



# 2024 PHILANTHROPIC LANDSCAPE

13<sup>TH</sup> EDITION



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# INTRODUCTION

Welcome to the *2024 Philanthropic Landscape*, the 13th edition produced by CCS Fundraising. This report provides a comprehensive look at the current state of US philanthropy, compiling and analyzing annual data from Giving USA and other prominent research to provide an in-depth examination of significant industry trends.

CCS is committed to remaining at the forefront of thought leadership for philanthropic trends. In this year's report, we have included new chapters on sector giving and giving during an election year, where we explore how a significant national dynamic could affect the 2024 results. With a shift in presidential candidates, what was assumed to be a political fundraising climate consistent with 2020 has already witnessed seismic fundraising ramifications. This will likely generate concern that political dollars will affect charitable giving in 2024.

While the past year brought economic uncertainties, geopolitical tensions, and the lingering effects of the pandemic, **donors have shown unwavering dedication**, and we have seen our client partners demonstrate incredible ingenuity in navigating these complex times.

Donors in the US demonstrated tremendous generosity, and total giving reached \$557.2 billion in 2023, up from \$499.3 billion in 2022, a growth of 1.9%. Meanwhile, giving by individuals, corporations, foundations, and bequests each grew in current dollars.

Philanthropy remained resilient, despite 2023's economic and sociopolitical challenges. While giving decreased slightly by 2.1% when adjusted for inflation, the **growth in total giving represents an all-time high in current dollars** and remains above pre-pandemic levels, even after accounting for inflation.

This report primarily focuses on US philanthropy, given that the US consistently leads in total giving compared to other countries. However, it is essential to note that growing global philanthropic markets have become increasingly influential. Therefore, throughout this year's report, we have included insights on international trends to provide a broader perspective on the current global landscape of philanthropy.

Perhaps one of the most notable giving trends of 2023 was the continued rise of technology in fundraising. Digital platforms and innovative tools have empowered donors to connect with causes in new ways, and AI has enabled nonprofits to identify, cultivate, and retain donors through more effective communication and engagement strategies.

As we look ahead, we are optimistic about the future of philanthropy, and we remain confident that fundraisers and donors will continue to innovate, collaborate, and strive for greater impact. Together, we can all build a more equitable, sustainable, and compassionate world.

Christina Mathis, Senior Vice President  
*2024 Philanthropic Landscape*  
Co-chair

Adam Miller, Managing Director  
*2024 Philanthropic Landscape*  
Co-chair

Tom Kissane, Vice Chairman  
*2024 Philanthropic Landscape*  
Executive Sponsor

# KEY FINDINGS IN THE 2024 LANDSCAPE REPORT



Total giving reached \$557.2 billion, though it could not outpace high inflation.<sup>1</sup>



Foundation giving surpassed \$100 billion for the second year in a row.<sup>1</sup>



Nine of ten charitable sectors saw an increase in giving in current dollars from 2022 to 2023.<sup>1</sup>



There are now an estimated 2 million Donor-advised Funds (DAFs) in the US.<sup>3</sup>



The top global philanthropy causes in 2023 included disaster relief, health, and human rights.<sup>6</sup>



Corporate philanthropy as a giving source increased to \$36.6 billion but remained the smallest share of total giving.<sup>1</sup>



Individual giving, the largest share of total giving, grew by 1.6%, but total donors dropped 3.4%.<sup>1,2</sup>



Charitable giving has increased in nine of the last ten presidential election years.<sup>6</sup>



North America was again home to the most high net worth individuals.<sup>4,5</sup>



Four pillars of AI-readiness enhance nonprofit fundraising success.





## CHAPTER ONE

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# Snapshot of Giving

*Donors continued giving generously in 2023, as charitable contributions from individuals, bequests, foundations, and corporations increased year-over-year. Supported by better-than-expected performance in the stock market and the Gross Domestic Product (GDP), total giving rose above pre-pandemic levels to the largest total giving amount to date in current dollars. Total giving suggests positive trends in the nonprofit sector.*

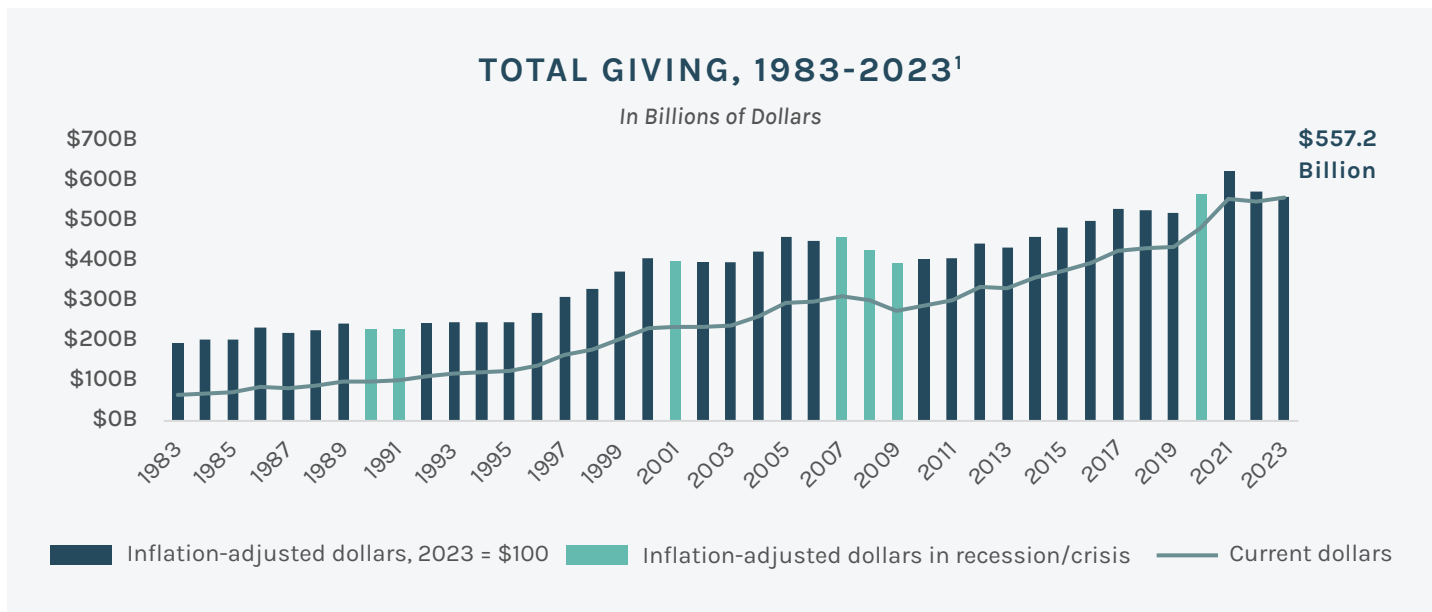
# US CHARITABLE GIVING GREW TO ITS LARGEST TOTAL AMOUNT TO DATE

Charitable giving remains resilient, as total giving in the US [reached \\$557.2 billion in 2023](#), a growth of 1.9% from 2022 and the largest total giving amount to date in current dollars. However, it could not outpace the 4.1% inflation rate, and when adjusted, total giving declined by 2.1% in real dollars. While still lower than the unprecedented spike set in 2021, giving in 2023 surpassed the [pre-pandemic total in 2019](#) in real dollars.<sup>1</sup>

Notably, giving levels in 2023 from all four sources—individuals, foundations, corporations, and bequests—exceeded those prior to the pandemic after accounting for inflation. Remaining the largest donor group, individuals accounted for 67% of total giving in 2023 (75% including bequests), even as the number of [donors](#)

[appeared to decline](#)—a “dollars up, donors down” trend that began before the COVID-19 pandemic.<sup>2</sup> In four of the past five years, market growth increased foundation giving, and a robust macroeconomic environment boosted corporate giving in current dollars.

Nine of ten sectors exhibited philanthropic growth in current dollars, and five of nine sectors reached their all-time high in 2023, even when adjusted for inflation: human services, education, health, arts and culture, and environment and animals. Religion remains the largest recipient group, though the total given to organizations in that sector continued to decline and reached the lowest on record in 2023.<sup>1</sup>

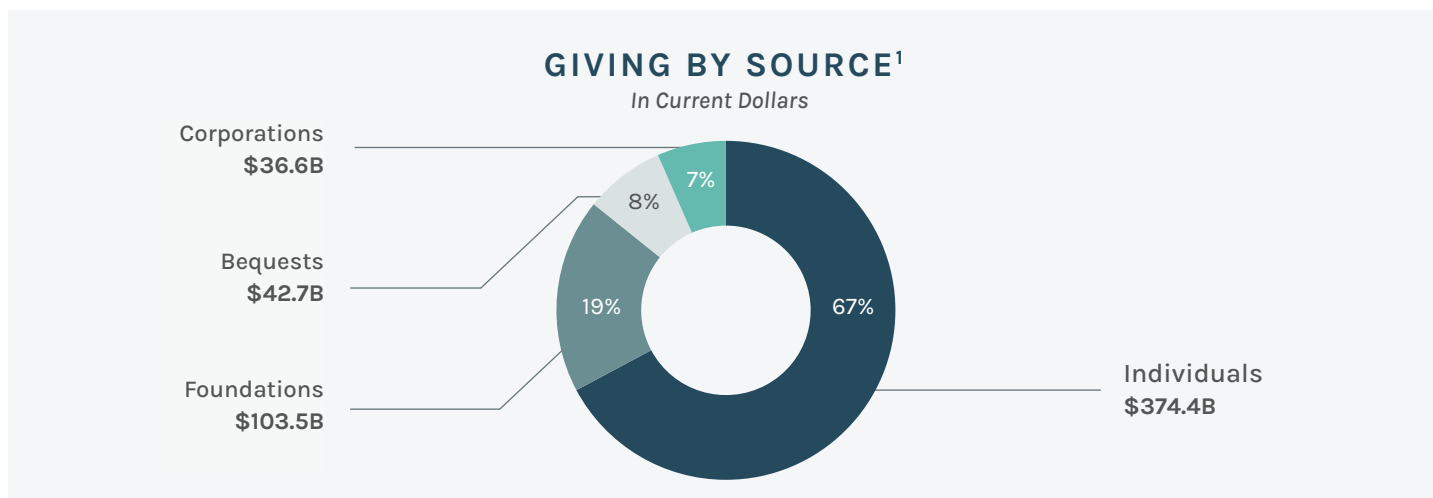


## GIVING BY FOUNDATIONS REACHED ALMOST 1/5 OF ALL GIVING

Foundations as a share of total giving have exhibited a particularly impressive increase. While they made up only 6% of giving in 1983, they now represent almost 20% of total giving, with one out of every five charitable giving dollars coming from this source. Contributions to foundations have surged in recent years, allowing them to start 2023 with a higher baseline for grantmaking. Additionally, strong stock market performance in 2023—with the S&P 500 increasing by 24.2% (19.3% when adjusted for inflation)—influenced growth in foundation giving.

Charitable giving by foundations, corporations, and bequests grew in current dollars by 1.7%, 3%, and 4.8%, respectively, with corporations and foundations growing over the past two years. Giving by foundations crossed the \$100 billion mark for the second year in a row, a milestone that may be partially attributed to more flexible, unrestricted giving.<sup>1</sup>

Corporate giving made up 7% of total giving, with a total of \$36.6 billion in current dollars. Bequests also grew, comprising 8% of total giving at \$42.7 billion and an increase of 4.8% over 2022.<sup>1</sup>



SOURCE	TOTAL GIVEN	CHANGE FROM 2022
Individuals	\$374.4B	<ul style="list-style-type: none"> <li>▲ Growth of 1.6% in current dollars</li> <li>▼ Decline of 2.4% adjusted for inflation</li> </ul>
Foundations	\$103.5B	<ul style="list-style-type: none"> <li>▲ Growth of 1.7% in current dollars</li> <li>▼ Decline of 2.3% adjusted for inflation</li> </ul>
Bequest	\$42.7B	<ul style="list-style-type: none"> <li>▲ Growth of 4.8% in current dollars</li> <li>▲ Relatively flat with an increase of 0.6% adjusted for inflation</li> </ul>
Corporations	\$36.6B	<ul style="list-style-type: none"> <li>▲ Growth of 3% in current dollars</li> <li>▼ Decline of 1.1% adjusted for inflation</li> </ul>

### CCS INSIGHT

To capitalize on the growing trend of giving by bequest, nonprofits should focus on cultivating their planned giving strategies, engaging aging donors, and effectively highlighting the impact of legacy gifts to donors. Promoting bequest opportunities to all donor segments, including small and mid-sized donors, can also be beneficial, as these groups often contribute significant portions of legacy gifts. Explore this [presentation by CCS experts](#) for more information and insights on gift planning culture and planned giving strategies.

### SUGGESTED AREAS OF FOCUS FOR NONPROFITS



Planned Giving Strategies



Engage Aging Donors



Impact of Legacy Gifts



## THE ECONOMY AND PHILANTHROPY OUTPERFORMED EXPECTATIONS

The 2023 stock market performed better than expected despite multiple headwinds, including inflation, interest rate hikes by the Federal Reserve, and geopolitical tensions. Improved corporate earnings and healthy consumer spending drove a resurgence in investor confidence mid-year. Further, the healthy labor market, wage growth, and historically low unemployment rates were a boon to the economy and philanthropy across many sectors.

