

June 14, 2016

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THE GIVING USA 2016 REPORT: NAVIGATING THE PHILANTHROPIC LANDSCAPE

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THE GIVING USA 2016 REPORT

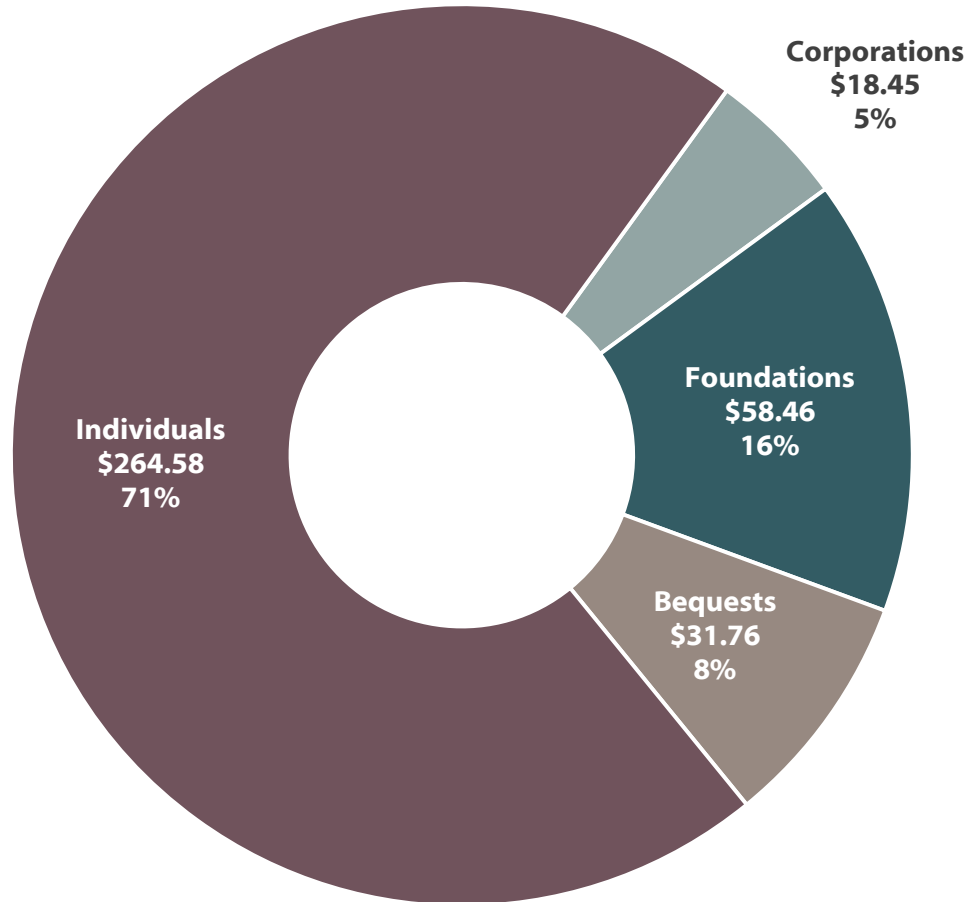
Giving USA: The Annual Report on Philanthropy

- First published in 1955; the longest running publication on charitable giving in the U.S.
- Published by the Giving USA Foundation, a public service initiative of The Giving Institute™, founded in 1935 to advance philanthropy and promote ethics in the fundraising profession.
- Research and writing conducted by the Indiana University Lilly Family School of Philanthropy.
- Grenzebach Glier and Associates (GG+A) is a member of The Giving Institute, a member of the Editorial Review Board, and a sponsor of the annual report.
- This presentation features GG+A experts in philanthropic management on select findings of the report. The views expressed herein are those of Grenzebach Glier and Associates.

