



Giving USA 2018 Annual Report on Philanthropy

GG+A Webinar
June 14, 2018

Suzanne Hilser-Wiles
Patricia Watson
Grant Forssberg
Jim McKey

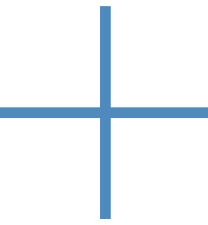




Opening Remarks

Suzanne Hilser-Wiles
GG+A President





Overview

Agenda

- + 2017 USA Giving Trends, Patricia Watson
- + Rage Giving, Grant Forssberg
- + Disasters & Giving, Jim McKey
- + Audience Q&A
- + Closing Remarks, Suzanne Hilser-Wiles

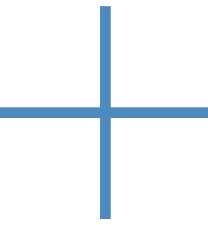
Webinar

- + Submit questions in the Q&A widget
- + The slides and video recording will be available on our website at grenzebachglier.com
- + Brief Exit Survey



2017 USA Giving Trends

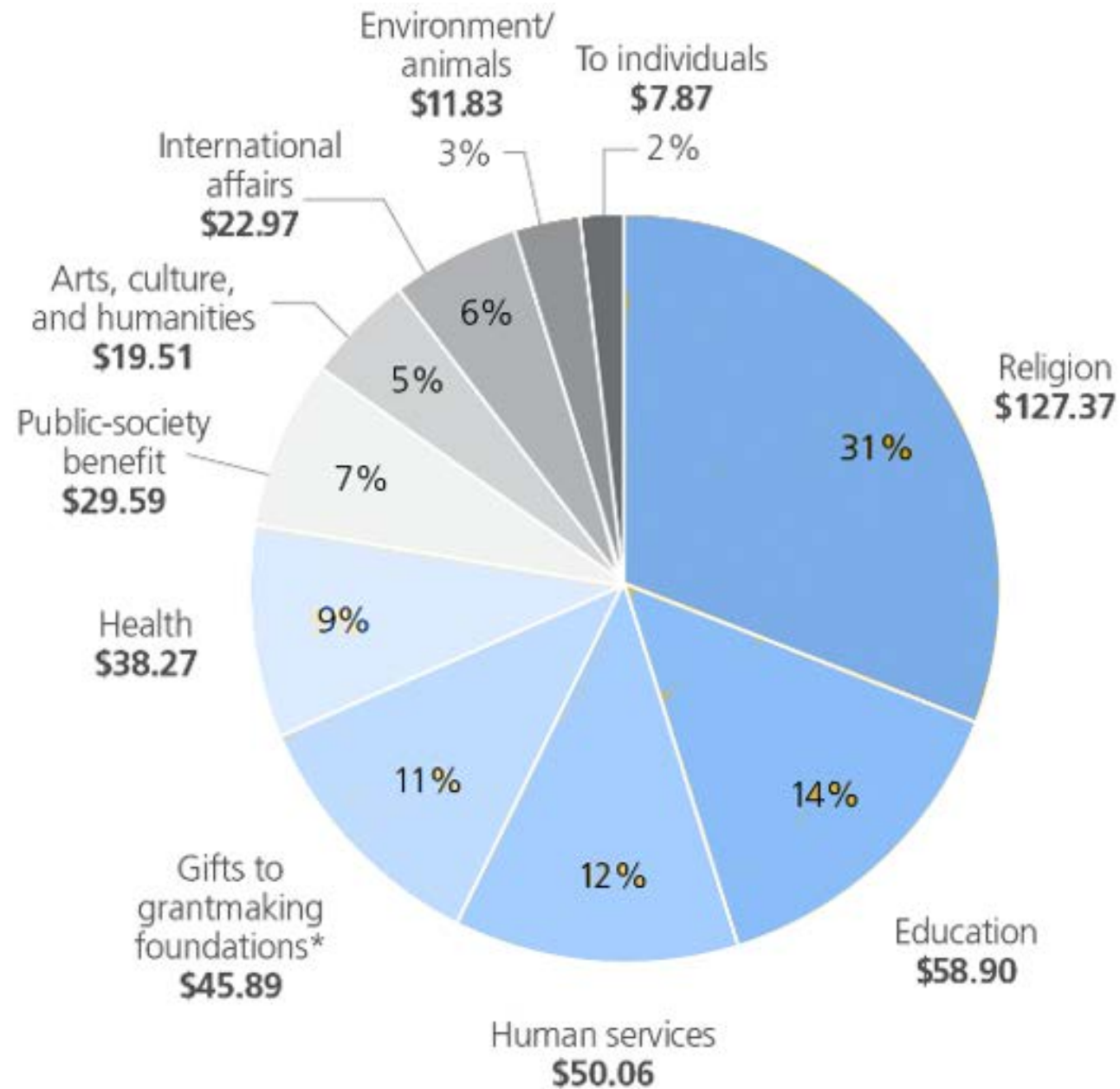
Patricia Watson
Senior Vice President



Record Breaking Results

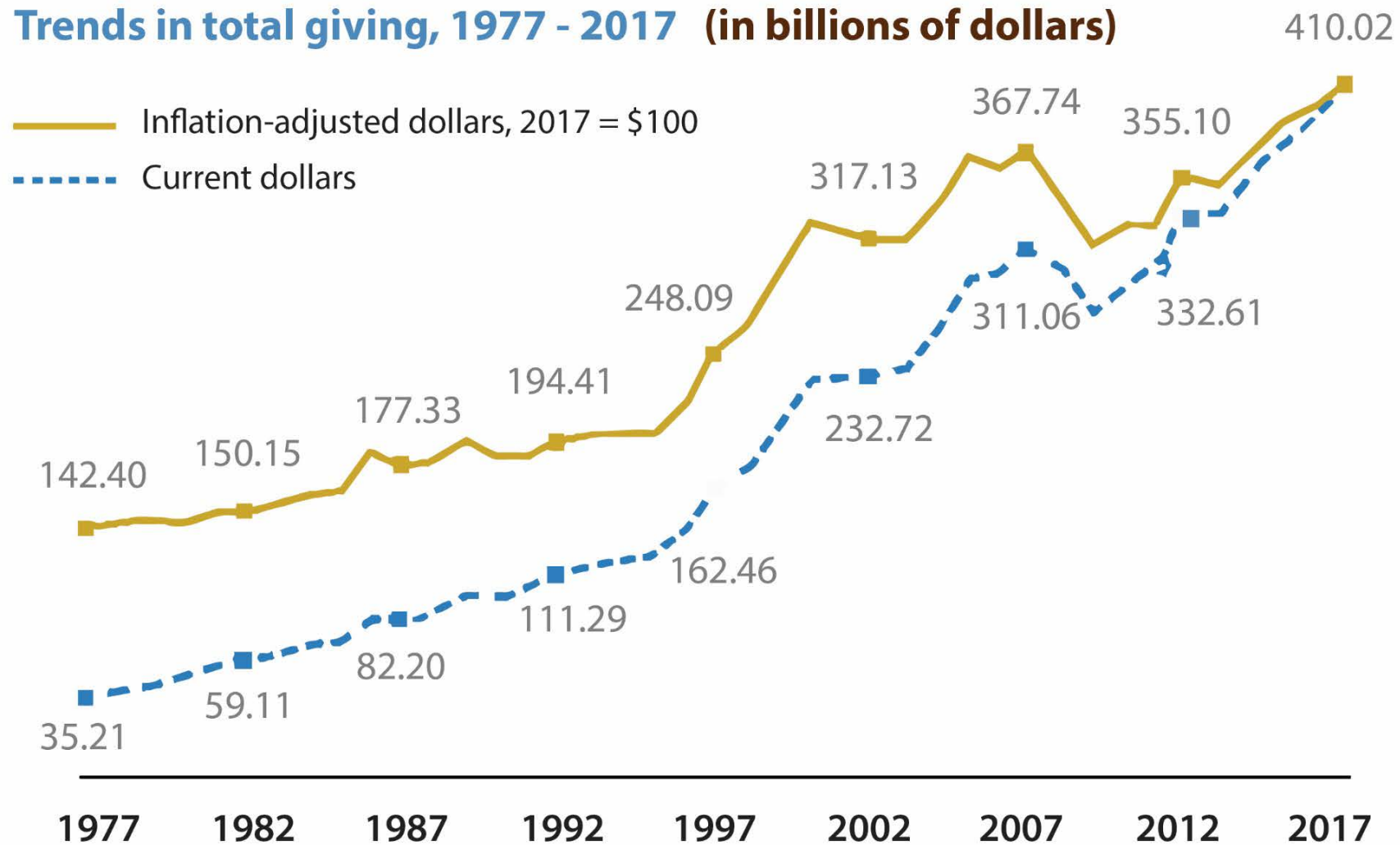
- + Total Giving in the US has, for the first time, eclipsed \$400 Billion.
- + \$410 Billion was raised in 2017, representing a 5.2% increase in nominal dollars and 3% adjusted for inflation over 2016.

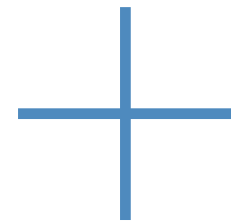
Record Breaking Results



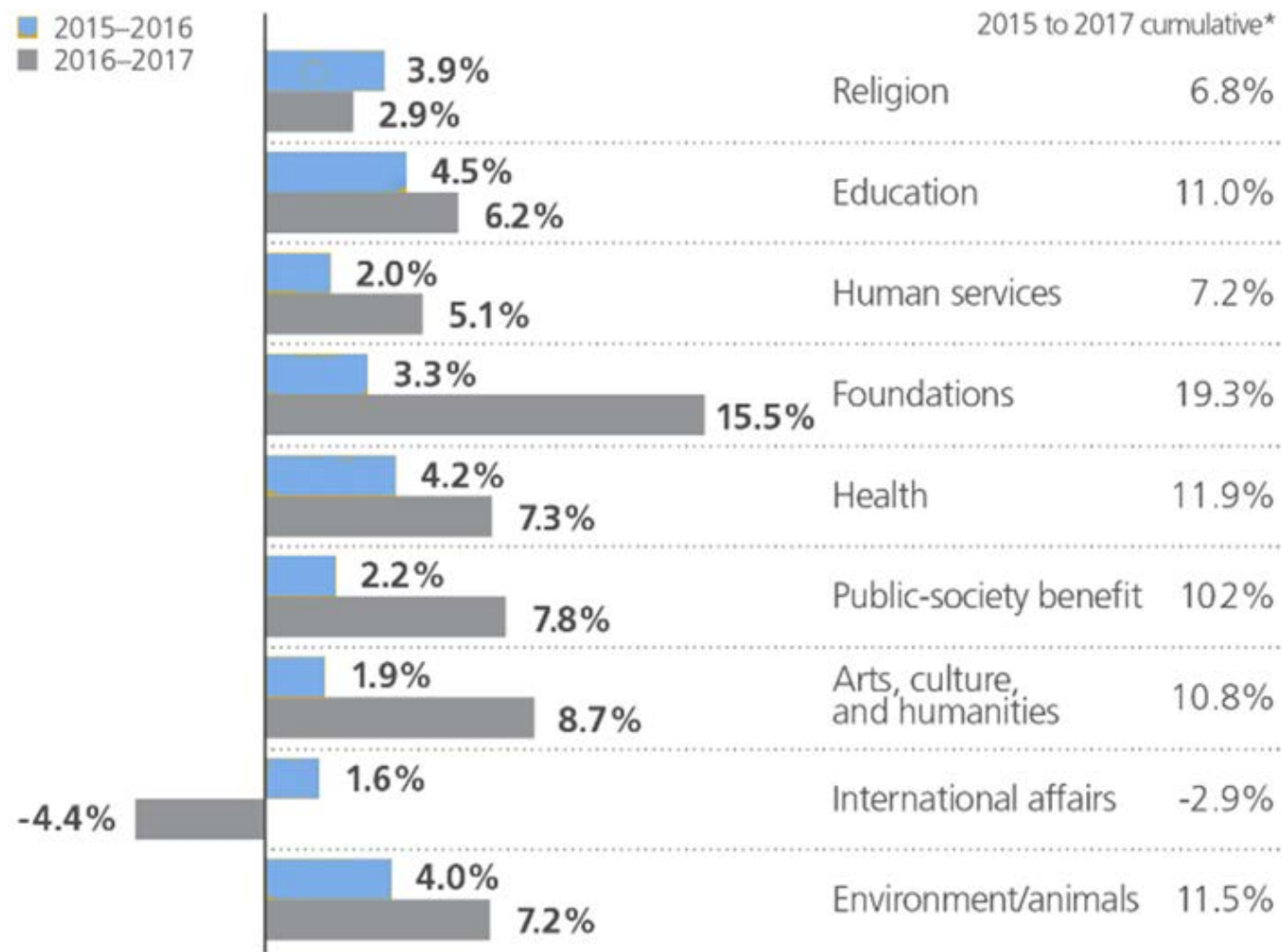
* Estimate developed jointly by the Foundation Center and Giving USA

