



# Trends in Philanthropy

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**Presented by:**

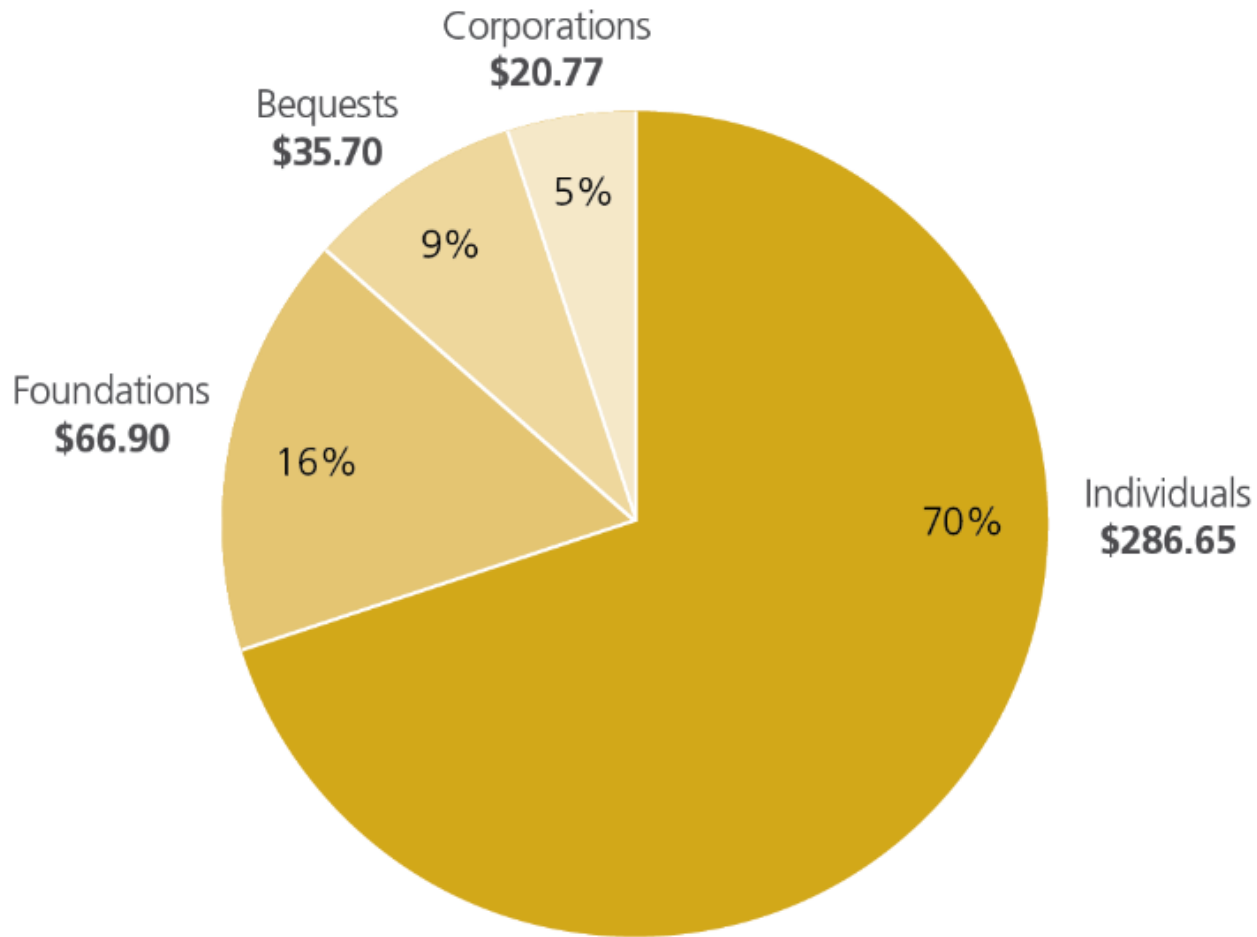
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**President**