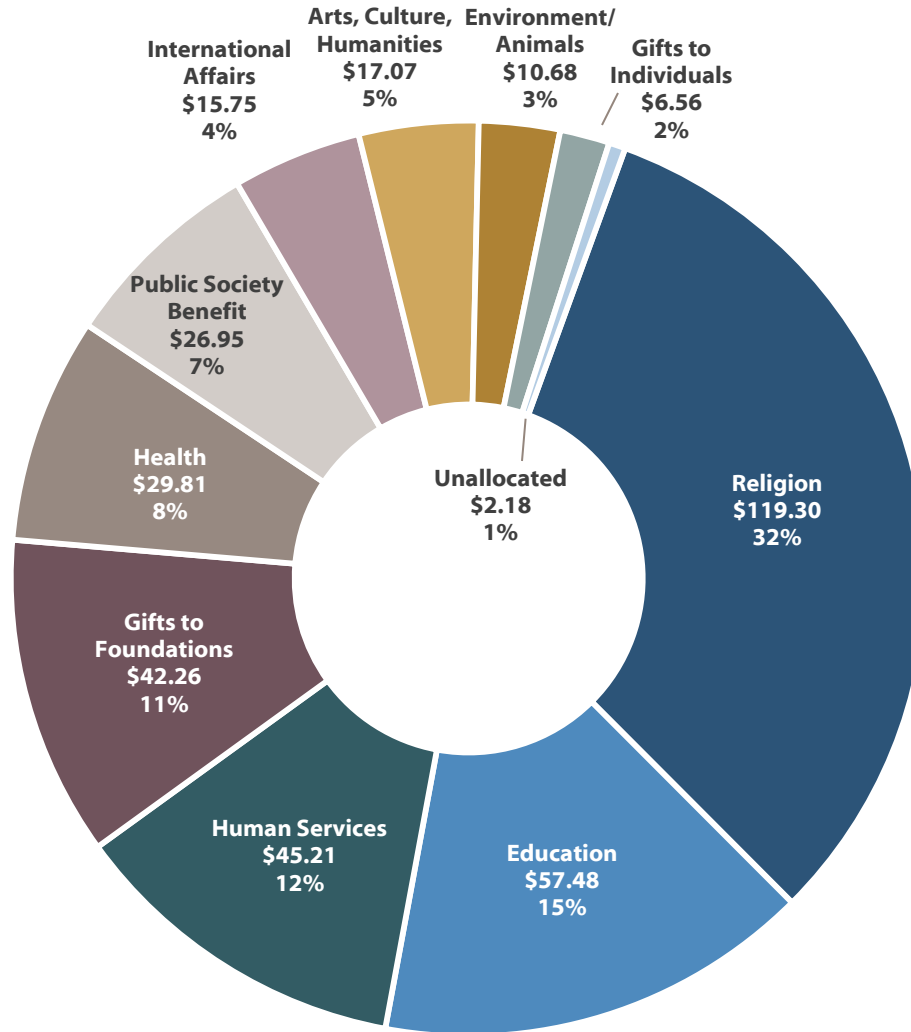


2015 CONTRIBUTIONS, BY SOURCE (IN BILLIONS)

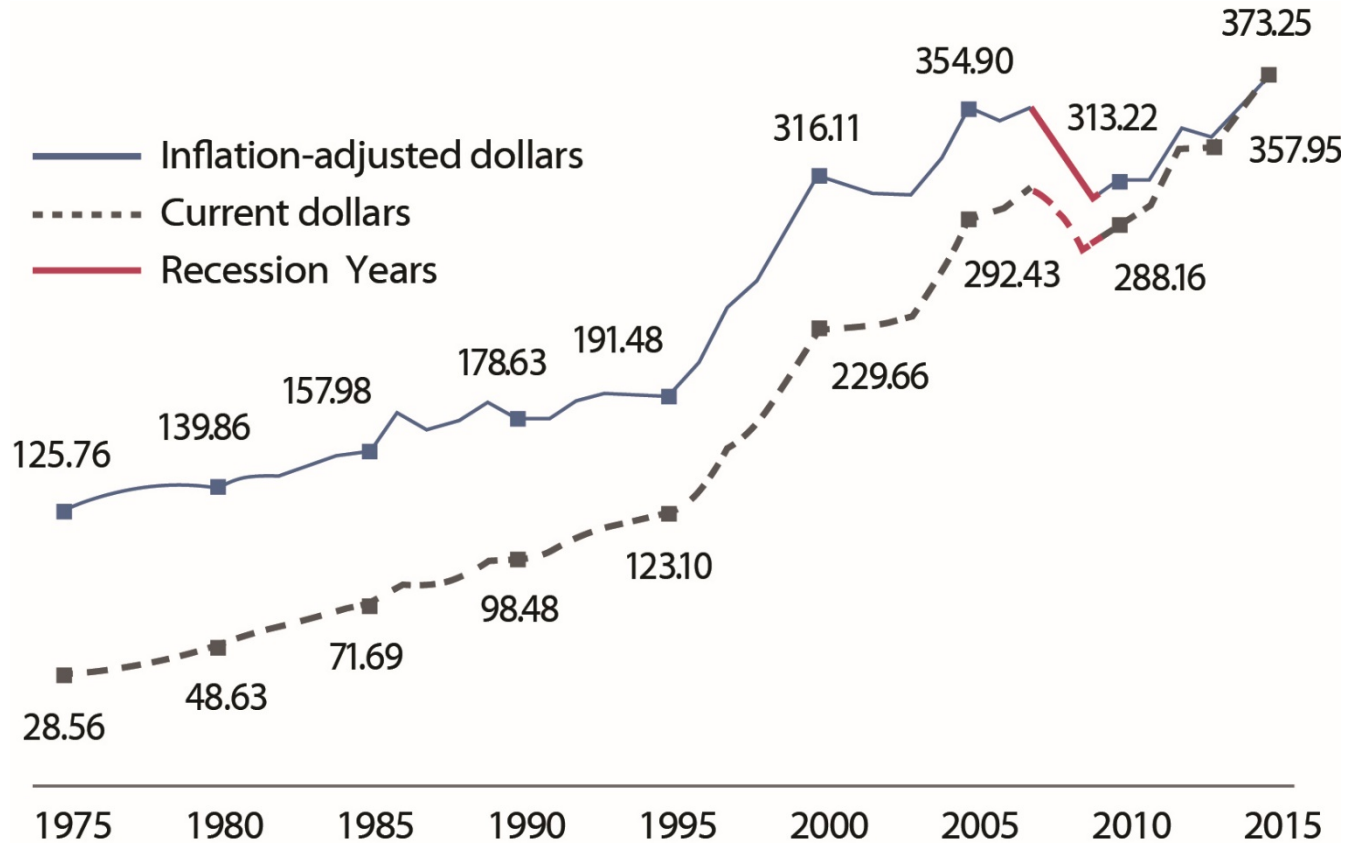
**\$373.25 B in total
contributions**



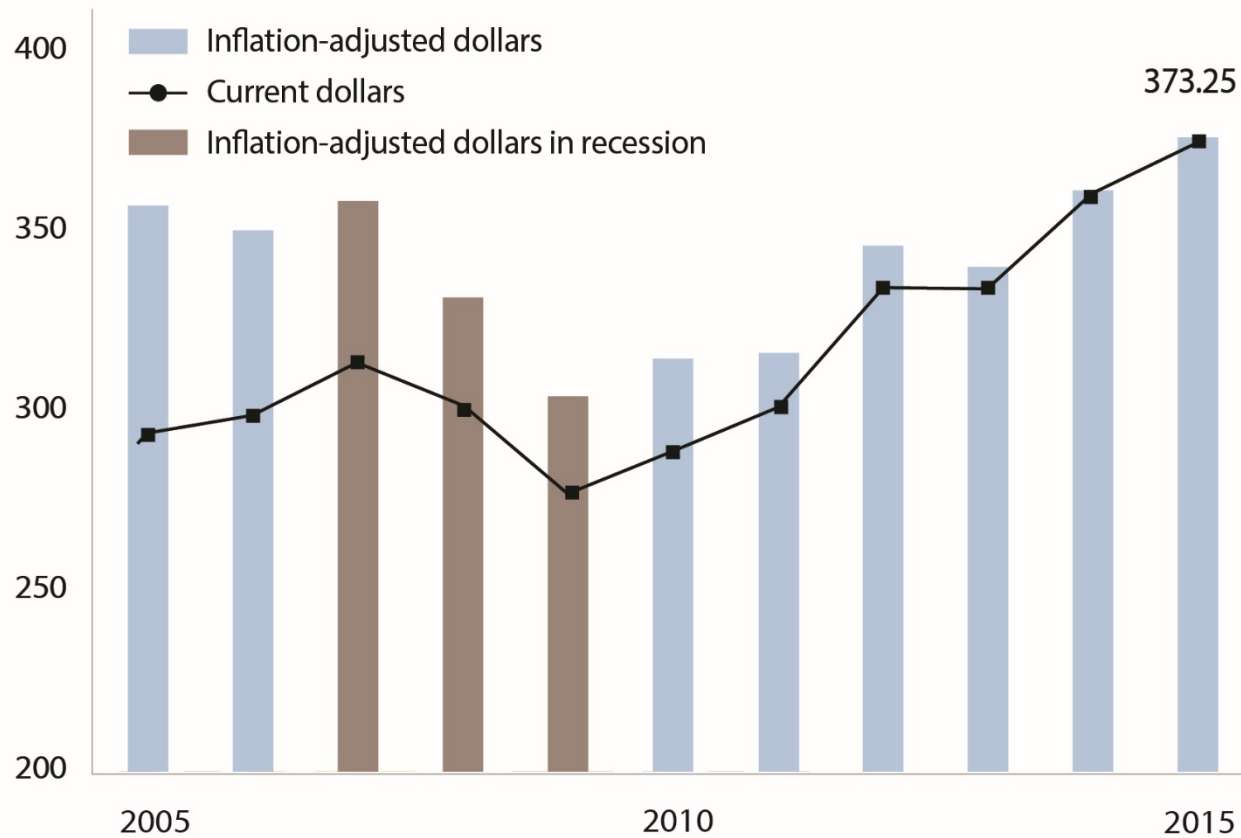
2015 CONTRIBUTIONS, BY RECIPIENT TYPE (IN BILLIONS)



