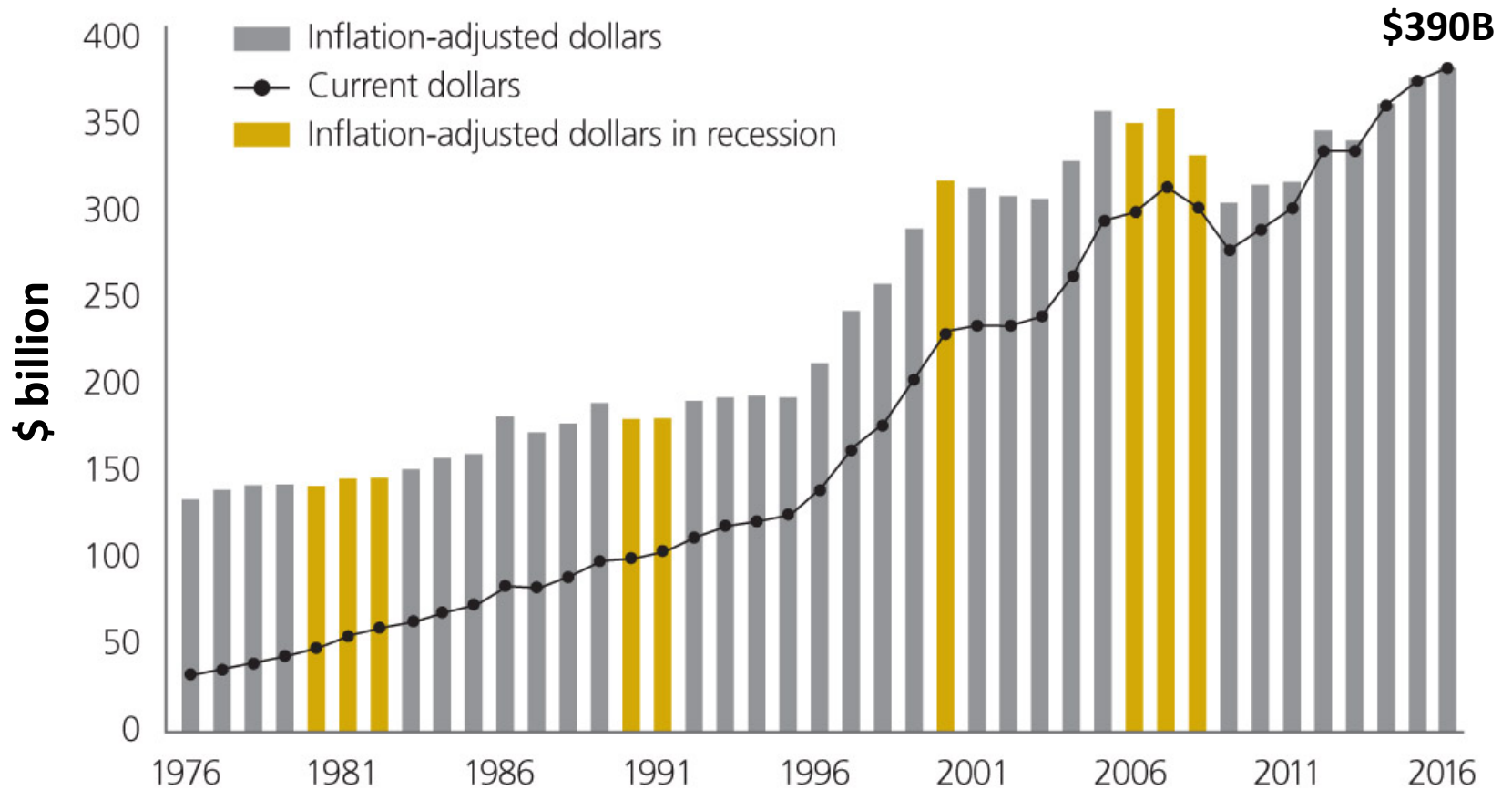




National Trends in Philanthropy

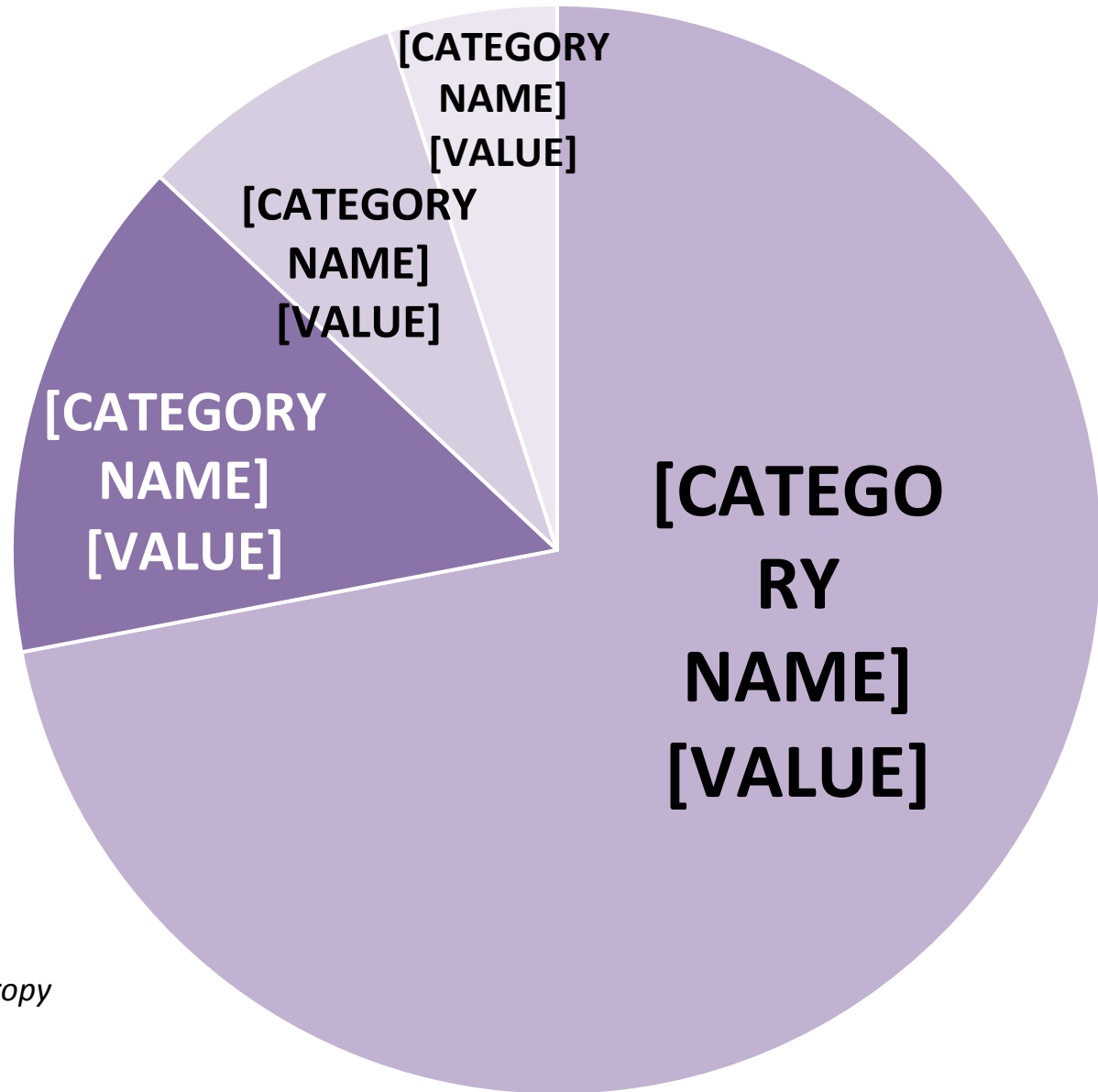
The Philanthropic Landscape



Source: *Giving USA: The Annual Report on Philanthropy for the Year 2016* (2017). Chicago: Giving USA Foundation™.



National Giving By Source



Source: Giving USA: The Annual Report on Philanthropy for the Year 2016 (2017).
Chicago: Giving USA Foundation™.