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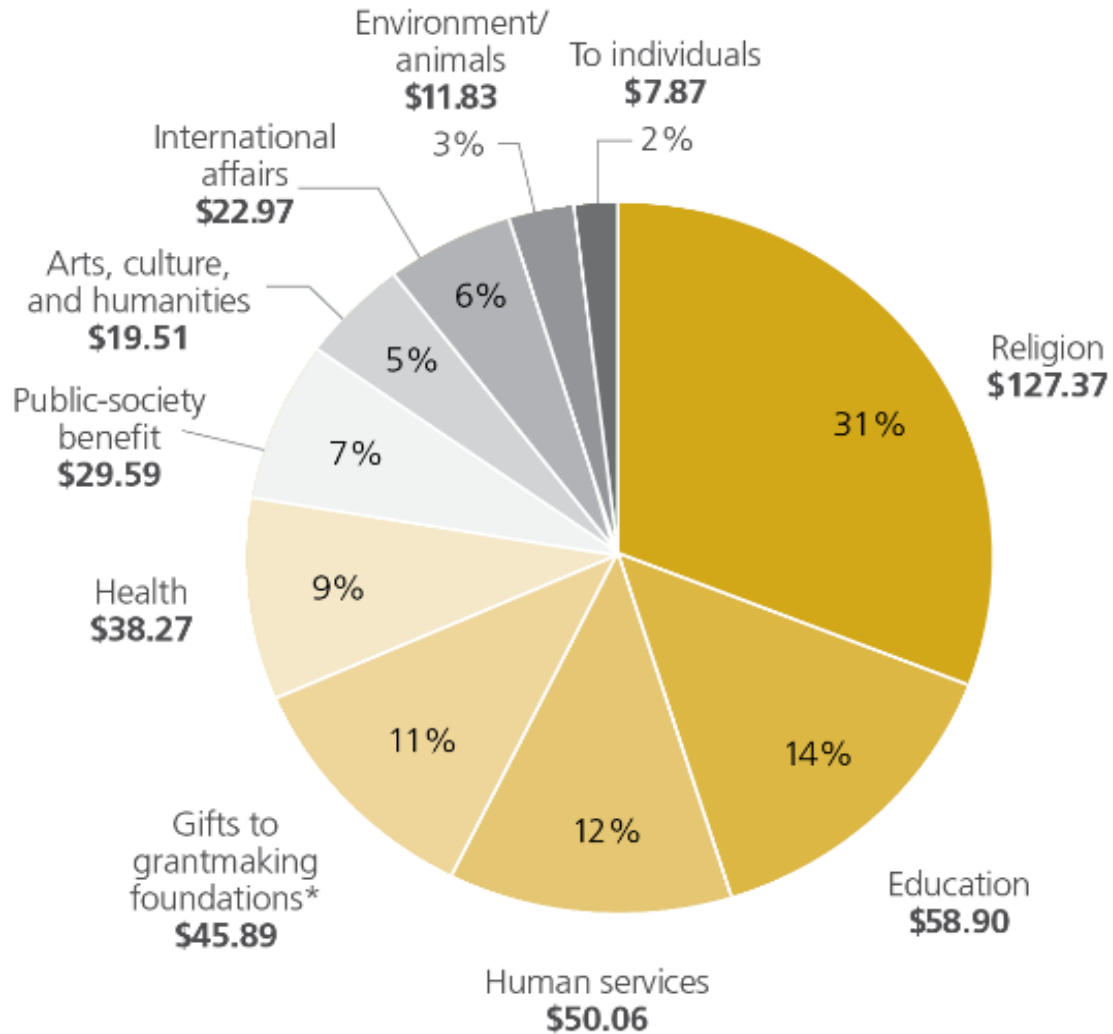
**February 6, 2019**

2017 contributions: \$410.02 billion by source  
(in billions of dollars – all figures are rounded)



# 2017 contributions: \$410.02 billion by type of recipient organization (in billions of dollars – all figures are rounded)

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# What Did We See In 2018?

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- TAX REFORM!
- Impact Investing
- Crypto Currency Philanthropy
- Donor Advised Funds BOOMED
- Blended Gifts - on the tip of our tongues
- Political Giving Increased
- End of Year – What were your results?



# What's the Breakdown?

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- “Baby Bust” is our new Boom!
- Corporate Giving – Believe it!
- Giving Patterns and Online Giving
- Diversity Disrupter
- 2016 – The year that prompted...



# A Generation Lost or Right in Front of Us?

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- 65,000,000 Generation X'ers in USA today
- Average gift is \$932 and represents 23% overall giving
- Health, Local Social Service, Animals, Children
- **WILL INHERIT \$40 TRILLION**



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**We are the “IRONIC” Generation...**  
**Don't ya think?**



# How to Engage Vicki's Friends

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- Personal communication – email, text, social media
- Easy volunteer opportunities
- Impact statements
- Intimate events
- Online Giving – Recurring gifts

We research you!





