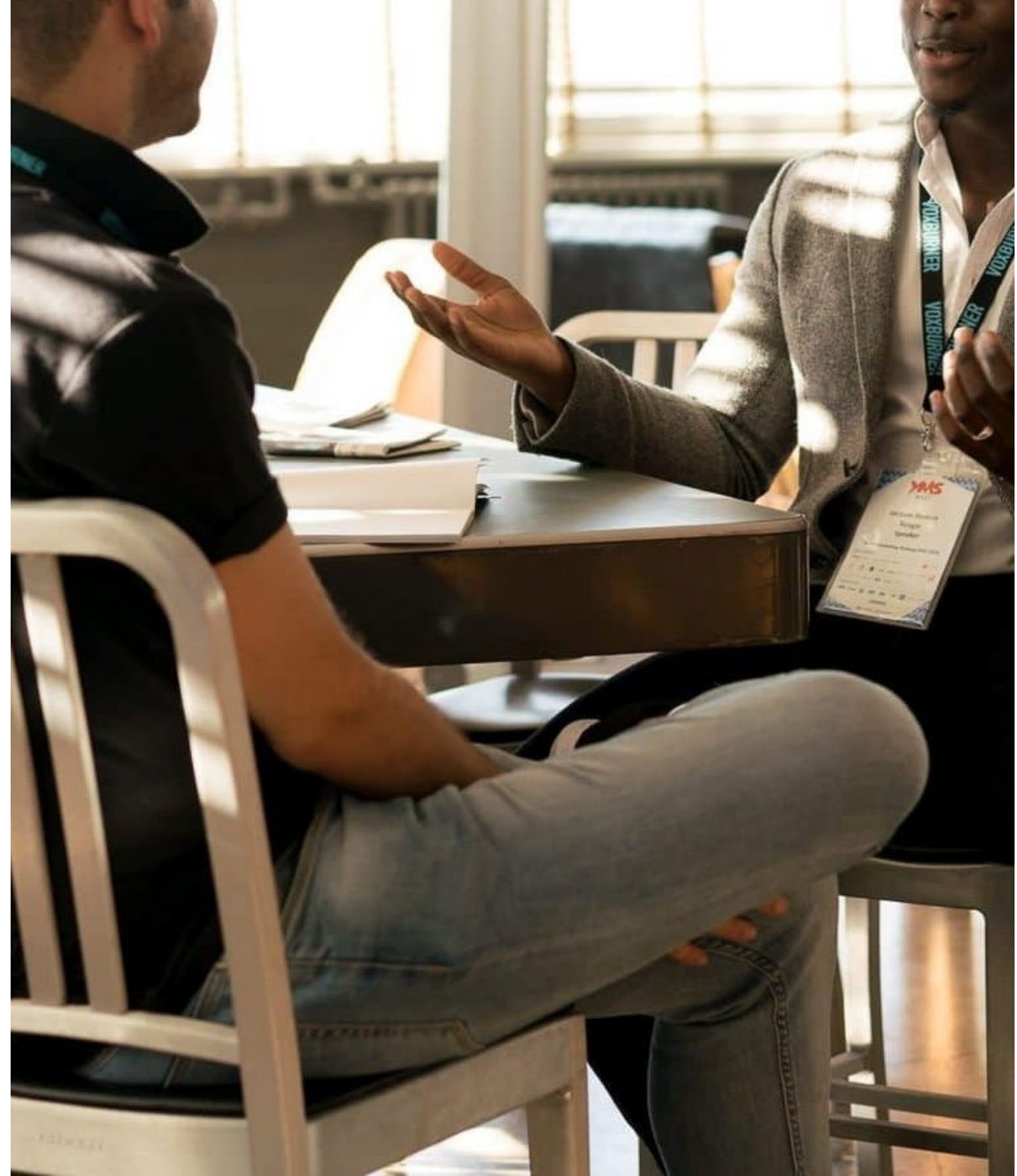
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# Growth and innovation

The resilience and innovation developed in the pandemic era will continue to serve nonprofits.

## Continue to evolve by:

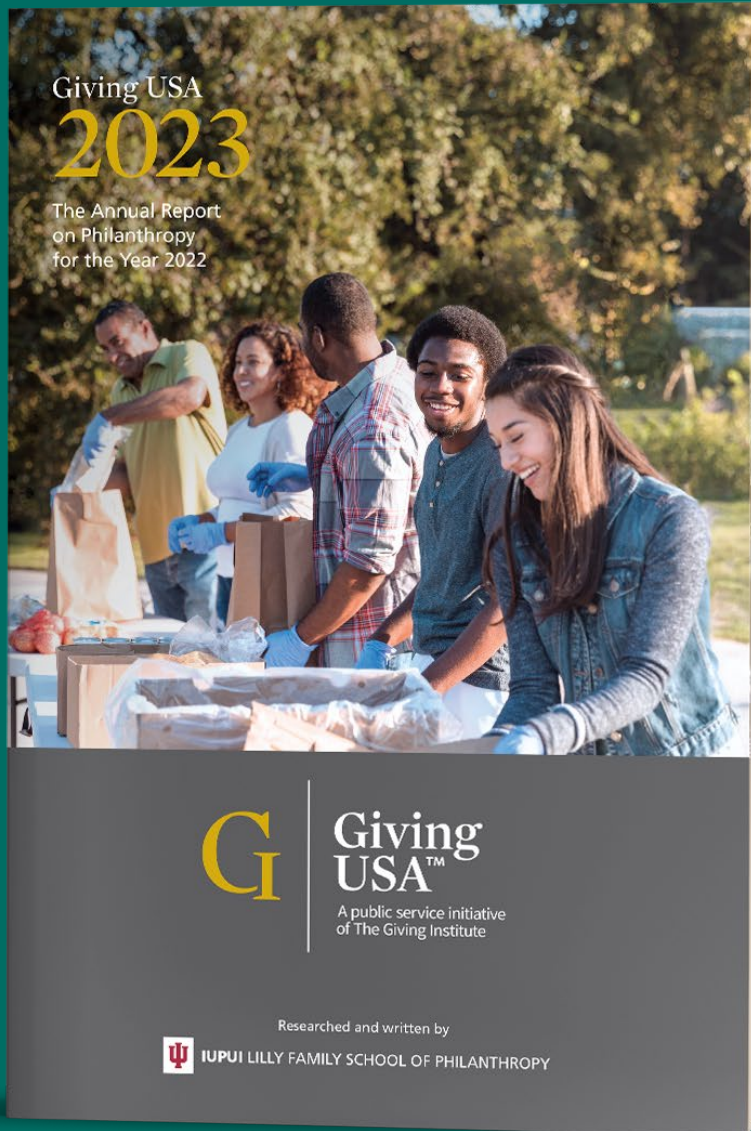
1. Leveraging digital tools to maximize relationships.
2. Sustaining existing and attracting new donors



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## Panelists



**Stephanie Ellis-Smith**

she/her/hers  
CEO & Principal  
Phila Engaged Giving



**Alex Jakana**

he/him/his  
Program Officer  
Bill & Melinda Gates Foundation



**Dilnaz Waraich**

she/her/hers  
President  
WF Fund



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# Thank You!

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