

The Philanthropic Landscape

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Philanthropy Now and in the Future



#phil.anthropic.disruption?

noun

/philanthropic-disruption



Transformation of Philanthropy

- Demographics
 - Changing preferences among donors
 - Increased diversity
- Economic and political climate
- Technological advances
 - Enhances nonprofit transparency
 - Engages donors and other constituents
 - Leverages peer-to-peer fundraising
 - Increases ease in giving

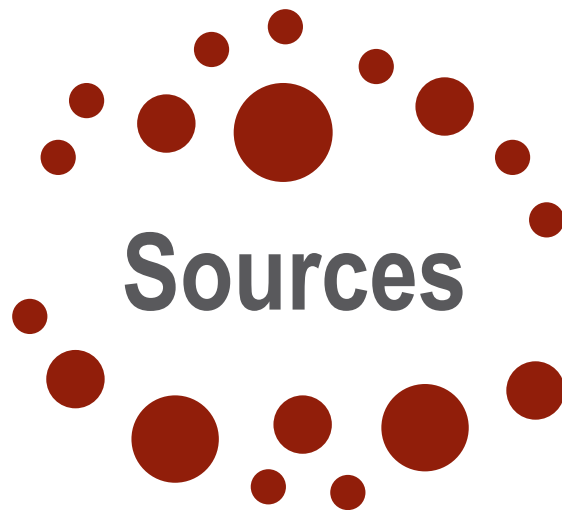


Today's Presentation

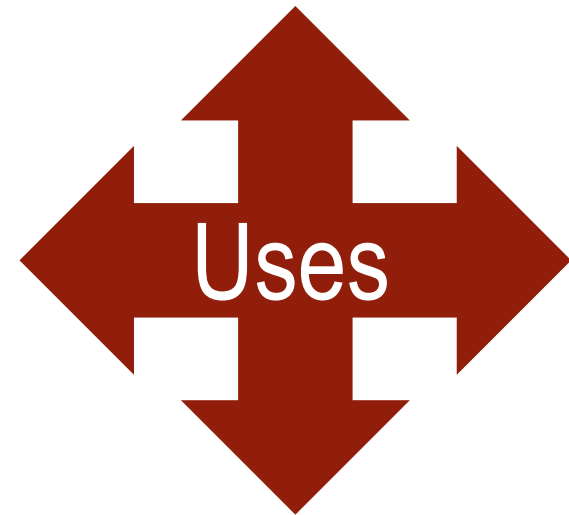
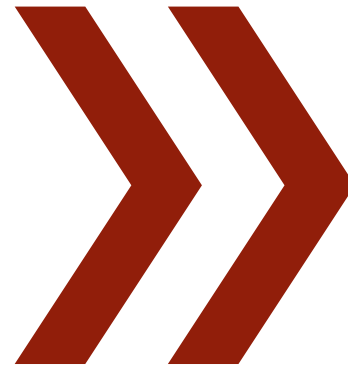
- What does philanthropy look like today?
- How are the values, motivations, and expectations of donors changing?
- How will this impact giving?
- How will trends shape the future?



Giving USA



- 117 million U.S. households
- 12.4 million businesses/
corporations
- 100,000 estates
- 76,000 foundations



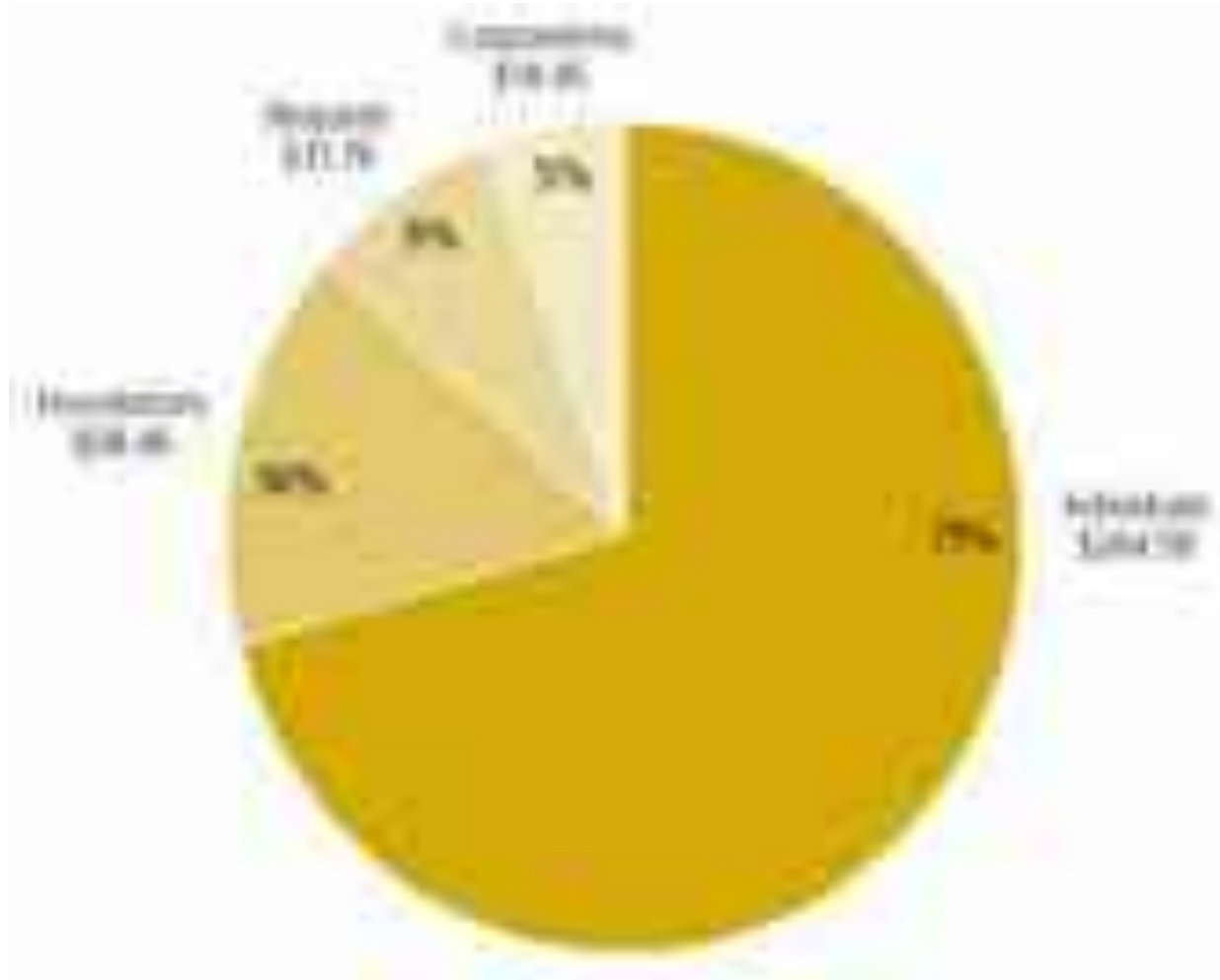
- 1.1 million IRS-
registered charities
- 300,000+ U.S.
religious organizations