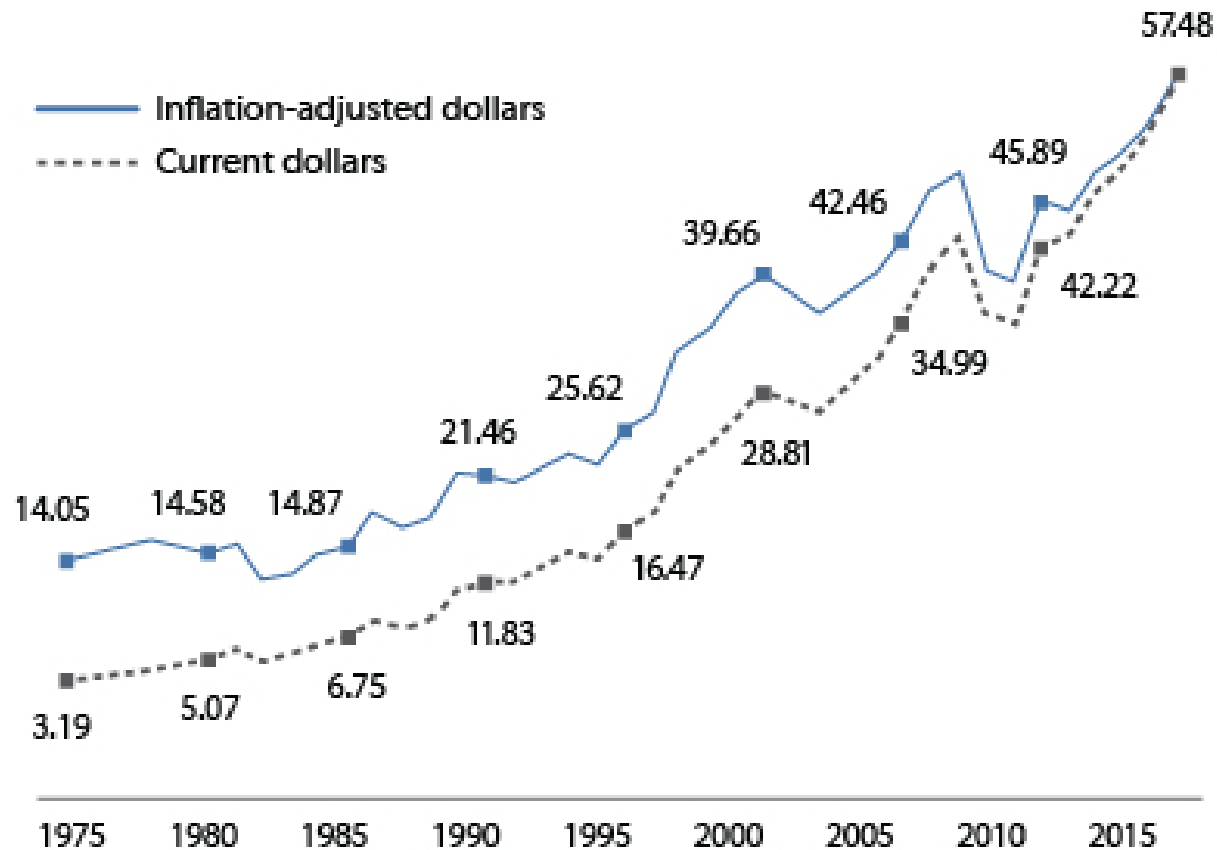
TOTAL GIVING, 1975-2015 (IN BILLIONS)



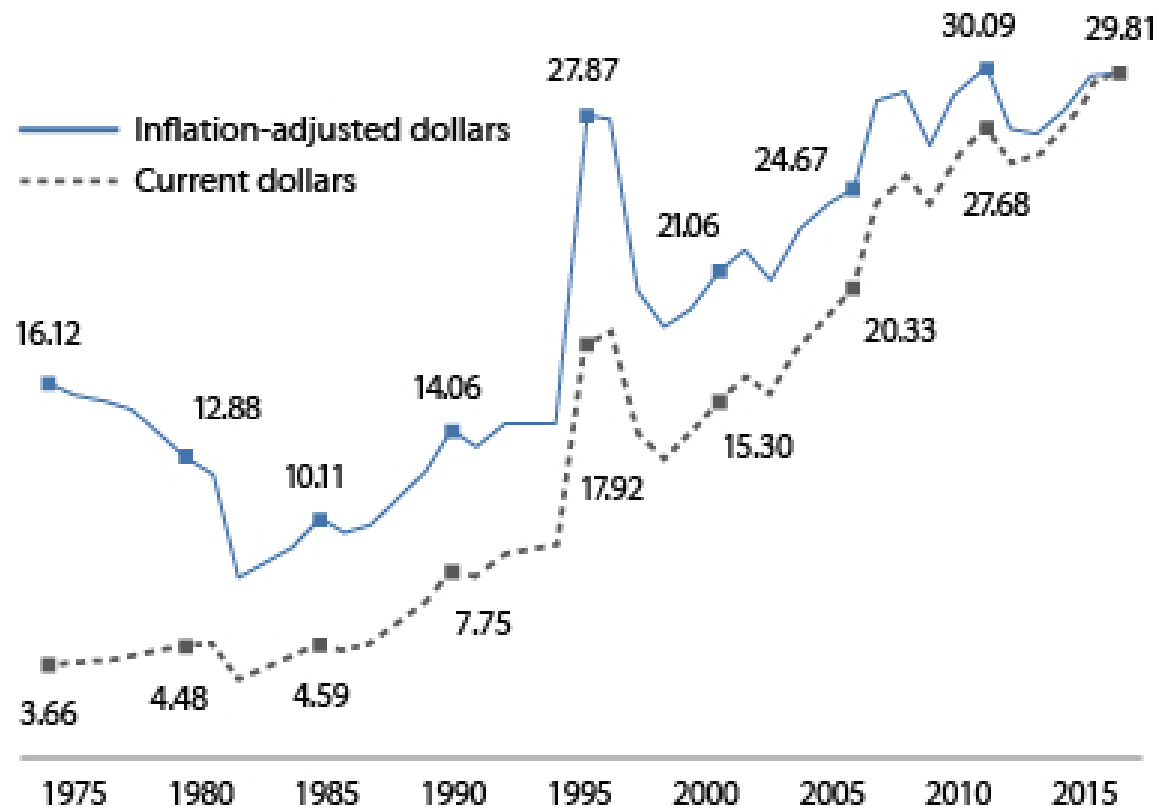
TOTAL GIVING, 2005-2015 (IN BILLIONS)



