

GIVING USA 2011

The Annual Report on Philanthropy
for the Year 2010

August 2011



THE CURTIS GROUP

The Curtis Group

OUR MISSION

*Committed to promoting philanthropy,
we help nonprofits plan their future, build awareness,
and raise substantial amounts of money.*

The Curtis Group

- Since 1989, we've raised hundreds of millions for nonprofits
- We have worked with over 100 nonprofits
- Keith is a board member of Giving USA Foundation and Wendy is on the Giving USA editorial review board
- We're the only mid-Atlantic based member of the 35-member Giving Institute

Giving Institute: Leading Consultants To Nonprofits

- Offers thought leadership on philanthropy
- Promotes high standards of ethical fundraising
- Publishes annual *Giving USA* and quarterly *Giving USA Spotlights*

Giving USA 2011

Giving USA 2011 is published by
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The Center on Philanthropy
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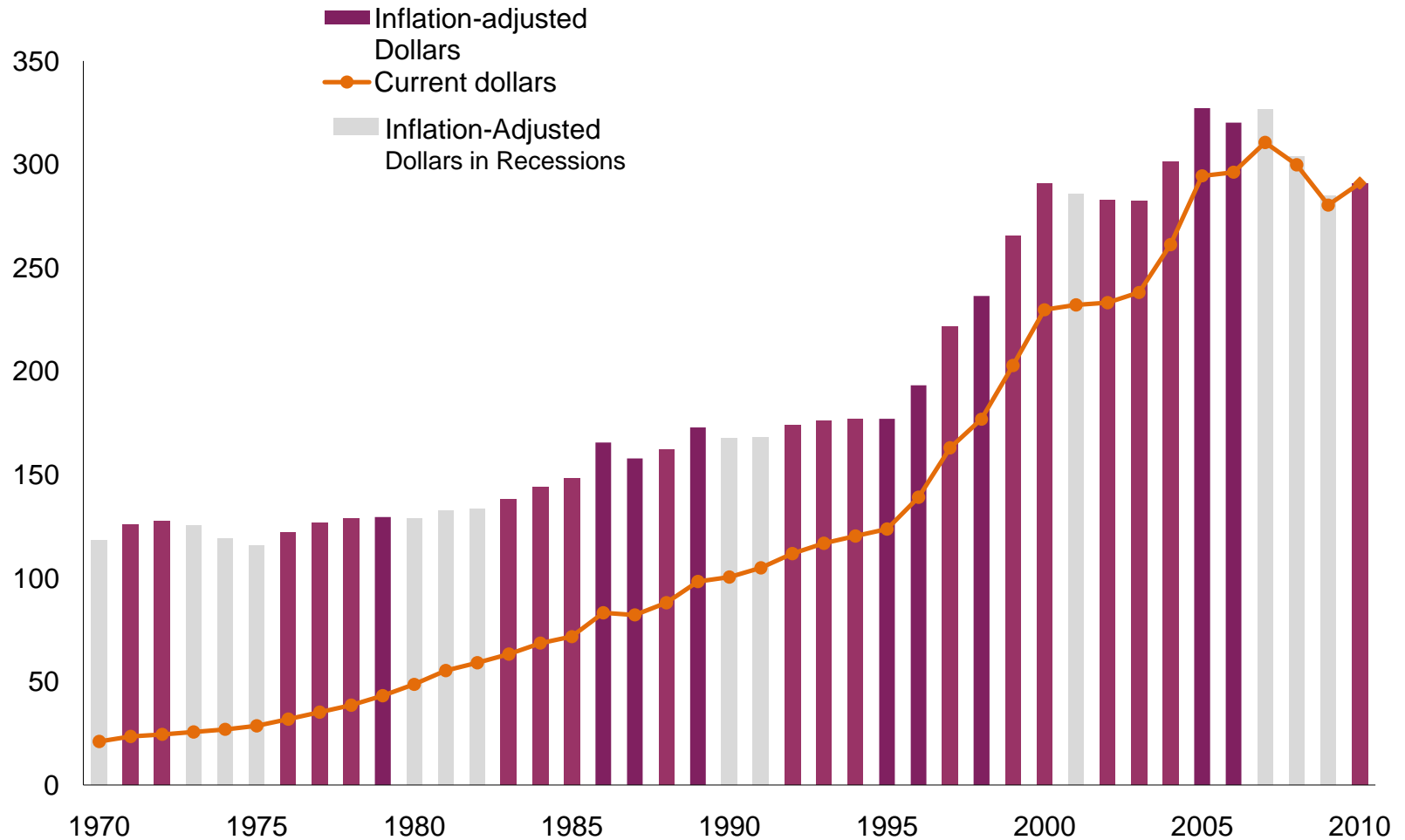
Overview: Giving USA 2011

- U.S. charitable giving shows a modest uptick in 2010 – following a decrease during the Great Recession
- Total giving in 2010: \$290.89 billion
- This is a 3.8% growth rate over last year's total