Record Breaking Results



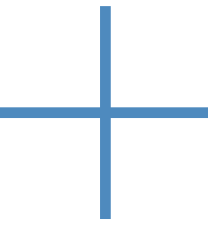


Who's Benefiting from Growth?



Percentage change from previous year

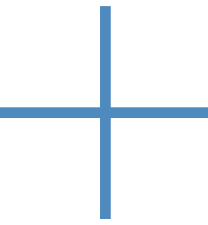
* The two-year change is calculated separately and is not the sum of the changes in the two years.



Who's Benefiting from Growth?

- + Foundations, Health, Public Society Benefit, Education, and the **Environment**, saw the largest growth.
- + **Foundation growth** is accounted for largely by a handful of mega-gifts from Ultra-High-Net-Worth individuals.

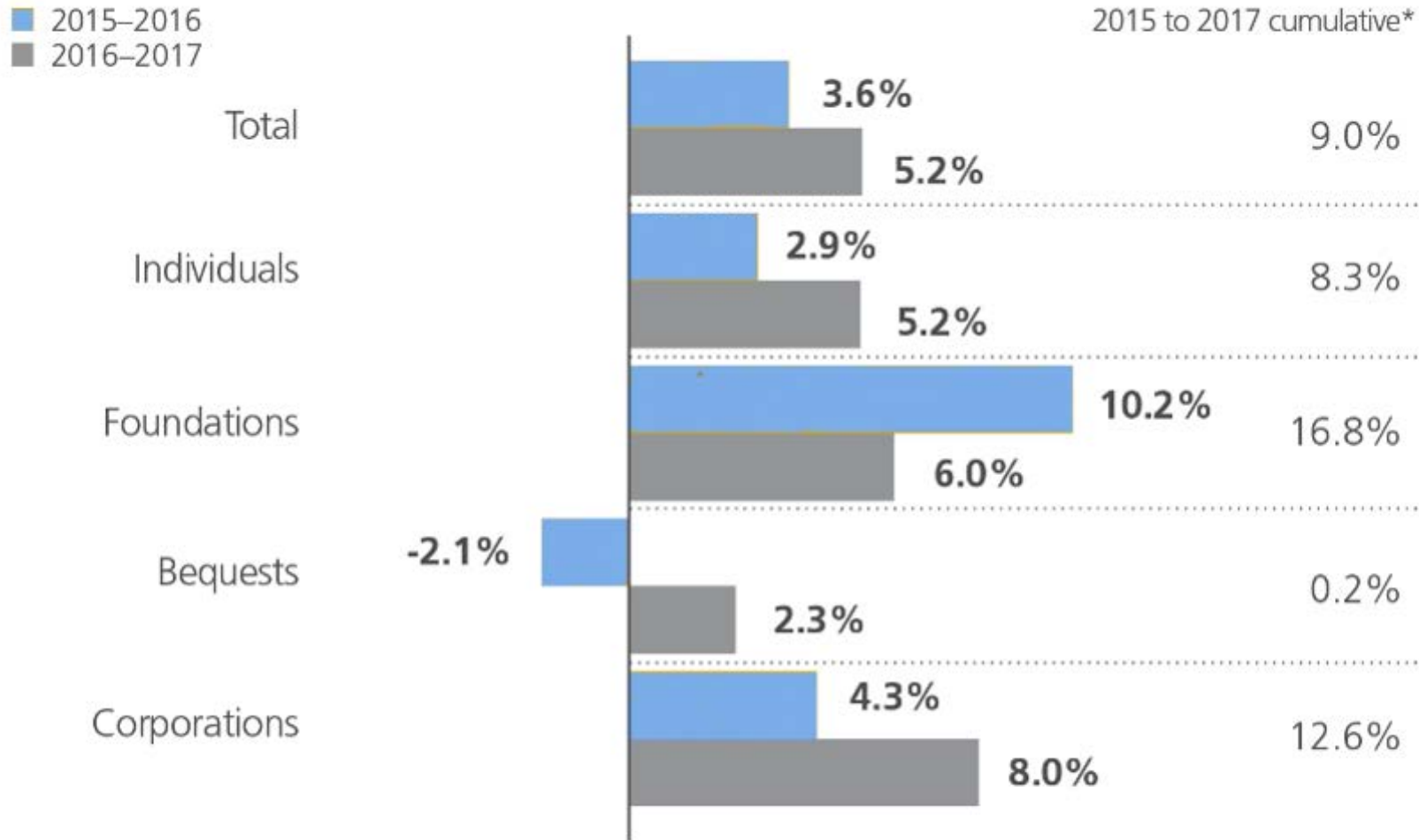
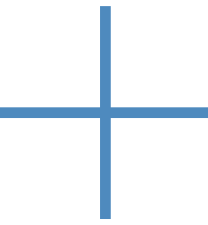




Who's Giving?

