

## The Annual Report on Philanthropy for the Year 2015

**Giving in America continues to increase at a steady pace.** Americans gave \$373.25 billion to charitable causes in 2015, a 4.1% increase from 2014. For the first time in a decade, this steady rate of growth equates to a **10.1% increase over the past 2 years** in inflation adjusted growth for the philanthropic sector.

## SOURCES OF CONTRIBUTIONS

### INDIVIDUALS

71% of total contributions

3.8% 

**Individuals gave \$264.58 billion in 2015.**

In 2015 there continued to be more mega gifts, however they are now more diverse as far as who is giving them (not just technology philanthropists), where they are giving to (not only higher education); and the vehicles in which they give (in-kind gifts of artwork, real estate, and collections).

### FOUNDATIONS

16% of total contributions

6.5% 

**Foundations gave \$58.46 billion in 2015.**

Giving grew among all types of foundations:

- Community foundation giving grew by 7.4%
- Operating foundation giving grew by 8.1%
- Independent foundation giving grew by 6.0%

Family foundations continue to increase and in 2015 accounted for \$27.97 billion, or 47.8% of giving by all foundations. Donor Advised Funds continue to increase and are being established by a wide range of Americans; not only high net worth individuals.

### BEQUESTS

9% of total contributions

2.1% 

**Bequests totaled \$31.76 billion in 2015.**

According to the 2014 Bank of America Report on High Net Worth Philanthropy, over 36% of high-net-worth individuals have a charitable provision in their will or estate plan, and over 6% said they were planning on creating this provision in the near future.

### CORPORATIONS

5% of total contributions

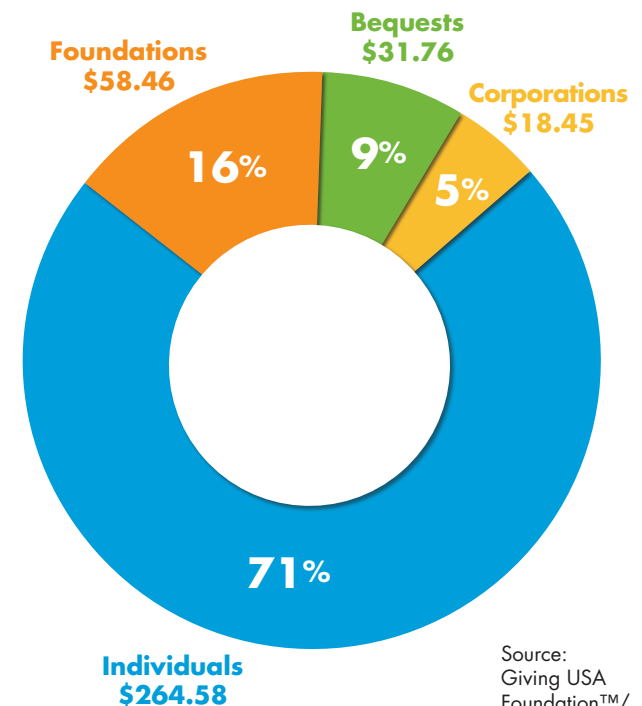
3.9% 

**Corporations gave \$18.45 billion in 2015.**

CECP's 2016 Giving in Numbers survey revealed that nearly half (47%) of the 211 largest U.S. and internationally based companies increased their giving during the period of 2013 to 2015. Measuring the outcome / impact on their giving is becoming a more widespread practice by companies, with 87% saying they are measuring at least one grant given, and 13% saying they are measuring all grants given.

### 2015 contributions: \$373.25 billion by source of contributions

(in billions of dollars – all figures are rounded)



Source:  
Giving USA  
Foundation™/  
GIVING USA  
2016

To download a full copy of the Giving USA 2016 Report or any specific chapters go to:



[www.givingusareports.org](http://www.givingusareports.org)



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# RECIPIENTS OF CONTRIBUTIONS

(reported in current dollars)

## RELIGION

32% of total contributions

2.7% 

Nearly seven in ten religious organizations surveyed by the Nonprofit Research Collaborative reported receiving a bequest in 2015. Online giving to faith-based organizations analyzed by the Blackbaud Index was strong in 2015 and outpaced giving received through all other types of channels combined.