National Giving to Sub-Sectors

32%	Religion
15%	Education
12%	Human Services
10%	Grantmaking Foundations
8%	Health
8%	Public Society Benefit
6%	International Affairs
5%	Arts & Culture
3%	Environment & Animals
2%	To Individuals



Local Philanthropy 2016: Nonprofits

70% Saw Revenue Increase

66% Met Fundraising Goal

65% Expect 2017 to be Better



Local Philanthropy 2016: Funders

Increased their giving
compared to 2016 40%

Expect to increase
giving in 2018 30%



Strategy Effectiveness

The Philanthropic Landscape

Use It	Most Effective
90% Grant Writing	1 Grant writing
84% Special Events	2 Special Events
79% Direct Mail	3 Direct Mail
73% Major Gifts	1 Major Gifts
65% Online Appeals	4 Online Appeals
42% Small Groups	5 Small Groups
33% Planned Gifts	6 Planned Gifts
25% Telephone Appeals	6 Telephone Appeals
17% Crowd Funding	7 Crowd Funding



The Nonprofit Sector: *Strategies in an Uncertain Time*



Source: webdonuts.com



The New Administrations

Received public funding **65%**

	State	Federal
<u>Not</u> optimistic about the outlook for their agency	64%	75%
Expect budget decisions to impact their agency	48%	55%
Expect policies and priorities to impact their agency	49%	59%



Anticipated Response to Changes in Policy

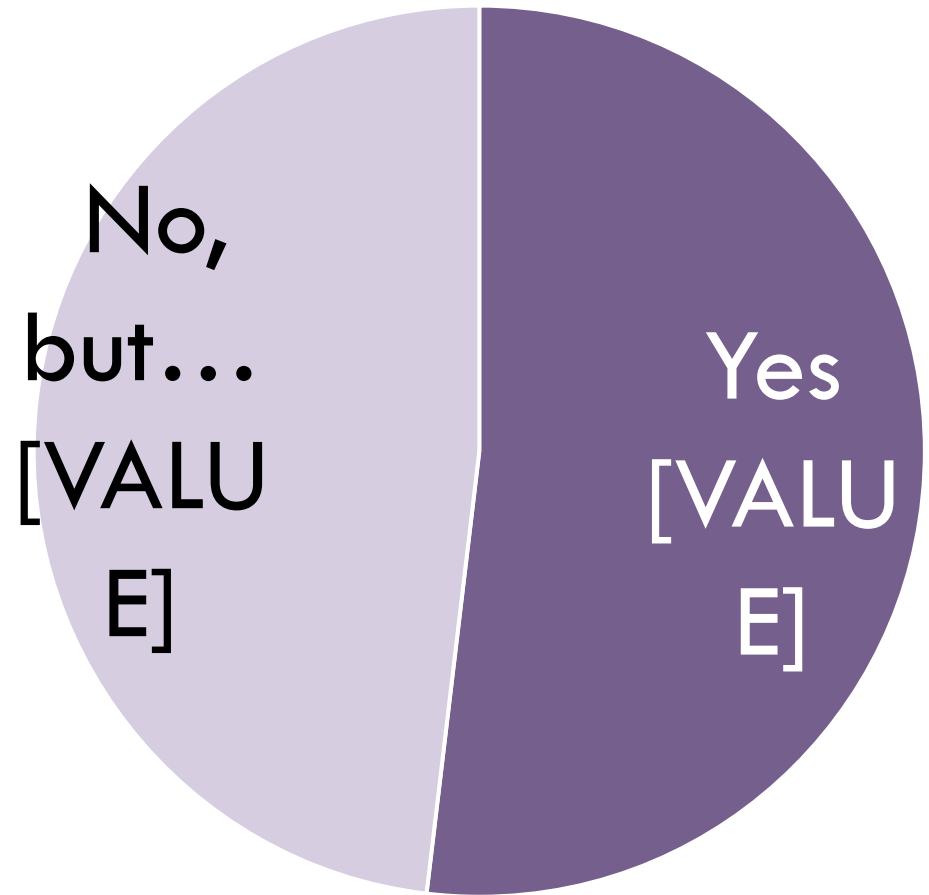
Change in agency's approach to fundraising	61%
Change in agency's programs & services	47%
Change in organizational structure or staffing	39%



Source: Phil Hands, Madison.com



Has your agency been affected by the new administrations?