2015 contributions: \$373.25 billion by source (in billions of dollars)



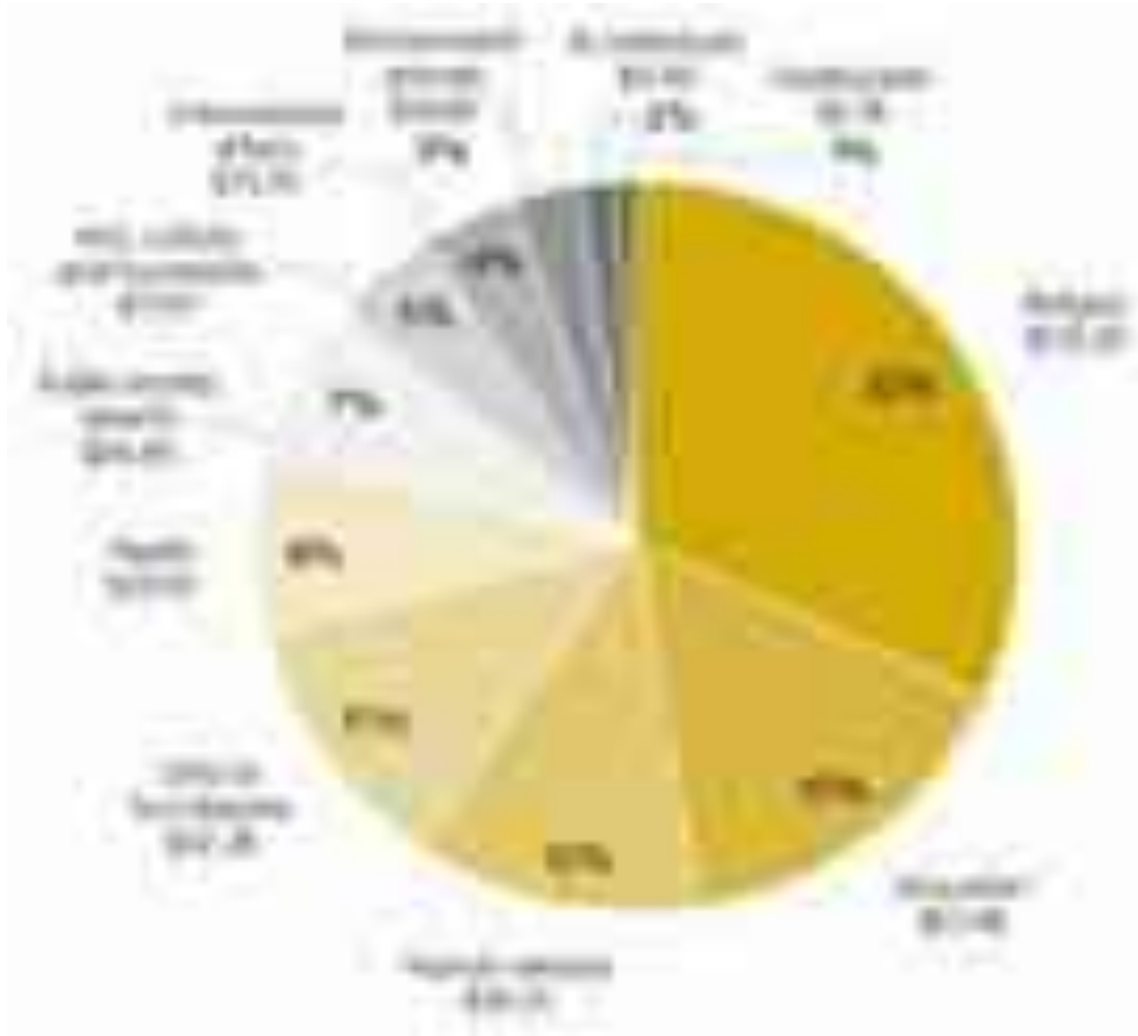
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2015 contributions: \$373.25 billion by type of recipient organization (in billions of dollars)