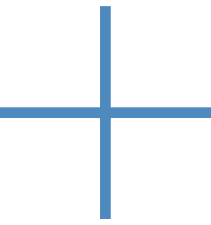
- + **Individuals** represent 70% of all giving in the United States. Individual giving increased by 5.2% between 2016 and 2017.
- + **Corporate giving** increased 8%, with the second highest cumulative growth rate from 2015-2017.
- + **Foundation giving** increased at rate of 6% between 2016 and 2017, following a dramatic change in 2015 of 10.2%.

Who's Giving?



Percentage change from previous year

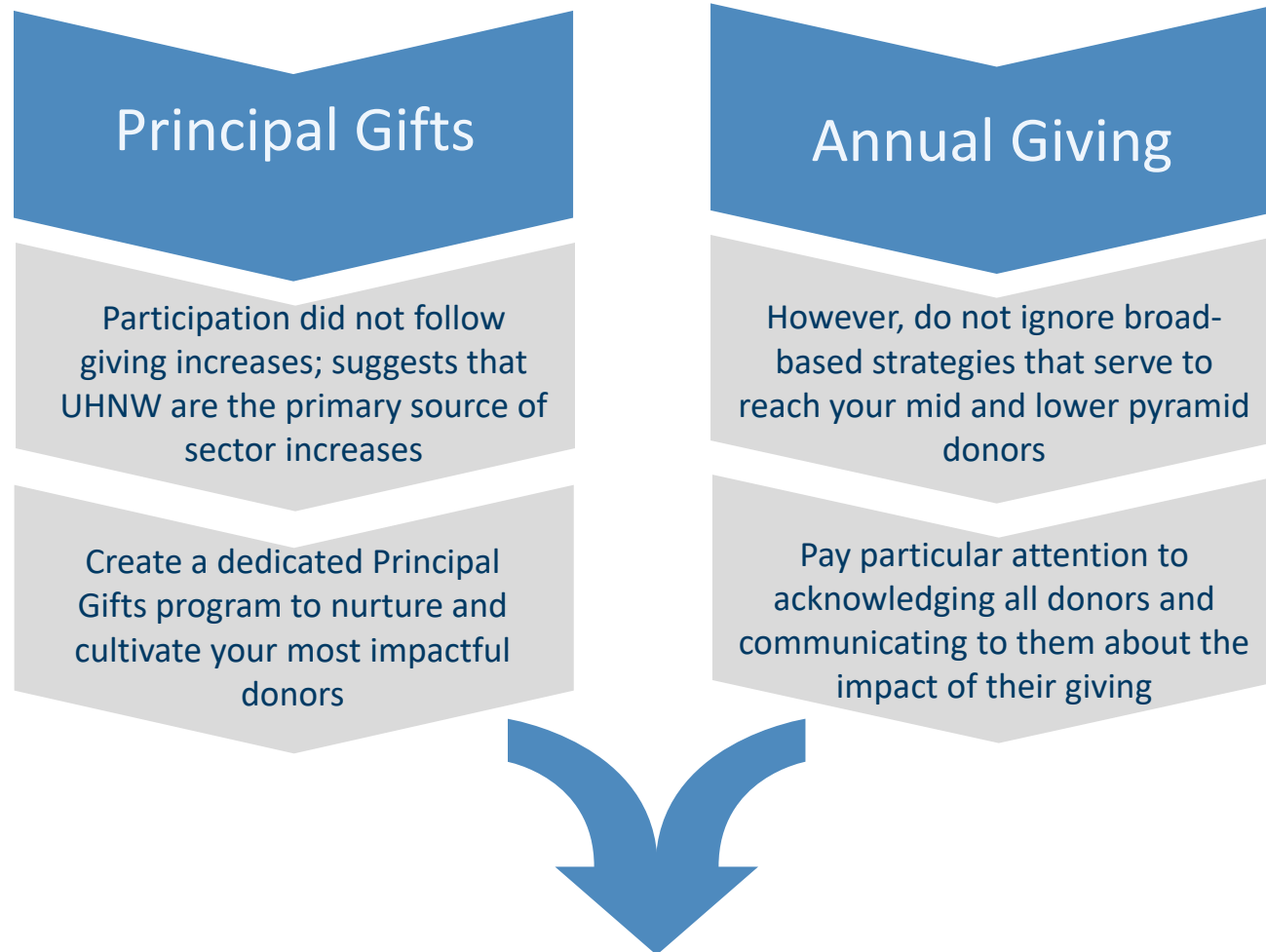
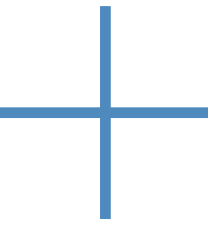
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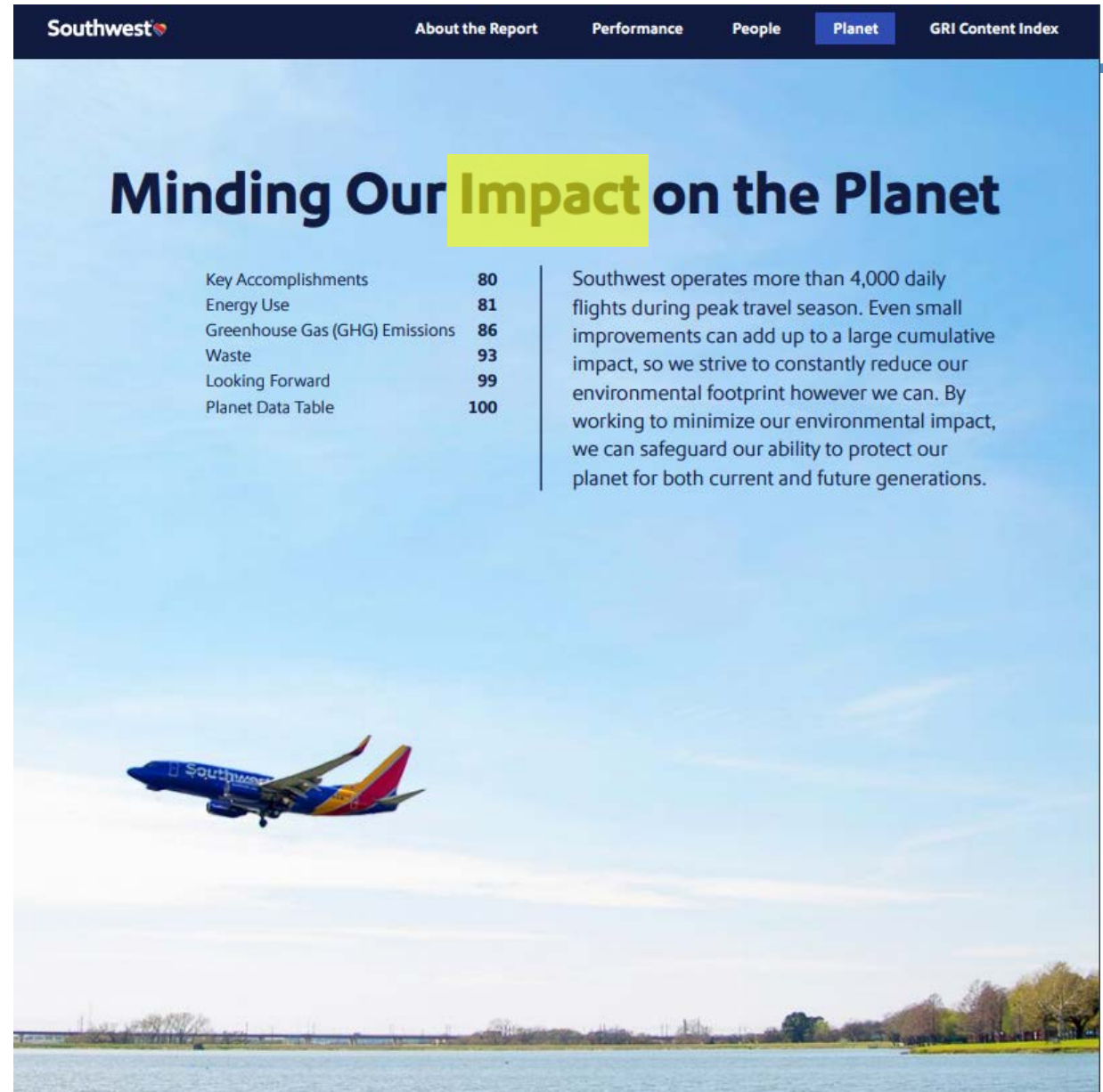
You Have to Spend Money to Raise Money