Over the course of the year, the GDP grew by 6.3% in current dollars (2.5% adjusted for inflation),<sup>3</sup> disposable personal income grew by 8.1% in current dollars (3.8% adjusted for inflation),<sup>1</sup> and consumer spending grew 5.9% from December 2022 to December 2023 (3.2% adjusted for inflation).<sup>4</sup> Meanwhile, stocks closed out 2023 with a 24% gain, (19.3% adjusted for inflation), rebounding from steep declines seen in 2022, and the Dow Jones Industrial Average (DJIA) finished the year with a gain of over 13% that was driven by a resilient economy and easing inflation.<sup>5</sup> The Nasdaq 100 closed 2023 with an impressive return of +53.8%, recovering from 2022's losses and achieving its highest annual return since 1999. The leading stock sectors were communications, consumer discretionary, and technology, with standout performers being Apple, Microsoft, Alphabet, Amazon, Nvidia, Meta Platforms, and Tesla.<sup>6</sup>

**+** **6.3%**  
GDP INCREASE<sup>1</sup>

**+** **8.1%**  
DISPOSABLE PERSONAL  
INCOME INCREASE<sup>1</sup>

**+** **5.9%**  
CONSUMER SPENDING  
INCREASE<sup>4</sup>

*In Current Dollars*



Economic indicators play a crucial role in shaping charitable giving, as highlighted in The [Philanthropy Outlook 2024 & 2025](#). The S&P 500 and net worth are significant drivers of growth, particularly for individual giving, which is closely linked to personal income and wealth. As wealthier households see gains from stock market investments, their charitable contributions increase, including million-dollar gifts.

Foundation giving is influenced by the previous year's S&P 500 and GDP, reflected in trends in asset growth. Estate giving depends on net worth at the time of the donor's passing, benefiting from stock market growth, while corporate giving is driven by overall economic health, indicated by GDP and S&P 500 performance.<sup>12</sup>



## MONTHLY GIVING AND PEER-TO-PEER FUNDRAISING GREW

The big spike in online giving revenue since 2020, primarily caused by the pandemic, appears to have peaked and [declined by 1%](#) on average in 2023; however, revenue from monthly giving increased by 6% and accounted for 31% of all online revenue.<sup>7</sup>

[Peer-to-peer fundraising also grew](#). In 2023, the average participant raised \$2,014 for causes, \$120 more than 2022's average. A few notable peer-to-peer fundraising trends include increased digital platform use, gamification and incentives, matching gifts, and data-driven strategies that analyze campaign performance and adapt as needed.<sup>8</sup>

**MONTHLY GIVING ACCOUNTED FOR 31% OF ONLINE GIVING IN 2023<sup>7</sup>**





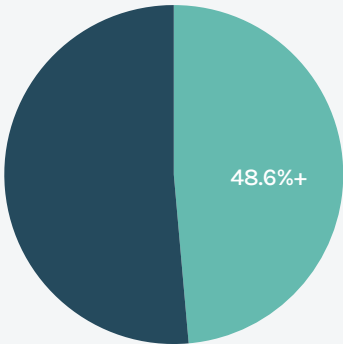
# 4.2%

Over the next two years, total giving is expected to exceed the historical annualized average growth rates over the past 10, 25, and 40 years, with a predicted growth rate of 4.2% in 2024.<sup>12</sup>



# MAJOR GIFT (\$50K+) DONORS EXPERIENCED THE LARGEST DECREASE AMONG ALL DONOR CATEGORIES

DESPITE ACCOUNTING FOR NEARLY HALF OF GIVING, THE NUMBER OF MAJOR DONORS DECLINED<sup>9</sup>



Nearly half of all fundraising dollars came from donors contributing \$50K+



Donors contributing \$50K+ represent 0.2% of all donors

Donors contributing \$50,000 or more decreased by 7.4%, the largest decrease among all donor categories by gift size. When examining total donations by donor lifecycle stage, repeatedly retained donors accounted for the largest share at 62%. This was followed by new donors at 18.1%, recaptured donors at 12.6%, and newly retained donors at 7.3%.<sup>9</sup>

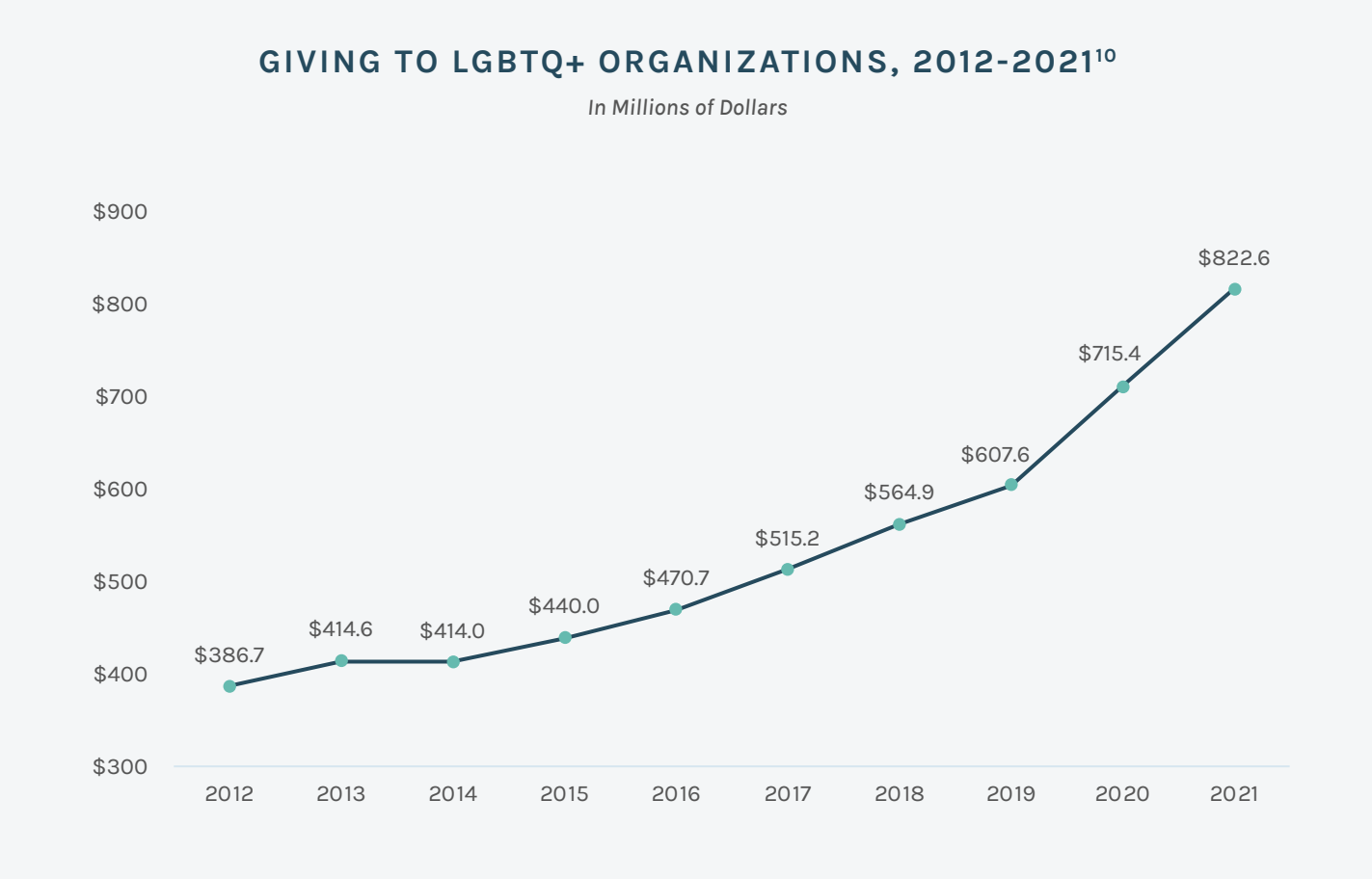
## CCS INSIGHT

Fundraisers should establish trust with donors through transparent communication and accountability to encourage giving, offering online donation platforms and flexible giving options to make it easy for donors to support their preferred causes. Highlight impact to show the power of donations through regular reports, stories, and updates that can be shared worldwide.

# GIVING TO LGBTQ+ ORGANIZATIONS IS RISING

The [LGBTQ Index 2024](#) reported that giving to LGBTQ+ organizations more than doubled between 2012 and 2021, from \$387 million to \$823 million. This represents an increase in the total share of charitable giving from 0.1% to 0.2% over the same period. Much of that growth occurred between 2019 and 2021, during which giving to LGBTQ+ organizations increased by 35%. However, these organizations received less than \$1 out of every \$500 donated.

Giving to various types of LGBTQ+ organizations represents an expansion of donor interests, with civil rights nonprofits representing the largest category, accounting for 53% of all giving to LGBTQ+ organizations. Though the share of giving to LGBTQ+ HIV/AIDS organizations decreased from 29% in 2012 to 15% in 2021, the shares of dollars going to youth (+6.8%), community centers (+3.6%), transgender-focused organizations (+3.5%), and education (+2.9%) have all grown.<sup>10</sup>





## BIPOC-LED NONPROFITS ARE UNDERFUNDED

*Grassroots, Black & Giving: How Philanthropy Can Better Support Black-led and Black-Benefiting Nonprofits* revealed that a majority of BIPOC-led organizations operate on less than \$500,000 annually. These organizations are typically grassroots and founder-led, maintaining deep connections to their communities. The report highlighted unique fundraising challenges Black-led

and Black-benefiting nonprofits face, including: 86.5% frequently struggle to access a broad and diverse range of funding sources, and 72.7% consistently find it difficult to identify or cultivate new funders. Additionally, nearly 53% of these organizations indicated they would have to shut down if they lost one or two key funders.<sup>11</sup>

### CCS INSIGHT

CCS Fundraising's [Fundraising Fundamentals](#) page offers insights on board development and management, moves management, building a case for support, and asking for money/solicitation 101. CCS also provides pro bono services for nonprofits led by people of color or underrepresented communities to solidify the firm's commitment to creating transformational change.



## CHAPTER TWO

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# Individual Giving

*Donors gave generously in 2023 despite the year's many challenges, which included economic fluctuations, significant inflation, and complex world events. Individual giving remains the largest source of philanthropy in the US, and even as the number of individual donors continued to decline last year, the total contributions from this group grew. This was partly due to a stronger-than-expected stock market performance that increased donors' disposable income, which grew 8.1% (3.8% adjusted for inflation).<sup>1</sup>*

# INDIVIDUAL GIVING REMAINED THE LARGEST SHARE OF TOTAL GIVING

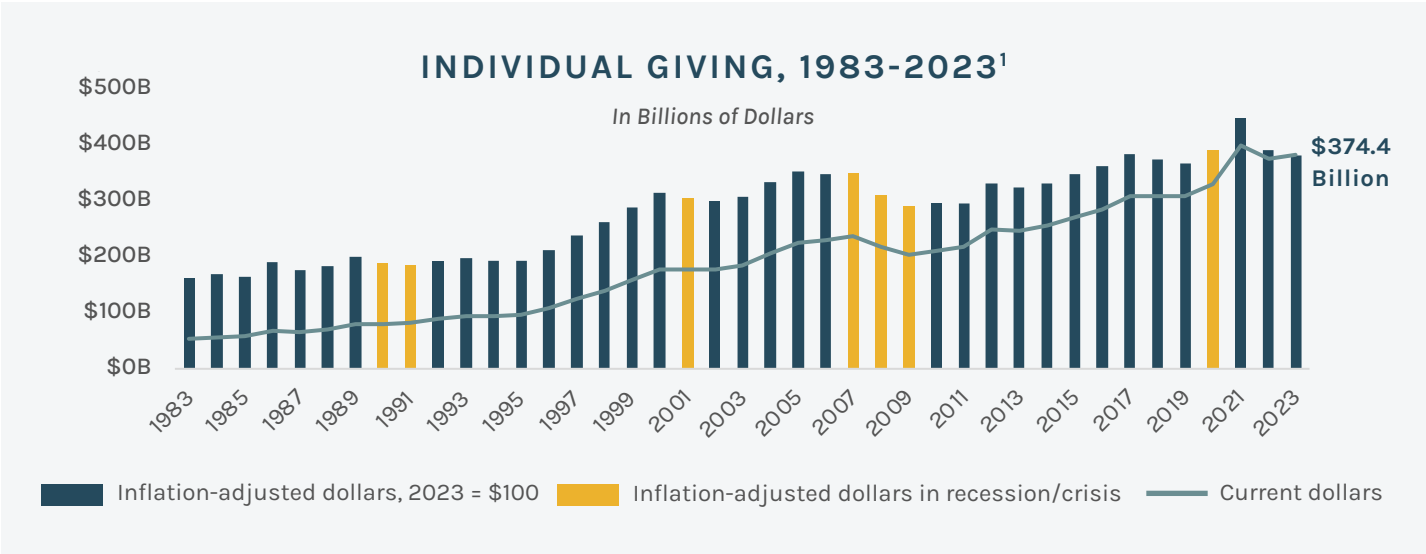
Bolstered by the stock market, as well as growth in the Gross Domestic Product (GDP) and personal income, giving by individuals remained the largest donor segment in 2023, representing 67% (\$374.4 billion) of all US giving (\$557.2 billion), a growth of 1.6% over 2022 in current dollars.<sup>1</sup>

Despite representing the largest portion of total giving, Giving USA found that over the last 40 years, the share of giving from individuals has decreased from 80% in the first five-year period starting in 1984 to 69% in the most recent five-year period beginning in 2019. The five-year annualized growth rate for individual giving was 4.3%, lower than the 5.3% growth rate for overall giving. While individual giving did reach an inflation-adjusted peak in 2021 and has not yet returned to that level, it remains significantly higher than its pre-pandemic levels.<sup>1</sup>

**\$374.4 Billion**  
Amount given by individuals in 2023

**+1.6%**  
Increase in individual giving from 2022 to 2023

**67%**  
Percent of all charitable giving by individuals<sup>1</sup>



# THE NUMBER OF INDIVIDUAL DONORS CONTINUED TO DECLINE

Notwithstanding the growth in individual charitable giving, the Fundraising Effectiveness Project (FEP) estimated a 3.4% drop in donors in 2023. Similarly, donor retention [continued its downtrend](#), with the 2023 donor retention rate estimated at 41.5%, representing a 2.5% decrease from 2022.<sup>2</sup>

## YEAR-OVER-YEAR CHANGES IN TOTAL AMOUNT DONATED BY DONOR SIZE<sup>23</sup>

**-10.6%**

Donors contributing \$100 or less (59.3% of all donors)

**-6%**

Donors contributing \$101-\$500 (28.1% of all donors)

**-4.5%**

Donors contributing \$501-\$5,000 (10.7% of all donors)

**-3.7%**

Donors contributing \$5,001-\$50,000 (1.7% of all donors)

**-2.9%**

Donors contributing over \$50,000 (0.2% of all donors)

### CCS INSIGHT

As fewer donors gave the majority of philanthropic dollars, nonprofit organizations should focus on increasing their revenue streams with major and leadership gifts and diversifying revenue with planned gifts. Implementing a wider range of revenue-generating initiatives strengthens an organization's stability and cultivates resilience in navigating economic uncertainty. Read CCS's article ["Your Guide to Increasing and Diversifying Your Nonprofit's Fundraising Revenue"](#) for more information.