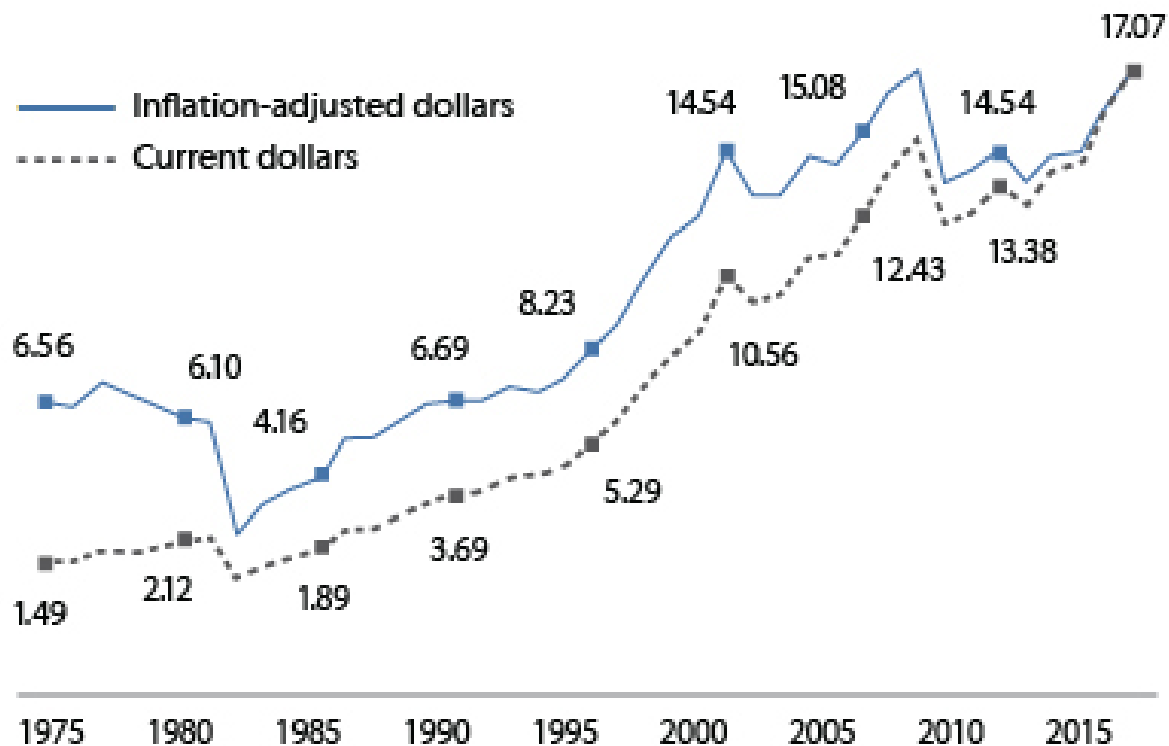
GIVING TO EDUCATION, 1975-2015 (IN BILLIONS)



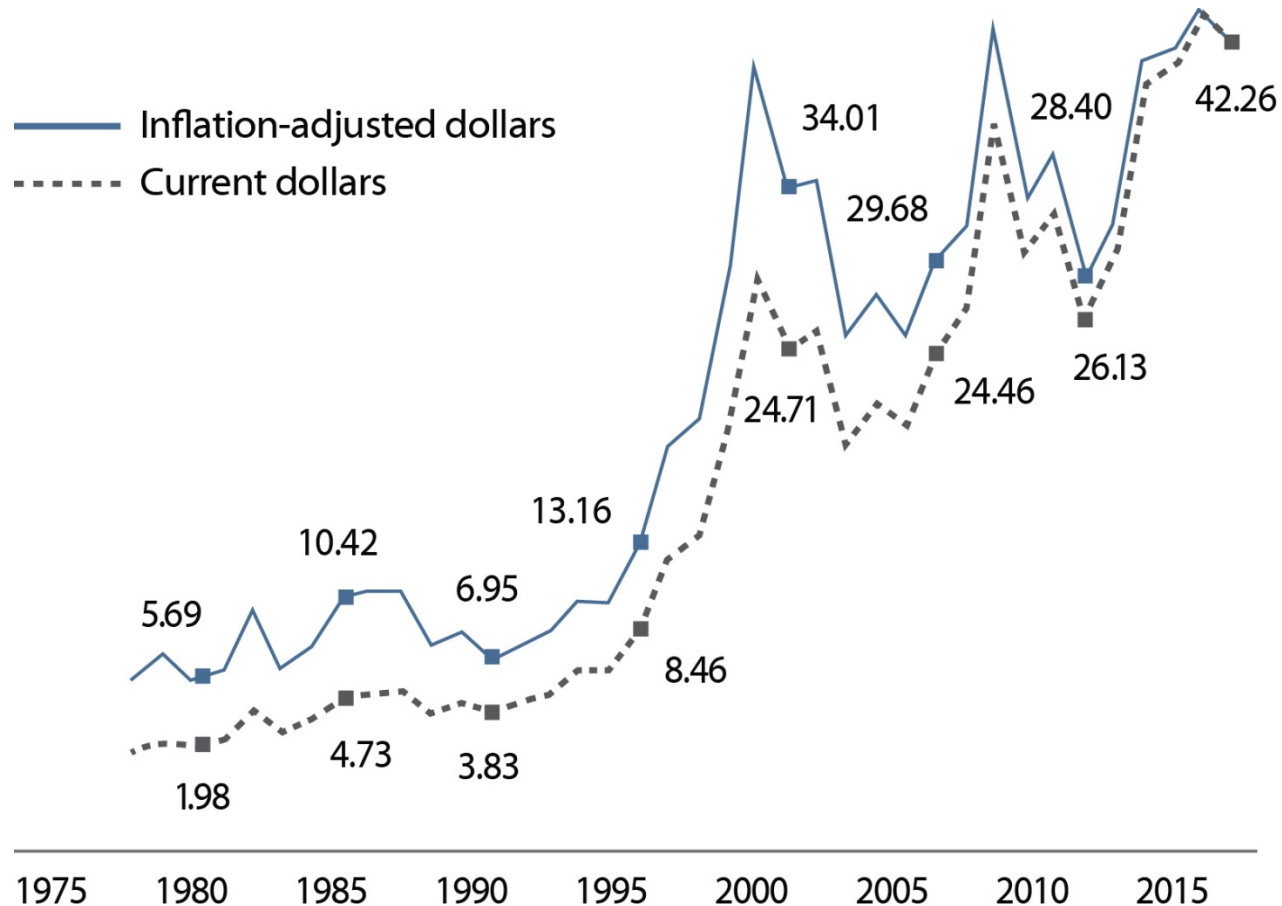
GIVING TO HEALTH, 1975-2015 (IN BILLIONS)



GIVING TO ARTS, CULTURE, AND HUMANITIES, 1975-2015 (IN BILLIONS)