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**“Think of giving not as a duty but as  
a privilege.”**

**- John D. Rockefeller, Jr.**



# Corporate Giving...There's Hope!

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- Up 15% in 2017 since 2015 - \$23.8 Billion
- Giving priorities: Education, Health and Social Service, Community and Economic Development
- Fewer contributions, but larger size gifts
- Measuring social outcomes
- Expansion of employee volunteer activities
- Increase in “open” matching gift programs
- 78% of Americans want companies to address social justice issues. (Benevity)

*“Giving in Numbers: 2018 Edition” CECP and Conference Board Report 10/30/2018*



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**“Life is an echo—what you send out  
comes back.”  
- Unknown**



# Overview of What Works

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- 68% of donors prefer email thank yous and 20% hard copy letter.
- 43% gave tribute gifts.
- 36% gave to crowdfunding for individuals.
- 20% have charitable giving in their Wills.
- 50% gave to natural disasters.

*“2018 Global Trends in Giving Report”*



# Can I Get Your (VISA) Number?

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- 45% of donors are enrolled in monthly giving programs.
- 60% of American donors prefer giving through cards versus 6% prefer giving cash.

*“2018 Global Trends in Giving Report” and “Tina Jepsen, [www.causevox.com](http://www.causevox.com)”*



# #WhatsYourHandle?

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What platforms inspire giving?

- Facebook – 56%
- Instagram – 20%
- Twitter – 13%



# Bitcoins... Wait, what?

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- Fidelity Charitable received \$69 million in cryptocurrency in 2017; only \$7 million in 2015 and 2016.
- New crowdfunding sites: BitGive, BitHope, Helperbit.
- Millennials and Generation Z most likely donors.



# Can we trust the Bitcoin?

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- Between January 2015 and May 2018, the value of a single Bitcoin increased 44-fold.
- At its peak in December 2017, the market cap of Bitcoin - the value of a single coin times the number of coins in circulation - was over \$325 billion.
- Then...





# A thought...

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- Look at your gift acceptance policies, polish them up and be ready to respond to this new currency.



# Donor Advised Funds - Our Newest Friends

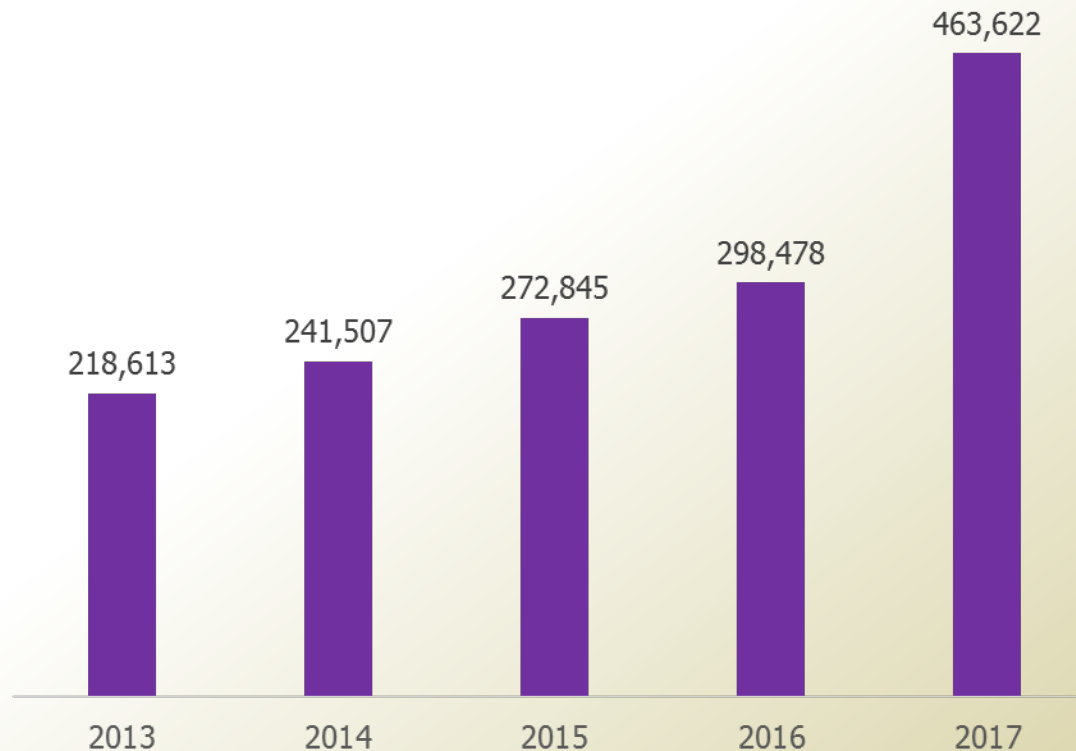
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- Outnumber private foundations by more than 5:1.
- Contributions totaled \$29.23 Billion in 2017.
- Community Foundation of New Jersey gave away \$66.7 million in 2018; \$17 million increase from 2017.