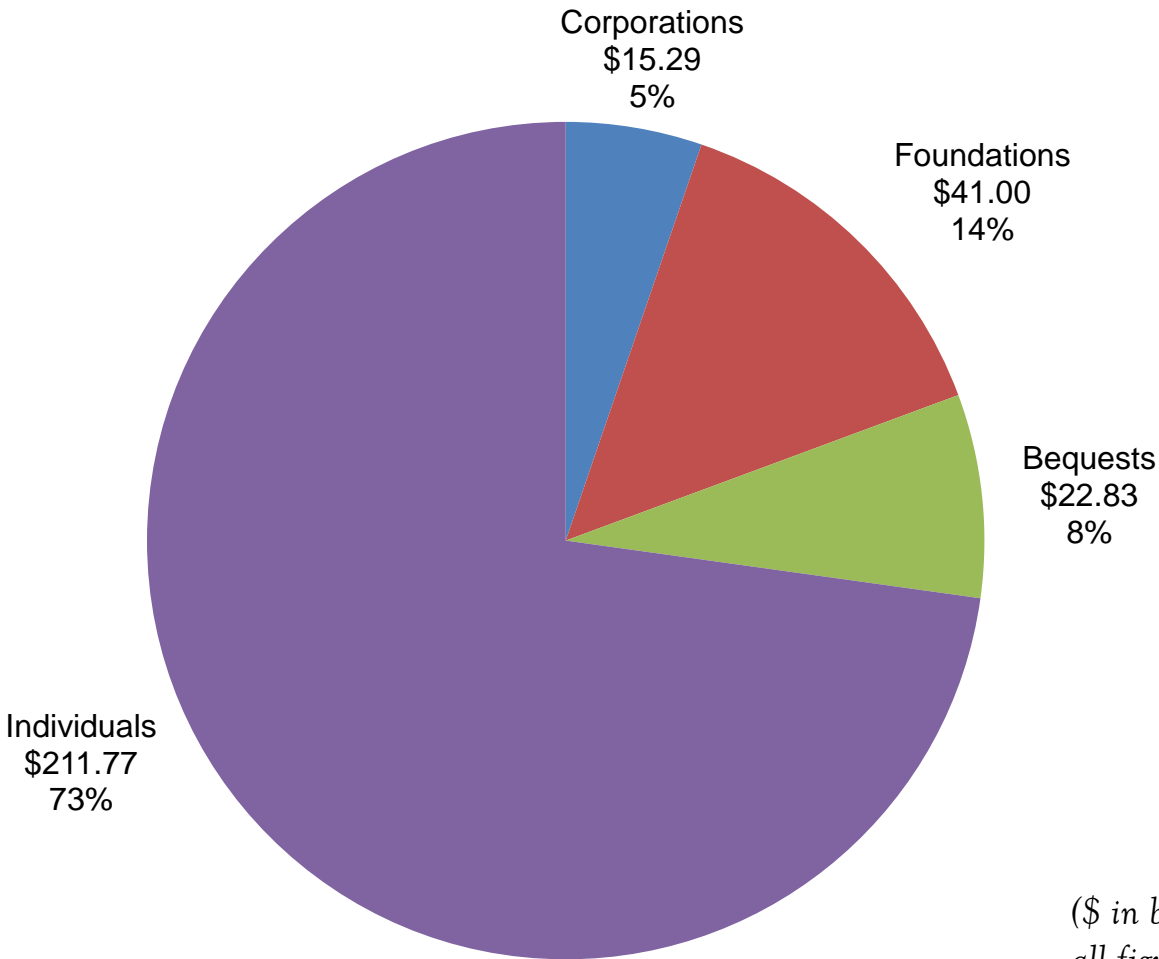
Economic Indicators and Giving

- GDP increased
- Corporate profits grew
- S&P 500 saw growth
- Individual consumption rose
- Consumer confidence counterbalanced other gains
- History suggests giving will improve as these indicators improve