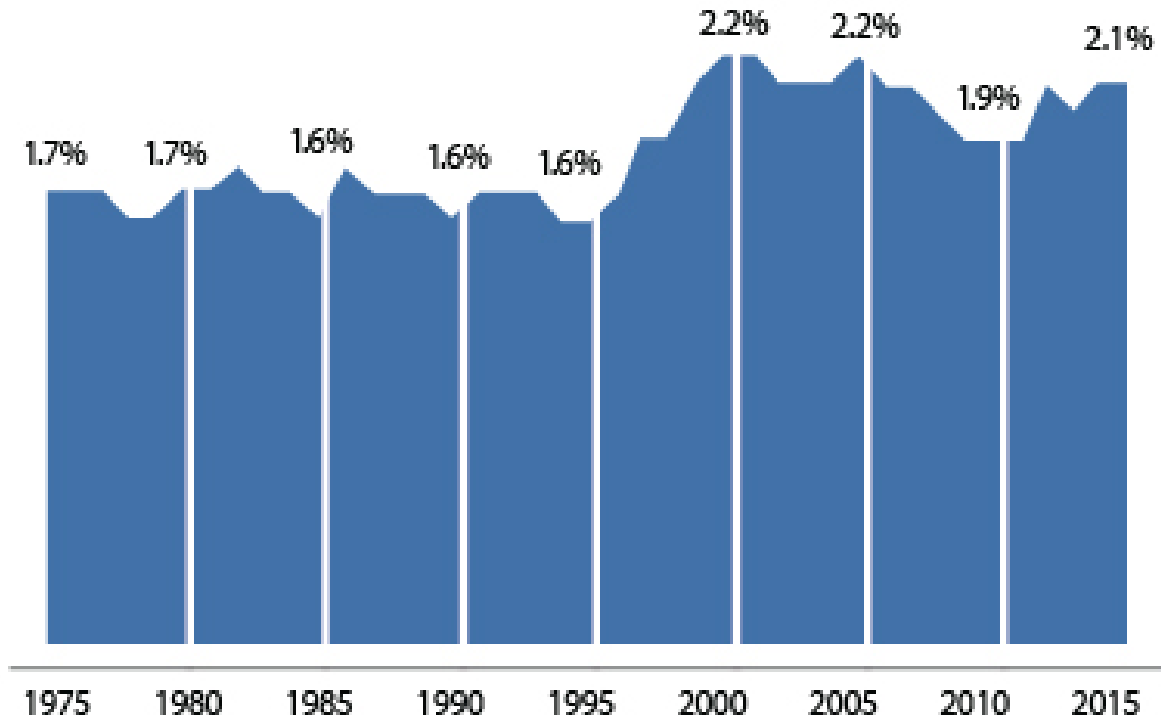


GIVING TO FOUNDATIONS, 1975-2015 (IN BILLIONS)

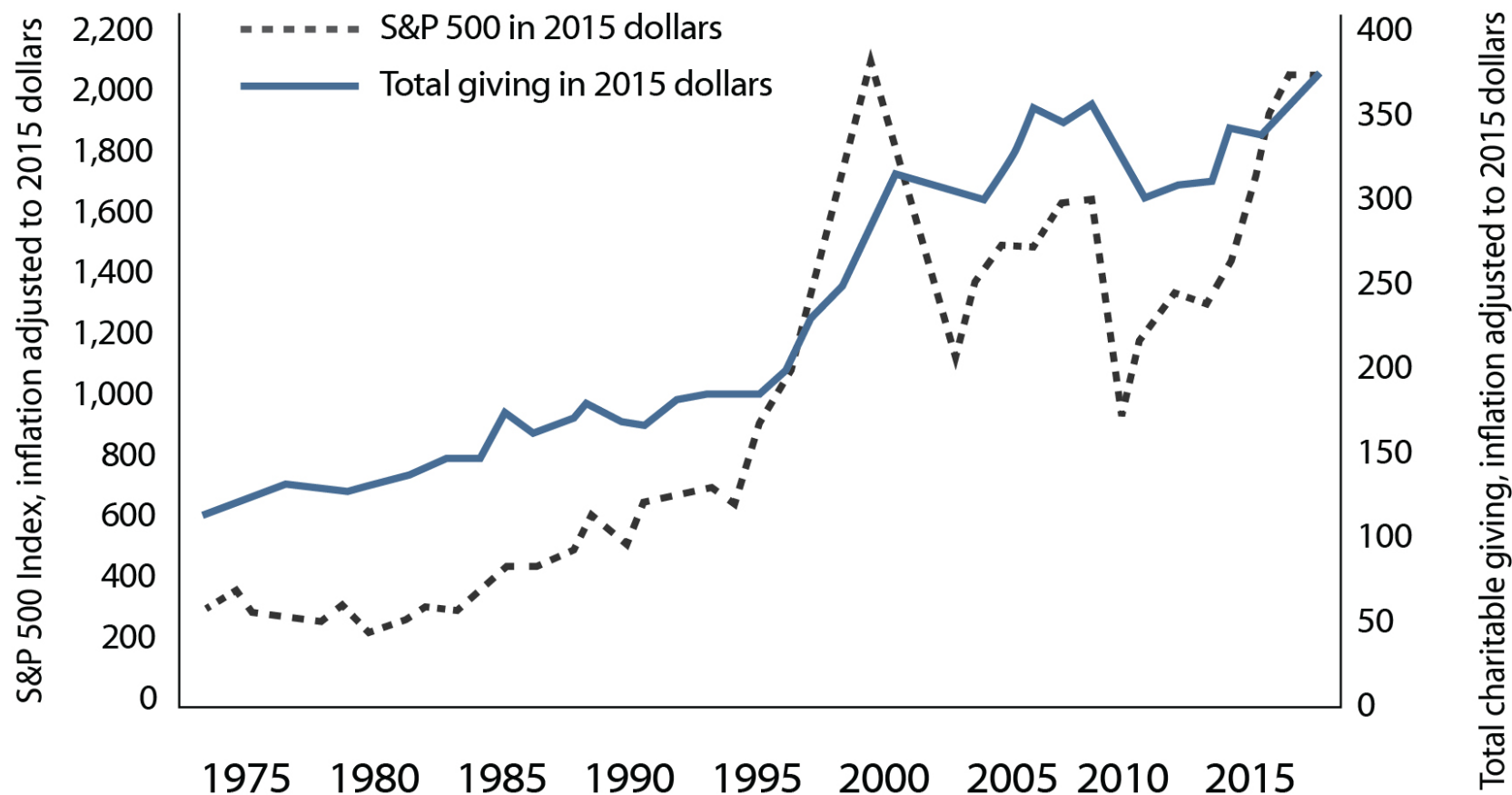


*Giving to foundations began to be reported in 1978.