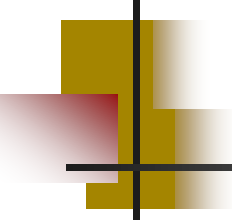
*“2018 Global Trends in Giving Report”*

# Number of DAFs Exceeded 400,000

## Total Number of Donor-Advised Funds



*Marts & Lundy – Source: National Philanthropic Trust 2018 Donor-Advised Fund Report*



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**“If you need to raise funds from donors,  
you need to study them, respect them, and  
build everything you do around them.”**

**- Jeff Brooks**



# An Example of Attentive Funding

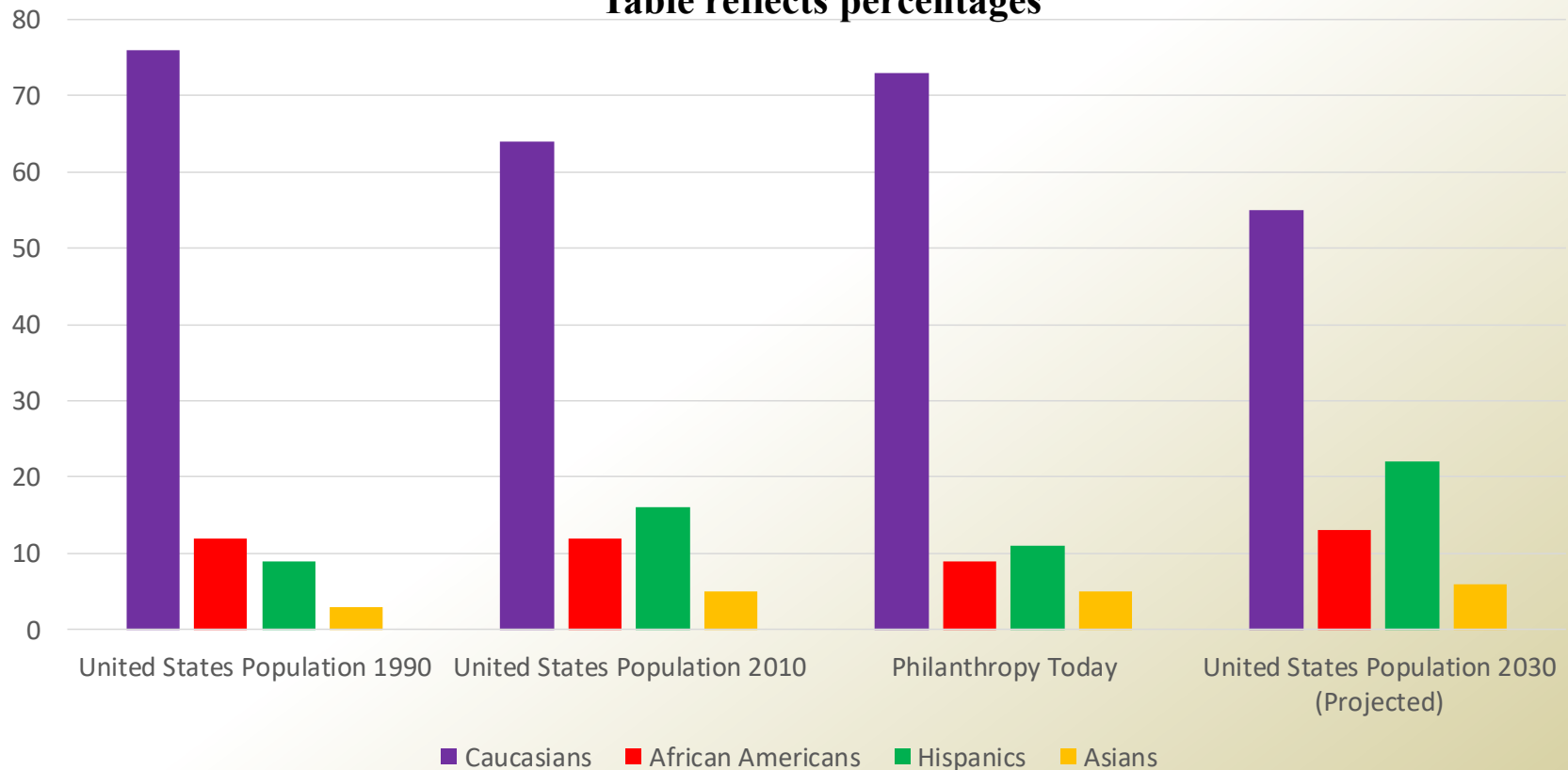
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- Backed by \$4 million in grants from three foundations (The Andrew W. Mellon Foundation, Alice L. Walton Foundation, and Ford Foundation), “Facing Change: Advancing Museum Board Diversity & Inclusion,” will provide the framework, training, and resources for museum leaders to build inclusive cultures within their institutions that more accurately reflect the communities they serve.