- + *AFP and Urban Institute*: Donor retention rate level at 45.5%. Large organizations saw gains in receipts, small institutions losses.
- + Overall giving numbers are driven more by Ultra-High-Net-Worth donors than by participation.
- + Sectors with robust major gifts programs reap the rewards.

Tapping into the Growth: Mind Your Investment for the Short, Long-Term



Case Study: Thinking about Trends in Corporate Giving





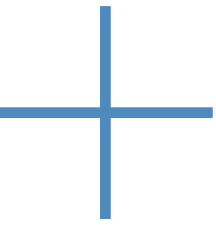
2017 USA Giving Trends

Patricia Watson
Senior Vice President



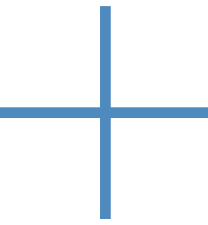
Rage Giving

Grant Forssberg
Knowledge Management



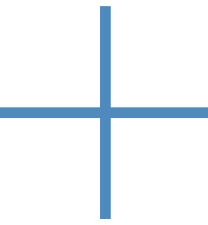
2017 – A Banner Year for Civil Society, If Also One for Rage

- + Skepticism towards government institutions creates opportunities for private, voluntary support.
- + The mode of giving can be a more productive line of inquiry than focusing solely on ideological flavor.
- + Poses more fundamental questions of agency, stewardship and impact.



Raging Giving

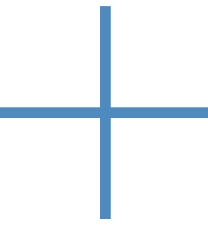
- + Giving is bullish everywhere.
- + *Giving USA*: PSB third highest sub-sector growth rate, above the five-year annualized average growth rates—5% over 2016's growth.
- + *Nonprofit Research Council*: 2/3 of all respondents saw increases in 2017; 77% percent of civic affairs, rights, social and economic justice receipts were higher or same as 2016.
- + *Chronicle of Philanthropy*: Philanthropy 400 shows growth in contributions to public-society benefit organizations.



Case Study – ACLU

- + January-August 2017, the ACLU raises 4x compared to 2016.
- + ACLU membership grew 300% to 1.6 million, up from 425,000 at the beginning of the year.
- + \$24 Million in online donations in one weekend follow proposed “Muslim Ban.”
- + Estimated one million donors had made online gifts totaling \$85 million.

Case Study – Women's March and March for Science



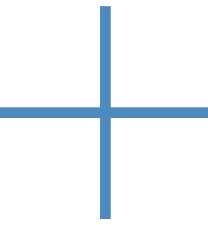
Women's March

- + 5 Million attend 637 events
- + \$2 Million Raised through CrowdRise
- + Events sponsored by several non-profits



March for Science

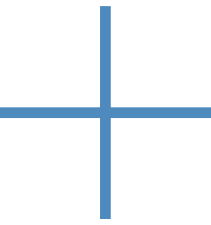
- + Stemmed from disparate Twitter accounts
- + 1 Million attendees in Washington DC. 600 events in 66 other countries
- + Science magazine reported the March for Science raised \$1 million prior to the event



It's a Multi-Channel World

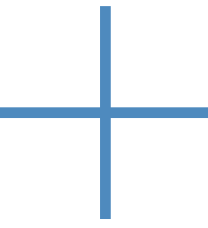
I want to do it easily, online (giving growth):

- + Three separate reports note strength of PSB online growth. Blackbaud reports organizations had the third highest growth rate behind environment/arts and culture, increasing their online giving 21%.
- + NRC: Sizes of nonprofit email lists grew 11%, fundraising revenue grew 24%.
- + Blackbaud: Public Affairs Organizations total online revenue up 21.2%. Revenue from first time donors increased 30.6% compared to 2016. Revenue from repeat donors increased 18.5%.
- + M+R and NTEN: In 2017, according to a sample of rights organizations, online revenue up 37%.
- + Centrality of online fundraising to Time's Up, Women's March, ACLU.