Total Giving 1970-2010

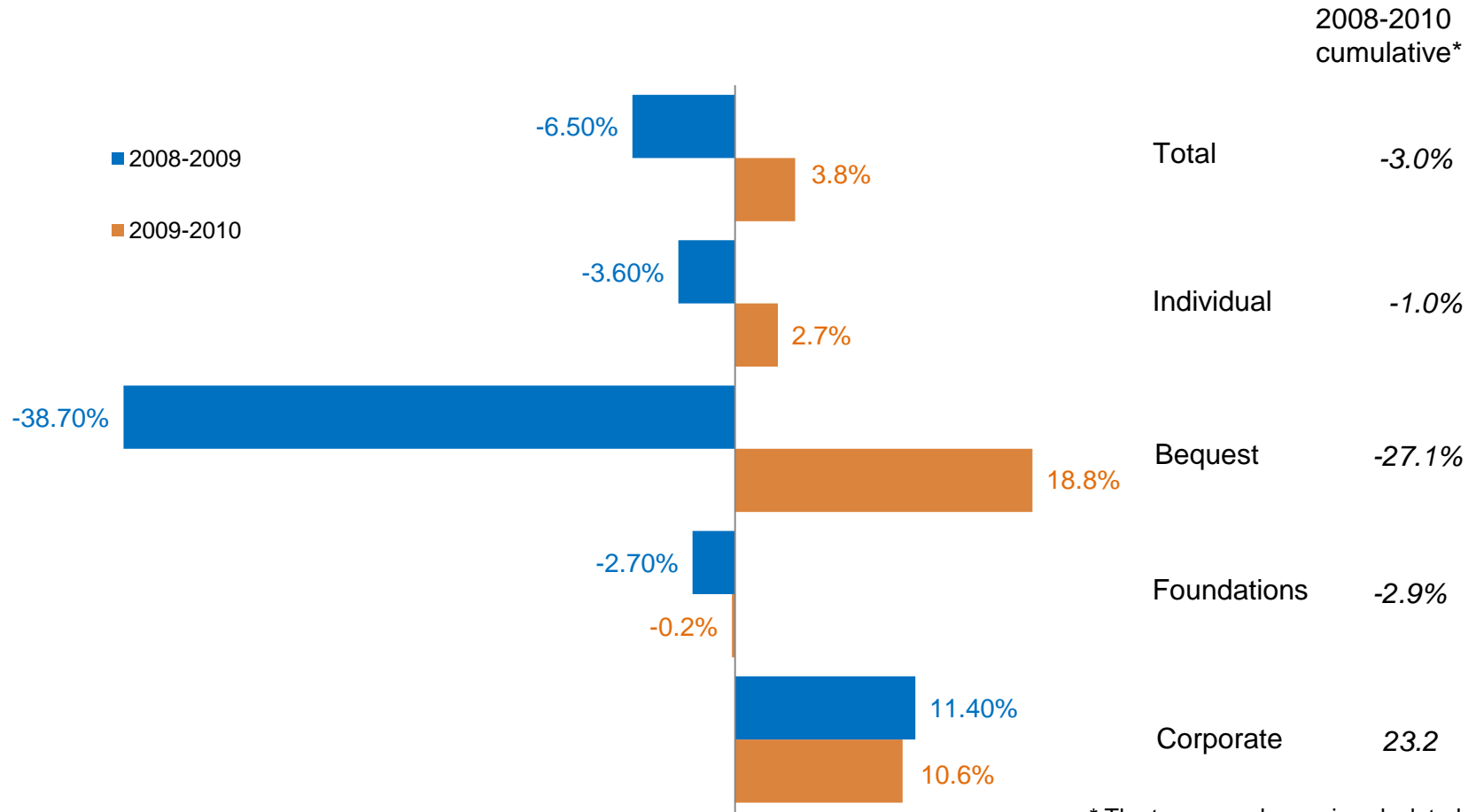


2010 Giving: \$290.89 Billion



*(\$ in billions;
all figures are rounded.)*

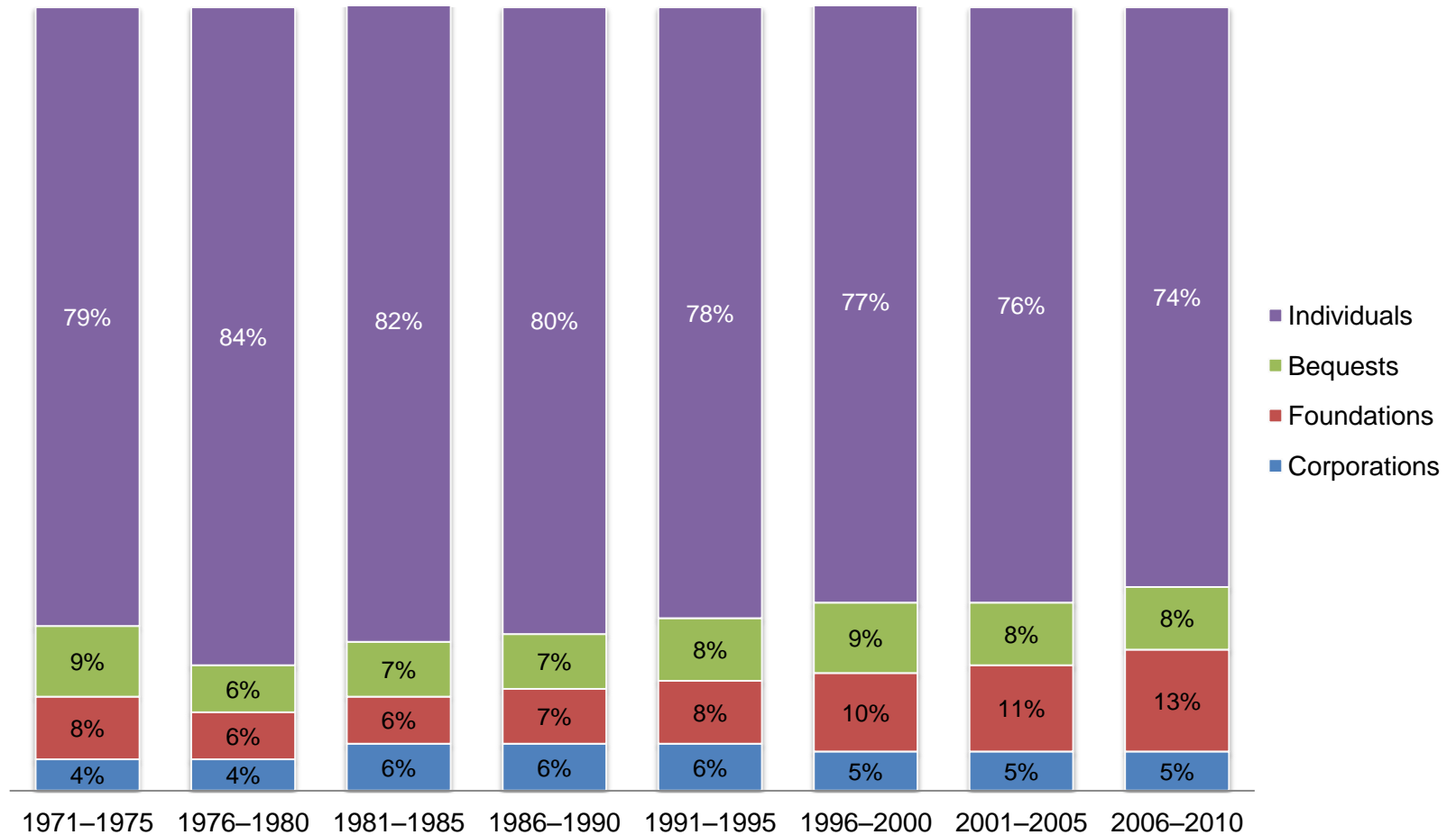
Changes in Giving by Source



Percentage change from previous year

* The two-year change is calculated separately and is not the sum of the changes in the two years.

