

National Park Service

National Park Service
U.S. Department of the Interior



Partnerships



GIVING STATISTICS

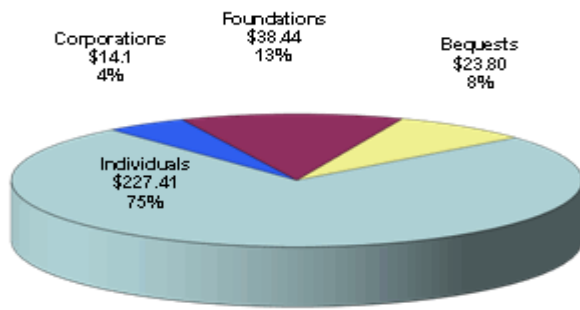
A widely-held perception is that corporations and foundations are the biggest sources to tap for grants and donations. The reality is that 83 percent of philanthropic dollars are contributed by individuals and bequests. That rises to 88 percent if you include family foundation giving. Corporations and foundations are easier to target, their contribution of 4 percent and 13 percent respectively was 17 percent of the total philanthropic dollars in 2009. Individuals are more of a challenge to reach and solicit, but are by far the largest philanthropic resource. Fundraising strategies for parks need to consider **all** sources and how best to connect park needs with all potential donor sources and their motivations for giving.

According to Giving USA, a report compiled annually by the [American Association of Fundraising Counsel](#), figures on American philanthropy showed that:

- Americans gave more than \$307.75 billion to their favorite causes despite the economic conditions in 2009. Total giving, when adjusted for inflation, was down 3.6 percent, the steepest decline since the Giving USA annual reports started in 1956. It's important to keep in mind that despite the downturn, giving still totaled \$307 billion.
- The greatest portion of charitable giving, \$227.41 billion, was given by individuals or household donors. In 2009, gifts from individuals represented 75 percent of all contributed dollars, similar to 2008 figures.
- Charitable bequests, which are made by individuals, totaled \$23.8 billion or 8 percent of total giving. This is a decrease of 23.9 percent from unusually high level of bequest giving in 2008. The sum of gifts by individuals and charitable bequests in 2009 is \$251.21 billion or 83 percent of total giving.
- In 2009, foundations decreased their giving by 8.9 percent to \$38.44 billion, accounting for 13 percent of all philanthropy in the USA.
- Individual, bequest and estimated family foundation giving combined were approximately \$266.61 billion or 88 percent of the total giving in 2009.
- Corporate giving, which is tied to corporate profits, increased 5.5 percent in 2009 to \$14.1 billion. This reflects an increase in corporate in-kind donations. Corporate giving accounted for 4 percent of all charitable giving in 2009.

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2009 CONTRIBUTIONS: \$307.75 BILLION BY SOURCE OF CONTRIBUTIONS (\$ in billions - All figures are rounded)



Source: Giving USA 2010

Footnotes:

1) All figures are rounded.

2) Foundations are defined by the Foundation Center as independent foundations, corporate foundations, community foundations and operating foundations. For more information see <http://foundationcenter.org/geststarted/learnabout/foundations.html>

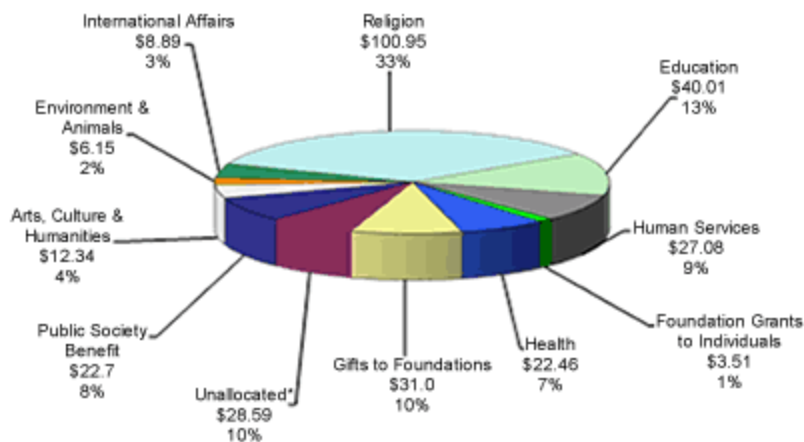
3) Unallocated sub sector includes "gifts to newly formed organizations; individual and corporate deductions expected to be claimed in 2007 for gifts made in prior years; amounts that donors deduct at a value different from what the non-profit reports as revenue; gifts and grants to government entities claimed by donors but not reported as received at 501(c)(3) charity; and foundation grants to organizations located in another country." Giving USA 2007

