Individuals gave $281.86 billion
Giving by individuals grew by 3.9% and was the single largest contributor to the increase in total charitable giving in 2016. Individual giving grew at a higher rate than the other sources of giving, outpacing giving by foundations and by corporations, and offsetting the sharp decline in bequests.

Foundations gave $59.28 billion
Grantmaking grew among all types of foundations
- Community foundations increased 9.9%
- Operating foundations increased 4.5%
- Independent foundation increased 2.3%
Giving by foundations rose more slowly in 2016 compared to the stronger increases seen in recent years, according to data provided by the Foundation Center.

Bequests gave $30.36 billion
Giving by bequest fell sharply, following 2 years of strong growth. Only one mega-bequest, totaling $400 million, occurred in 2016 from the estate of Howard & Lottie Marcus from San Diego.

Corporations gave $18.55 billion
Over the last 10 years, giving by corporations as a percentage of corporate pre-tax profits averaged 0.8%. In 2016, corporate pre-tax profits rose an average of 2.7%, and corporate giving increased accordingly.
2016 RECIPIENTS OF CONTRIBUTIONS

**RELIGION**
32% of Total Contributions

Religion received $122.94 billion
In the 2016 State of the Plate Report, 41% of churches reported an increase in giving by at least 5%. Throughout 2016, faith-based organizations realized the greatest year-over-year monthly increase in overall charitable revenue.

**EDUCATION**
15% of Total Contributions

Education received $59.77 billion
Giving to education marked its 7th consecutive year of growth. This was largely due to many billion-dollar plus university campaigns that either met, or exceeded, their fundraising goals in 2016.

**HUMAN SERVICES**
12% of Total Contributions

Human Services received $46.80 billion
In 2016, more human services organizations appeared on the annual Chronicle of Philanthropy’s 400 list of top U.S. Charities; three social service organizations placed in the top five.

**FOUNDATIONS**
10% of Total Contributions

Foundations received $46.80 billion
After a sharp decline in 2015, giving to foundations recovered in 2016. Giving to foundations is a subsector that frequently experiences large swings in contributions.

**HEALTH**
8% of Total Contributions

Health received $33.14 billion
The Chronicle of Philanthropy’s list of the 50 most generous donors prioritized medical research in 2016. Collectively they pledged $424 million to support research into cancer prevention and treatment and other health causes.

**PUBLIC-SOCIETY BENEFIT**
8% of Total Contributions

Public-Society Benefit received $29.89 billion
Giving to this subsector grew for the seventh consecutive year. National (commercial) donor-advised funds such as Fidelity and Vanguard were included in the estimates and showed strong increases.

**ARTS, CULTURE & HUMANITIES**
5% of Total Contributions

Arts, Culture & Humanities received $18.21 billion
Organizations in this subsector are employing new and innovative fundraising techniques to increase donations; including social media campaigns, the use of data analytics, and “beacon technology” will allows for data gathering via smartphones.

**INTERNATIONAL AFFAIRS**
5% of Total Contributions

International Affairs received $22.03 billion
This subsector continues to grow for several reasons, including increasing monthly givers, and massive annual gifts from philanthropists such as Bill & Melinda Gates.

**ENVIRONMENT & ANIMALS**
3% of Total Contributions

Environment & Animals received $11.05 billion
Environmental and animal organizations experienced the fastest growth out of the nine subsectors, with a two-year growth rate of 13.5%.

2016 Contributions: $390.05 billion by type of recipient organization
(in billions of dollars – all figures are rounded)

- Religion: $122.94
- Arts, Culture, & Humanities: $18.21
- Environment & Animals: $11.05
- Gifts to Individuals: $7.12
- Public-Society Benefit: $29.89
- Health: $33.14
- Gifts to Foundations: $40.56
- Human Services: $46.80
- Education: $59.77
- International Affairs: $22.03

Source:
Giving USA Foundation™/GIVING USA 2017