
Giving USA 2025: Philanthropy in Uncertain Times

Webinar & Panel Discussion

Monday, July 14, 2024

Drop it in the chat!

What's one word that captures your current outlook on the philanthropic sector?



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Giving
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This webinar is applicable for 1.5 points CFRE certification.



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- Strategic Planning & Change Management
- Leadership Development
- Interim Staffing
- Data Analytics & Assessments

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
- Approved for 1.5 CFRE credits
- Survey
- Listen-only mode
- The chat is open!
- To ask a question, please use the Q&A function/icon

@thealfordgroup
#GivingUSA2025



Moderator



Brenda B. Asare

President & CEO

Alford Group
(she/her/hers)

Agenda: What We Will Cover Today

- Welcome
- Giving USA 2025 Annual Report on Philanthropy
- Panel Discussion
- Q&A



Presenters



Lieve Hendren

Senior Consultant

Alford Group
(she/her/hers)



Sharon Tiknis

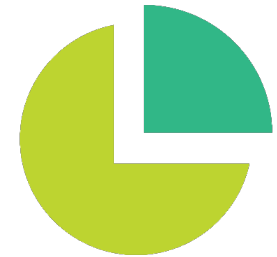
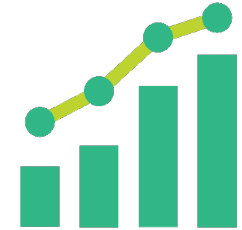
Chief Client Experience Officer

Alford Group
(she/her/hers)

Poll Question

How was fundraising for your organization in 2024?

- My organization raised more money than 2023.
- My organization raised less money than 2023.
- We raised about the same in 2024 as we did in 2023.



Giving USA 2025: The Annual Report on Philanthropy for the Year 2024

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

Giving USA: The Annual Report on Philanthropy for the year 2024.





Giving USA 2025: The Annual Report on Philanthropy for the Year 2024

30% Discount
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Total 2024 U.S. Giving Reached

2023 Giving Total (Adjusted) \$557.16 billion

\$592.5 billion

6.3%

increase in
current
dollars
since 2022

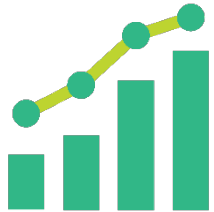
3.3%

increase
in
inflation-
adjusted
dollars

Economic Conditions in 2024 (adjusted for inflation)



Disposable **personal income increased** by 2.2%



S&P 500 increased in 2024 with a total return of 25%.
Total giving as a percentage of **GDP reached 2.3%**