4) Public-Society Benefit sub sector includes "contributions to nonprofit organizations collecting funds for distribution to a number of other agencies. These organizations include United Ways; Jewish federations and appeals; commercially sponsored donor-advised funds; and combined funds; such as the Combined Federal Campaign, America's Charities, and others." Giving USA 2006

2009 Contributions By Source of Contribution	
Individuals	\$227.4 billion
Foundations	\$38.4 billion
Bequests	\$23.8 billion
Corporations	\$14.1 billion

- People give to support what they value and believe in. The giving percentages are relatively constant year to year with minor shifts. We need to think creatively how to tap into as many giving categories that can be related to our parks and programs.
- Giving USA reported that a little more than one-half of public charities saw decreases in 2009. The exceptions were health, human services, and international affairs.
- Giving to arts, culture, and humanities organizations was hit particularly hard by the recession. Giving in 2009 to these causes, including historical and cultural preservation, totaled \$12.34 billion and accounted for 4 percent of all contributions. In 2008 more than \$12.8 billion was donated to arts, culture and humanities organizations and accounted for 4 percent of all contributions. Giving to environment/conservation and animal related causes totaled 2 percent. Both are a relatively small percentages of total giving.
- Think how you can also relate park needs and giving opportunities to the larger giving categories on the Contributions by Charitable Cause pie chart, such as education, human services, health and religion. Parks can support fitness initiatives, youth employment and education programs. In several instances, funds have been raised to restore historic churches in parks.
- By 2050, an estimated \$41 trillion will transfer from one generation to the next, with gifts to nonprofit organizations projected to exceed \$6 trillion.

**2009 CONTRIBUTIONS: \$307.75 billion by
type of recipient organization
(\$ in billions - All figures are rounded)**



Source: Giving USA 2010

Footnote: *Unallocated contributions included deductions carried over multiple tax years, gifts to new organizations and government agencies, and foundation grants to international recipients.

2009 Contributions By Type of Recipient Organization	
Religion	\$100.95 billion
Education	\$40.01 billion
Gifts to Foundations	\$31.0 billion
Human Services	\$27.08 billion
Public-Society Benefit	\$22.77 billion
Health	\$22.46 billion
Unallocated	\$28.59 billion
International Affairs	\$8.89 billion
Arts, Culture & Humanities	\$12.34 billion
Environment & Animals	\$6.6 billion
Foundation Grants to Individuals	\$3.51 billion

Giving USA also surveyed charitable organizations to find out how gifts changed from the previous year.

Among the report findings:

- **Faith-based charities**, including churches, received the most charitable gifts in 2009, capturing \$100.95 billion – 33 percent of total contributions in 2009. Religious groups received more than a third of all contributions in the U.S.. Faith-based donations decreased 0.7 percent from the previous year.
- Charitable giving to **colleges, universities and educational organizations** accounted for the second largest share of all charitable giving at 13 percent. Educational institutions and organizations received \$40.01 billion in gifts. Stalled capital campaigns and declining gifts to annual funds were key reasons why colleges and schools faced a 3.6 percent drop in 2009 following a 5.4 percent decrease in 2008.
- **Social or human service charities** raised \$27.08 billion in 2009. Giving to social service charities in 2009 increased 2.3 percent following a drop of 5.9 percent in 2008.
- Increased concerns over global warming and the impact the environment has on health motivated donors to give \$6.15 billion to **environmental and animal-welfare** issues. This is a 5.5

percent increase over 2008. People are beginning to connect the environment to health-related issues. This has helped garner support and draw new donors for environmental causes. Giving for these organizations was 2 percent of the total estimated giving for 2009.

- Contributions to **public society benefit organizations** - nonprofit organizations, such as the United Way or Jewish Federation, who collect funds for distribution to a number of other agencies - received \$22.77 billion in donations. This reflects an increase of 4.6 percent, following a decrease in 2008 of 5.4 percent.
- Overall giving to **health-related organizations** such as hospitals and other health charities, that raise money for research, public awareness and fighting diseases increased to \$21.6 billion, an increase of 3.8 percent in 2009, compared with a decline of 6.5 percent in 2008.
- **Arts, cultural and humanities** giving has been hit hard by the recession following a 6.5 percent increase in 2008. More than \$12.34 billion was raised for arts, culture and the humanities in 2009. This is a drop of 2.4 percent. Gifts to arts, culture and humanities organizations were 4 percent total of estimated giving in 2009.
- **International affairs organizations** received \$8.89 billion in 2009, a decrease of 6.2 percent compared to 2008. International affairs giving is 3 percent of total estimated giving.
- In 2009 **gifts to foundations** dropped to \$31 billion, a decrease of 8 percent. Gifts to foundations are 10 percent of total estimated giving.

