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# Giving USA 2024: The Future of Philanthropy

Webinar & Panel Discussion

Tuesday, July 30, 2024

**This webinar is applicable for 1.0 points CFRE certification.**





# 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

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

@thealfordgroup  
#GivingUSA2024



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## Moderator



**Brenda B. Asare**

**President & CEO**

Alford Group  
(she/her/hers)

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

- Welcome
- Giving USA 2024 Annual Report on Philanthropy
- Panel Discussion
- Q&A



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## Presenters



**Alexis Cooke**  
**Chief Operating Officer**  
Alford Group  
(she/her/hers)



**Sharon Tiknis**  
**Chief Client Experience Officer**  
Alford Group  
(she/her/hers)

# Giving USA 2024: The Annual Report on Philanthropy for the Year 2023

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

*Giving USA: The Annual Report on Philanthropy for the year 2023.*







# Giving USA 2024: The Annual Report on Philanthropy for the Year 2023

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

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## **Calls to Action!**

1. Be both community informed and donor centric
2. Be intentional
3. Be bold

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## Total 2023 U.S. Giving Reached

2022 Giving Total (Adjusted) \$546.61 billion

# \$557.16 billion



1.9%  
increase in  
current  
dollars  
since 2022



2.1%  
decline in  
inflation-  
adjusted  
dollars

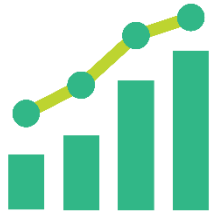
#GivingUSA2024



## Economic Conditions in 2023 (adjusted for inflation)



Disposable **personal income increased** by 3.8%



**S&P 500 increased 19.3%** between 2022-2023  
Total giving as a percentage of **GDP grew 2.1%**



**Inflation reached 4.1%**, dropping from 2022's 8% average rate of inflation (which was *the highest in 40 years*)

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## Poll Question

Where did your organization see the highest increase in sources of giving?

- Individuals
- Corporations
- Foundations
- Bequests

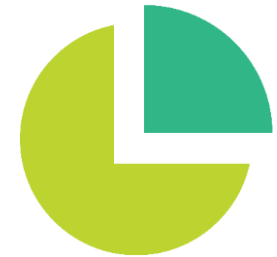


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## Poll Question


How was fundraising for your organization in 2023?

- My organization raised more money than 2022.
- My organization raised less money than 2022.
- We raised about the same in 2023 as we did in 2022.





Call to Action 1: **Be both community-informed and donor centric to strengthen fundraising.**

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

Call to Action 2: **Be intentional and build relationship journeys with an inclusive take on transformational giving.**





Call to Action 3: **Be bold and make those asks!**

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## Put it in the chat!

Which of the call to actions will you commit to after this webinar?

1. Be both community-informed and donor centric to strengthen fundraising.
2. Be intentional and build relationship journeys with an inclusive take on transformational giving.
3. Be bold and make those asks!



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## Panelists



**Marco Corona**

**Director of Development**

Southern Environmental Law Center  
(he/him/his)



**Jennifer Lackey**

**Chief Development Officer**

Food Bank of the Rockies  
(she/her/hers)



**Tycely Williams**

**Chief Executive Officer**

Liberty Fellowship  
(she/her/hers)

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## Poll Question

How optimistic are you about the future of philanthropy?

- Extremely optimistic
- Somewhat optimistic
- Somewhat pessimistic
- Very pessimistic





# Q&A



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# 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.

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