SENECA FALLS | NY

## CLIENT PARTNERSHIP SPOTLIGHT

### National Women's Hall of Fame

The National Women's Hall of Fame (NWHF) is a historic institution celebrating extraordinary achievements and empowering women. The NWHF engaged CCS Fundraising to perform a feasibility study and manage its campaign to create a more sophisticated fundraising structure, taking the NWHF from being a volunteer-led organization to one focused on campaign viability, leadership roles, and national prominence. Through CCS's partnership, the NWHF hired its first CEO and development team, increased its fundraising capacity by 200%, relocated its induction ceremony from Seneca Falls, NY, to New York City, and directed funds toward the capital renovation of its mill building. Further, the organization now has a full development operation, a major gifts program, and the resources needed to attract six-figure gifts to ensure future sustainability.



# GIVING AND MOTIVATIONS DIFFER BY GENERATION

## The Silent Generation

(Born 1925-1945)

The Silent Generation comprises 4.9% of the population and holds assets of \$19.7 trillion.<sup>3,4</sup> Eighty-eight percent (88%) of this generation donates, with an average gift of \$1,367 to about 6.2 charities. Their motivations for giving tend to be loyalty or personal connections to the causes they support, and they are known for long-term commitment to these nonprofits.<sup>5</sup>

## Boomers

(Born 1946-1964)

Boomers comprise 20.9% of the population and hold the most wealth at \$76.2 trillion.<sup>3,4</sup> Seventy-two percent (72%) of this population donates, with an average gift of \$1,212 to 4.5 charities.<sup>5</sup> This generation is motivated to give to traditional, well-established organizations with proven impact, such as educational institutions or healthcare charities. They are also inclined to use offline giving methods, such as writing checks, responding to direct mail campaigns, or participating in in-person fundraising events.<sup>5,6</sup>

## Gen X

(Born 1965-1980)

Gen X comprises 19.5% of the population and holds \$37.8 trillion in assets.<sup>3,4</sup> Fifty-nine percent (59%) of this generation donates with an average gift of \$732 to 4 charities.<sup>23</sup> This generation tends to be motivated by environmental issues, education, and children's welfare and is the cohort most likely to fundraise for a cause, pledge a donation, and volunteer their time to the organizations they support. They also prefer text messages or voice calls, regularly check email, and stay updated on social media feeds.<sup>5</sup>

## Millennials

(Born 1981-1996)

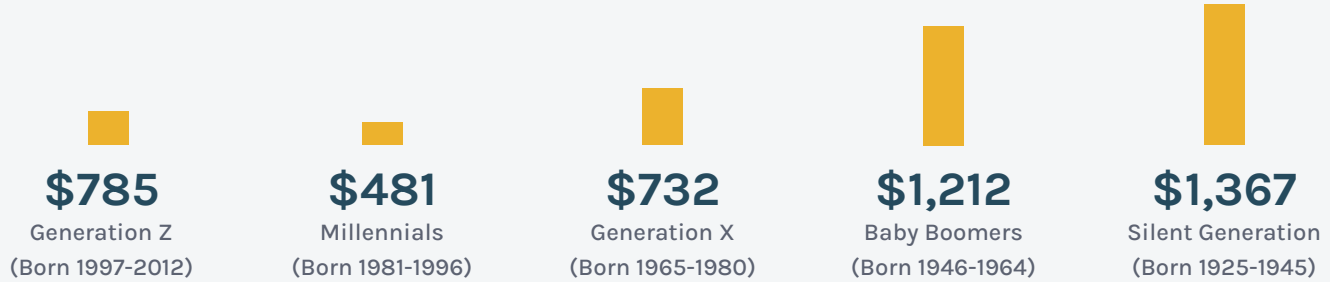
Millennials comprise 21.7% of the population and hold \$13.5 trillion in wealth.<sup>3,4</sup> Sixty percent (60%) of this generation donates with an average gift of \$481 to 3.3 charities. This generation is motivated to give to organizations closely aligned with their values on societal and economic issues. Millennials tend to conduct thorough research or establish personal connections with a nonprofit before donating.<sup>5</sup>

## Gen Z

(Born 1997-2012)

Gen Z comprises 20.7% of the population, but there is insufficient data on their assets. Forty-four percent (44%) of this generation gives with an average gift of \$785 to 3 charities.<sup>3,5,24</sup> This generation is most inspired to give if they trust an organization, believe in its mission, and see evidence that the nonprofit gives back to the community. Gen Zers use social media platforms such as Instagram, TikTok, and X to spread awareness and mobilize support, and are more inclined to give money and time to volunteering and spreading awareness for a cause.<sup>7</sup>

## AVERAGE ANNUAL HOUSEHOLD GIVING BY GENERATION<sup>5</sup>



### CCS INSIGHT

Given each generation's differing motivations, tendencies, and giving preferences, segmentation is essential for effective fundraising. An organization's case for support or value proposition, engagement strategies, volunteer experience, giving vehicles, and solicitation methods should be tailored to fit each unique donor segment. Learn more in ["Prospecting: How to Identify, Qualify, and Segment Your Donors."](#)



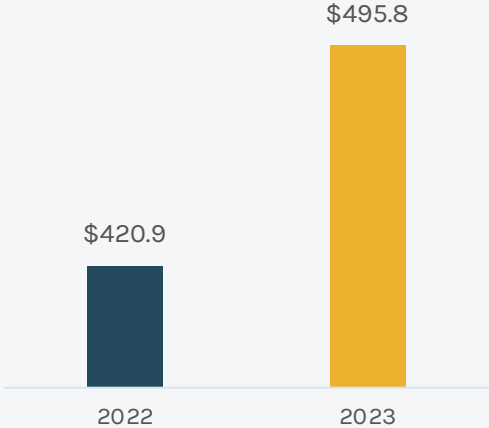
# DONORS FOCUSED ON IMPACT INVESTING

Impact investing, which is to generate social or environmental influence alongside financial returns, gained substantial momentum in 2023. The global impact investing market grew significantly, from \$420.9 billion in 2022 to \$495.8 billion in 2023. This growth represented a robust compound annual growth rate (CAGR) of 17.8%, reflecting impact investing’s increasing popularity and a wider range of donors choosing to invest this way.<sup>25</sup> Younger donors seemed most attracted to this giving method, with 80% expressing interest in alternative investments such as impact investments; further, they directed a higher percentage of their portfolios to impact investing than older investors.<sup>26</sup>

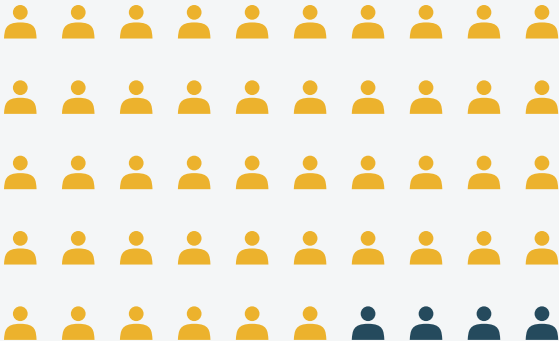


## GLOBAL IMPACT INVESTING MARKET GROWTH<sup>27</sup>

*In Billions of US Dollars*



## YOUNG DONOR PREFERENCE



80% of younger donors expressed interest in alternative investments like impact investing.<sup>28</sup>

## CROWDFUNDING GREW AS A POPULAR GIVING VEHICLE FOR YOUNGER DONORS

Younger donors were more likely to participate in crowdfunding than older generations, driven by their familiarity with social media and online platforms.<sup>5</sup> GoFundMe, one of the leading crowdfunding platforms, experienced substantial growth from 2019, when it reported \$9 billion in cumulative gifts, to February 2024, when it announced \$30 billion in gifts.<sup>8</sup>

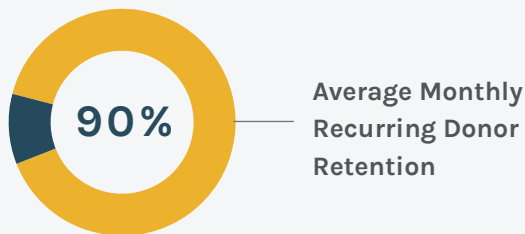
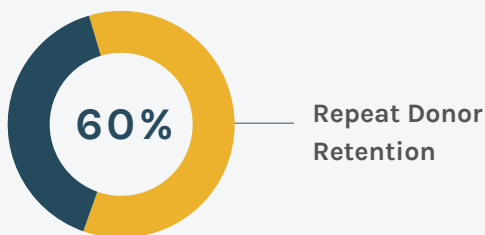
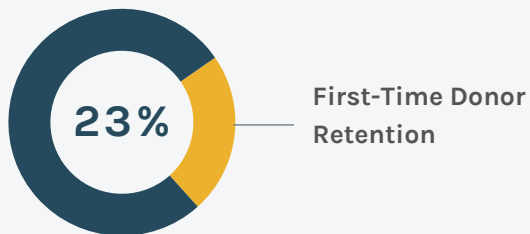
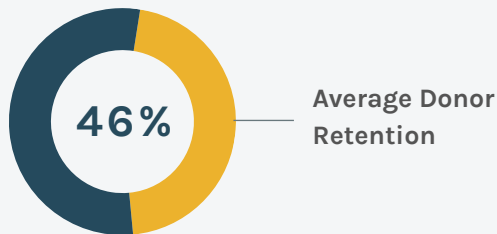
Further, 69% of next-gen donors preferred to engage with organizations via social media, a key channel for crowdfunding campaigns, aligning with that demographic's desire for transparent, immediate, and relatable giving experiences. Crowdfunding created a compelling way to engage younger donors who value these campaigns' direct impact and support for causes in their communities.<sup>9</sup>



### CCS INSIGHT

Younger donors are increasingly online and more inclined to give digitally or through crowdfunding initiatives. Nonprofits should ensure their websites are user-friendly on mobile phones and tablets, as well as desktops, curate an effective social media presence, and make giving methods as easy as possible. Read [“Your Guide to Finding, Engaging, and Retaining the Next Donor Generation”](#) for more information.

## DONOR RETENTION RATES<sup>13</sup>



## MID-LEVEL AND RECURRING DONORS EXHIBIT HIGHER LIFETIME VALUE THAN ONE-TIME DONORS

Monthly giving increased by 6% in 2023, representing 31% of all online donations, up from 27% in 2022.<sup>10</sup> US donors giving mid-level and recurring gifts have a higher lifetime value than one-time donors—the average monthly donor gives 42% more annually than a one-time donor.<sup>11</sup> Meanwhile, mid-level donors (giving between \$1,000 and \$10,000 yearly) can account for 30-35% of a nonprofit's revenue. Though mid-level donors represent a small subset of total donors (typically 1%), they often give more than one-third of the total dollars raised.<sup>12</sup>

Further, research suggests that recurring and mid-level donors have higher retention rates than one-time donors. These donors demonstrate consistency and affinity for the causes they support and often become major donors over time.<sup>14,15</sup>

## THE IMPACT OF AI ON INDIVIDUAL GIVING

Machine learning modeling techniques, such as decision tree models and neural networks, accelerate how nonprofits identify and qualify potential donors. By analyzing extensive data, these tools can identify prospects who mirror the attributes of top donors. Machine learning evaluates donation history,

engagement, and demographics to predict donation likelihood. Once a nonprofit identifies prospects, GenAI tools like ChatGPT can craft personalized emails that resonate with their interests and past interactions. This approach increases engagement rates and optimizes fundraising efforts, ensuring organizations direct resources toward the most promising opportunities.