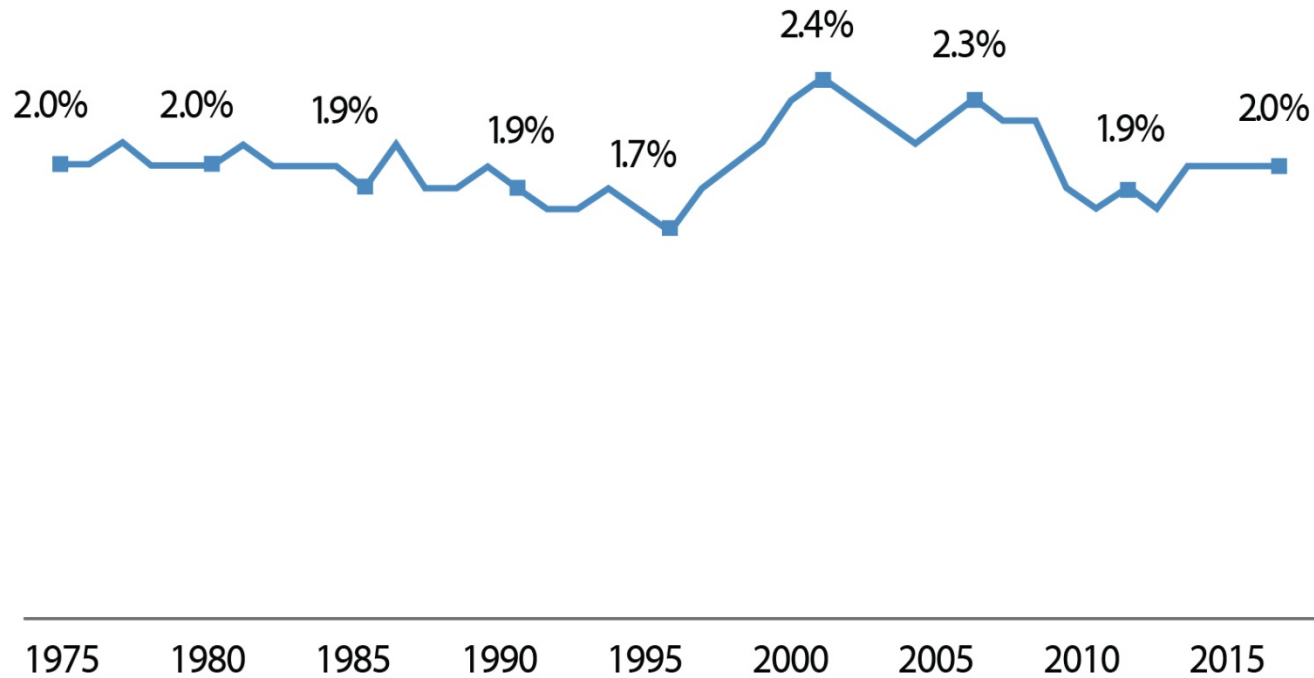
TOTAL GIVING AS GROSS DOMESTIC PRODUCT, 1975-2015