*[www.mellon.org](http://www.mellon.org)*

# Philanthropy Today Looks like the American of 25 Years Ago

Table reflects percentages



Source: *Pew Research Center, The Next America, America's Racial Tapestry is Changing* – <http://pewresearch.org/next-America/#Americas-Racial-Tapestry-Is-Changing>



# Women

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- Between 2010 and 2015, private wealth held by women grew from \$34 trillion to \$51 trillion.
- Women give almost twice as much of their wealth.
- Interests include:
  - Collaborative giving
  - Sustainability investing
  - Hands on volunteer experiences

*Forbes Magazine, Bonnie Chui, “The Rise of Women Philanthropists”*



# Diversity in Fundraising

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1. Acknowledge the potential for bias. Recognize that you and your organization are not above its effects.
2. Remember your parents telling you never judge a book by its cover? The same holds true in nonprofit workplaces. Don't make too much of first impressions.
3. Learn about stereotypes. What might you not already be aware of and where may stereotyping create challenges for your organization?
4. Broaden your scope. Find ways to go beyond your normal channels and incorporate more diversity into your organization.
5. Expose yourself to foreign experiences. Sometimes, the only way to add diversity to your organization is to experience new things yourself.

*The NonProfit Times – 5 Tips for Better Diversity in Fundraising – January 22, 2019*





# How do we diversify?

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- Ensure your staff and board reflect the community you want to serve.
- Craft and publicly post non-discrimination policies, inclusive of sexual orientation and identity for staff and clients.
- Make sure imagery and language in your marketing, media materials, and programs are inclusive.
- Participate in community events that represent the populations you want to attract, such as MLK Day or Gay Pride/Coming Out Day.
- Partner with a membership organization in your area and tap into existing diverse donors to serve as spokespersons.
- Actively recruit diverse volunteers to make new supporters feel welcome, and explicitly state in your campaign that you are seeking certain types of people.
- Utilize networks and relationships.



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**“The essential difference between emotion and reason is that emotion leads to action while reason leads to conclusions.”**

**- Donald Calne**



# Giving Responses to 2016

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## RAGE GIVING

- [Rage-donation is] “The act of feverishly throwing money at a cause you believe in because you just don’t know what the hell else to do.” - Ashley Fetters, [GQ](#)

## EPISODIC GIVING

- “Episodic donors are people who give to organizations in response to specific events, such as disasters, headline news, and political actions.” - Annelise Ferry, Galaxy Digital