## DONOR-ADVISED FUND POPULARITY CONTINUED GROWING AMID CALLS FOR REGULATION

Donor-advised funds (DAFs) have gained significant popularity among individual donors in recent years due to their flexibility, tax benefits, and the opportunities they afford investors to manage their giving more strategically. According to the most recent data, DAFs continued attracting robust giving in 2022, reaching a [record high of \\$85.5 billion](#). The National Philanthropic Trust estimates there are now two million donor-advised funds in the US.<sup>16</sup>

However, DAFs have also encountered [increased regulatory scrutiny](#), with [legislative proposals](#) announced in November 2023 to impose new restrictions on DAF activity.<sup>17,18</sup> Proposed changes would make [certain DAF distributions taxable](#) and broaden the definition of a donor-advisor to include personal financial advisors, preventing these individuals from receiving DAF-designated compensation for investment management services.<sup>19</sup>



### GLOBAL SPOTLIGHT

According to the National Philanthropic Trust UK, donations to UK charities from DAFs saw substantial growth, with contributions [increasing by 37.3%](#) in 2022 (the most recent data available) to \$1.1 billion (£868.5 million), and grants from DAFs reaching \$711.8 million (£554.7 million)—a 21% increase over 2021.<sup>21</sup>

### CCS INSIGHT

Nonprofits should consider connecting with Millennial and Gen X donors about leveraging DAFs as an approachable way to grow their funds while also supporting organizations they care about and gaining tax incentives. Further, fundraisers shouldn't hesitate to ask donors directly if they have DAFs, as these are already earmarked for philanthropy. Read "[How Donor-Advised Funds Work and Drive Philanthropic Revenue](#)" for more information.

# 78%

While 52% of people used mobile devices to visit nonprofit websites, desktops were the primary platform for making donations, accounting for 67% of online transactions and 78% of online revenue.

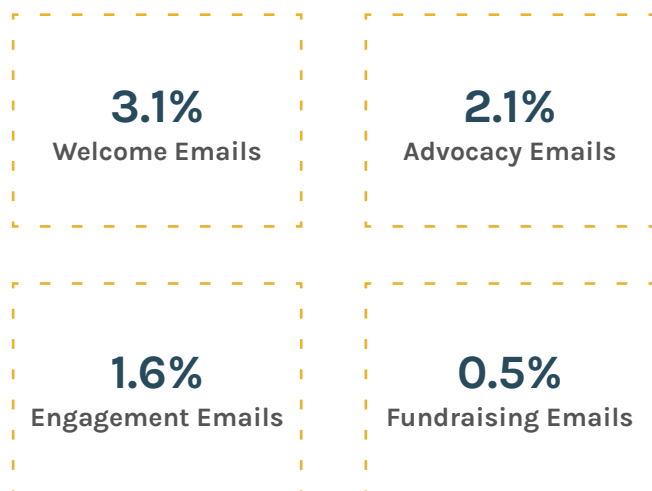




# ONLINE GIVING IN THE US STAYED RELATIVELY FLAT

Online revenue declined by 1% in 2023 from 2022, with the average one-time gift being \$115. Monthly giving grew by 6%, and email fundraising accounted for 16% of online revenue, a slight increase from 14% in 2022. Different sectors experienced varied outcomes, with disaster and international aid seeing solid growth in 2022 but declining in 2023.<sup>10</sup>

For fundraising emails, the average click-through rate (the percentage of recipients who clicked on a link) was 0.5%, reflecting a 4.8% drop from 2022. Overall, the average revenue per 1,000 fundraising emails in 2023 was \$76, a decrease of 20%. Among those who clicked through to the donation page, 15% completed a gift, making the average response rate 0.1%.<sup>10</sup> Email click-through rates are as follows:



While 52% of people used mobile devices to visit nonprofit websites, desktops were the primary platform for making donations, accounting for 67% of online transactions and 78% of online revenue. The average donation from a desktop was \$137, compared to \$83 from mobile devices.<sup>10</sup>

## GLOBAL SPOTLIGHT

*In contrast to US giving trends, from 2019 to 2023, the number and value of online donations in Canada nearly doubled. In 2019, donations through CanadaHelps, a charity aiming to increase online donations, amounted to just over \$200 million, compared to \$430 million in 2023.<sup>22</sup>*





## CHAPTER THREE

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# High Net Worth Giving

*US charitable giving continued to be concentrated at the top, with donations from members of the “Forbes 400” list giving over \$250 billion to charity in 2023.<sup>1</sup> Increased wealth among aging households drove significant gifts to foundations and higher ed institutions, and amidst the intergenerational wealth transfer, the next generation of high net worth individuals demonstrated different giving tactics than prior generations, prioritizing impact-based giving and utilizing various tools to effect change.*

# THE US HOUSED THE MOST BILLIONAIRES AND THE US HIGH NET WORTH POPULATION GREW

The US continued to have the most billionaires, growing to [788 billionaires](#) out of the global total of 2,544 who, together, held [\\$12 trillion in wealth](#).<sup>2,3</sup> Meanwhile, the much larger group of 5.5 million high net worth individuals (HNWIs), who have over \$1 million in liquid assets, increased by 62% over the past decade.<sup>2</sup>

The world's wealthiest individuals include 51 newly minted US billionaires, of which 10 are women. These ultra high net worth individuals (UHNWIs) hold over \$30 million in liquid investable assets.

## GLOBAL SPOTLIGHT

*UHNW individuals account for \$190 billion of philanthropic donations, comprising 38% of all giving by individuals.<sup>19</sup>*



## NEWLY MINTED WOMEN BILLIONAIRES IN THE US<sup>3</sup>

- 1** Dorothy Chao Jenkins & Family  
(net worth: \$4.9B; Manufacturing)
- 2** Susan Ocampo & Family  
(net worth: \$1.8B; Technology)
- 3** Darcie Glazer Kassewitz  
(net worth: \$1.7B; Sports)
- 4** Sara Liu  
(net worth: \$1.5B; Technology)
- 5** Liesel Pritzker Simmons  
(net worth: \$1.5B; Diversified)
- 6** Sharron Hunt & Family  
(net worth: \$1.4B; Sports)
- 7** Lisa Su  
(net worth: \$1.3B; Technology)
- 8** Ingrid Wu  
(net worth: \$1.3B; Manufacturing)
- 9** Carson Brice  
(net worth: \$1.1B; Finance & Investments)
- 10** Taylor Swift  
(net worth: \$1.1B; Media & Entertainment)

# NORTH AMERICA RANKED HIGHEST IN THE WORLD FOR SHARE OF UHNW INDIVIDUALS

In 2023, there were approximately 38.1 million high net worth (HNW) individuals worldwide. Altrata defines HNW individuals as those with investable assets (excluding primary residence) of \$1 million to \$5 million, very high net worth (VHNW) individuals as having between \$5 million and \$30 million, and ultra high net worth (UHNW) individuals as those with \$30 million or more. The 395,070 individuals who can be classified as UHNW make up only 1.1% of all high net worth individuals. However, this group held a significant (32%) share of the total wealth at \$49.2 trillion.<sup>19</sup>

GLOBAL UHNW POPULATION AND WEALTH IN 2023				
LOCATION	YOY GROWTH OF UHNWIS	# OF UHNWIS	YOY GROWTH IN COMBINED NET WORTH	COMBINED NET WORTH
North America	<span style="color: green;">▲</span> 11.9%	161,280	<span style="color: green;">▲</span> 11.7%	\$18,586B
European Union	<span style="color: green;">▲</span> 9.4%	111,540	<span style="color: green;">▲</span> 8.8%	\$12,920B
Asia-Pacific	<span style="color: green;">▲</span> 2.8%	117,330	<span style="color: green;">▲</span> 2.4%	\$12,949B
Middle East	<span style="color: red;">▼</span> 5.7%	19,480	<span style="color: red;">▼</span> 7.5%	\$2,630B
Latin America and the Caribbean	<span style="color: green;">▲</span> 18.2%	13,990	<span style="color: green;">▲</span> 19.5%	\$1,757B
Africa	<span style="color: red;">▼</span> 10.3%	2,710	<span style="color: red;">▼</span> 11.9%	\$317B

# NEW YORK CITY REMAINED WEALTHIEST IN THE US, BUT OTHER CITIES EXPERIENCED MORE GROWTH

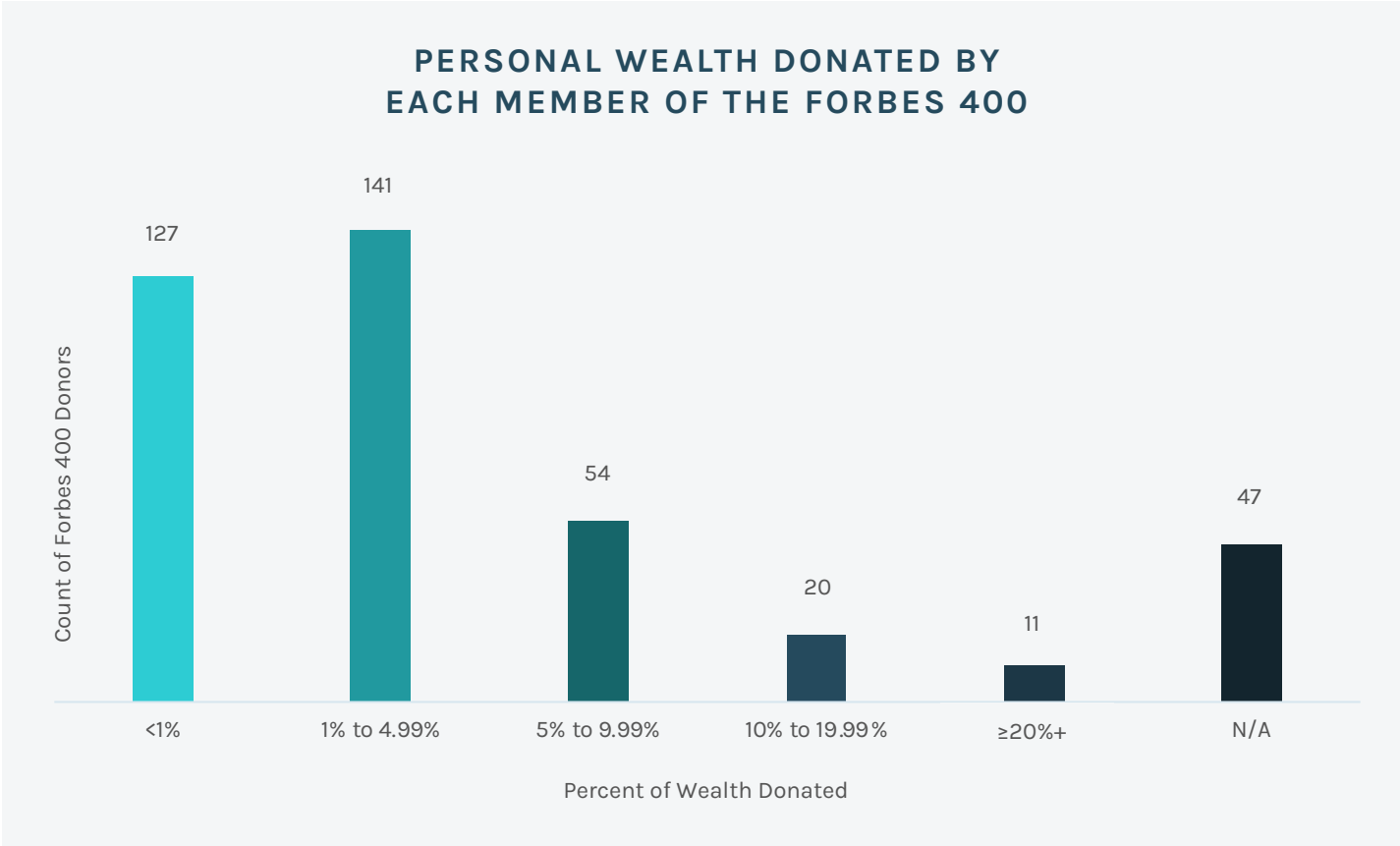
New York City remains the wealthiest city in the United States, boasting 350,244 millionaires and 60 billionaires. Between 2013 and 2023, the city experienced a 48% increase in its millionaire population. However, other cities have seen even more rapid growth during this period. Austin, Texas, for example, saw its [number of millionaires rise by 110%](#), while Palm Beach and West Palm Beach in Florida experienced a 93% increase in their millionaire populations over the past decade.<sup>2,5</sup>

AMERICA'S FASTEST-GROWING CITIES <sup>2</sup>				
FIGURES FOR DECEMBER 2023   ONLY INCLUDES MILLIONAIRES LIVING IN EACH CITY (RESIDENTS)   MILLIONAIRE FIGURES ROUNDED TO NEAREST 100				
CITIES	MILLIONAIRE GROWTH % 2013 TO 2023	MILLIONAIRES (USD 1M+)	CENTI-MILLIONAIRES (USD \$100M+)	BILLIONAIRES
Austin	110%	32,700	92	10
Scottsdale	102%	14,500	63	5
Palm Beach and West Palm Beach	93%	10,200	69	9
Greenwich and Darrien	84%	12,500	120	10
The Bay Area	82%	305,700	675	68

