

## NATIONAL PHILANTHROPIC TRENDS

Philanthropy Delaware continues to monitor the philanthropic sector both nationally and locally. In leveraging the use of data to aid in making informed, impactful funding decisions, we note the national giving trends as outlined here as a way of providing our Members, the philanthropic community, and the public with insights and the most current data available.

The tradition of American generosity has a vibrant and unique history. Giving in the United States is an ever evolving and deeply intertwined in the American story. The charitable sector is a far-reaching network of various individual donors, foundations and organizations supporting and serving a comprehensive range of needs and initiatives. According to the World Giving Index, the United States has been the most generous country over the past decade.<sup>1</sup> Furthermore, the philanthropic trend points to an increase in the amount of giving even through various crises, recessions, and pandemics

### GIVING IN THE U.S. (2019)

#### TOTAL GIVING

**\$ 711 Billion**

Value of Total Grants  
Received by Nonprofit Groups  
and Causes in the U.S.  
(Candid, 2019)

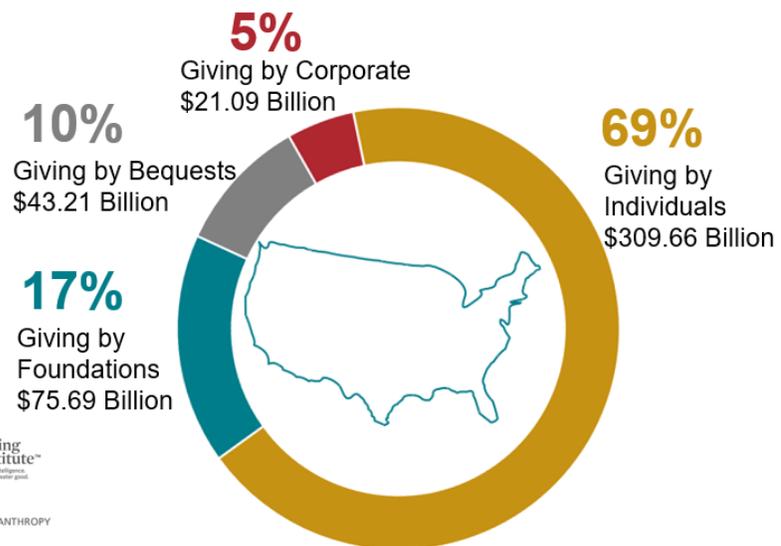
**\$ 449.64 Billion**

Value of Total Grants –  
Excluding U.S. Federal Funders  
(Giving USA, 2019)

Source: Giving USA Report, 2019 and Foundation Maps by Candid



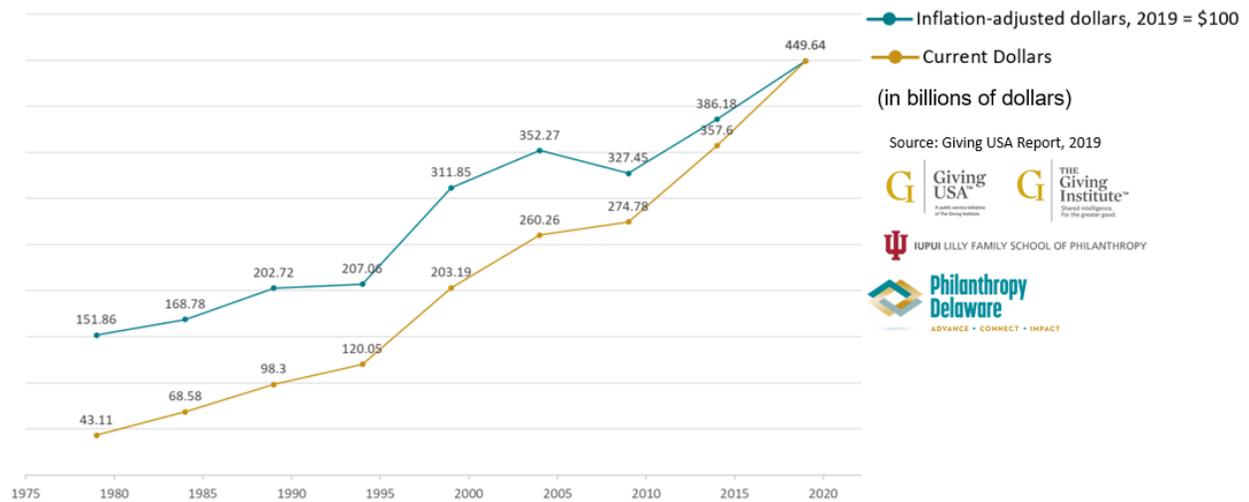
#### CONTRIBUTIONS BY SOURCE



The charitable sector works alongside, but separate from, the institutions of government and business. Philanthropic dollars cannot replace federal and state dollars that support our communities. In 2019, total giving, including U.S. Federal Funders, reached \$711 billion. Excluding U.S. Federal Funders, the charitable giving in the United States reached \$449.64 billion.