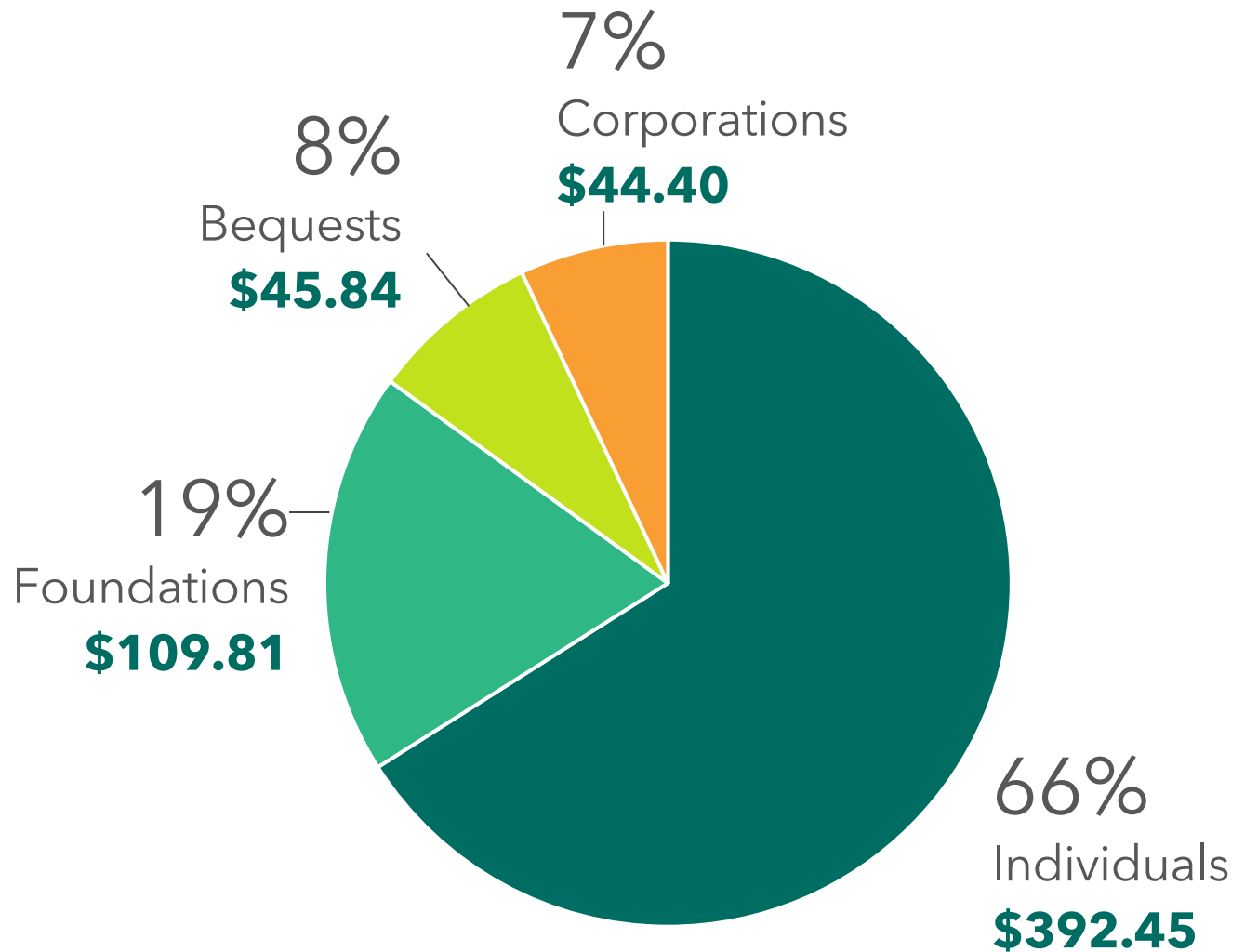


Inflation reached 2.9%, dropping from 2023's average rate of inflation of 4.1%

Overall Giving by Source in 2024

(\$ in billions)
Total = \$592.5b

83.5% of
all giving comes
from individuals



2024 Mega-Gifts

- \$1B to Johns Hopkins University by **Michael Bloomberg** and gave **\$3.7B overall**
- \$1.71B overall giving by **MacKenzie Scott**
- \$1.59B overall giving by **Reed Hastings and Patty Quillin**
- \$1.46B overall giving by **Michael and Susan Dell**
- \$1B to the Albert Einstein College of Medicine by **Ruth Gottesman**
- \$400M to Columbia University's medical school by **Roy and Diana Vagelos**
- \$350M to Mercy Health by **Alice Walton**
- \$300M to Harvard University's Faculty of Arts and Sciences by **Ken Griffin**
- \$300M art collection to Seattle University by **Richard "Dick" Hedreen**