# THE TOP US DONORS GAVE PRIMARILY TO THEIR OWN FOUNDATIONS OR DAFs

The Chronicle of Philanthropy’s annual [“Philanthropy 50”](#) list of the top donors in the US reported that America’s 50 wealthiest donors gave more than \$11.9 billion to charities in 2023 (5% of all individual giving), representing a 27.8% decline from 2022’s total of \$16.5 billion.<sup>6</sup> These donors gave primarily to their own [foundations or donor-advised funds](#).<sup>7</sup>

Only 23 individuals and couples from this year’s Philanthropy 50 [are listed among the “Forbes 400”](#) wealthiest Americans. The net worth of the 400 wealthiest US donors grew from \$4 trillion in 2022 to \$4.5 trillion in 2023, and this cohort [gave over \\$250 billion](#), just under 6% of their combined net worth, to charity.<sup>9</sup>

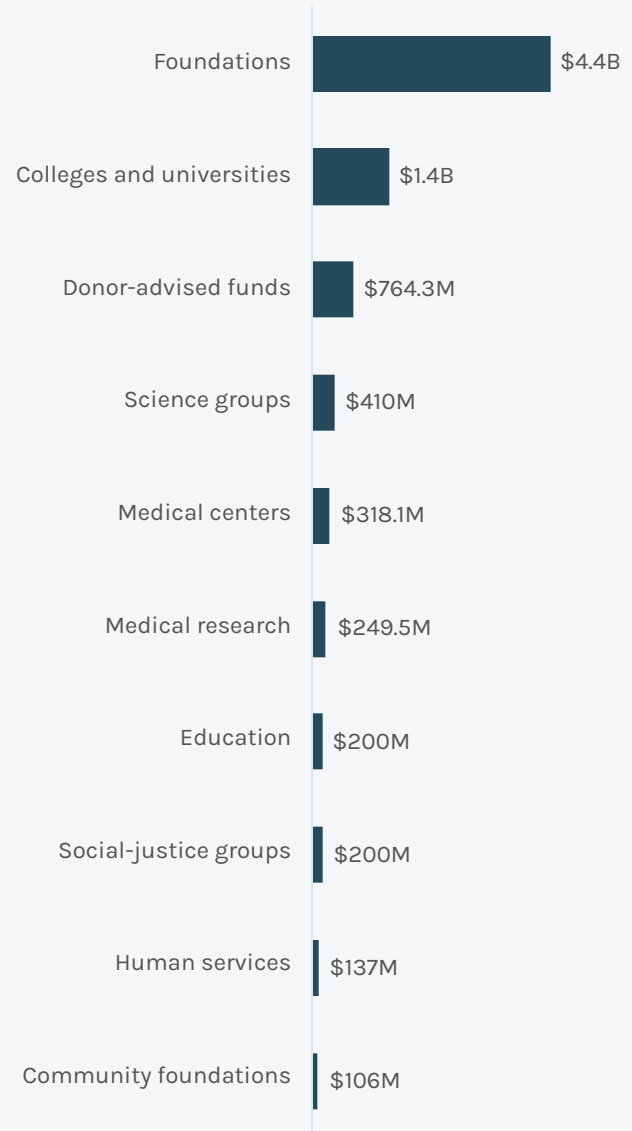


# UHNW PHILANTHROPISTS MADE HISTORIC GIFTS TO VARIOUS CAUSES

Excluded from the “Forbes 400” total is the [\\$2.1 billion granted by MacKenzie Scott](#), whose giving constituted 0.3% of total philanthropy in 2023. Mackenzie Scott’s philanthropy platform, Yield Giving, set a new benchmark and awarded these funds to 360 recipients, mostly in unrestricted and unsolicited grants. Scott significantly contributed to Historically Black Colleges and Universities (HBCUs), community colleges, and organizations working toward climate justice and public health. Yield Giving received over 6,300 applications in response to its open call to distribute \$1 million in grants each to 250 recipients. Since 2019, Scott has given away more than \$16 billion.<sup>10</sup>



## WHAT PHILANTHROPY 50 MEMBERS SUPPORTED WITH DONATIONS OF \$1M+







Michael Bloomberg was the top “Philanthropy 50” donor in 2023, gifting \$3 billion in support of the arts, education, city government improvements, and public health. Additionally, Bloomberg Philanthropies invested more in climate resilience projects and education reform, with grants to urban sustainability programs and charter schools.<sup>11</sup>

Nike co-founder Phil Knight and his wife, Penny, gave [\\$1.24 billion](#), which included \$237.5 million in support for the University of Oregon’s Knight Campus for Accelerating Impact to bolster its cancer, neuroscience, and cardiology research projects. Another notable donation included a \$400 million investment to the 1803 Fund to revive a historically Black neighborhood in Portland.<sup>6</sup>



Tech billionaire Michael Dell and his wife, Susan, donated \$976 million and recently announced a pledge to give away \$1.7 billion in Dell Technologies stocks. Their gifts to US, Indian, and South African nonprofits to support economic mobility, health initiatives, and urban education total more than \$2.4 billion.<sup>6</sup>



# THE PHILANTHROPY 50 GAVE LARGE GIFTS THROUGH BEQUESTS

The “Philanthropy 50” featured eight bequests in 2023, totaling \$1.1 billion. Half of these estates originated in California, with additional representation from Ohio, New York, Virginia, and Pennsylvania. All the featured estates gave charitable bequests of at least \$45 million.

Notably, the largest bequest came from the estate of Franklin Antonio (Del Mar, CA), anking as the 6th largest gift overall. Antonio, a scientist and co-founder of chipmaker Qualcomm, supported scientific research and education through endowments and fellowships.<sup>13</sup> The estate of Hugh Hoffman (Indian Hill, OH) contained the second-largest sum, benefiting causes like ALS research, education, and the Cincinnati Zoo.<sup>14</sup> Additionally, Jay Kahn’s estate (San Diego, CA) surprised the San Diego Foundation with an unrestricted gift of \$106 million, supporting music, arts, housing, and social justice initiatives. Other estate donors included Susanne Bard, Lucia Woods Lindley, Donald Costello, Anica Donnan Rawnsley, and Claire Jacobson.<sup>15</sup>



## CCS INSIGHT

Engaging multi-generational giving strategies to enhance bequests and gifts from HNWI involves considering the motivators and interests of longstanding supporters as well as the next generation of family members involved in the decision-making. As motivations for giving may be different for various generational members of the same family, organizations must develop different approaches to engage those donors, understanding their motivations, and collaborating to identify ways their contributions can have an impact.

# THE NEXT GENERATION OF HNWI



## The next generation of HNWI donors:

- Have increased focus on giving to causes, not institutions
- Prefer evidence-based giving
- Are motivated by personal values and legacy

## They have multi-pronged strategies for making an impact, including:

- Limited Liability Corporations (LLCs). Next Gen HNWI donors are establishing LLCs to approach various issues through multiple angles.
- 501(c)(4). Establishing 501(c)(4) organizations enables cause-based support through policy change and other political efforts.
- Donor-advised Funds (DAFs). Aligning with individual giving trends, HNWI donors use DAFs as another giving vehicle.<sup>9</sup>

The Great Wealth Transfer has begun, through which an estimated [\\$84 trillion](#) will pass from the Boomer generation to younger generations, including Gen X, Millennials, and Gen Z by 2045. HNWI giving trends are increasingly influenced by the [next generation of HNWI](#)

[donors](#), who see themselves as change agents, social entrepreneurs, or community partners rather than philanthropists. This next generation of HNWI donors, in their 40s, 50s, and 60s, want to [enact change through their giving](#).<sup>9</sup>



# 300

The Next Gen group of the Giving Pledge, a promise by the world's wealthiest individuals and families to dedicate the majority of their wealth to charitable causes, consists of 300 members from around the world who meet annually with peers for conversations about long-term philanthropic plans.<sup>16</sup>

“Next Gen” philanthropists inherited wealth and continued to seek guidance on how best to make an impact. For example, the Giving Pledge’s Next Gen group consists of 300 members from around the world who meet annually with peers for conversations about involving their children in philanthropy, spending down family foundations, and talking with family about goals and long-term philanthropic plans.<sup>16</sup>

Further, many younger donors are speeding up their giving timelines to address issues requiring urgent attention, such as climate change and social justice.<sup>9</sup> One example is the Bezos Earth Fund, established by Amazon founder, Jeff Bezos, with a 10-year deadline to distribute its \$10 billion. Another is Laurene Powell Jobs’s The Waverly Street Foundation, which plans to distribute \$3.5 billion in assets by 2035 to support climate solutions, promote equity and justice in communities affected by climate change, and integrate climate action with community priorities.<sup>17</sup>

## THE NEW 2023 GIVING PLEDGE SIGNATORIES INCLUDE:<sup>12</sup>

- **Sam Altman and Oliver Mulherin.** Altman is the co-founder and CEO of OpenAI, while Mulherin is a technology investor.
- **Robert D. Goldfarb.** Goldfarb retired as Chairman of Ruane, Cunniff, and Goldfarb, distributor of the Sequoia Fund, in 2016.
- **Jahm and Cheryl Najafi.** Jahm Najafi is an international investor and founder of The Najafi Companies, while Cheryl Najafi is an author, speaker, activist, and entrepreneur.
- **Hemant Taneja and Jessica Schwartz Taneja.** Hemant Taneja is the CEO and Managing Director of General Catalyst, a global technology investment capital firm. Schantz Taneja owns and operates Dhyana Grove Farm, a 90-acre regenerative agricultural farm and winery in the Santa Cruz mountains.

## 2023 TOP 50 DONORS IN THE US<sup>6</sup>

	DONOR	2023 GIVING	LOCATION	WEALTH SOURCE	TOP CAUSE
1	Michael Bloomberg	\$3,000,000,000	New York, NY	Media	Various
2	Penny and Phil Knight	\$1,242,253,250	Hillsboro, OR	Retail/Manufacturing	Various
3	Michael and Susan Dell	\$975,903,850	Austin, TX	Technology	Various
4	Warren Buffet	\$893,305,350	Omaha, NE	Finance	Various
5	John and Laura Arnold	\$483,600,000	Houston, TX	Finance	Various
6	Franklin Antonio	\$400,000,000 <sup>1*</sup>	Del Mar, CA	Technology	Scientific Research
7	Eric and Wendy Schmidt	\$306,300,000	Santa Barbara, CA	Technology	Various
8	Pam and Pierre Omidyar	\$264,000,000	Honolulu, HI	Technology	Various
9	Melinda French Gates	\$249,900,000	Seattle, WA	Technology	Various
10	Bernard Marcus	\$233,000,000	Atlanta, GA	Retail	Various
11	Hugh Hoffman	\$231,700,000 <sup>1*</sup>	Indian Hill, OH	Investments	ALS Research and Care
12	Elaine and Kenneth Langone	\$225,000,000	New York, NY	Finance; Retail	Financial Aid
13	Chafen Lu and Tim Springer	\$210,000,000	Boston, MA	Pharmaceuticals	Biomedical Research
14	Lauder Family	\$200,000,000	New York, NY	Family Wealth	Alzheimers Research
15	Diana and Roy Vagelos	\$175,000,000	Far Hills, NJ	Pharmaceuticals	Biomedical Research
16	Bill Gates	\$173,300,000	Medina, WA	Technology	Various
17	Glen Taylor	\$172,000,000 <sup>1</sup>	Mankato, MN	Professional Sports/ Graphic Arts	Various

\* bequest; <sup>1</sup> estimate



	DONOR	2022 GIVING	LOCATION	WEALTH SOURCE	TOP CAUSE
18	Susanne Bard	\$143,114,989 <sup>1*</sup>	West Hollywood, CA	Real Estate	Medical Care and Research
19	Jacklyn and Miguel Bezos	\$137,000,000	Coral Gables, FL	Family Wealth	Malnutrition
20	David Tepper	\$136,467,267	Palm Beach, FL	Finance	Various
21	Arthur Blank	\$117,300,000	Atlanta, GA	Retail	Various
22	Irwin and Joan Jacobs	\$113,049,995	La Jolla, CA	Telecommunications	Various
23	Jay Kahn	\$106,000,000*	San Diego, CA	Investments	Various
24	George and Kathy Bishop	\$100,000,000	The Woodlands, TX	Oil	Financial Aid
24	Robert Kraft	\$100,000,000	Chestnut Hill, MA	Professional Sports; Investments	Fighting Antisemitism
24	Diane and Paul Manning	\$100,000,000	Keswick, VA	Finance	Biotechnology
24	Ross Stevens	\$100,000,000	New York, NY	Finance	Higher Education
28	Priscilla Chan and Mark Zuckerberg	\$94,087,000	Palo Alto, CA	Technology	Various
29	Amy and Richard Wallman	\$75,500,000	Ponte Vedra Beach, FL	Industry	Professorships
30	Lee and Penny Anderson	\$75,000,000	Naples, FL	Manufacturing	Building Projects
31	Dwight and Martha Schar	\$75,000,000	Palm Beach, FL	Construction	Health Care
32	Charles Munger	\$67,974,765	Santa Barbara, CA	Finance	Arts and Culture
33	Jeff Bezos	\$67,704,177	Medina, WA	Technology	Financial Aid
34	Sergey Brin	\$67,330,000	Mountain View, CA	Technology	Various