Giving by Source, 5-Year Spans



Giving 2010

- Individual and family giving continue to be the leading contributor to nonprofits
 - Individual giving rose an estimated 2.7%
- \$9 out of every \$10 raised comes from an individual
 - Individuals + Bequests + Family Foundations = 88%

Giving 2010

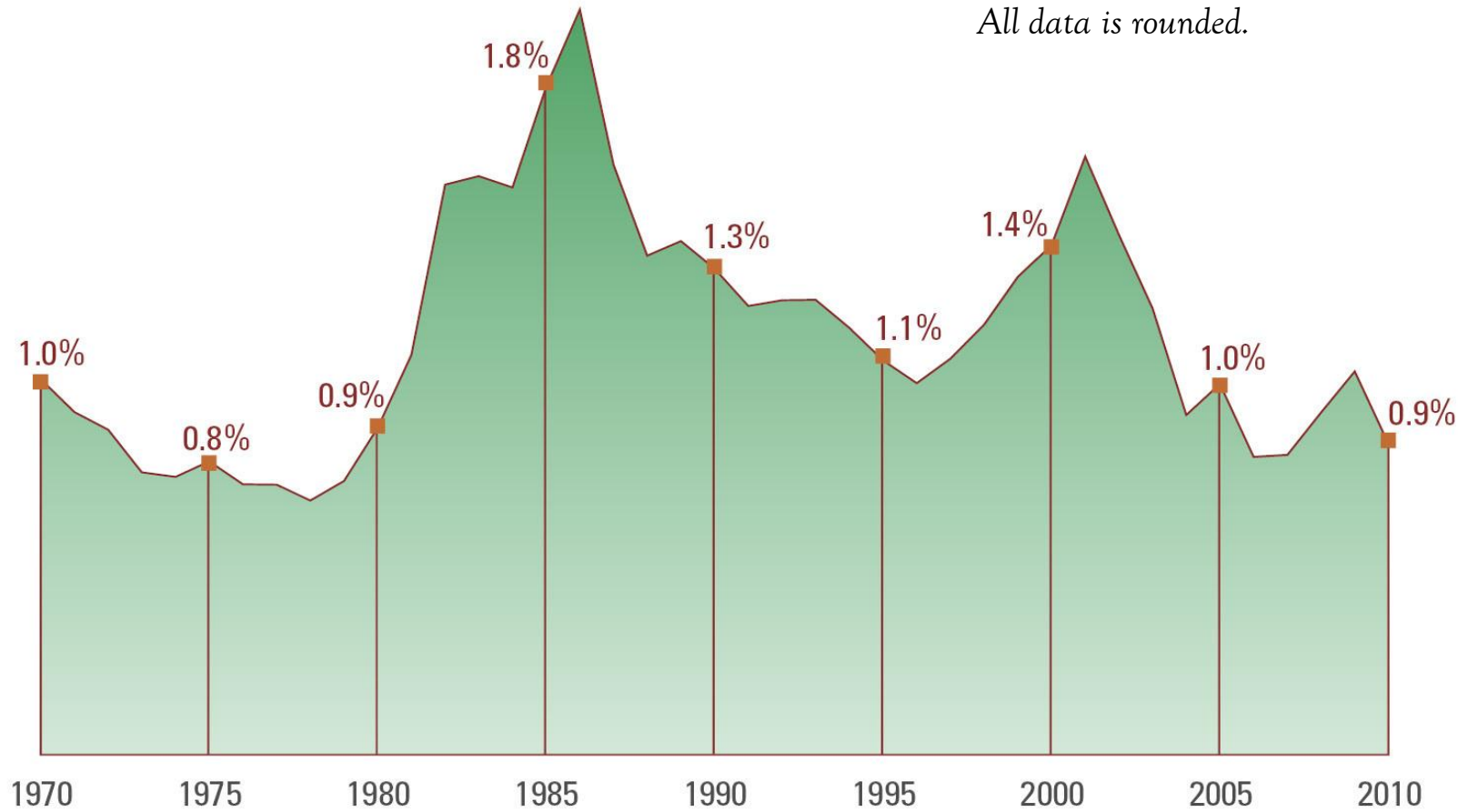
- Corporate giving looked robust with an increase
 - Profits are up, but percentage of giving is not
 - In-kind contributions fuel this growth
- Foundation grantmaking decreased an estimated .2%
 - Three year trailing average in calculations of endowment value
 - Modest recovery of foundation assets
 - Gifts made by new donors
 - Most tried to maintain their giving levels

Giving 2010

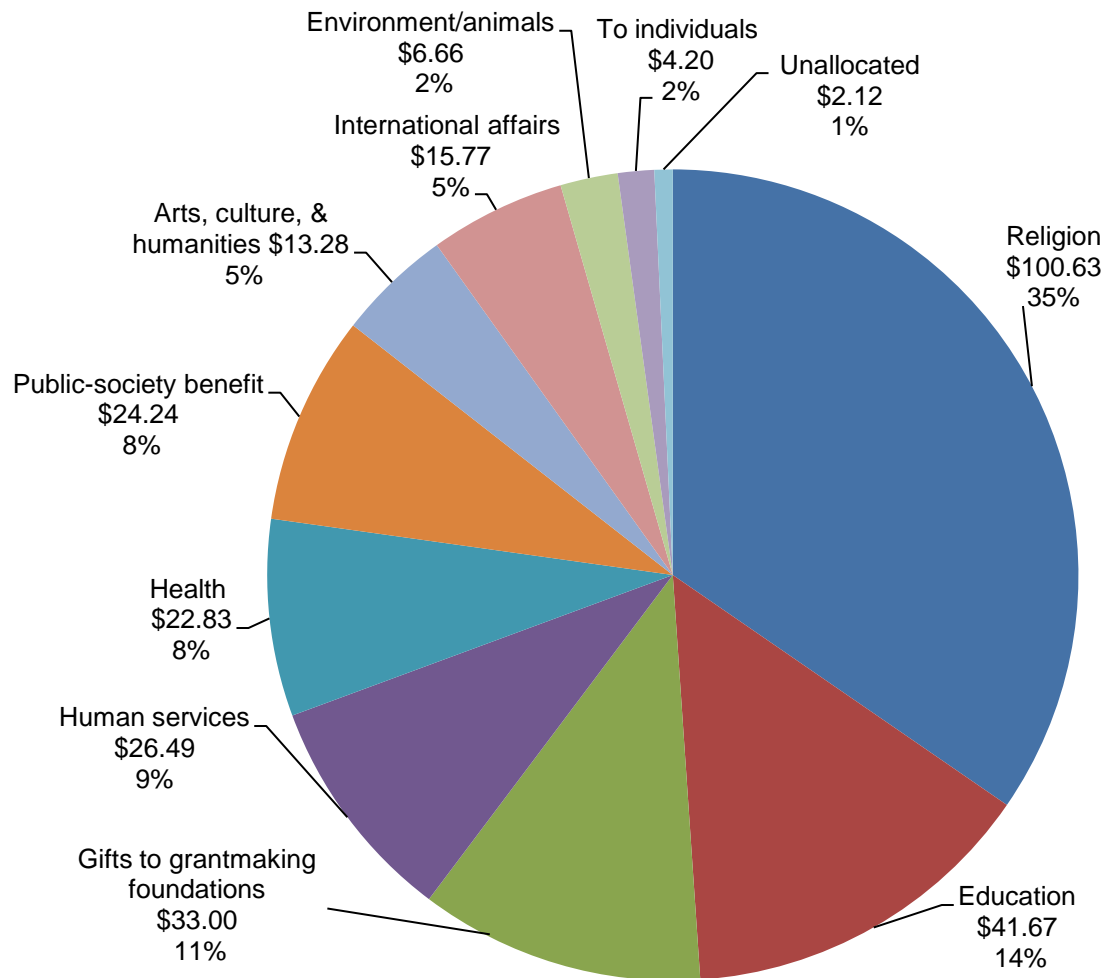
- Bequests saw an 18.8% increase
 - Volatile and dependent upon individuals who pass and settlement dates for estates