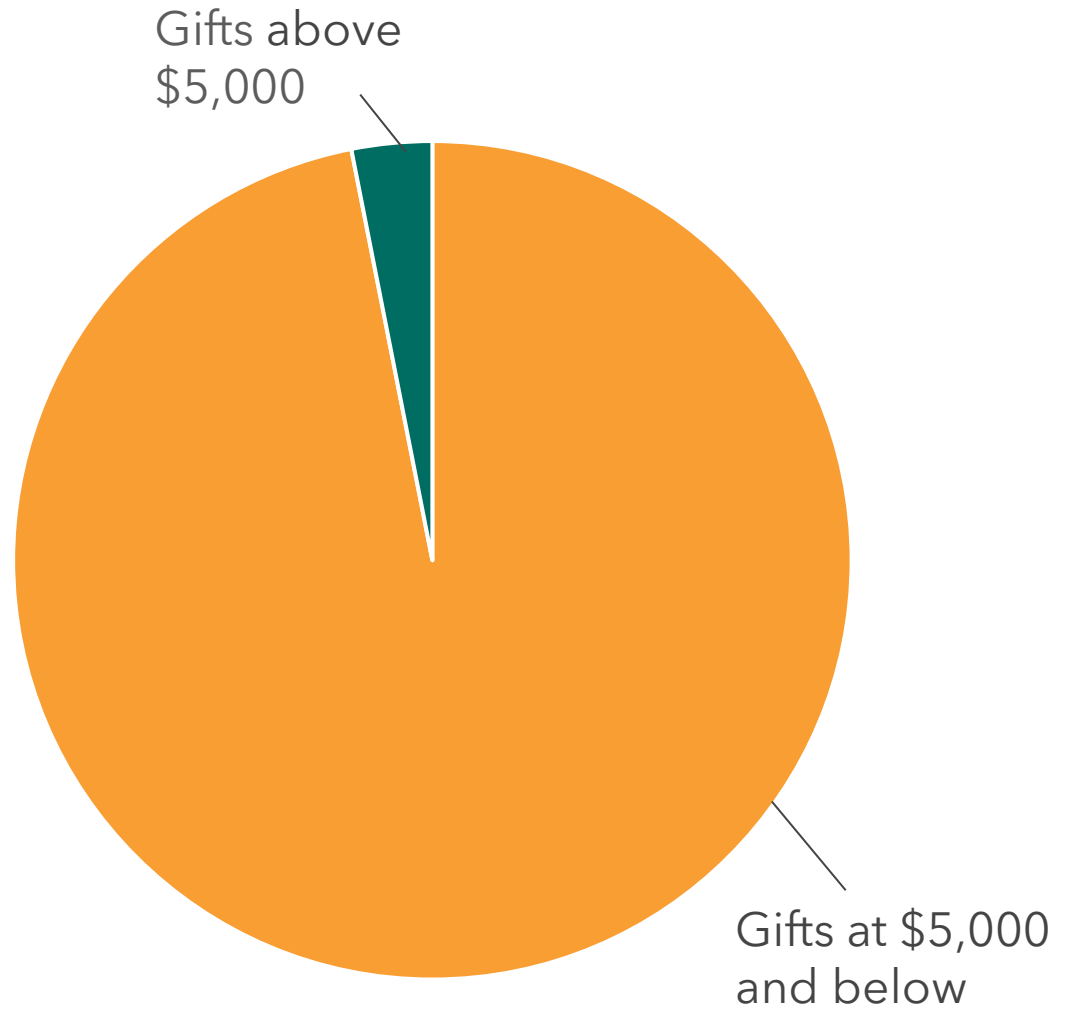
**What percentage of individual giving
do you think mega-gifts make up?**

1.98%

96.6% of Individual Giving is Comprised of Gifts at \$5,000 and below

The overall number of donors declined in 2024 by...

