

# Giving USA 2020

THE ANNUAL REPORT ON PHILANTHROPY FOR THE YEAR 2019



## FINDINGS AT-A-GLANCE

In 2019, charitable giving in the U.S. reached an estimated

# \$449.64 billion

4.2% increase from 2018

## WHO GAVE? HOW MUCH?

**Giving by Individuals** **\$309.66 billion** **4.7%**

Giving by individuals increased by 4.7% in 2019. This was largely due to a healthy economy and strong stock market. Changes to tax policies did not appear to affect giving by individuals as previously predicted.

**Giving by Foundations** **\$75.69 billion** **2.5%**

Giving by foundations increased by 2.5% in 2019. Giving grew by all three types of foundations:

- Community foundations increased by 5.6%
- Independent foundations increased by 2.2%
- Operating foundations increased by 1.3%

**Giving by Bequests** **\$43.21 billion** **0.2%**

Giving by bequests remained flat, with only a slight decrease by 0.2%. It is thought that this sector will increase over time due to more Americans leaving money to charities.

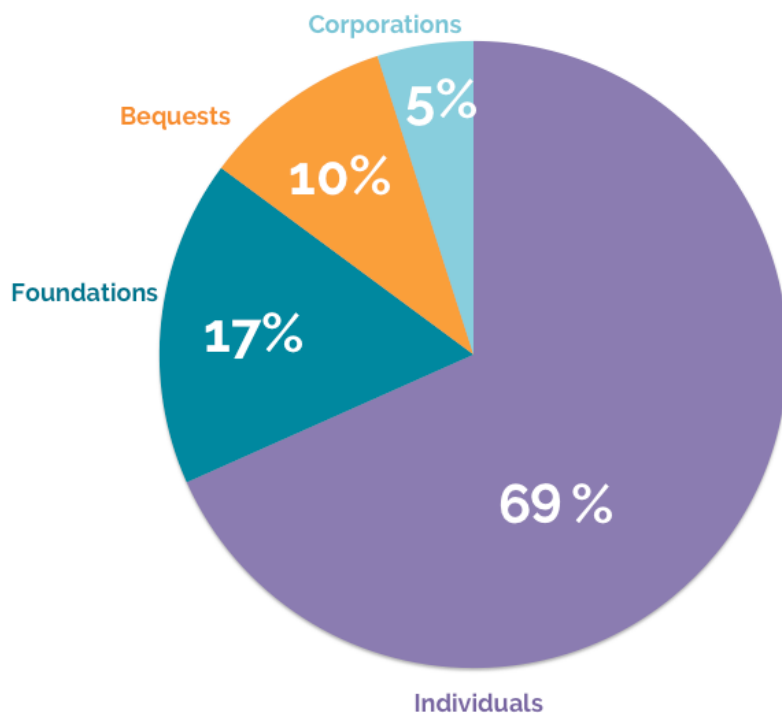
- \$24.77 billion - Estates with assets of \$5 million and above
- \$7.01 billion - Estates with assets between \$1 and \$5 million
- \$11.43 billion - Estates with assets below \$1 million

**Giving by Corporations** **\$21.09 billion** **13.4%**

Giving by corporations increased by 13.4% in 2019. Like individual giving, this increase was a result of a healthy economy and corporations experiencing increased profits. While corporate giving increased significantly in 2019, giving by corporations continues to represent 5% of all giving in the United States.

## 2019 Total Charitable Giving \$449.64 Billion by Source

(in billions of dollars - all figures are rounded)



Source: Giving USA Foundation™ / Giving USA 2020

All figures in the infographic are reported in current dollars, unless otherwise noted.

Visit [GivingUSA.org](http://GivingUSA.org) to learn more.



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# WHO RECEIVED? HOW MUCH?

**Giving to Religion** **\$128.17 billion**  **2.3%**



Giving to religion increased by 2.3% in 2019. According to a Blackbaud Report, online giving to faith-based organizations increased 8% between 2018 and 2019. This is a key indicator of growth for this sector in the coming years.

**Giving to Education** **\$64.11 billion**  **12.1%**



Giving to education increased by 12.1% compared to 2018. The education sector raised 10 percent more last year, after a tough 2018, when giving dropped 3.4 percent. College fundraisers are bracing for a steep decline in giving in 2020.

