

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**  
\$286.65 billion

↑ 5.2% **70%**

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

**Giving by Foundations**  
\$66.90 billion

↑ 6.0% **16%**

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

**Giving by Bequest**  
\$35.70 billion

↑ 2.3% **9%**

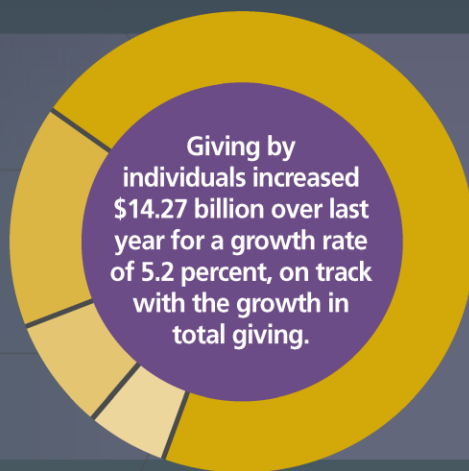
increased 2.3 percent (0.2 percent when inflation-adjusted) over 2016

**Giving by Corporations**  
\$20.77 billion

↑ 8.0% **5%**

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*.

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



Giving to arts was the second-fastest growing subsector, with an 8.7 percent increase over the previous year to a total of \$19.51 billion in 2017.



Giving to foundations increased 15.5 percent in 2017, the largest gain of any subsector, far outpacing the growth in total giving.

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.



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.



**Giving USA™**  
Shared intelligence.  
For the greater good.



**THE Giving Institute™**  
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**IUPUI**  
LILLY FAMILY SCHOOL OF PHILANTHROPY

## **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

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<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.

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<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)

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