8



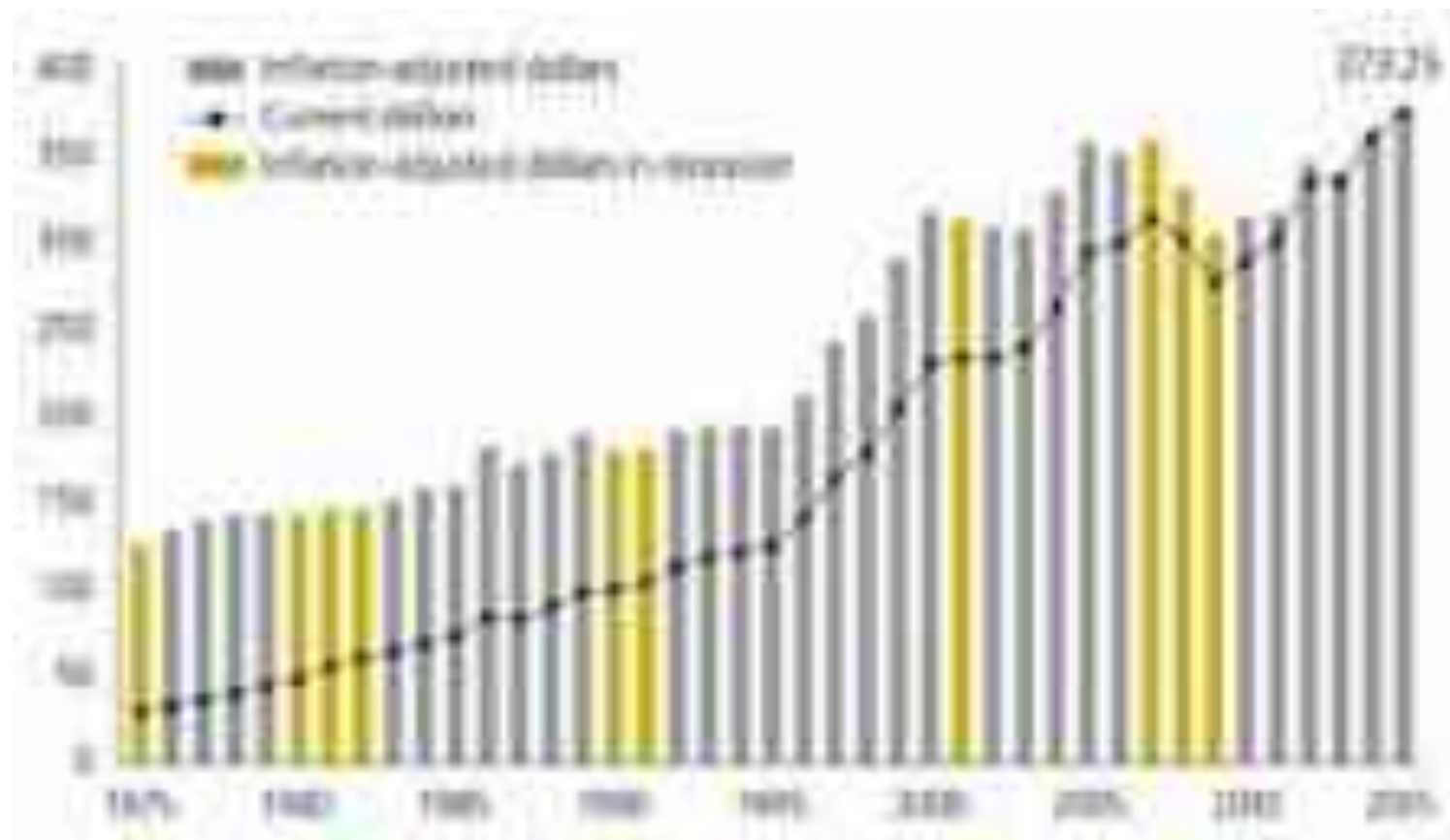
DATA REVEAL IMPACT OF NATIONAL AND GLOBAL ECONOMIC FORCES



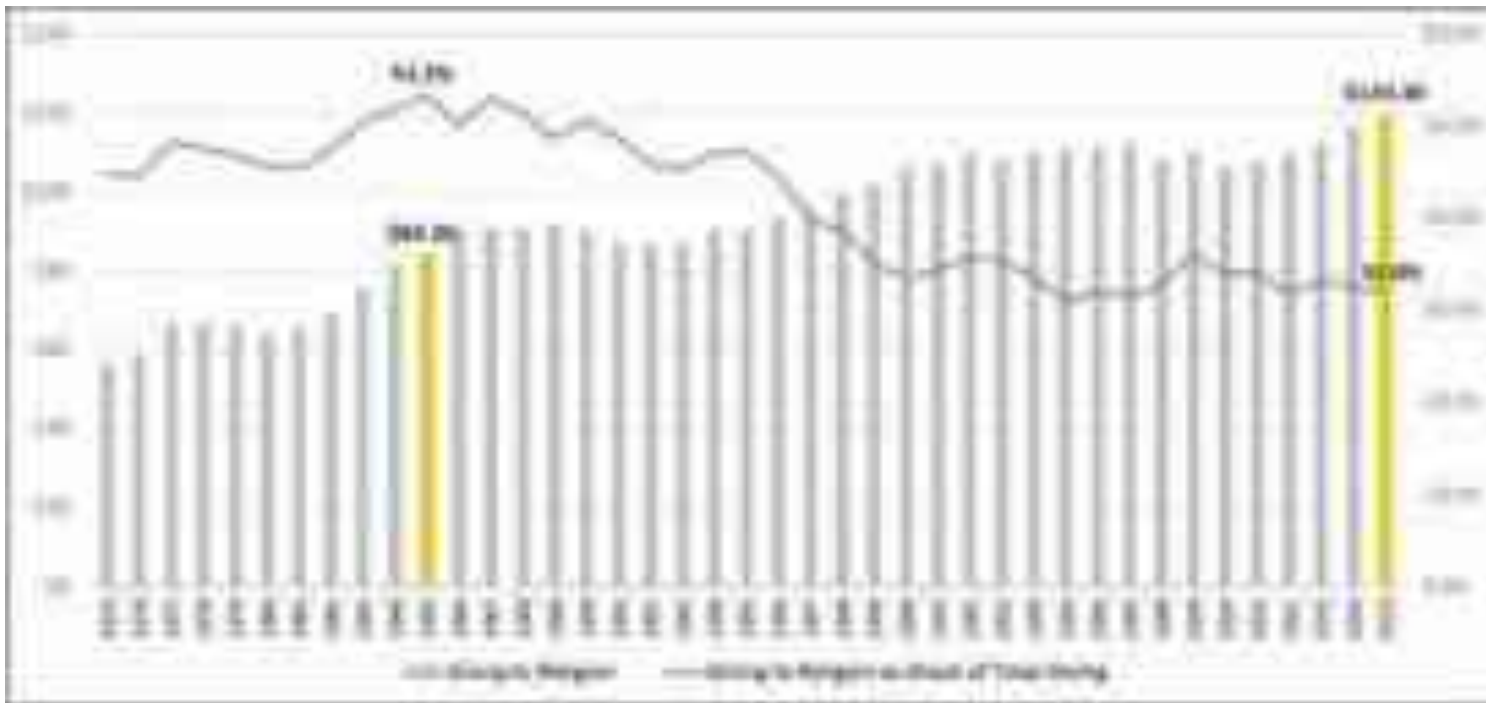
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