If already affected, how?

Reduced funding	62%
More difficult for clients to access services	39%
Increased attention from supporters	33%
Restrictions/changes to service delivery	26%
Increased financial support from donors	17%
Lost government contract or grant	16%
Program funding was eliminated	15%



Lobbying & Advocacy

Engage in some kind of lobbying or advocacy

59%

If yes, in what ways?

Provide policymakers with information about their work

67%

Occasionally engage when their work is directly affected

65%

Encourage supporters to reach out to lawmakers

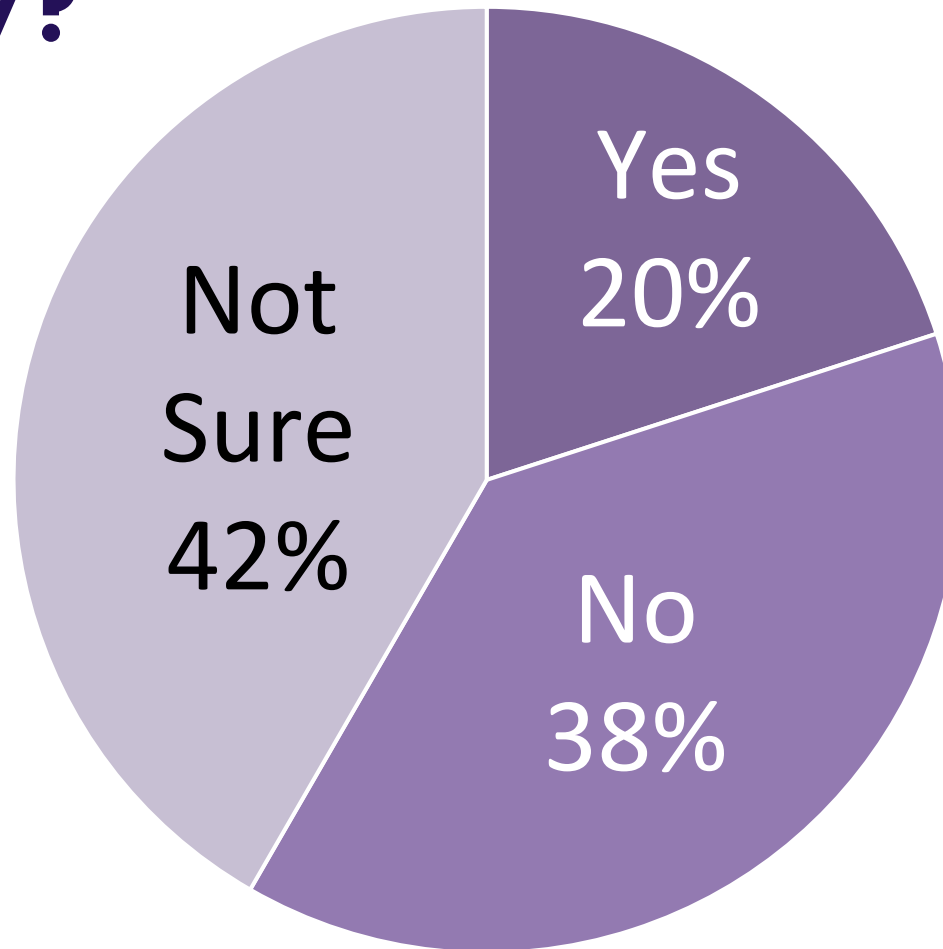
49%

Have staff/consultants dedicated to advocacy

27%



Are you considering engaging in advocacy if you're not today?





Funders: Lobbying & Advocacy

Do not invest in lobbying or advocacy 68%

If not, any future plans?

Will not consider funding requests for advocacy activities 69%

Will consider a request but not formally seek advocacy proposals 15%

Are considering adding advocacy to their funding priorities 8%

Are adding advocacy to their funding priorities 8%