Corporate Giving: Percentage of Pretax Profits, 1970 -2010

All data is rounded.

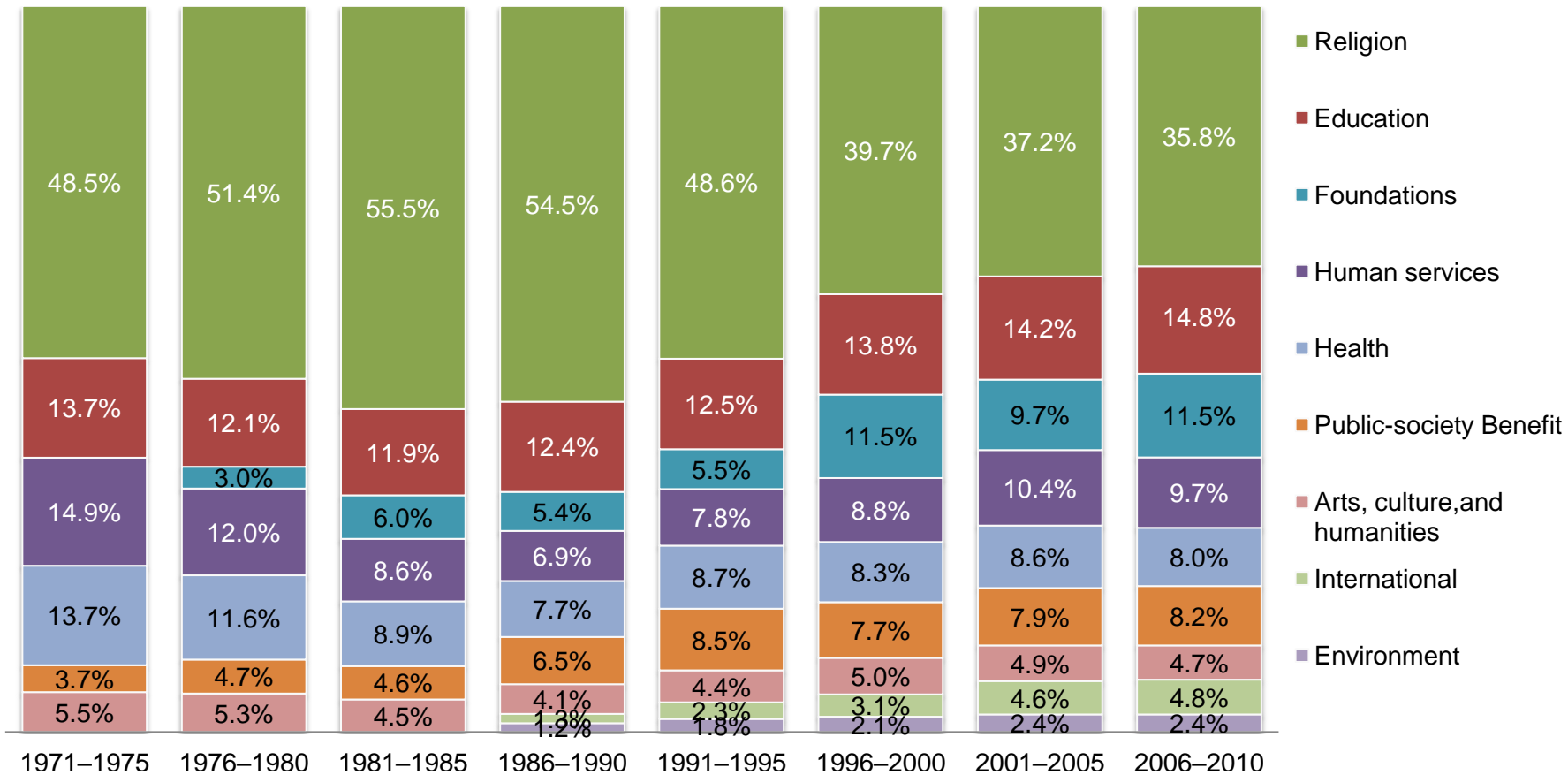


Recipients of Gifts 2010



(\$ in billions;
all figures are rounded.)