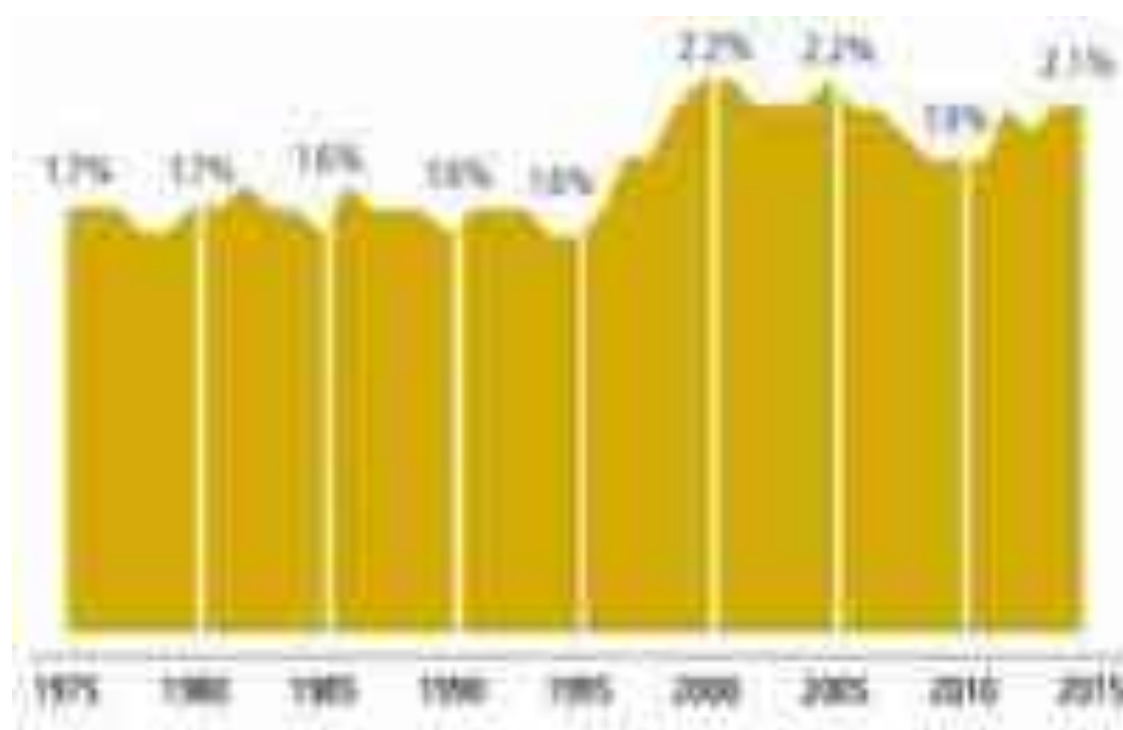
Total Giving, 1975-2015 (In Billions of Dollars)



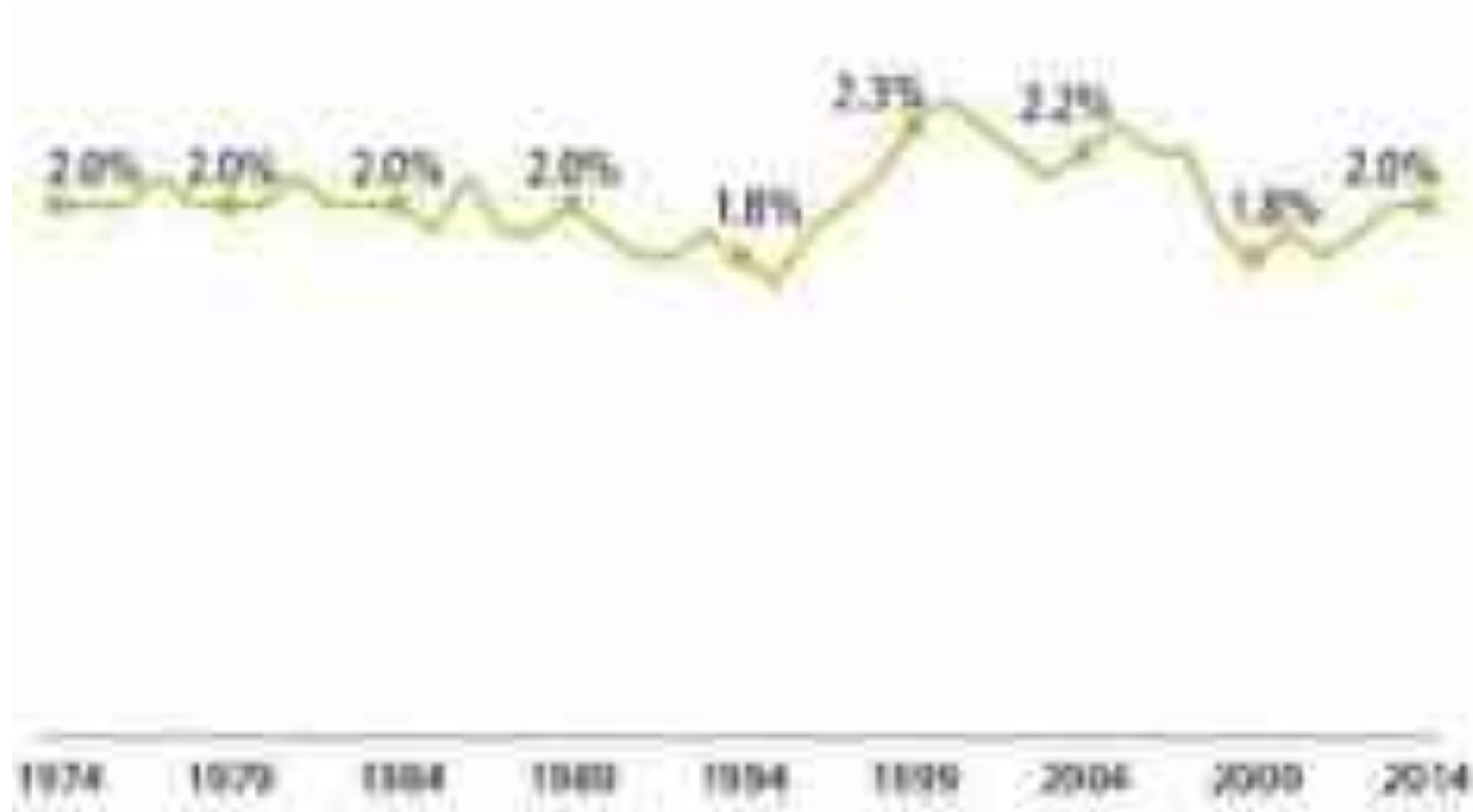
Giving to Religion Has Been Declining as Share of Total Donations Since the 1980s