Charities were able to raise awareness and ultimately contributions by implementing new development strategies that include:

- Build a more compelling case for giving in light of a more competitive fundraising environment. Charities built strong messages around the consequences of not supporting their cause, such as highlighting the loss of education or art programs, the closing of a center, or reductions in services.
- Improve communications with donors through quarterly newsletters and regular email announcements.
- Partner with other organizations to raise visibility and gain a broader audience.
- Improve efforts in getting small annual gifts from members and acknowledging donor gifts within one or two days.
- Increase advocacy work and draw attention to a need or crisis.
- Shift priorities from fundraising for specific groups to fundraising for specific problems or needs.

In Charitable Giving to Education, Health and Arts: An Analysis of Data Collected in the Center on Philanthropy Panel Study, 2003, the Center of Philanthropy at Indiana University concluded that **beyond income and wealth, the most important indicator of a household's propensity to donate is philanthropic activity for other causes.**

"The most important implication for fundraising professionals is that donors who either give or volunteer for one cause may extend their generosity to other causes," according to Campbell & Company who prepared the report. "These donors remain important sources of philanthropic potential for organizations..."

In light of this and increased giving in other sectors, park support organizations should relate park needs in donors' minds in other giving categories beyond environmental. Consider partnering with education,

health and other charitable organizations to broaden the audience base, diversify income sources and obtain additional funding through private foundations, government agencies and other income. Park support organizations can connect their needs with other charitable causes through a number ways ranging from education initiatives to youth and health programs.

Non Cash Contributions

The recently published IRS Spring 2010 Statistics of Income Bulletin provides insight into noncash giving by donation type, donor age and income for tax year 2007. More than 6.9 million tax returns reported \$52.8 billion in noncash charitable donations. Of the roughly 18.6 million noncash donations that were reported:

- Corporate stock represented the largest category of noncash donations at \$23.7 billion or 44.9 % of all contributions.
- Clothing donations represented the second largest category of noncash donations at \$7.6 billion followed by land donations at \$4.0 billion. They represent 14.4 percent and 7.7 percent of all non cash contributions, respectively.
- Taxpayers with annual gross incomes of \$10 million or more gave the most non cash donations at \$17.6 billion or one-third of all donations. The average donation amount per return of taxpayers in this category was \$2.4 million. Taxpayers with annual gross incomes between \$200,000 and \$500,000 gave \$6.6 billion (12.5 percent of all donations), representing the second largest group to give in terms of dollar value. The overall average donation amount for all taxpayers claiming donations and deductions were just over \$7,600.

Individual Noncash Charitable Contributions, 2007		
(Money amounts are in the thousands of dollars)		
Type of Donation	Number of Donations	Amount
All donations	18,599,215	52,827,286
Corporate stock	450,824	237,728,784
Mutual funds	23,395	1,418,878
Other investments	7,639	1,946,378
Real estate	9,932	1,896,978
Land	8,271	4,047,464
Conservation Easement	2,405	1,954,122
Façade Easement	242	222,269
Art and collectibles	108,556	997,996
Food	387,160	98,698
Clothing	11,141,891	7,613,709
Accessories	69,574	103,577
Electronics	580,759	372,087
Household items	4,183,228	3,920,893
Cars	331,979	578,113
Other Vehicles	11,223	116,514
Services	34,183	56,546
Airline tickets/miles	1,851	3,712
Other	1,246,103	3,750,570

Source: Internal Revenue Service, Statistics of Income Bulletin, Spring 2010

Charitable Giving to Education, Health and Arts: An Analysis of Data Collected in the Center on Philanthropy Panel Study, 2003 analyzed the differences in the personal and household characteristics of donors to the three sectors.

Those who gave to arts, education and health represented 14 percent, 26 percent and 37 percent of the donors to secular charities, respectively.

The report found that 67 percent of households donated \$25 or more to charity in 2002. Households contributed on average \$1,872 each. Among the findings:

- 11 percent of households contributed to religious causes only.
- 21 percent contributed to only secular causes.
- 34 percent contributed to both religious and secular causes.
- Arts donors' contributed on average 2.1 percent of their income to secular causes, one of the highest shares of income for secular giving. The average amount contributed to the arts by donors was \$215.
- Education donors supported, on average, 2.7 other secular causes averaging 1.5 percent of their income. The average amount contributed to education by these donors was \$416.
- Donors to health-related causes support, on average, 2.4 other secular causes. Health donors give amounts to secular causes that average 1.2 percent of their income. The average amount contributed to health organizations by donors is \$298.

For more information on the Giving USA Foundation, go to their website at www.givingusa.org/ or call 847-375-4709 or toll free 800-462-2372.

Information on the Center of Philanthropy at Indiana University can be found at <http://www.philanthropy.iupui.edu/> or contact 317-274-4200.