**Giving to Human Services** **\$55.99 billion**  **5.0%**



Giving to human services increased by 5%. Contributions to human services in 2019 totaled the highest inflation-adjusted amount recorded to date. According to a Blackbaud report, this sector saw a greater increase in online giving than giving through more traditional methods from 2016 to 2019.

**Giving to Foundations** **\$53.51 billion**  **2.5%**



Giving to foundations saw a 2.5 increase in 2019. Giving to foundations was boosted by several mega-gifts and one mega-bequest in 2019. One mega gift from Mark Zuckerberg and his wife Priscilla Chan was for \$110 million, which went to their family foundation and their donor-advised fund.

**Giving to Health** **\$41.46 billion**  **6.8%**



Giving to health saw a 6.8% increase in 2019. Due to COVID-19, giving to this sector is expected to see a dramatic increase in 2020, with gifts like the Gates Foundation giving \$125 million to find a cure.

**Giving to Public-Society Benefit & Donor-Advised Funds** **\$37.16 billion**  **13.1%**



While only 26% of this sector is comprised of national donor-advised funds, such as Vanguard and Fidelity, in 2019 these funds saw significant increases due to a healthy economy and strong stock market.

**Giving to Arts, Culture & Humanities** **\$21.64 billion**  **12.6%**




Giving to arts, culture & humanities increased by 12.6% in 2019. While this sector saw a 10% increase from 2018, last year's gains will probably be needed to help these organizations as they have experienced decreases in revenue in 2020 due to losses in ticket and membership revenue.

**Giving to International Affairs** **\$28.89 billion**  **0.4%**



Giving to international affairs saw a slight decrease in 2019. However, according to a Blackbaud report, international affairs organizations saw the second largest growth in charitable receipts from 2016 to 2019, compared to other subsectors.

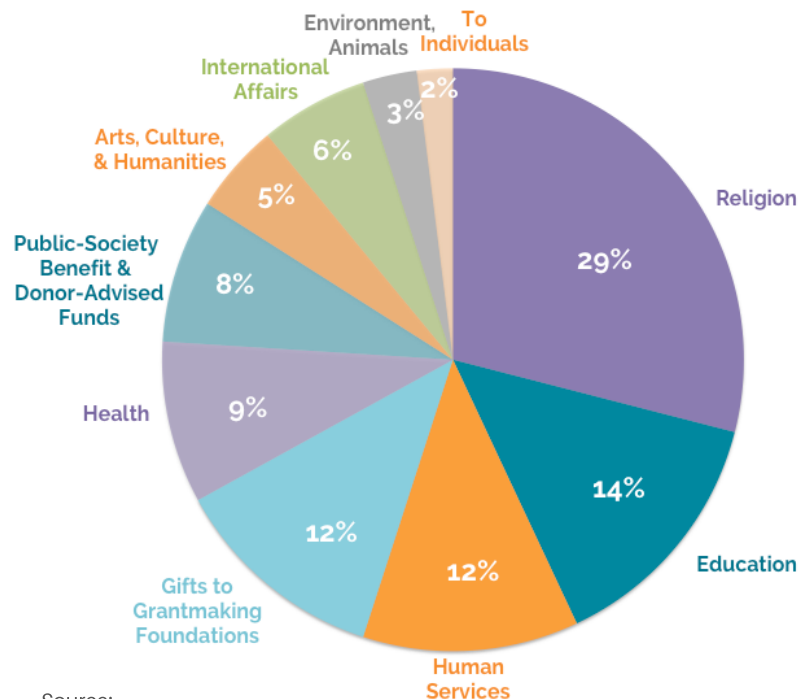
**Giving to Environment/Animals** **\$14.16 billion**  **11.3%**



Giving to environment and animal organizations has grown for six consecutive years. The amount Americans gave to this sector jumped by more than \$1 billion to a record \$14 billion in 2019.

## 2019 Total Charitable Giving \$449.64 Billion by Subsector

(in billions of dollars - all figures are rounded)



Source: Giving USA Foundation™ / Giving USA 2020  
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