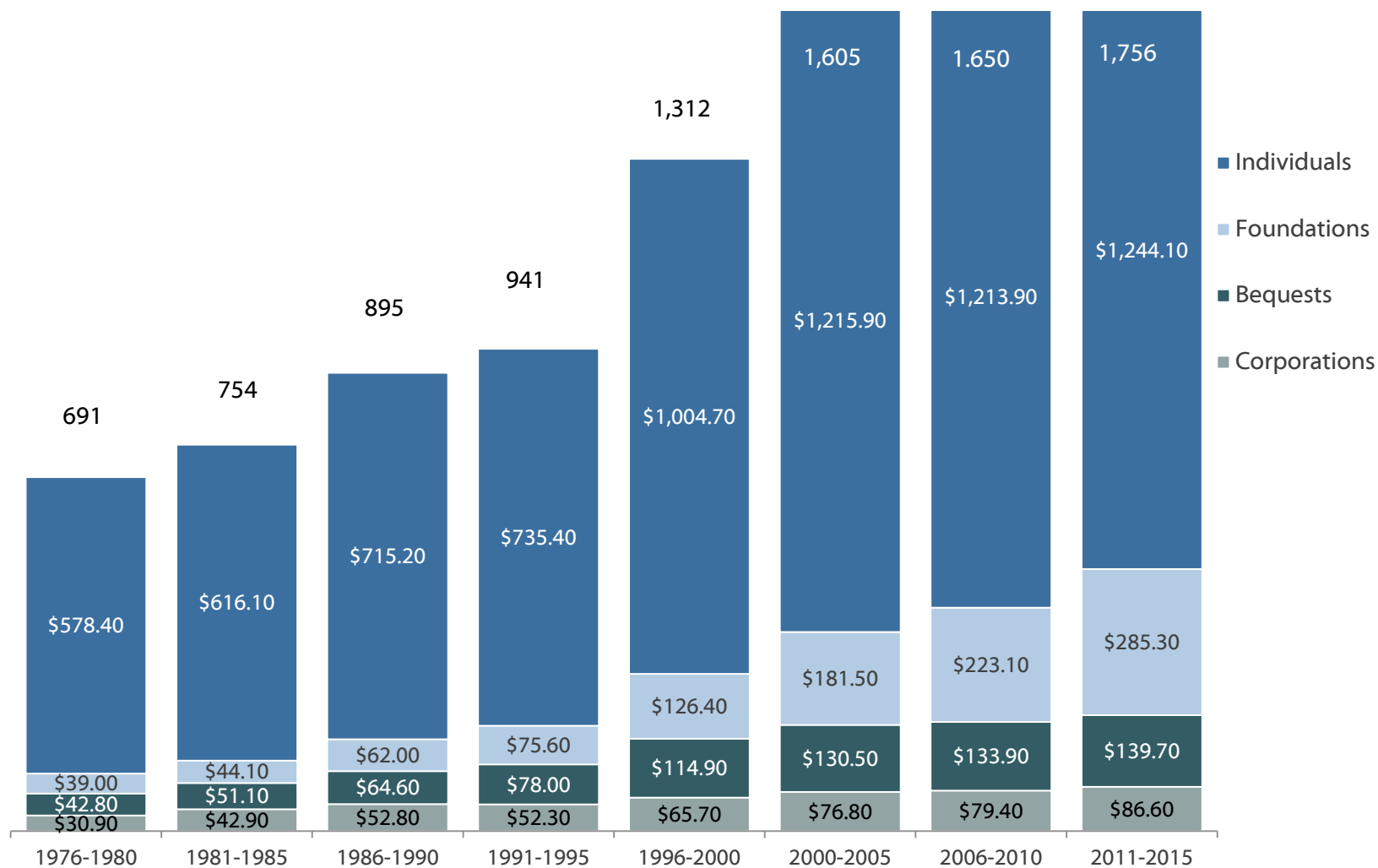
TOTAL CHARITABLE GIVING GRAPHED WITH THE STANDARD & POOR'S 500 INDEX, 1975–2015



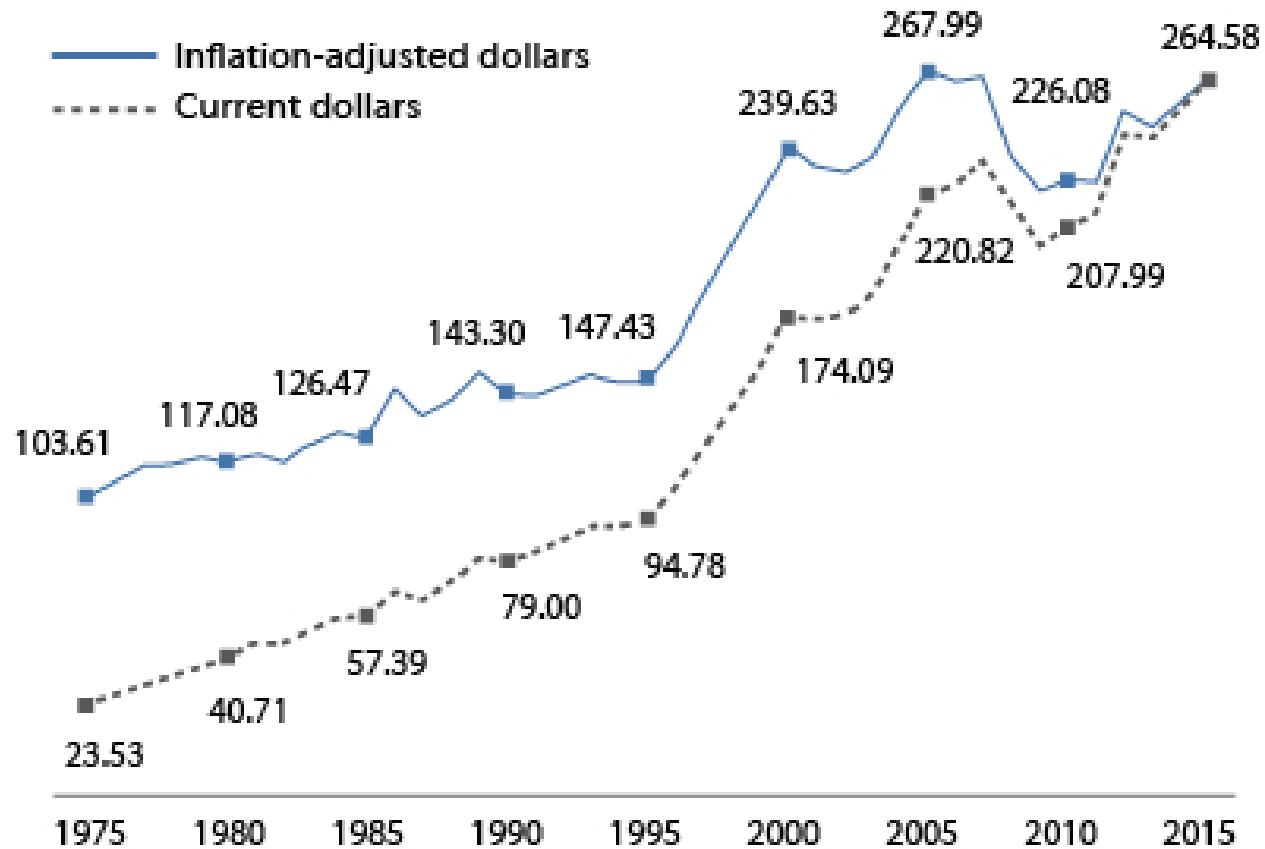
INDIVIDUAL GIVING AS A PERCENTAGE OF DISPOSABLE PERSONAL INCOME, 1975-2015 (IN CURRENT DOLLARS)



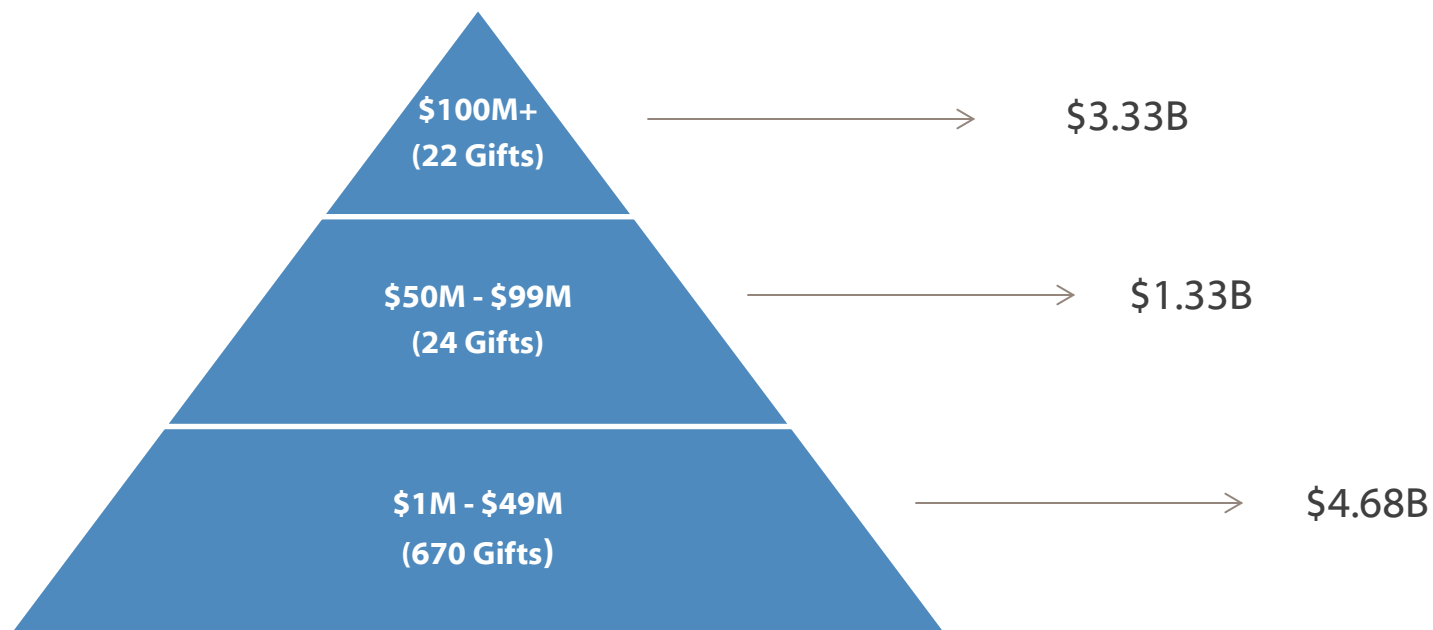
GIVING BY SOURCE, 1976 – 2015 (IN BILLIONS)



GIVING BY INDIVIDUALS, 1975-2015 (IN BILLIONS)