Total Giving as a Percentage of Gross Domestic Product, 1975-2015 (In Inflation-Adjusted dollars, 2015 = \$100)



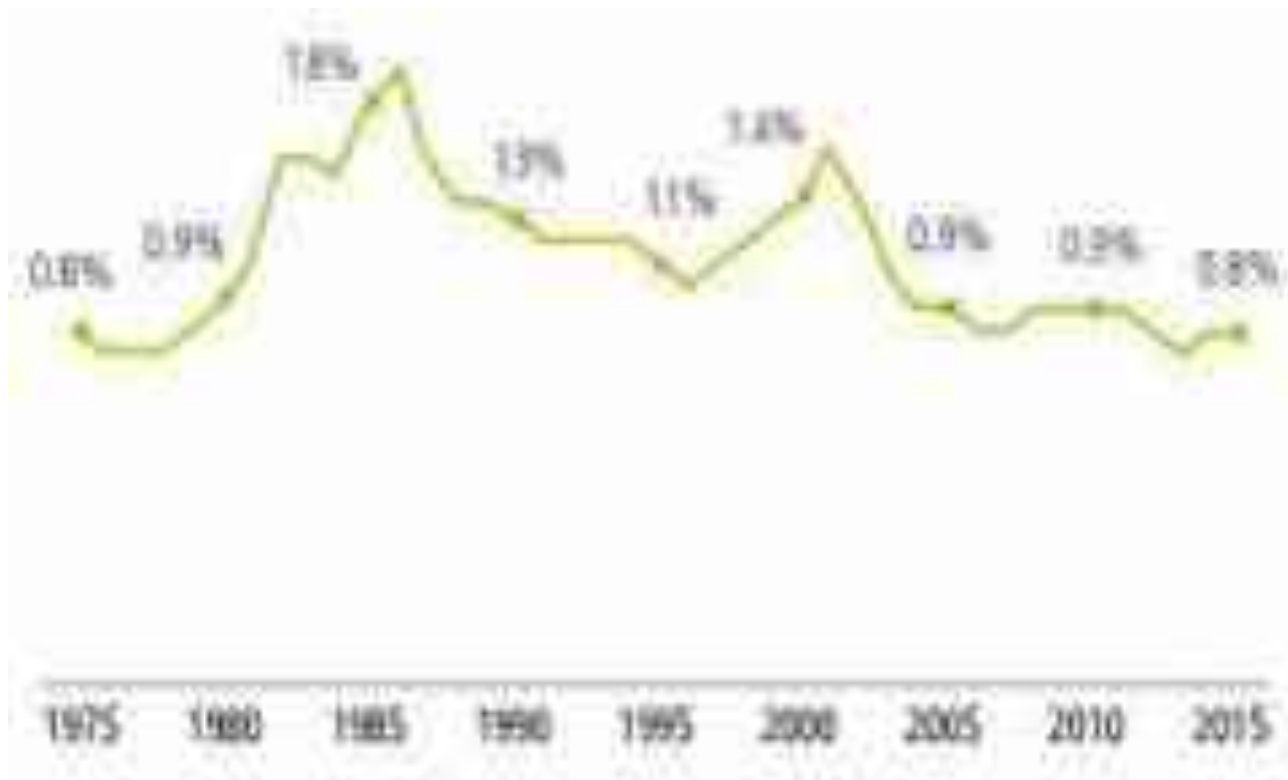
Individual Giving Remains Constant at About 2% of Disposable Personal Income



Corporate giving as a percentage of corporate pre-tax profits, 1975-2015 (in current dollars)



