

For the first time ever, charitable giving exceeded the \$400 billion mark in 2017, spurred by growth from all four sources of giving.

# \$410.02 billion

## Where did the generosity come from?\*

**Giving by Individuals** ↑ 5.2% **70%**  
\$286.65 billion

increased 5.2 percent (3.0 percent when inflation-adjusted) over 2016

**Giving by Foundations** ↑ 6.0% **16%**  
\$66.90 billion

increased 6.0 percent (3.8 percent when inflation-adjusted) over 2016

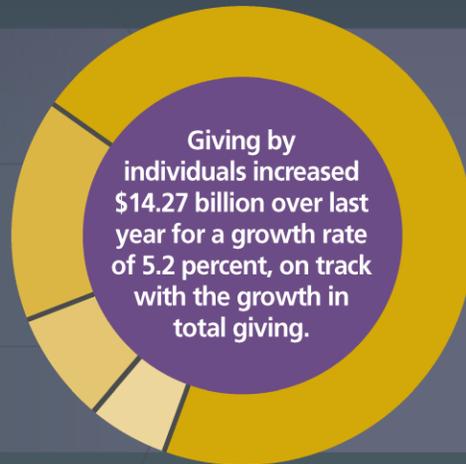
**Giving by Bequest** ↑ 2.3% **9%**  
\$35.70 billion

increased 2.3 percent (0.2 percent when inflation-adjusted) over 2016

**Giving by Corporations** ↑ 8.0% **5%**  
\$20.77 billion

increased 8.0 percent (5.7 percent when inflation-adjusted) over 2016

### Contributions by source (by percentage of the total)



Visit [www.GivingUSA.org](http://www.GivingUSA.org) to learn more and to order your copy of *Giving USA 2018: The Annual Report on Philanthropy for the Year 2017*.

## Where are all of the charitable dollars going?

(as a percentage of the total)

The 6 largest subsectors all grew in 2017, but growth rates ranged widely from 2.9 percent all the way to 15.5 percent.

- 👤 **31% Religion** ↑ \$127.37 billion
- 🎓 **14% Education** ↑ \$58.90 billion
- 👏 **12% Human Services** ↑ \$50.06 billion
- 🏛️ **11% To Foundations** ↑ \$45.89 billion
- ⚕️ **9% Health** ↑ \$38.27 billion
- 💰 **7% Public-Society Benefit** ↑ \$29.59 billion
- 🎨 **5% Arts, Culture, and Humanities** ↑ \$19.51 billion
- 🌐 **6% International Affairs** ↓ \$22.97 billion
- 🌱 **3% Environment/Animals** ↑ \$11.83 billion
- 👥 **2% To Individuals** ↓ \$7.87 billion

Giving USA Foundation™, The Giving Institute, and the Indiana University Lilly Family School of Philanthropy are pleased to continue their partnership in providing the most comprehensive, longest-running, and most rigorously researched resource on U.S. charitable giving, *Giving USA: The Annual Report on Philanthropy*. It is a privilege to report on Americans' generosity and related historical trends on U.S. charitable giving.



\* All figures on this infographic are reported in current dollars unless otherwise noted.

## Fundraising Quiz 2019

1. How much money was given away by private sources in the U.S. in 2017?<sup>1</sup>
  - a. \$75 Billion
  - b. \$150 Billion
  - c. \$275 Billion
  - d. \$410 Billion
  
2. What percent of this money was given by individuals (as opposed to corporations or foundations)?<sup>2</sup>
  - a. 15%
  - b. 52%
  - c. 70%
  - d. 83%
  
3. What percent of households give to charity?<sup>3</sup>
  - a. 17%
  - b. 33%
  - c. 72%
  - d. 67%
  
4. What is the average annual household contribution in the U.S.?<sup>4</sup>
  - a. \$296
  - b. \$576
  - c. \$1024
  - d. \$2,520
  
5. What are the top two categories for charitable giving? (pick two below)<sup>5</sup>
  - a. Educational
  - b. Arts
  - c. Human Services
  - d. Religious
  - e. Health-related
  - f. Environmental

---

<sup>1</sup> Giving USA 2018

<sup>2</sup> Giving USA 2018

<sup>3</sup> <http://www.philanthropyroundtable.org/almanac/statistics/> about 4% of income