Giving by Recipient, 5-Year Spans

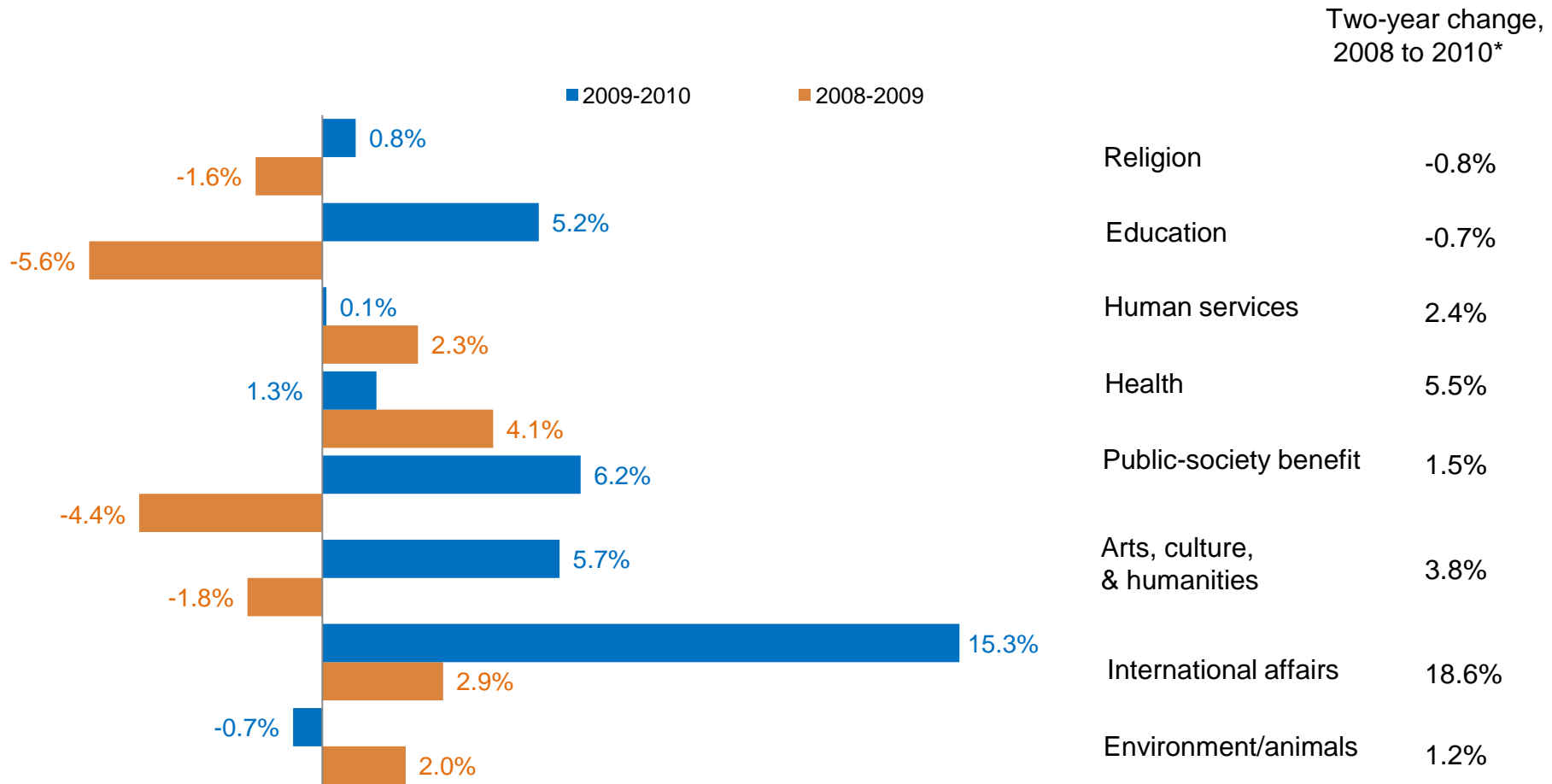


Data began in 1978 for foundations and in 1987 for environment/animals and international affairs.

Recipients of Gifts 2010

- Religion remains the largest single recipient at 35% of total
 - Has historically increased, but not at the rate of other subsectors
 - Has more recently flattened
- After religion, the next highest categories are:
 - Education 14%
 - Foundations 11%
 - Human services 9%