\* bequest; <sup>1</sup> estimate



	DONOR	2022 GIVING	LOCATION	WEALTH SOURCE	TOP CAUSE
35	Lucia Woods Lindley	\$63,030,000*	New York, NY	Family Wealth	Women and Girls
36	David and Kathleen LaCross	\$57,000,000	Lafayette, CA	Finance	Artificial Intelligence
37	Dale and Sarah Fowler	\$55,300,000	Newport Beach, CA	Real Estate	Higher Education
38	Nancy and Richard Kinder	\$55,037,000	Houston, TX	Energy	Various
39	Anne Tasca	\$53,600,000	Rome, Italy <sup>2</sup>	Real Estate	Financial Aid
40	Ramon Breedon, Jr.	\$50,000,000	Virginia Beach, VA	Real Estate	Building Projects
40	Mary and Richard Compton	\$50,000,000	Santa Barbara, CA	Manufacturing	Health Care
40	Donald Costello	\$50,000,000*	Manassas, VA	Manufacturing	Financial Aid
40	Bryan and Kathleen Marsal	\$50,000,000	Bedford, NY	Consulting	Higher Education
40	Richard Pickup	\$50,000,000	Newport Beach, CA	Finance	Brain Health
40	Anica Donnan Rawnsley	\$50,000,000 <sup>1*</sup>	Washington, PA	Family Wealth	Financial Aid
40	Leslie and Ronald Sherwin	\$50,000,000	South Gate, CA	Chemicals	Environmental Research
40	Diane and Frederick Smith	\$50,000,000	Memphis, TN	Transportation	Building Projects
40	Sobrato Family	\$50,000,000	Cupertino, CA	Real Estate	Various
49	Jon and Mindy Gray	\$49,200,000	New York, NY	Finance	Cancer Treatment and Research
50	Claire Jacobson	\$45,000,000*	Pebble Beach, CA	Real Estate	Building Projects

<sup>2</sup>Tasca is a dual American and Italian citizen

## CLIENT PARTNERSHIP SPOTLIGHT

### University of Miami Health System (UHealth)

The University of Miami (UM) has engaged CCS Fundraising in multiple initiatives. CCS most recently conducted a benchmarking assessment focused on identifying best practice policies and processes for the valuation of capital naming opportunities as it relates to mega gifts. Previously, UM partnered with CCS to provide strategic counsel surrounding campaign progress and advancement performance metrics. This project included The University of Miami Health System – UHealth. CCS provided recommendations on the donor pipeline, prospect management system, parent giving, planned gifts, and principal gifts.



MIAMI | FL

# THE IMPACT OF AI ON HIGH NET WORTH GIVING

Organizations can use technology, data science, and AI tools to create effective touchpoints for stewarding donors and improving retention, especially for high net worth individuals. By monitoring significant financial activities like stock sales or bonuses, nonprofits can identify optimal moments for outreach. AI models analyze donor preferences, past interactions, and patterns to craft personalized messages that resonate with the donor's current situation and unique interests.

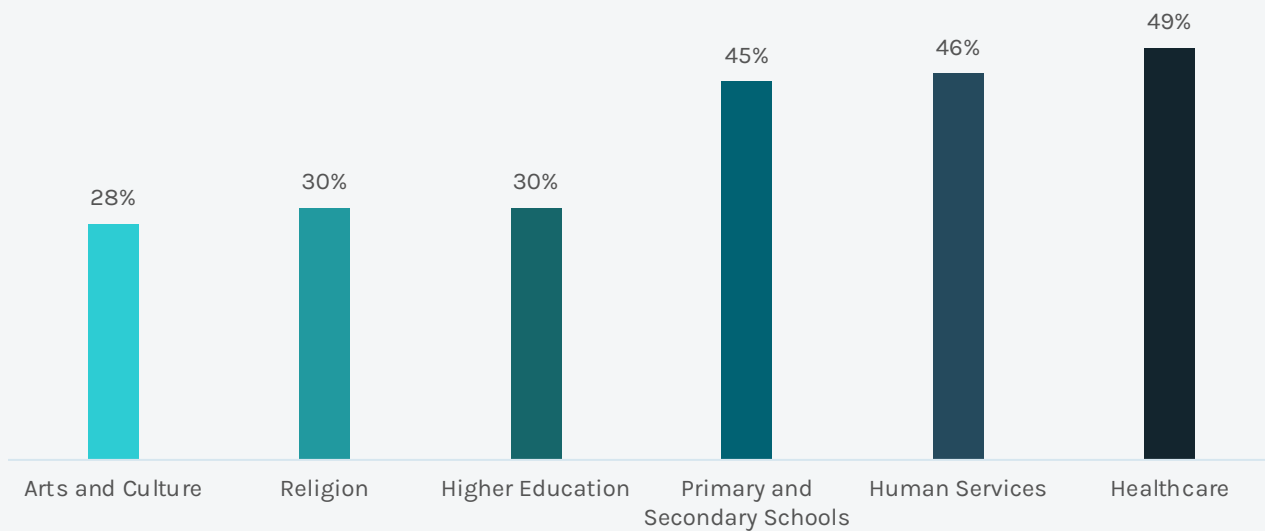
This data-driven approach enables timely, relevant, personalized engagement, even with a large donor base. Machine learning algorithms can predict decreases in giving, allowing for targeted interventions. Automated

reminders ensure consistent stewardship activities.

With these tools, fundraisers can maintain a high-touch approach that enhances donor relationships, maximizes lifetime value, and improves overall donor experience and loyalty. This personalized strategy ultimately leads to higher retention rates and more effective fundraising.

For example, The Children's Hospital of Philadelphia (CHOP) [collaborated with a technology partner](#), leading to an 85% increase in response rate and a 25% boost in gift size, significantly accelerating the major giving process, and allowing CHOP to secure more substantial donations to support their various healthcare initiatives.<sup>18</sup>

## REPORTED USE OF AI IN NONPROFIT OPERATIONS PER SECTOR<sup>20</sup>





## CHAPTER FOUR

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# Foundation Giving

*Foundation giving grew in current dollars, and total assets held by foundations reached a record high, particularly due to strong financial market performance. In addition to ongoing funding priorities, foundations remained agile in responding to crises and emerging social issues, including natural disasters, global conflicts, and social justice initiatives. Further, foundations employed different strategies to address the rising trends in collaborative funding and trust-based philanthropy.*

# GIVING BY FOUNDATIONS REACHED RECORD-TYING LEVELS IN 2023

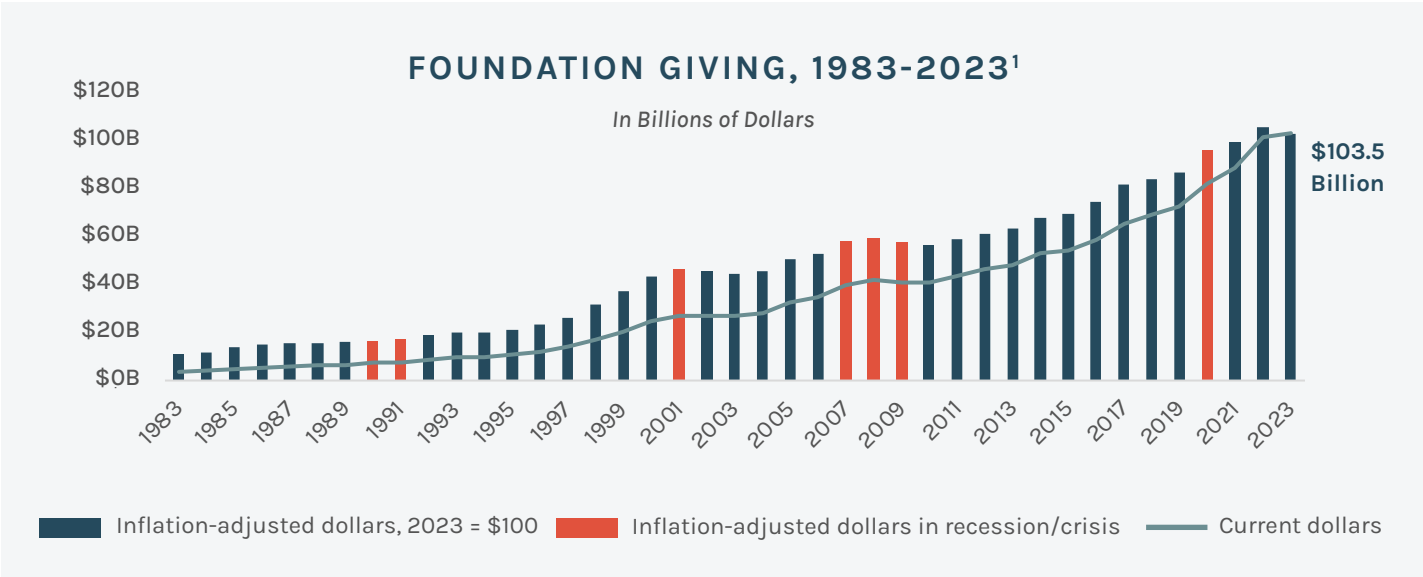
Giving by foundations reached \$103.5 billion in 2023, accounting for 19% of total giving, an increase of 1.7% over 2022 (but a decline of 2.3% adjusted for inflation). Giving by foundations includes gifts from operating, community, and independent or private foundations (including family foundations).

For the second consecutive year, foundation giving crossed the \$100 billion threshold, and nearly \$1 out of every \$5 gifts to charities came from a foundation; comparatively, only about \$1 out of every \$20 donated to charities 40 years ago came from foundations. This growth in foundation giving reflected growth in endowments due to massive individual wealth.<sup>1,2</sup>

**\$103.5 Billion**  
Amount given by foundations in 2023

**+1.7%**  
Increase in foundation giving from 2022 to 2023

**19%**  
Percent of all charitable giving by foundations<sup>1</sup>

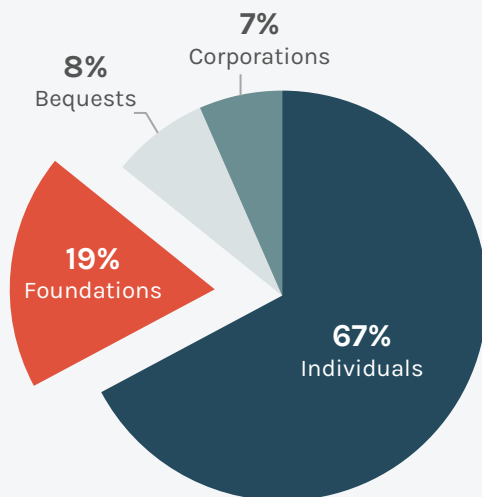


## Definitions and Operations

To understand foundation giving trends, it is important to note there are two types of foundations comprising this charitable segment: private and community. A private foundation is typically established by an individual, family, or organization through a donation to create an endowment managed by a board of directors or trustees. These foundations generate income by investing in the endowment. In compliance with the Uniform Prudent Management of Institutional Funds Act, they must distribute 5% of their fair market value annually to charity. However, grantmakers often determine the exact percentage of funds to distribute using a three-year rolling average of their asset size. Independent, corporate, operating, and family foundations are classified as private.<sup>3,4</sup>

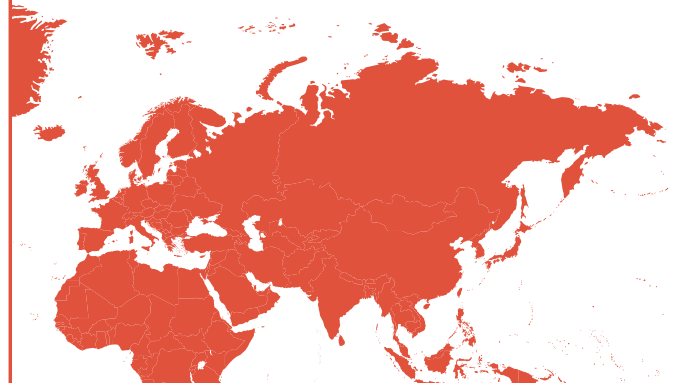
A public foundation, which includes community foundations (also known as a grantmaking public charity), supports a specific geographic area primarily by facilitating and pooling donations to address community needs and support local nonprofits. These foundations offer diverse grantmaking programs, including donor-advised funds, endowments, scholarships, field-of-interest funds, giving circles, and other initiatives. These foundations are not subject to a specific payout requirement and generally have more flexibility in managing and distributing funds.<sup>5</sup>

### 2023 CONTRIBUTIONS BY SOURCE<sup>1</sup>



### GLOBAL SPOTLIGHT

The Temasek Foundation, a nonprofit organization under the philanthropic arm of the Singapore state sovereign fund Temasek Holdings, committed \$745 million (S\$987 million) to organizations across Singapore and Asia.<sup>30</sup>







**SAN FRANCISCO | CA**



## **CLIENT PARTNERSHIP SPOTLIGHT**

### India Basin Waterfront Park

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Before partnering with CCS Fundraising, the India Basin Waterfront Park Initiative secured a pivotal \$25 million pledge to fund park design and community engagement in developing an Equitable Development Plan, ensuring the new park's economic benefits would support the local community. As the plan and design neared completion, CCS was engaged to launch the campaign to meet the \$75 million private philanthropy goal set by the Initiative's Partners: the San Francisco Recreation and Park Department, Trust for Public Land, San Francisco Parks Alliance, and A. Philip Randolph Institute. The remaining \$125 million budget will be covered by government funding. CCS supported collaborative fundraising efforts, delivered pro-bono education sessions, and retained a local fellow to aid the campaign. CCS also conducted a planning study, mobilized project partners, and created a unique Campaign Cabinet. Already having raised \$67 million, the initiative and campaign have set a standard for inclusive practices, focusing on community involvement in decision-making, representation, and execution. The campaign's donor recognition program will honor the Heroes of India Basin—activists and trailblazers who have promoted justice and equity.