Donations Have Agency in a Time When Agency is Important

- + We're in a time for reactive and impactful giving. Large donors want to influence and change the systems of our world; whether it be genomic medicine or giving pledges, major gifts come from major ideas.
- + Stepping up where something is missing, be it social issues or government funding.



Takeaway: Acquisition and Retention

- + *Cygnus Applied Research* and others have demonstrated that Progressive donors are feeling heightened urgency, but the lessons cut across the ideological lens that colors “Rage Giving.”
- + Recognize the complexities within increasing significance of social media advocacy and online channels, both to engagement and giving.
- + Refocus on new donor opportunities
- + Stewardship, stewardship, stewardship
- + **Case:** “ACLU has sought to turn one-time donors into long-term supporters by encouraging monthly giving, conducting follow-up research and meetings with large donors, honing its communications strategy, and providing tools to help supporters engage in advocacy and direct action.”



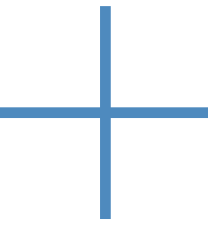
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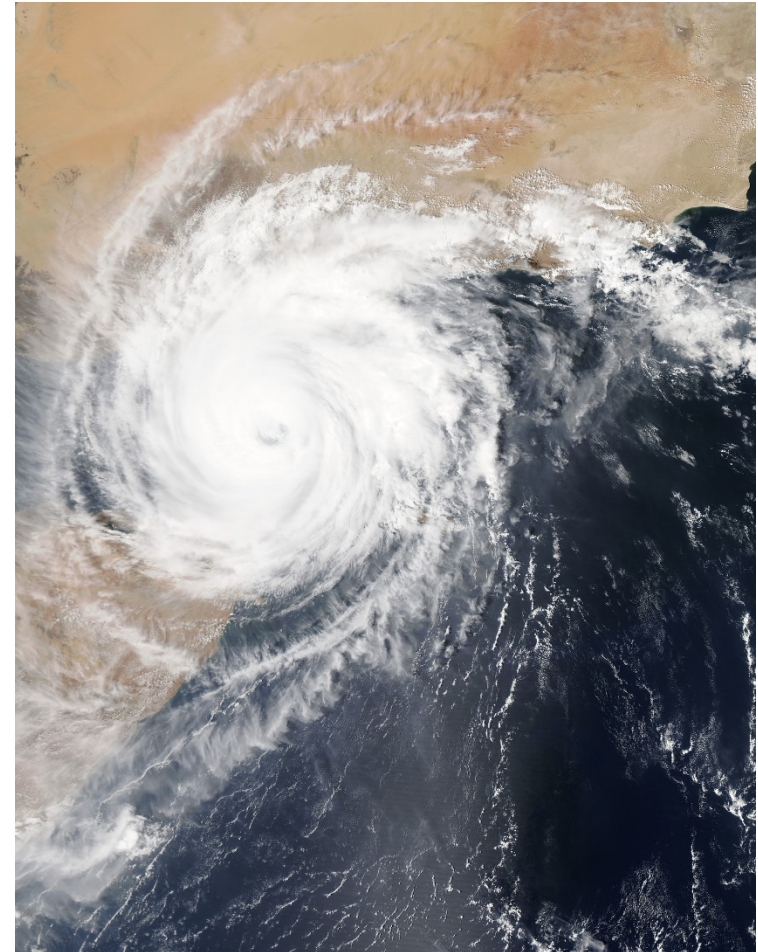
Disasters & Giving

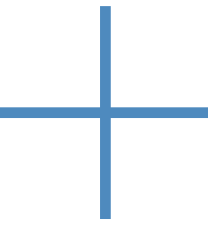
Jim McKey
Senior Vice President



2017 – The Year of Disasters

- + Hurricane Harvey (Aug) – Houston
- + Hurricane Irma (Aug-Sep) – Florida, Puerto Rico
- + Hurricane Maria (Sep) – Puerto Rico, Virgin Islands
- + Northern CA Wildfires (Oct)
- + Southern CA Wildfires (Dec)