Changes by Recipients 2010



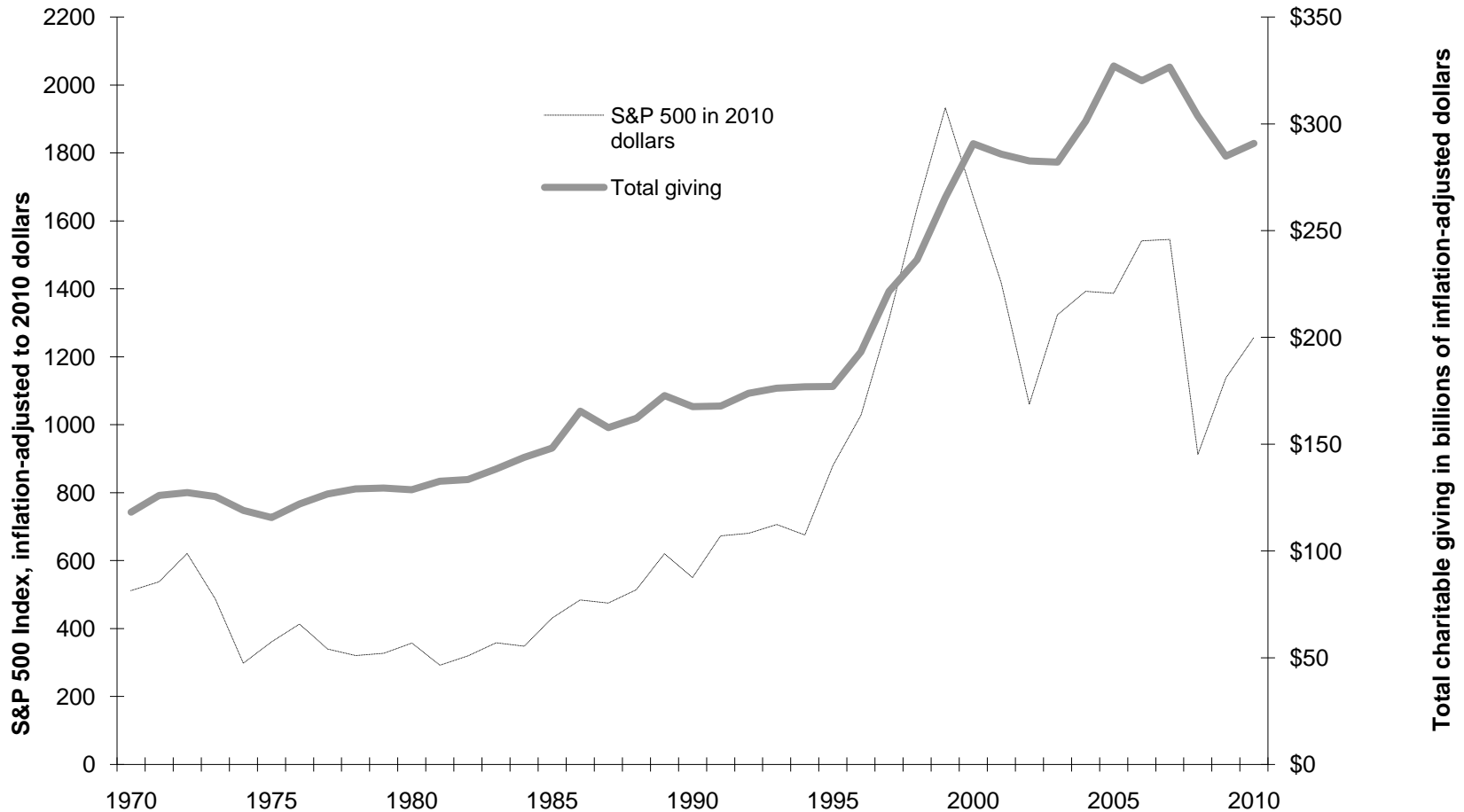
* Two-year change is calculated separately

Changes by Recipient 2010

- *Giving USA* estimates growth in giving by:
 - International affairs 15.3%
 - Public/society benefit 6.2%
 - Arts, culture, and humanities 5.7%
 - Education 5.2%
 - Giving to foundations 1.9%
 - Health 1.3%

- The following subsectors remained steady or declined slightly:
 - Religion 0.8%
 - Human services 0.1%
 - Environment/animals -0.7%

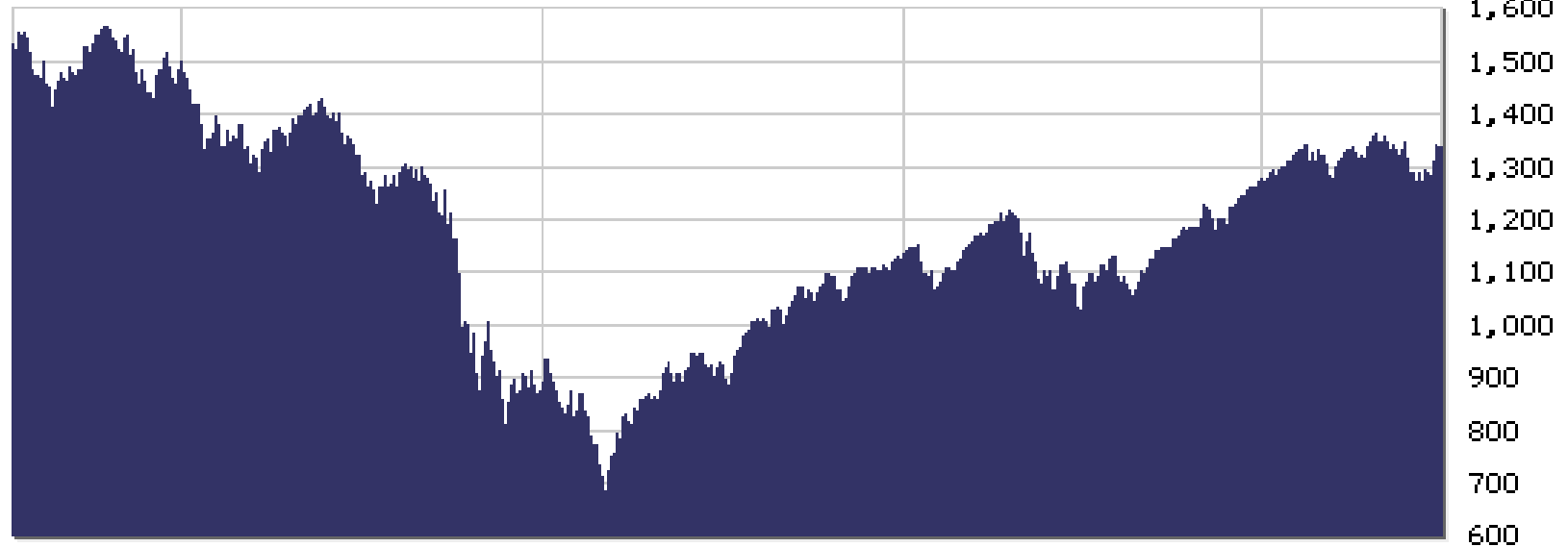
Total Giving with S&P 500



S&P 500, 4-Year Span

SP500 Daily

7/06/11



Volume

©BigCharts.com

Exchange provides
no volume data.