## EDUCATION

15% of total contributions

8.9% 

Several multiple-hundred-million-dollar gifts in support of higher education initiatives boosted education giving in 2015. Harvard University received its largest gift ever, at \$400 million, and Princeton University received nearly \$300 million in rare books and manuscripts.

## HUMAN SERVICES

12% of total contributions

4.2% 

Human service organizations analyzed by the Blackbaud Index saw a greater increase in online giving than giving received through all other types of channels combined. Charitable giving increased the most during late summer, as compared with 2014.

## GIFTS TO FOUNDATIONS

11% of total contributions

4% 

Often giving to Foundations will decline, and this is attributed to the difference in mega gifts received from year to year. In 2015 several multiple-hundred-million-dollar gifts were realized, of which the top gift was nearly \$800 million.

## HEALTH

8% of total contributions

1.2% 

Several of the larger gifts to health were made by high net worth donors and were given to universities with a medical school or medical research institute. The Nonprofit Research Collaborative reports that nearly a quarter of surveyed health organizations were engaged in a capital campaign as of late summer 2015.

## PUBLIC-SOCIETY BENEFIT

7% of total contributions

6% 

This subsector is comprised of large donor-advised funds such as Fidelity and Schwab as well as United Way and the Jewish Federation. Contributions to national donor-advised funds grew in 2015, rebounding from a slowdown in growth in 2014.

## ARTS, CULTURE & HUMANITIES

5% of total contributions

7% 

Online giving to arts organizations analyzed by the Blackbaud Index was much more positive than giving through all types of channels combined, with the strongest rates of growth in online giving realized in the early spring.

## INTERNATIONAL AFFAIRS

4% of total contributions

17.5% 

The Chronicle of Philanthropy reported recently in their special spring report, that private support for the top 400 international affairs organizations grew at the third-fastest rate in the last 25 years, behind only donor-advised funds and community foundations.

## ENVIRONMENT/ANIMALS

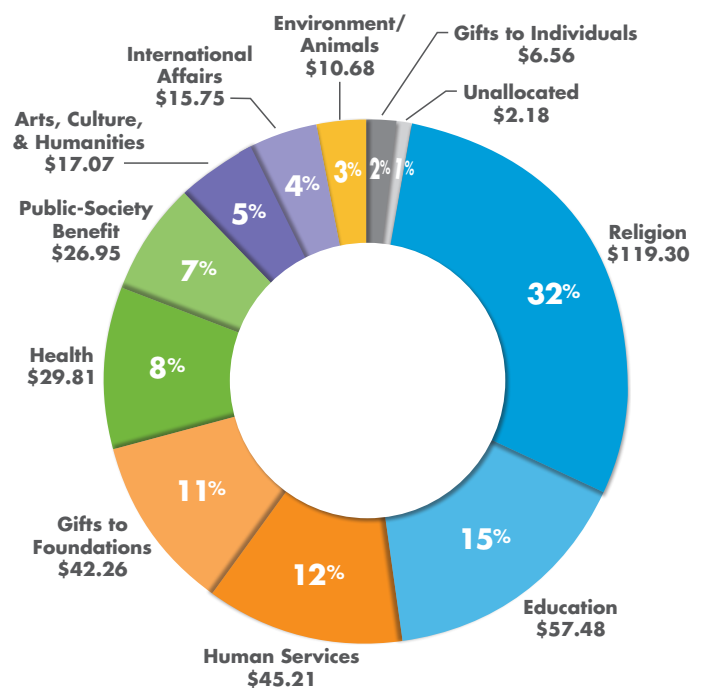
3% of total contributions

6.2% 

Support for causes related to climate change and sustainable production of clean energy sources has been growing in recent years, helping to boost giving to this sector. Support for animal welfare, including domestic and exotic animals, has also seen a steady increase in giving.

## 2015 contributions: \$373.25 billion by type of recipient organization

(in billions of dollars – all figures are rounded)



Source: Giving USA Foundation™/GIVING USA 2016