Increase in giving by individuals is directly associated with the financial markets posting strong growth in 2017, including the S&P 500 growth of 19.4% between 2016 to 2017. Historically, giving by individuals rises as the economy improves, especially as it relates to personal income. In 2017 Individuals and families had a greater sense of economic security and saw a 3.1% growth in their personal income and a 2.9% growth in disposable personal income. Between 2009 and 2016 per capita giving has increased by 15% and average household giving has increased by 16%.

According to the Foundation Center, giving grew by all three types of foundations:
- Independent foundations increased 4.9%
- Operating foundations increased 6.2%
- Community foundations increased 11.0%

Family Foundations continue to grow, both in the number that are being established and in their giving. For 2017, giving by Family Foundations comprised 64% of giving by Foundations and totaled $31.68 billion.

The total amount of giving by bequests for 2017 is categorized into three groups:
- $18.59 billion from estates of $5 million and above
- $6.92 billion from estates between $1 and $5 million
- $10.19 billion from estates with assets below $1 million

The Giving Pledge, while not legally binding, continues to influence individual philanthropists' decisions on giving, during their lifetimes and after their deaths. In 2017 Giving Pledge households in the United States comprised a total of $680 billion in net worth, and the average age of the participant is now 67, down from 69 in 2015.

Corporate pre-tax profits continue to be a significant factor in how much corporations give each year. In 2017, cash giving represented the largest proportion of corporate contributions, and comprised an average of 82% of total giving by companies, with in-kind giving averaging 18%. Corporations also gave to numerous natural disasters in 2017, including the hurricanes in the United States - Harvey, Irma & Maria.

All figures on this infographic are reported in current dollars unless otherwise noted.
Giving to religion marked its 7th consecutive year of growth in 2017. Giving to religion over the last five years has grown at an annualized average rate of 3.8%, just behind the average rate of 4.3% of total giving over the same period. While giving to religion is seeing increases, overall U.S. Christian houses of worship continue to see decreases in membership.

In the past five years, giving to education has outpaced total giving at 4.7%. According to a recent study from CAE (Council to Aid Education), giving by alumni, foundations and non-alumni had the top three strongest growth rates. Higher education also saw a greater increase in online giving between 2016 and 2017 than any other charitable subsector.

Giving to human service organizations has seen a moderate increase in giving over the past four years. A study done by the Nonprofit Research Collaborative reported that 62% of fundraisers in the Human Service sector reported an increase in charitable contributions between 2016 and 2017; however 68% were unsure if they would meet their 2017 fundraising goals.

Giving to foundations saw a strong double-digit growth in 2017. Giving to this sector can vary from year to year, and is often quite large or in the form of bequests. Data from The Chronicle of Philanthropy’s list of 50 most generous donors indicated that 61.7% of $1 million-plus donations were directed toward foundations in 2017.

Giving to health has increased for the sixth consecutive year at an annualized average rate of 7.9%. The largest gifts to the health sector continue to support medical research. Individuals on The Chronicle of Philanthropy’s list of 50 most generous donors have collectively pledged $424 million to medical research.

Contributions to national donor-advised funds, such as Vanguard & Fidelity, continue to see a steady increase in giving. Many national donor-advised funds reported a substantial rise in both new accounts being established and contributions during the second half of 2017.

Over the past five years, giving to the arts has seen an annualized average growth rate of 7%. According to a report by Blackbaud, giving online to the arts saw an increase of 6.9% in total transactions from 2016 to 2017; with public broadcasting stations seeing a growth of 18.1% in total online transactions.

Despite the decrease in giving in 2017, giving to international affairs over the past five years has grown at an annualized average rate of 7.5%. According to report by Blackbaud, disaster and international aide organizations experienced an 8% increase in total online revenue in 2017. In addition, disaster and international relief organizations saw large increases in sustainer (or monthly) online revenue.

Giving to environment and animal organizations has seen a two-year growth rate of 11.5%. According to the Nonprofit Fundraising Survey, 81% of respondents in the environment/animals subsector reported that they met their 2017 fundraising goals - among the highest of all subsectors surveyed.

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### 2017 Contributions: $410.02 billion by type of recipient organization
(in billions of dollars – all figures are rounded)

- **Religion**: $127.37 billion, 31%
- **Education**: $58.90 billion, 14%
- **Human Services**: $50.06 billion, 12%
- **Foundations**: $45.89 billion, 11%
- **Health**: $38.27 billion, 9%
- **Arts, Culture, & Humanities**: $19.51 billion, 4.4%
- **International Affairs**: $22.97 billion, 5.5%
- **Gifts to Grantmaking Foundations**: $11.83 billion, 3.1%
- **Public-Society Benefit & Donor-Advised Funds**: $29.59 billion, 7.2%

Source: Giving USA Foundation™/GIVING USA 2018

1. Estimate developed jointly by the Foundation Center and Giving USA