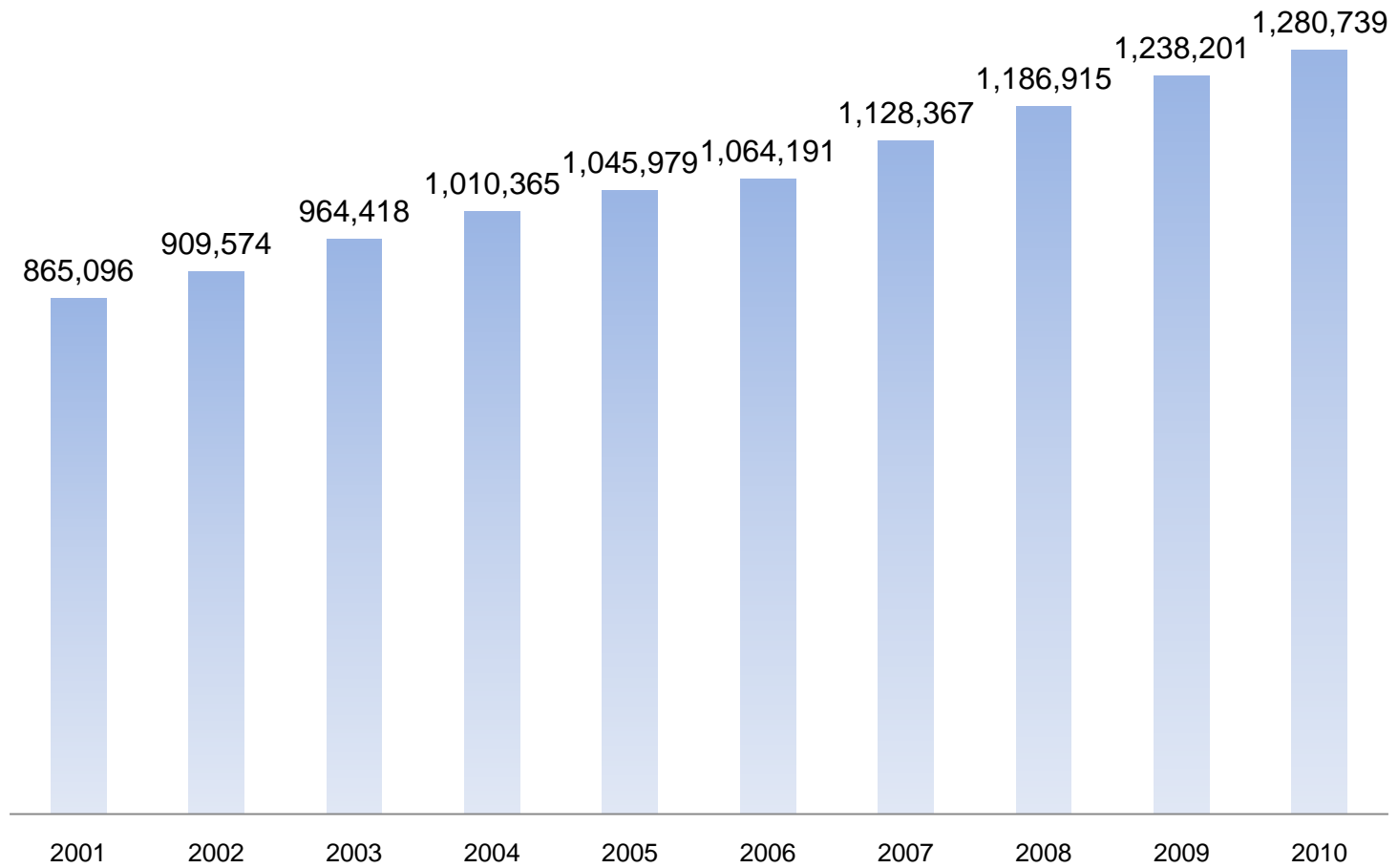
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501(c)(3) Orgs, 2001-2010



Data: IRS Data Book, Table 25, by fiscal year

Volunteering 2003 - 2009

- An estimated 63 million adults volunteered in 2009
 - The largest increase since 2003
 - An approximate value of at least \$169 billion
- Suggests millions of people whose work hours were reduced or who lost their jobs during the recession are volunteering as they seek employment

Philanthropy's New Normal

- HNWI individuals giving to fewer nonprofits but still giving
- Donors are looking for ways to make an impact
- Extended giving decisions – some are staging their gifts over time
- Donor advised funds and family foundations remain attractive options

Philanthropy's New Normal

- Heightened interest in resuming or initiating campaigns
- Government and United Way funding are increasingly unreliable resources
- Sponsorship support of fundraising events is down
- Many nonprofits have become leaner but not deliberately

Philanthropy's New Normal

- Some nonprofits are collaborating/sharing resources, but few merging
- Nonprofits are hiring – positions that had been frozen during the recession are reopening
- Nonprofits doing development and fundraising the right way are still successful

Tips for 2011

Follow these steps to remain a philanthropic priority in the economic recovery:

1. Have a written case for support – demonstrate impact and return on investment
2. Focus on building a fundraising board by recruiting the right people, then orienting and educating them

Tips for 2011

3. Focus on stewarding current donors – keeping donors is easier than finding new donors
4. Identify mid-level donors with potential to increase
5. Volunteerism is up – convert volunteers to donors
6. Create and leverage a challenge gift

Tips for 2011

7. Implement a planned giving program that focuses on bequests
8. With government and foundation cutbacks, diversify and balance revenue streams
9. Draft a development plan and stick to it
10. Invest in your development program

Summary and Wrap Up

- Giving tracks the stock market & personal income
– both are improving
- Individual consumption is increasing
- Must demonstrate ROI and connect with donors in meaningful ways

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