14



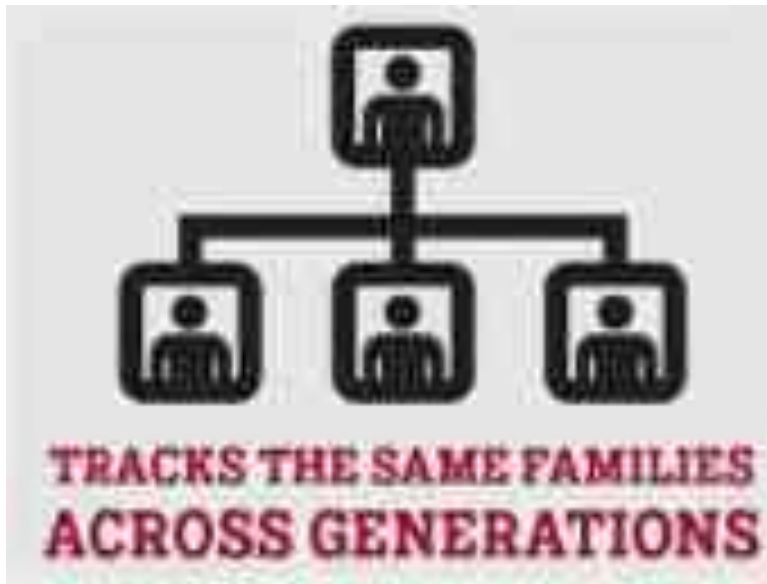
DATA REVEAL CHANGING DONOR MOTIVATIONS, EXPECTATIONS



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Longitudinal Individual Giving Data



Philanthropy Panel Study (PPS)



Bank of America Studies of High Net Worth Philanthropy



Modern Million-Dollar-Plus Donors

- Most donors are over the age of 50. Inspired by initiatives like the Giving Pledge, notable young donors are joining their ranks.



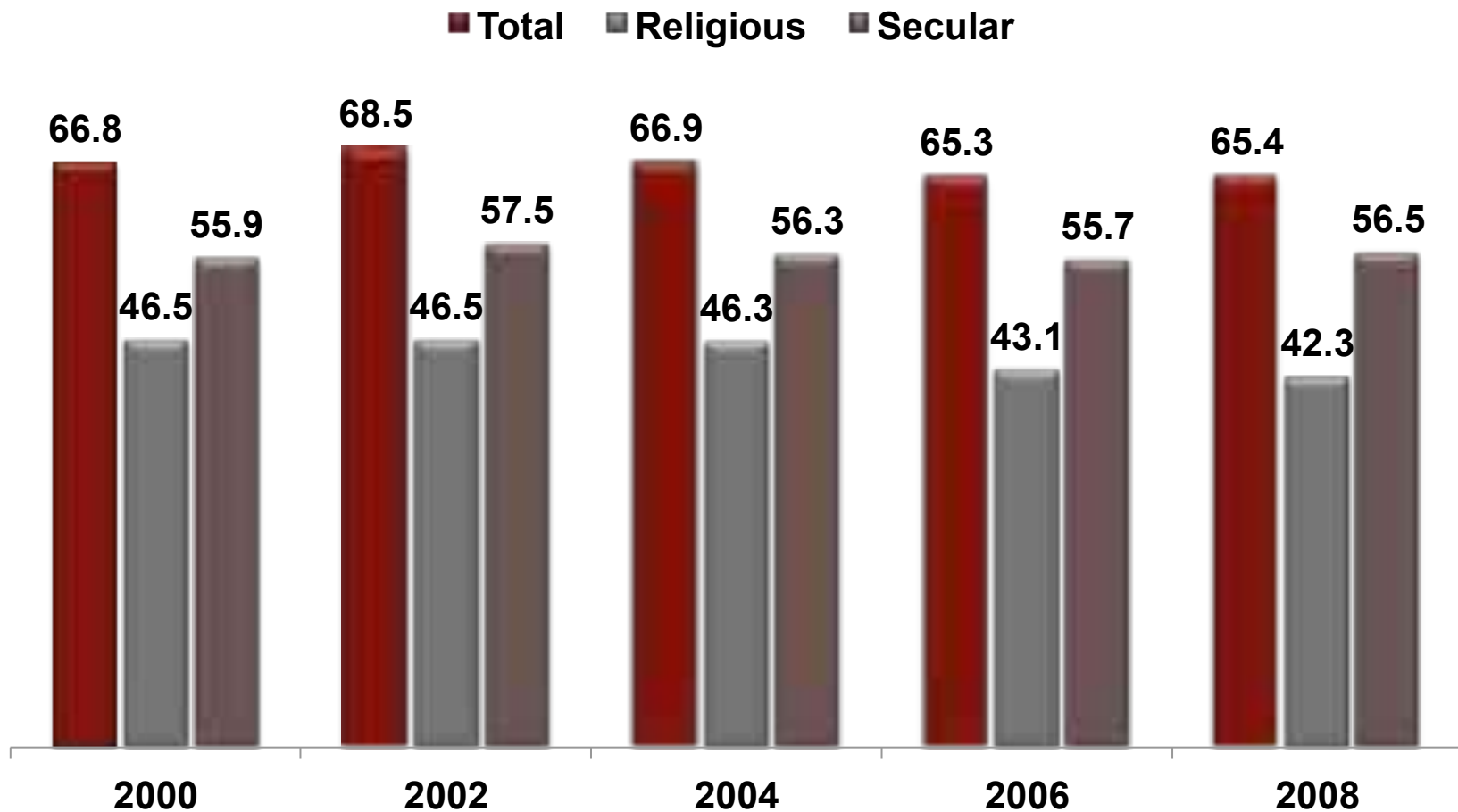
Source: Million Dollar List 2012



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Donor Incidence Over Time, 2000-2008