# FOUNDATION ASSETS GREW TO RECORD HIGHS



Giving to foundations grew by an estimated 15.4% to \$80 billion, an impressive growth even when adjusted for inflation (10.8%). From 2019 through 2023, giving to foundations reached its highest levels since Giving USA began tracking this data in 1978.<sup>1</sup>

According to [The Philanthropy Outlook 2024 & 2025](#), the majority of the projected increases in foundation giving—10.3% in 2024 and 5.3% in 2025—will be influenced by growth in the previous year's S&P 500.<sup>32</sup> Foundation assets [grew by 17.3% to \\$1.5 trillion](#) in 2023, up from approximately \$1.3 trillion in 2022, partly attributed to the stock market's year-end solid performance.<sup>6</sup> The S&P 500 ended the year with a [24% gain](#), defying initially pessimistic forecasts.<sup>7</sup> Foundation assets and gifts will likely continue to increase, and as a foundation's asset value increases, so too does the amount it contributes to philanthropy.

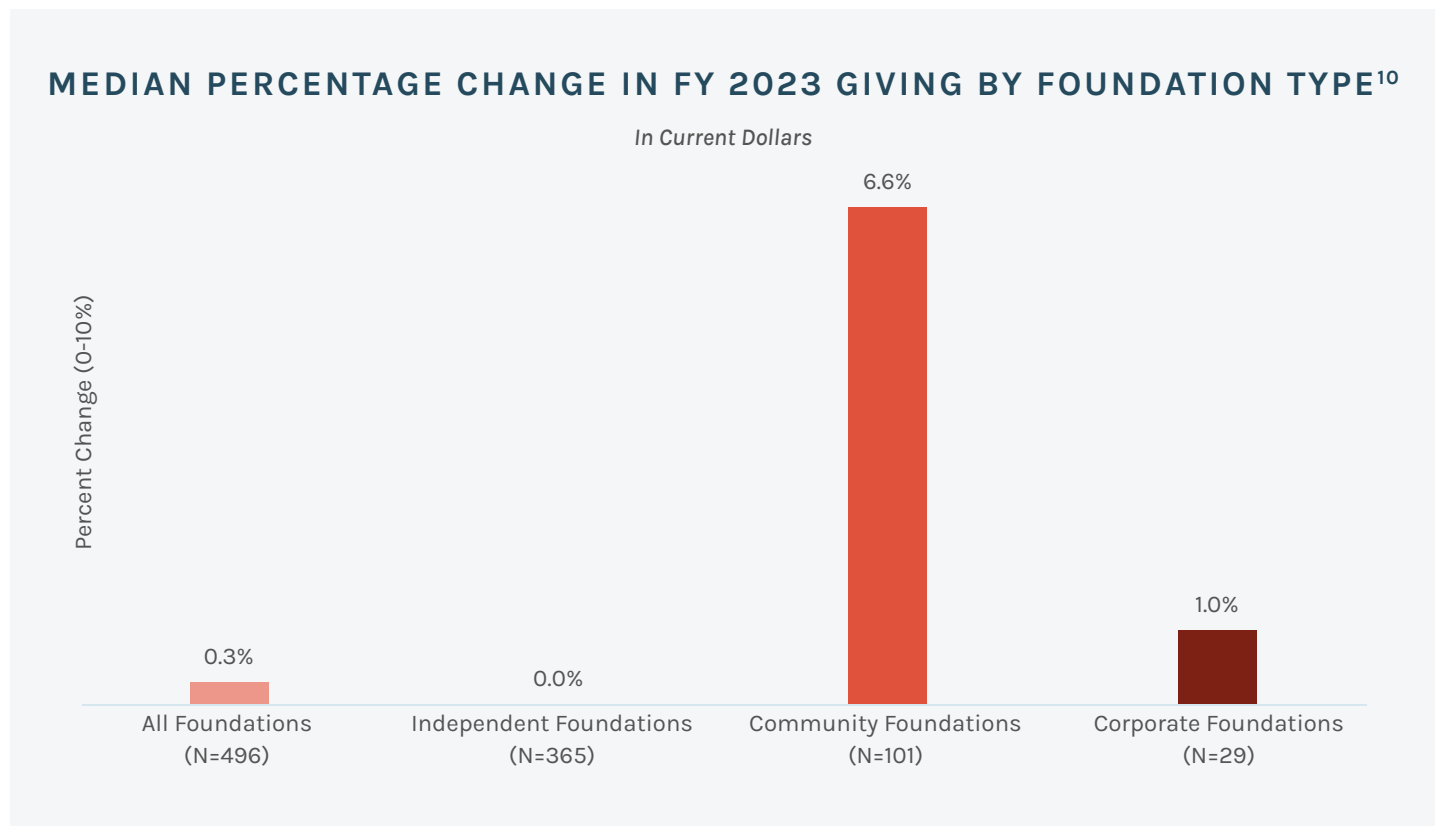
## CCS INSIGHT

Building trust and rapport is paramount in seeking funding from a foundation. Thorough research allows fundraisers to tailor proposals to the foundation they plan to solicit. It is also good practice to attend webinars or events hosted by the foundation and send a Letter of Inquiry where appropriate. For more information on how to successfully ask for foundation funds, read CCS's article, ["Understanding Foundation Types for Successful Engagement and Partnership."](#)<sup>9</sup>

# COMMUNITY FOUNDATIONS EXPERIENCED THE MOST GROWTH

Community foundations grew more than corporate and independent foundations and also [awarded more in median grant dollars](#). The median corporate foundation increased its giving by only 1%, and the median independent foundation maintained its grant award amount from 2022.<sup>10</sup> In comparison, the median community foundation increased its giving by 6.6% in fiscal year 2023. The growth experienced by community foundations is likely attributed to the overall growth of endowed funds, continued increase in individual bequests, and growth in DAFs, which represented [32% of all assets](#) held by community foundations. These assets totaled \$38 billion across more than 50,000 accounts.<sup>11</sup>

The nation's largest community foundation, Silicon Valley Community Foundation, [awarded over \\$4.6 billion](#) to more than 5,500 organizations worldwide supporting causes including health, sciences, education, public safety, environment, community development, civic participation, arts and culture, and human services.<sup>12</sup>





# \$4.6B

The nation's largest community foundation,  
Silicon Valley Community Foundation,  
awarded over \$4.6 billion to more than 5,500  
organizations worldwide.



**\$3.1B**

RAISED BY GIVING  
CIRCLES IN THE US



**\$40M**

MELINDA FRENCH GATES &  
MACKENZIE SCOTT GIFT

## COLLABORATIVE FUNDING EXPANDED TO ADDRESS NATIONAL ISSUES

Foundations are increasingly [engaged in collaborative funding](#), also known as collective giving. The number of [collective giving circles tripled](#) between 2016 and 2023, after having previously tripled between 2007 and 2016.<sup>13,14</sup> There are now approximately 4,000 giving circles in the US, with 370,000 members who collectively donated an impressive \$3.1 billion between 2016 and 2023.<sup>14</sup>

An example of successful collaborative funding is the 2021 partnership between Melinda French Gates and MacKenzie Scott, which [donated \\$40 million](#) to organizations addressing gender disparities.<sup>15</sup> Though the growing philanthropic trend is not limited to the ultra-wealthy, collective giving has been democratized, allowing donors of all income levels to pool their resources and make a more significant impact. The average donation per circle member is \$1,000 and its impact increases exponentially with contributions from other collective giving circle members.

The barriers to collaborative funding include inconsistent funding, limited means for members to connect and collaborate, insufficient support due to the necessary infrastructure, cultural barriers, resource constraints, measurement and attribution issues, and regulatory and legal challenges.<sup>16</sup>



## CCS INSIGHT

With the rise in collaborative funding, nonprofits should be ready to demonstrate to donors how this giving method can maximize their efforts for an even greater impact than what is possible with a single donation. Collaborative funding leverages participants' diverse skills, knowledge, and networks, leading to more innovative solutions and problem-solving while offering donors more transparency and accountability. Group efforts often involve thorough vetting processes and shared decision-making, ensuring funds are allocated to credible, high-impact initiatives. For more information, read *The Philanthropic Collaborative Landscape* report.<sup>30</sup>



## GLOBAL SPOTLIGHT

The [\*Inter-American Foundation \(IAF\)\*](#) also helped launch six giving circles to award small grants to grassroots organizations in Latin America and the Caribbean on themes related to sustainable agriculture, children and youth, and equity.<sup>31</sup>

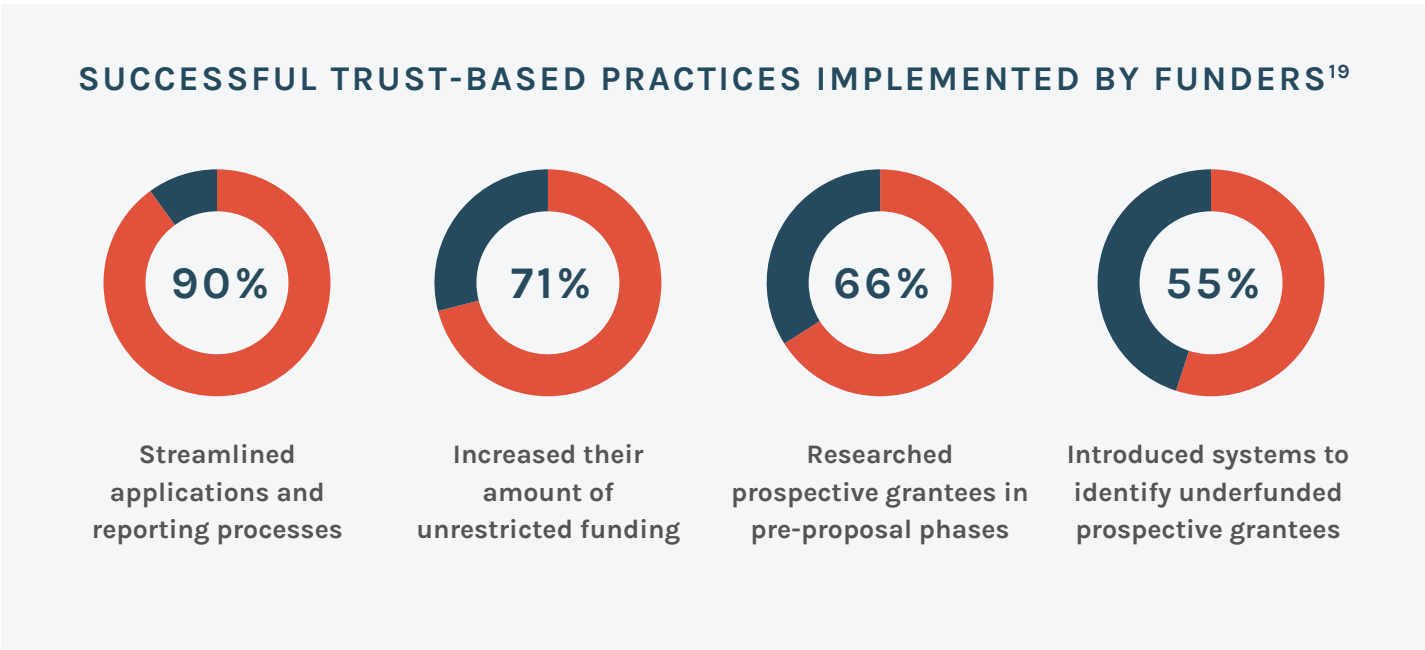


# TRUST-BASED PHILANTHROPY ALLEVIATED SOME FUNDRAISING PRESSURES

Trust-based philanthropy, a reimagining of the relationships between donors, organizations, and the communities they serve, remained strong.<sup>17</sup> This movement aims to help fundraisers evolve from beneficiaries of grantmaker support to collaborators. Trust-based philanthropy fosters relationships rooted in trust, transparency, and mutual accountability, giving grantees more autonomy and flexibility—often through practices such as providing unrestricted funding—simplifying grant applications, and reducing reporting requirements.

Trust-based philanthropy began gaining traction during the COVID-19 pandemic and amplified during the fight for social justice in recent years. Grant proposal and reporting requirements became more simplified and unrestricted, and multi-year grants allowed nonprofits to allocate resources where most needed. Smaller nonprofits with leaner staff also no longer need to spend unnecessary hours in grant reporting that takes time away from critical mission work.<sup>18</sup>

A recent report published by the Trust-Based Philanthropy Project indicates that funders are implementing more trust-based practices and approaches in their grantmaking.