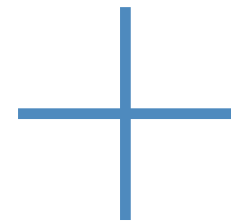


Polling Question

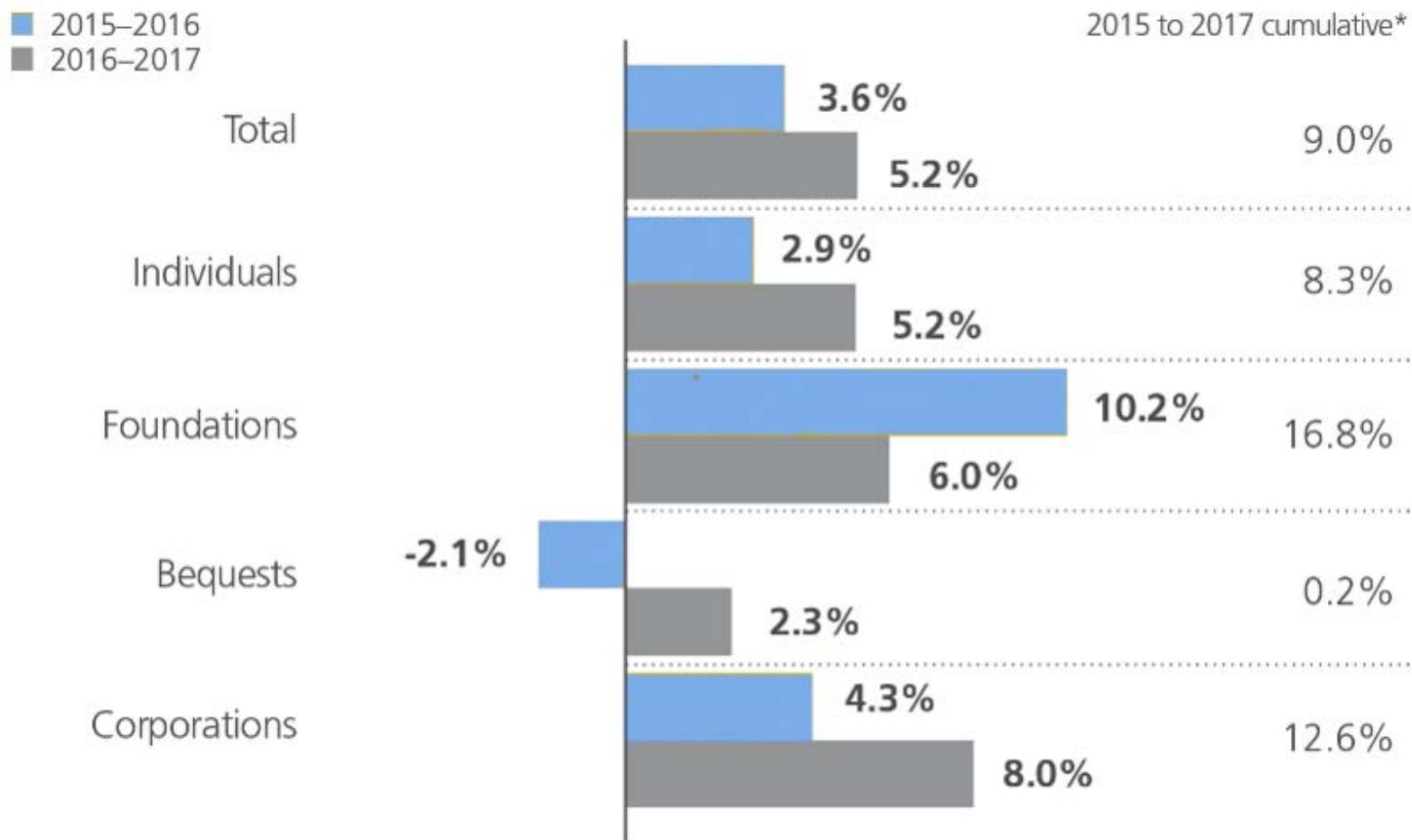
Does corporate giving account for more than 10% of your organization's gift revenue?

a) Yes

b) No

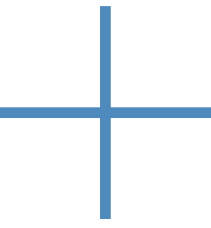


Giving by Corporations Grew 8.0%

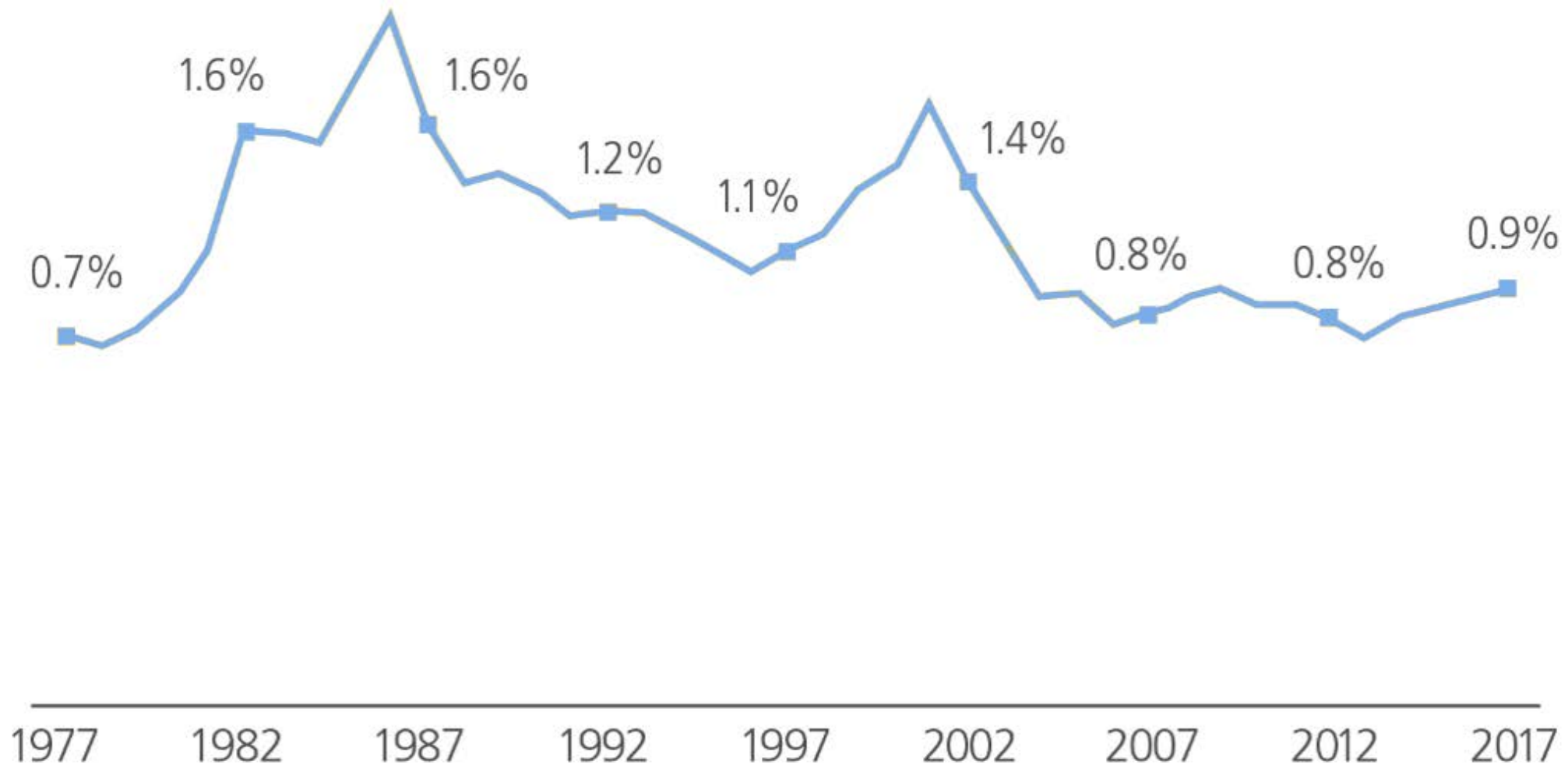


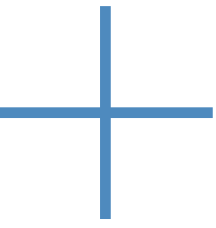
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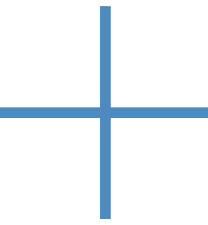
Giving as Percentage of Pretax Profits