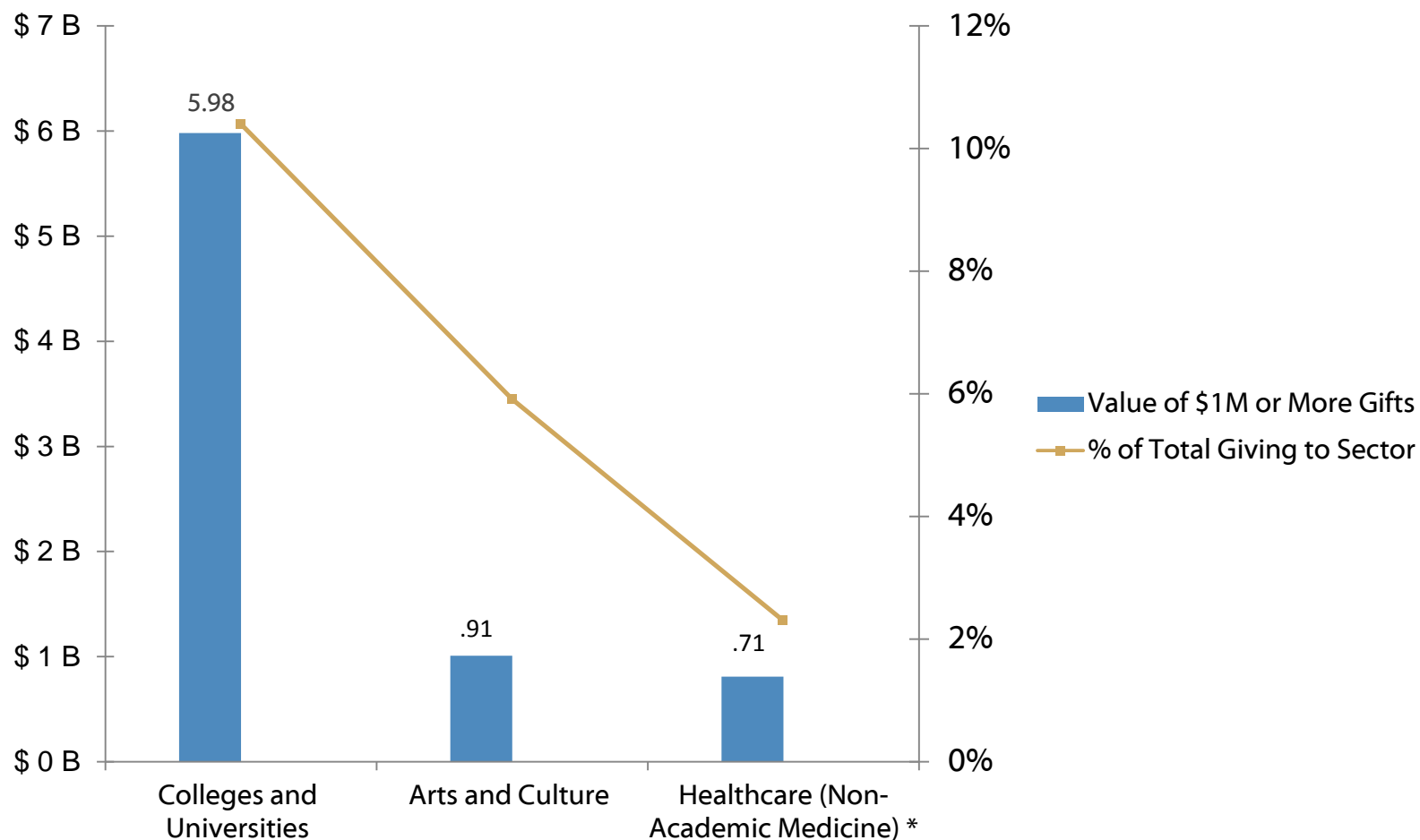


STRUCTURE OF MILLION-DOLLAR GIFTS IN 2015



Source: Giving USA 2016 and Chronicle of Philanthropy giving analysis by GG+A

SIGNIFICANCE OF MILLION-DOLLAR GIFTS IN 2015



*Due to definition differences in how sectors are defined between sources for \$1 M gifts and Giving USA, A % of Total Giving to Sector is unavailable.

Source: Giving USA 2016 and Chronicle of Philanthropy giving analysis by GG+A

MEGA-GIFTS OF \$100 MILLION+, BY SECTOR

Sectors and Disciplinary Areas	Amount (\$)	% of Gifts	# of Gifts
Arts and Culture	\$500 M	13%	2
Colleges and Universities	\$2,246 M	60%	16
<i>Arts and Sciences</i>	\$650 M	29%	4
<i>Business</i>	\$418 M	19%	4
<i>Engineering</i>	\$700 M	31%	4
<i>Interdisciplinary Initiatives</i>	\$101 M	4%	1
<i>Law</i>	\$100 M	4%	1
<i>Medical (Academic Medicine)</i>	\$177 M	8%	1
<i>Public Education</i>	\$100 M	4%	1
Foundations	\$605 M	16%	1
Healthcare	\$250 M	7%	2
Human Services	\$125 M	3%	1
Total	\$3,726 M	--	22

Source: Chronicle of Philanthropy giving analysis by GG+A

MEGA-GIFTS OF \$100 MILLION+, BY PURPOSE

Purpose*	Amount (\$)
Founding Gifts (e.g. Building, Center)	\$1,396 M
Naming Gifts	\$1,300 M
Item Acquisition	\$700 M
Other**	\$605 M
Endowment	\$500 M
General Support	\$225 M
Scholarships/Financial Aid	\$200 M
Faculty (Hiring, Retention, Development)	\$100 M

*As some gifts qualify as both Founding and Naming Gifts, the total will not equal \$ 3,726 M

**The one mega-gift to a foundation

KEY TAKEAWAYS

Increase in Charitable Giving 2014-2015:

\$14.65B

Total of Recorded Gifts \$1M or More:

\$9.34B

Impact of Multi-Million Dollar Donations on Philanthropic Growth:

63.75%

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Thank you for attending.

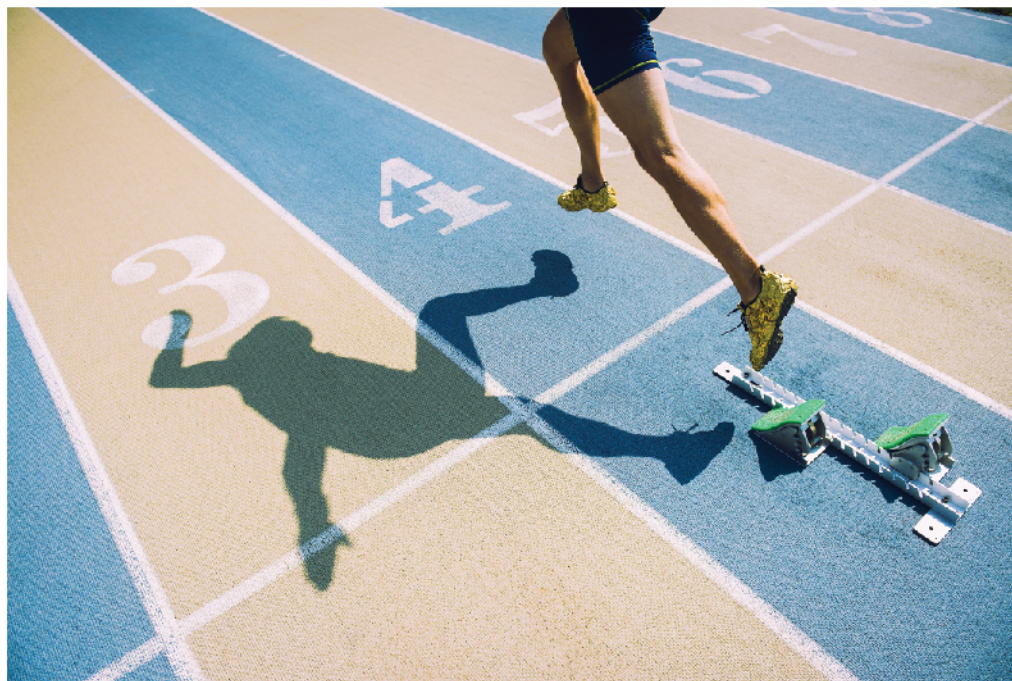
We welcome your questions and comments!



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As you work toward a better world, GG+A will help you find a better way to get there. Whether it's providing expert counsel, elevating strategy, developing more effective leaders, or using data to drive decisions, we partner closely with our clients to create in-depth solutions to meet their unique fundraising needs.

For more than 50 years, we've been taking organizations to the next level, and we're only getting better. Let us know where you're heading—we can help you reach your full potential.

Let's talk about your mission. Call us at
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