4.5%



Poll Question

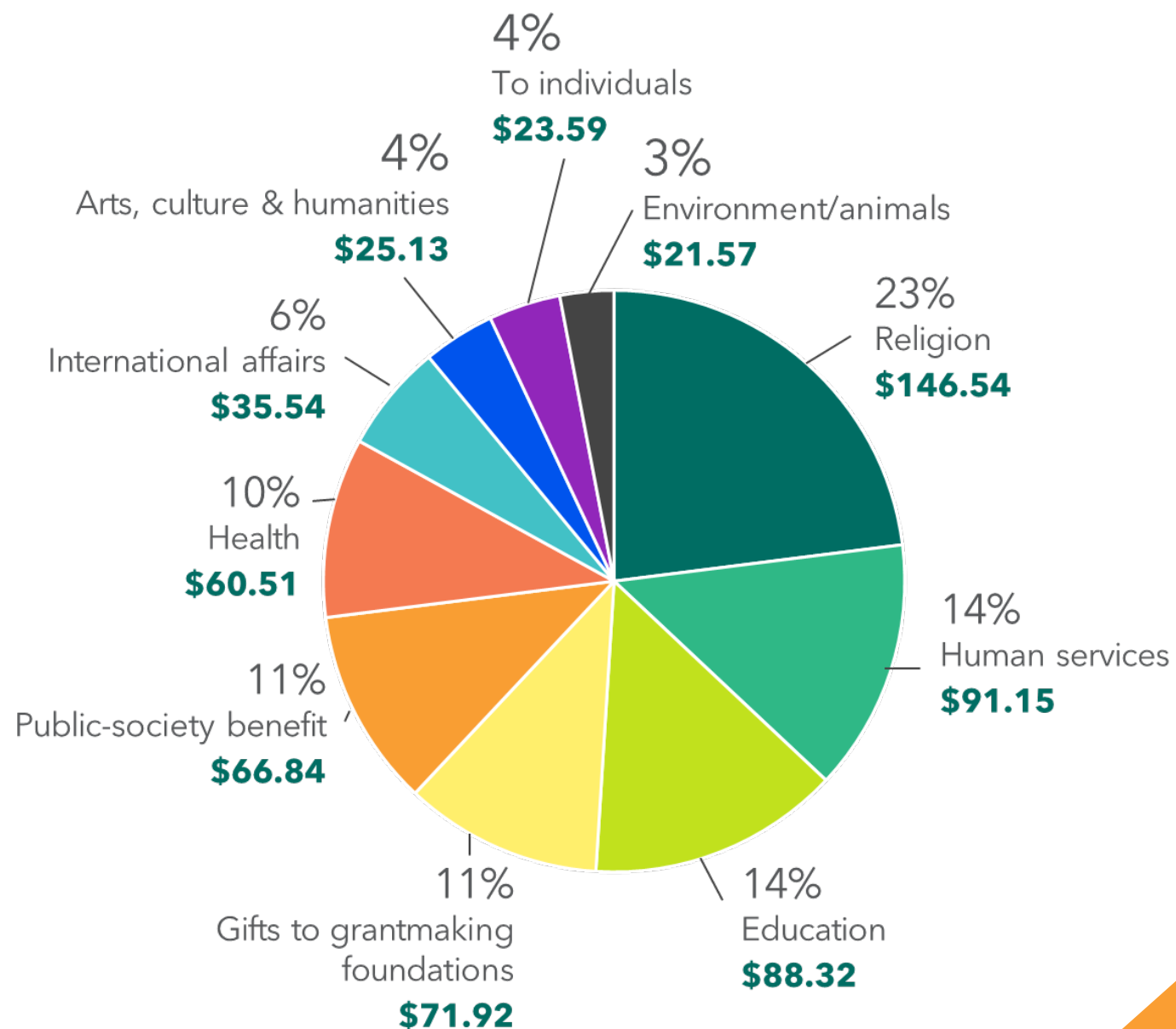
Was there a change in the number of donors who supported your organization in 2024?

- My organization engaged *more* donors in 2024 than in 2023.
- My organization engaged *fewer* donors in 2024 than in 2023.
- We engaged about the *same* number of donors in 2024 as we did in 2023.



By Recipient Organization

(\$ in billions)
Total = \$592.5b



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

Call to Action 1:

**Communicate your scenario plan to your donors.
Address the impact of economic and political
changes and uncertainty.**



Call to Action 2:

Communicate proactively about planned giving and bequests



Call to Action 3:

Crypto giving is growing. Are you ready?

Moderator



Brenda B. Asare

President & CEO

Alford Group
(she/her/hers)

Panelists



Laura Coy

**Partner, Head of Philanthropy &
Sustainability**
William Blair & Company
(she/her/hers)



Stephanie Ellis-Smith

Founder & CEO
Phila Engaged Giving
(she/her/hers)



John Palfrey

President
John D. & Catherine T. MacArthur
Foundation
(he/him/his)



Thank You!

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