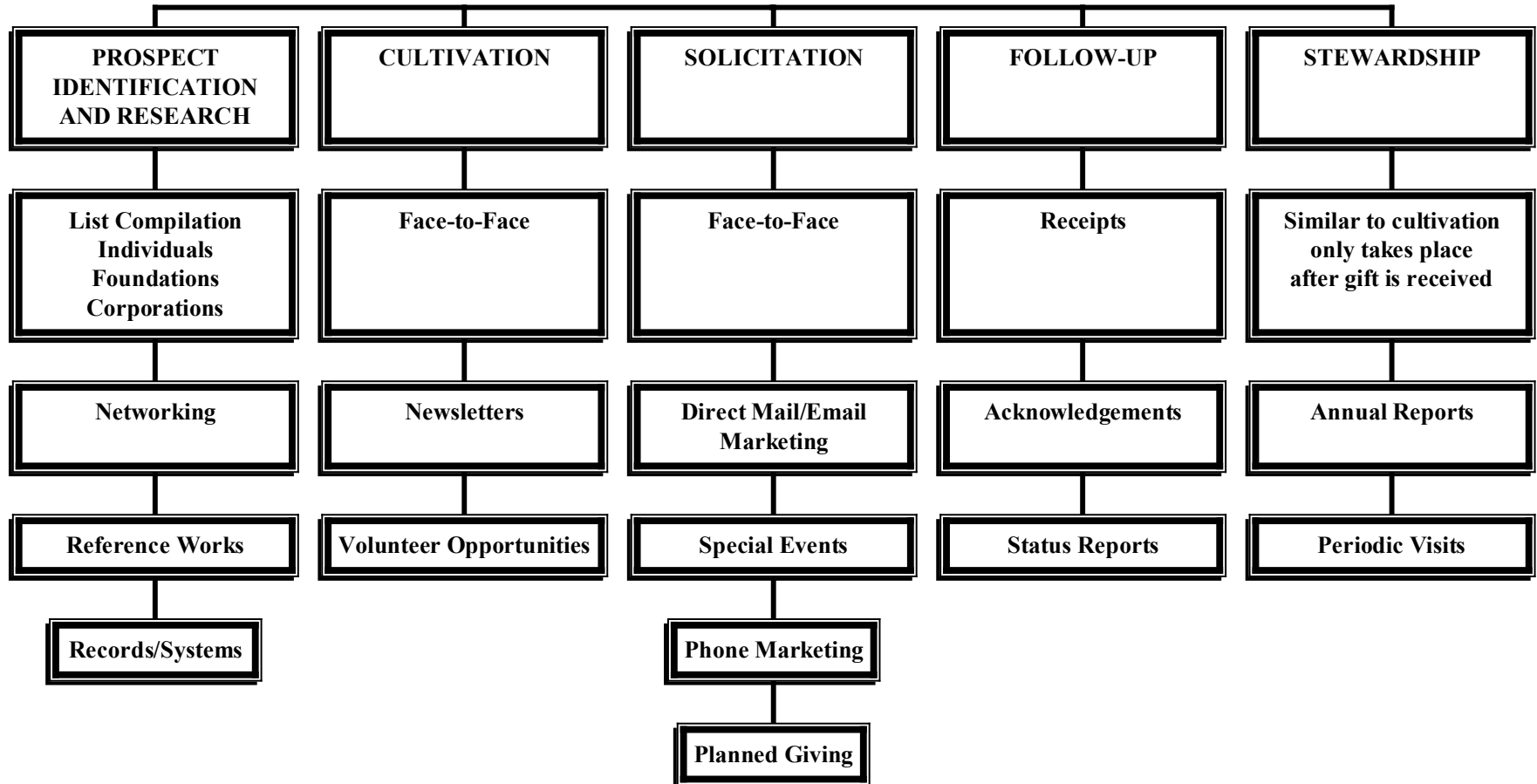


# Giving because of....

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- ACLU - \$285,790,662
- Everytown for Gun Safety Action Fund - \$50,659,514
- National Immigration Law Center - \$12,464,927

# The Development Process





# Why People Give.....

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- Personal concern
- People give to people
- Belief in institution
- Confidence in leadership
- Agree with plans
- Prospect was asked
- Tax considerations



# Why People Don't Give

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- Don't value mission
- Don't believe organization is stable
- Absence of powerful trustees/volunteers
- Concerns about management
- Wrong people solicited
- Inadequate cultivation or follow up
- No one asked
- No one thanked the donor for first or recent gift or pledge



# “The Wind Up”

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- The stock market only tells part of the story. Pay attention to individual circumstances for each donor (individual, family, business, foundation.)
- Politics are playing a role and will continue to do so for some time.
- The fundamentals of giving and fundraising have not changed. But the way we communicate has changed.

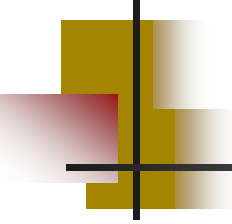




# “The Wind Up”

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- Consider collaborations, where and when appropriate
- Don't chase the money!
- Remain steadfast in your mission and at all times, articulate your vision.
- Most of all, remain optimistic. We owe it to ourselves, our colleagues and to those we serve.



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**“We don’t work in the non-profit sector.  
We work in the for-change sector!”  
- Unknown**



# Contact Information:

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