<sup>4</sup> The 2016 U.S. Trust Study of High Net Worth Philanthropy conducted in partnership with the Indiana University Lilly School of Philanthropy

<sup>5</sup> Giving USA 2018

6. Where does Missouri rank among the 50 states for charitable giving? <sup>6</sup>
  - a. 25
  - b. 15
  - c. 32
  - d. 48
  
7. Why do people give money?
  - a. It feels good
  - b. Someone asks them to
  - c. They believe in the work
  - d. All of the above
  
8. How much is a lot of money?
  - a. \$500
  - b. \$5,000
  - c. \$100,000
  - d. Any amount is a lot
  - e. I don't know
  
9. What does it take to be a successful fundraiser?
  - a. The ability to speak from the heart
  - b. The ability to tell a good story
  - c. The ability to listen
  - d. The willingness to ask
  - e. All of the above
  
10. True or False: If someone gives \$100 through the mail, on average they are able to give \$1000 if asked face to face.
  
11. True or False: If the board is an activist or working board, they should not be expected to raise money.
  
12. True or False: Volunteers should not be asked to give money because they give their time.
  
13. True or False: Vendors should not be asked to give money because they provide goods and services.
  
14. True or False: Clients should not be asked to give money because they are poor.
  
15. True or False: The higher your income the more likely you are to give but give a lower percentage.

---

<sup>6</sup> [http://nccs.urban.org/sites/all/nccs-archive/html/knowledgebase/CHARITABLE\\_CONTRIBUTIONS\\_BY\\_STATE.pdf](http://nccs.urban.org/sites/all/nccs-archive/html/knowledgebase/CHARITABLE_CONTRIBUTIONS_BY_STATE.pdf)

## **Fundraising Quiz 2019**

1. How much money was given away by private sources in the U.S. in 2017?<sup>1</sup>
  - a. \$75 Billion
  - b. \$150 Billion
  - c. \$275 Billion
  - d. \$410 Billion
  
2. What percent of this money was given by individuals (as opposed to corporations or foundations)?<sup>2</sup>
  - a. 15%
  - b. 52%
  - c. 70%
  - d. 83%
  
3. What percent of households give to charity?<sup>3</sup>
  - a. 17%
  - b. 33%
  - c. 72%
  - d. 67%
  
4. What is the average annual household contribution in the U.S.?<sup>4</sup>
  - a. \$296
  - b. \$576
  - c. \$1024
  - d. \$2,520
  
5. What are the top two categories for charitable giving? (pick two below)<sup>5</sup>
  - a. Educational
  - b. Arts
  - c. Human Services
  - d. Religious
  - e. Health-related
  - f. Environmental

---

<sup>1</sup> Giving USA 2018

<sup>2</sup> Giving USA 2018

<sup>3</sup> <http://www.philanthropyroundtable.org/almanac/statistics/> about 4% of income

<sup>4</sup> The 2016 U.S. Trust Study of High Net Worth Philanthropy conducted in partnership with the Indiana University Lilly School of Philanthropy

<sup>5</sup> Giving USA 2018

6. Where does Missouri rank among the 50 states for charitable giving? <sup>6</sup>
- 25
  - 15
  - 32
  - 48
7. Why do people give money?
- It feels good
  - Someone asks them to
  - They believe in the work
  - All of the above
8. How much is a lot of money?
- \$500
  - \$5,000
  - \$100,000
  - Any amount is a lot
  - All of the above!
9. What does it take to be a successful fundraiser?
- The ability to speak from the heart
  - The ability to tell a good story
  - The ability to listen
  - The willingness to ask
  - All of the above
10. True or False: If someone gives \$100 through the mail, on average they are able to give \$1000 if asked face to face.
11. True or False: If the board is an activist or working board, they should not be expected to raise money.
12. True or False: Volunteers should not be asked to give money because they give their time.
13. True or False: Vendors should not be asked to give money because they provide goods and services.
14. True or False: Clients should not be asked to give money because they are poor.
15. True or False: The higher your income the more likely you are to give but give a lower percentage.

---

<sup>6</sup> [http://nccs.urban.org/sites/all/nccs-archive/html/knowledgebase/CHARITABLE\\_CONTRIBUTIONS\\_BY\\_STATE.pdf](http://nccs.urban.org/sites/all/nccs-archive/html/knowledgebase/CHARITABLE_CONTRIBUTIONS_BY_STATE.pdf)