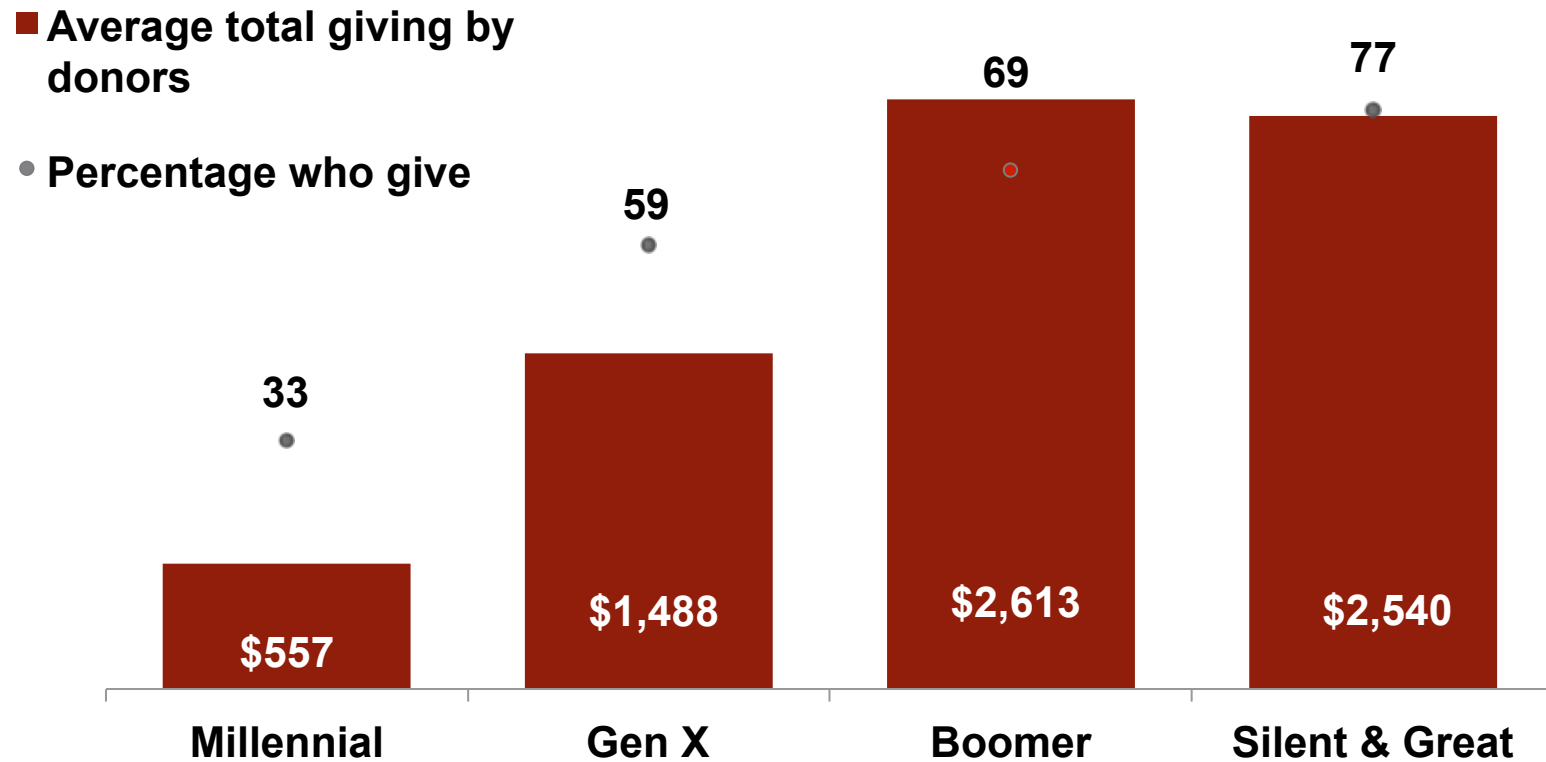
Source: Philanthropy Panel Study



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Oldest Generations More Likely to Give and Give More, on Average