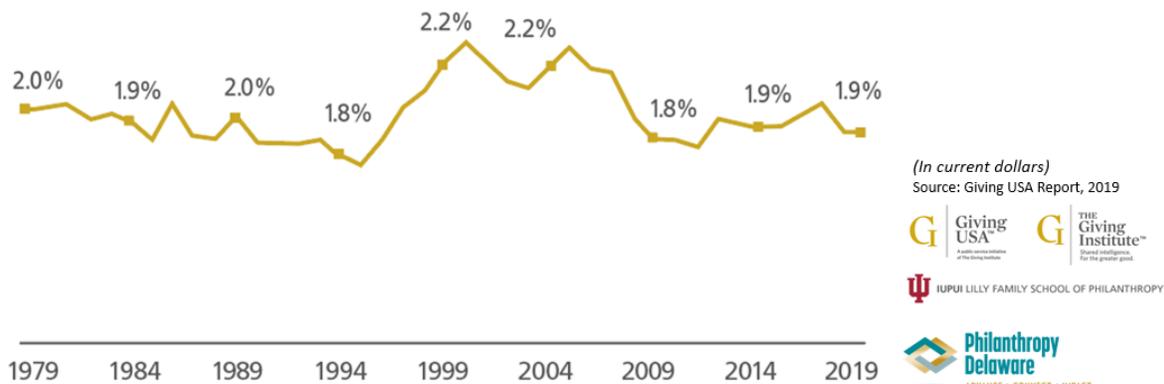
Across the country and across all forms, giving continues to increase from individuals, bequests, foundations, and corporations. Over the past thirty years, the generosity of Americans is shown in the figure below. Giving by individuals has grown in four of the last five years, highlighting opportunities to cultivate household giving and secure more individual donors. Giving by foundations, including grants made by independent, community, and operating foundations, amounted to 17 percent of all gifts made in 2019.

# Trends for Total Giving (1979-2019)



Philanthropy trends also notes an evolution in the area of increased donations from Donor Advised Funds (DAFs). In American households, charitable giving in relation to income exemplifies tremendous generosity and is enhanced through the various incentives to make charitable gifts. The trends in individual giving as a share of disposable income is shown in the figure below.

# Individual Giving as a Share of Disposable Income (1979-2019)



# Coronavirus Pandemic

The coronavirus pandemic (COVID-19) has affected every aspect of the charitable sector in 2020. The in-person volunteer opportunities have been limited due to required social distancing. As reports are being released, there are strong indications that giving has expanded. In the first quarter of 2020, there was a 16% increase in charitable giving, compared to the same time period in 2019.<sup>2</sup> Candid reports \$12.6 billion in total grant dollar value was granted and/or pledged in the United States as a response to the pandemic thus far.<sup>3</sup>

Philanthropy continues to interact within the ecosystem of our communities, as shown in the tremendous generosity that prevails through numerous community challenges, the economic and health crisis throughout 2020. It is our aim at Philanthropy Delaware to continue to provide relevant data informed updates and trust that the information contained within this update is beneficial.

Sources:

(1) World Giving Index [https://www.cafonline.org/docs/default-source/about-us-publications/caf\\_wgi\\_10th\\_edition\\_report\\_2712a\\_web\\_101019.pdf](https://www.cafonline.org/docs/default-source/about-us-publications/caf_wgi_10th_edition_report_2712a_web_101019.pdf)

(2) "3 Reasons Why 2020 May Be the Greatest Giving Year Ever" by Lawson Bader, August 3, 2020  
<https://www.kiplinger.com/personal-finance/601165/3-reasons-why-2020-may-be-the-greatest-giving-year-ever>

(3) "Most and Least Charitable States," -Wallet Hub <https://wallethub.com/edu/most-and-least-charitable-states/8555>