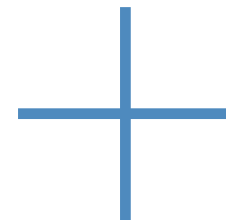
Disasters Drive Corporate Giving

- + Giving USA noted that corporate giving grew 8.0%, a key finding
- + Increase of \$405M, but flat as a percentage of pre-tax profits
- + Growth of strategic philanthropy: “Doing well by good”
- + Focus on local and national giving
- + “Companies know they can build good will externally and internally,” says Una Osili, Associate Dean at Indiana University Lilly Family School of Philanthropy

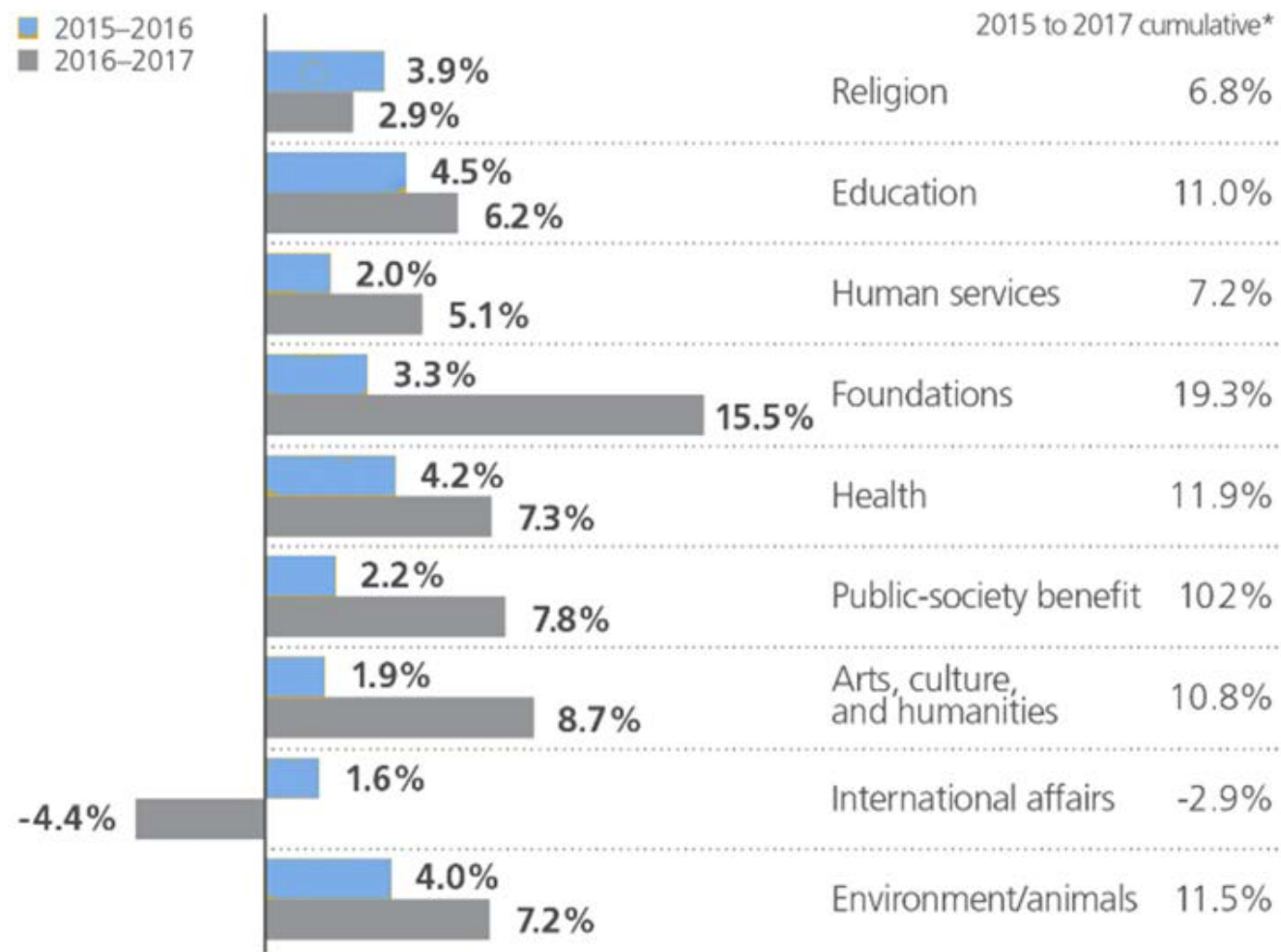


Case Study – Hurricane Harvey

- + CNN reported that corporations gave \$157M in direct support, including matching employee gifts
- + Chamber of Commerce reported on August 30 that 69 corporations had given \$1 million or more
- + Energy companies responded quickly—Chevron, ConocoPhillips, Citgo
- + Sports teams and leagues—NFL, NBA, MLB, PGA, NASCAR
- + Astros win World Series!



Giving by Sector



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Disasters & Giving

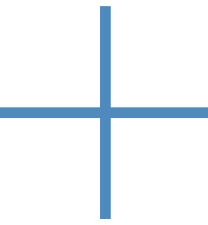
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Audience Q&A

Suzanne Hilser-Wiles
President





Audience Q&A

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Closing Remarks

Suzanne Hilser-Wiles
President



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