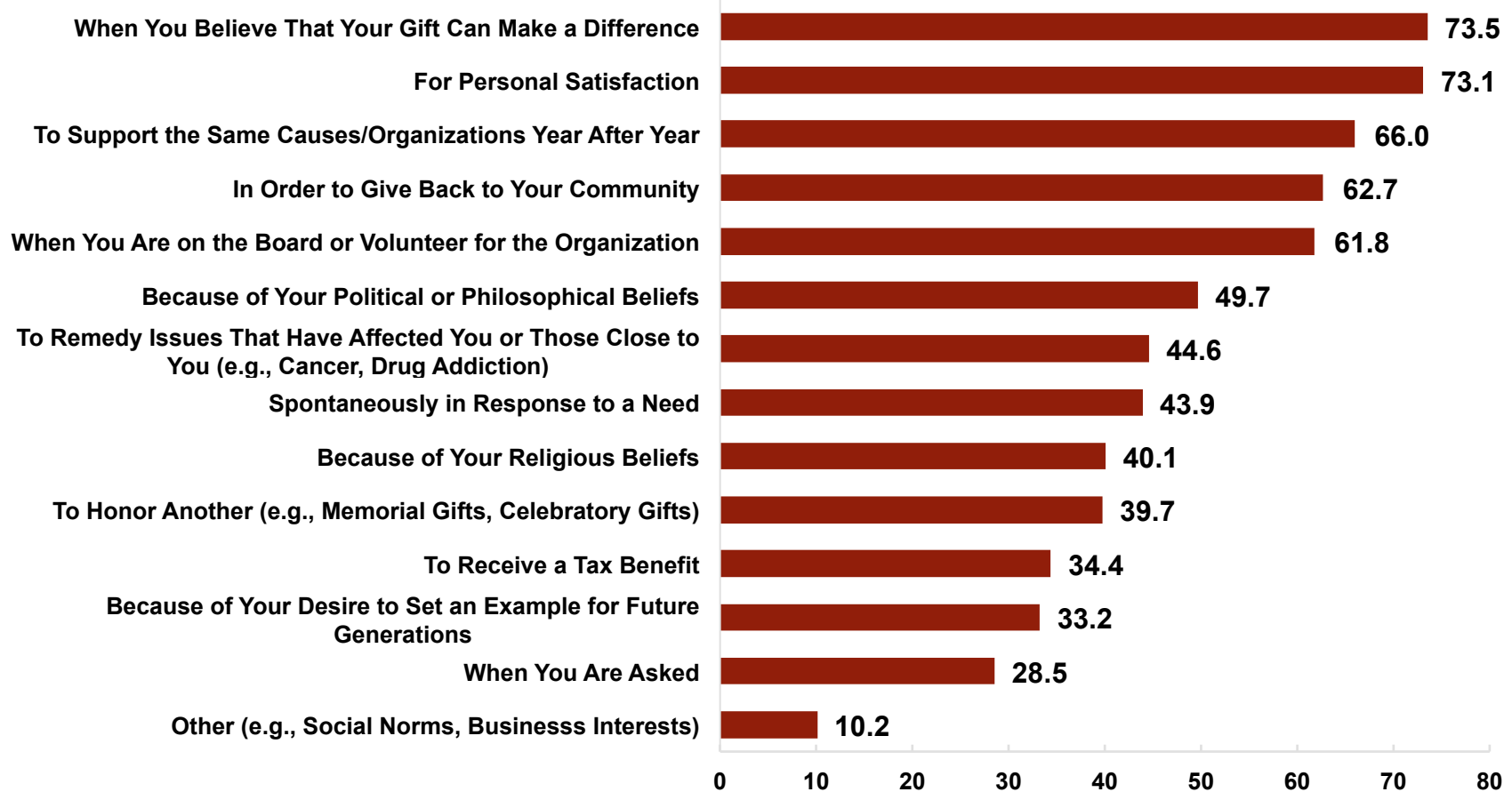


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Data May Broadly Catalog Charitable Motivations



Source: 2014 U.S. Trust Study of High Net Worth Philanthropy



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GENDER IN PHILANTHROPY



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Gender Matters in Philanthropy



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Women's Philanthropy Institute
Indiana University Lilly Family School of Philanthropy



Motivations for Giving: Men and Women

Gift can make a difference

Personal satisfaction, enjoyment, or fulfillment

Giving back to the community



Empathy

*Women tend to score higher on measures of **empathy** and **altruism**, and are more likely to want to help others.*



IMPACT OF TECHNOLOGY ON PHILANTHROPY



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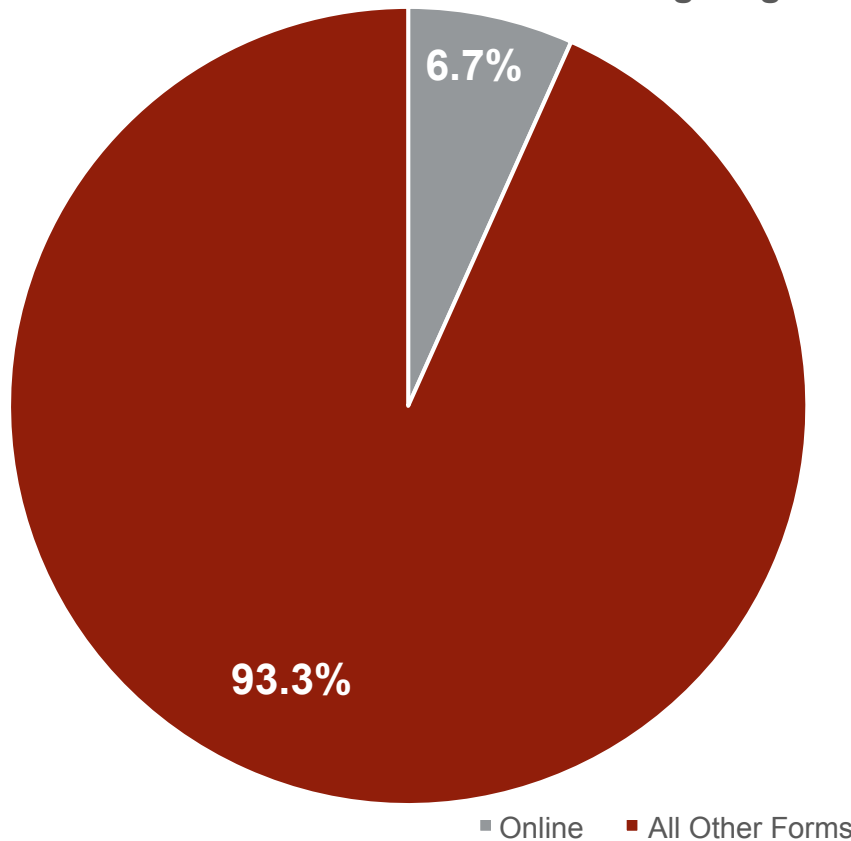
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Online Giving a Small but Growing Piece of the Pie

Online giving as a percentage of total giving



THE FUTURE OF PHILANTHROPY



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Impact of Technology on Philanthropy



Call to Action

2015 total giving reached its highest level ever, at \$373.25 billion.

—increase of 4.1 percent

Giving increased for all four donor types and all but one of the recipient types.

Five charitable subsectors saw increases greater than 5 percent (in current \$).

Technological innovation has the potential to make philanthropy more inclusive.



Lilly Family School of Philanthropy Resources

Giving USA 2014: The Annual Report on Philanthropy for the Year 2013. Researched and written by Indiana University Lilly Family School of Philanthropy. Sponsored by Giving USA Foundation, a public service initiative of The Giving Institute.

2014 U.S. Trust Study of High Net Worth Philanthropy, October 2014, Researched and written by Indiana University Lilly Family School of Philanthropy, with support from U.S. Trust/Bank of America.

Philanthropy Panel Study. Indiana University Lilly Family School of Philanthropy. Conducted in conjunction with the University of Michigan Institute for Social Research's Panel Study of Income Dynamics (PSID).

The Million Dollar List. Researched and written by the Indiana University Lilly Family School of Philanthropy. Available online at <http://www.milliondollarlist.org/>.

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