## FEDERAL FUNDING ADDRESSED EQUITY AS FOUNDATION SUPPORT OF HBCUS DECREASED

Continued underfunding of HBCUs has been exacerbated by a [decline in grant dollars](#) over the past two decades. While factors contributing to this decline vary, many philanthropic institutions tend to place [less trust in HBCUs](#) than historically White schools, reflecting ongoing issues of systemic racism affecting funding decisions.<sup>21</sup>

To address these disparities, the US government recently announced a record-breaking \$16 billion in federal funding and investments to HBCUs from FY 2021 through FY 2023. This new total surpasses the [previously reported \\$7 billion](#) and includes substantial additional actions already undertaken. The \$16 billion total comprises over \$11.4 billion through Federal grants, contracts, and debt relief for HBCUs, along with over \$4 billion in federal financial aid and educational benefits for veterans attending HBCUs. It should be noted that federal funding depends on the priorities of the administration in power.<sup>20</sup>



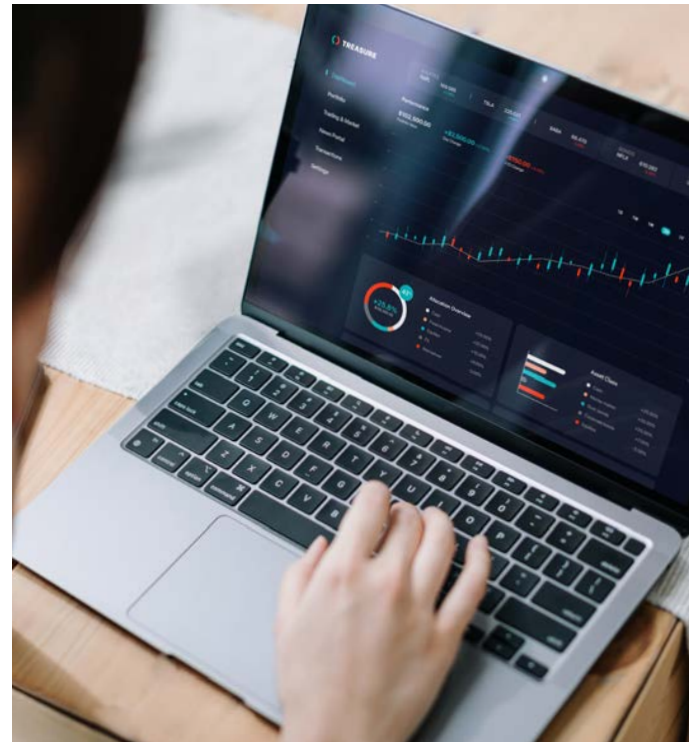
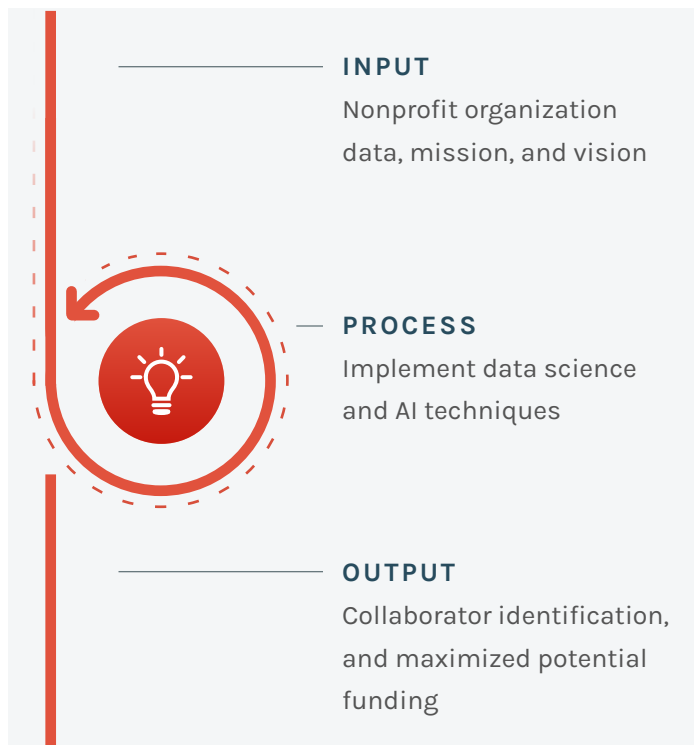
# THE IMPACT OF AI ON FOUNDATION GIVING

Nonprofit organizations can significantly boost their fundraising from foundations by strategically using data science and AI techniques like topic modeling and network analysis. These tools can uncover valuable insights, allowing organizations to strategically align their proposals with high-interest topics, and increase their chances of securing grants.

For example, within a nonprofit that focuses on environmental conservation, topic modeling might reveal that climate change mitigation and sustainable agriculture are both attracting significant grant money. Network analysis could then identify key stakeholders

and potential collaborators within these fields. The organization could then strategically develop a program that integrates these popular causes, such as promoting carbon-sequestering crops or regenerative farming techniques. This data-driven approach allows the nonprofit to apply for larger grants, combining strengths from both research areas.

This strategy enhances the competitiveness and the relevance of grant proposals. It empowers organizations to take control of their fundraising efforts, maximizing potential funding and fostering internal and external collaboration.



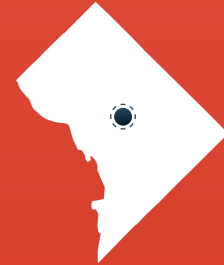
## CLIENT PARTNERSHIP SPOTLIGHT

### USA for IOM

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USA for IOM retained CCS Fundraising to enhance their private sector fundraising strategy and create a concrete plan of action with financial and activity-based goals. Initially engaged for a feasibility study in 2018, CCS's role evolved significantly following the Russia-Ukraine conflict in 2022, when an Obama Foundation tweet spotlighted USA for IOM, driving increased donor engagement.

Re-engaged to manage stewardship practices and prospect management, CCS helped USA for IOM identify and cultivate key partnerships, particularly for the Entrepreneurship in Movement program supporting Venezuelan refugees in Central and South America. CCS redefined its case for support, guided the organization in relationship building, and provided over 350 hours of advisement to senior leadership. Through these efforts, USA for IOM raised over \$5.4 million and continues to impact global initiatives, particularly for those affected by the Russia-Ukraine conflict and Venezuelan displacement.



**WASHINGTON D.C**

# HOW PHILANTHROPIC FOUNDATIONS ARE SHAPING THE FUTURE OF TECHNOLOGY FOR SOCIAL GOOD

Philanthropic foundations are increasingly addressing new technologies in their grantmaking by funding research and development focused on ethical AI practices, supporting the integration of AI and emerging technologies into nonprofit operations, and promoting AI-driven solutions for social justice and global challenges.

- [The Ford Foundation](#) funds projects that explore the implications of AI on society, including its potential benefits and risks.<sup>22</sup>
- [The Knight Foundation](#) supports research into how AI can improve journalism and information dissemination.<sup>23</sup>
- [The Mozilla Foundation](#) awards grants to projects that develop ethical AI frameworks focusing on transparency, fairness, and the prevention of algorithmic bias.<sup>24</sup>
- [The Open Society Foundations](#) fund initiatives that address data privacy, algorithmic accountability, and the ethical use of AI.<sup>25</sup>
- [The Bill and Melinda Gates Foundation](#) provides grants to nonprofits to integrate AI into their operations, enhancing their capacity to deliver services and optimize resource allocation.<sup>26</sup>
- [The Rockefeller Foundation](#) funds AI tools that help nonprofits improve fundraising efforts and program delivery.<sup>27</sup>
- [The MacArthur Foundation](#) invests in AI projects to identify and mitigate bias in criminal justice and support marginalized communities.<sup>28</sup>
- [The Hewlett Foundation](#) funds training programs and workshops that educate nonprofit leaders about AI and build their capacity to use AI responsibly.<sup>29</sup>

Foundations like these also support initiatives that develop frameworks to ensure transparency and fairness, and use AI to address issues such as healthcare, education, and environmental sustainability. Additionally, foundations have built capacity within organizations to leverage AI responsibly through education and training programs and engaging in collaborative funding efforts to tackle the complex [opportunities and challenges presented by AI](#).



## CHAPTER FIVE

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# Corporate Giving

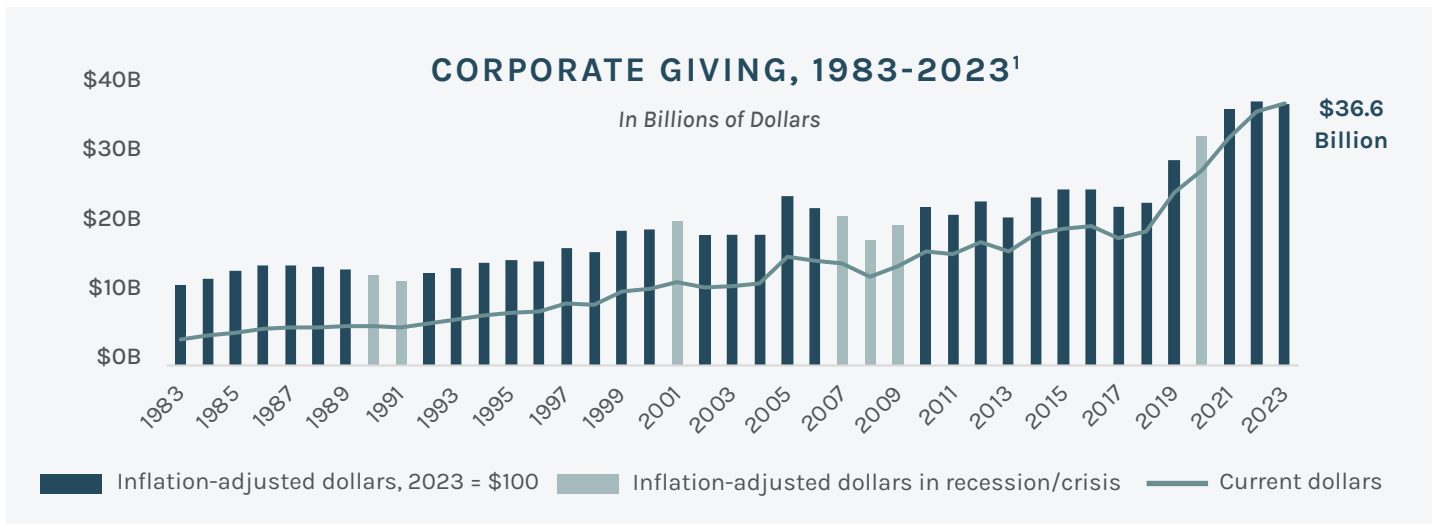
*Corporate giving grew, showcasing firm support for philanthropy despite economic fluctuations. Companies focused on matching gift donations, Corporate Social Responsibility, and disaster relief. Even though corporate donations increased, they comprised a smaller share of total giving compared to individuals and foundations. However, the growth in corporate giving highlighted the evolving role of companies in addressing global needs and supporting communities.*

# GIVING BY CORPORATIONS GREW BUT REMAINED THE SMALLEST GIVING SECTOR



Corporate giving totaled \$36.6 billion in 2023, accounting for 7.0% of total giving and marking a 3.0% increase from 2022 (a 1.1% decrease adjusted for inflation). From 2021 to 2023, corporate giving grew by 14.9% in current dollars, and even when adjusted for inflation, the two-year annualized average growth rate remained positive at 2.1%.<sup>1</sup>

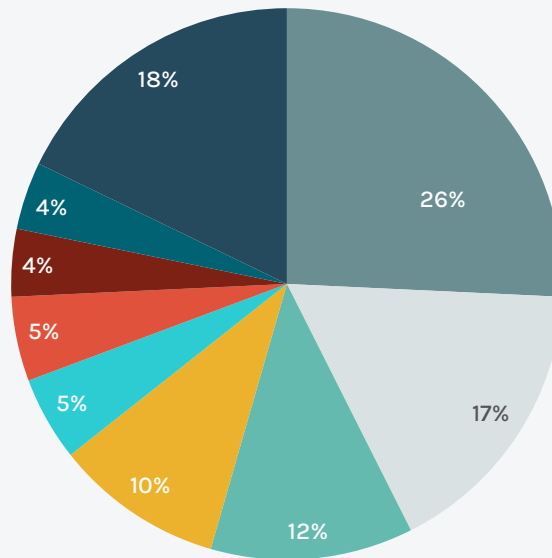
Fidelity Charitable reported that over 500 companies used their corporate giving account last year, directing over \$250 million in philanthropic donations with an average of 65 grants by each company.<sup>2</sup>



Unsurprisingly, corporate donations are heavily influenced by economic performance. From 2022 to 2023, the [GDP grew 6.3%](#) (2.5% when adjusted for inflation), supporting increased corporate donations. However, corporate pre-tax profits were flat at 1.0% (a loss of 3.0% when adjusted for inflation), which tempered corporate giving.<sup>3</sup> Companies [donated a smaller share](#)

of pre-tax profits (down by half since 1982), and corporate giving remained a relatively small slice of overall philanthropy.<sup>4</sup> However, [94% of major US corporations](#) reported plans to heighten or maintain charitable giving in the next few years. The top program areas for corporate giving remained health, social services, and education sectors, with disaster relief seeing the largest increase.<sup>5</sup>

### 2023 AVERAGE PROGRAM AREA ALLOCATIONS FOR CORPORATE GIFTS



- Health and Social Services
- K-12 Education
- Disaster Relief
- Civic and Public Affairs
- Other
- Community and Economic Development
- Higher Education
- Environment
- Culture and Arts

# 1.9%

Giving by corporations is only predicted to increase by 1.9% in 2024, below the historical 10-year, 25-year, and 40-year annualized average growth rates.<sup>31</sup>





# AMAZON CLOSED ITS CHARITABLE GIVING PROGRAM AFTER A DECADE

In 2023, Amazon announced the [closure of its decade-long charitable giving program](#), AmazonSmile, which allowed customers to donate 5% of their eligible purchases to their chosen charity.<sup>8</sup> While active, the program facilitated \$449 million in donations for over a million participating organizations, including [St. Jude's Children's Research Hospital](#) and the [American Society for the Prevention of Cruelty to Animals \(ASPCA\)](#), each receiving \$15 million since the program's inception.<sup>9,10,11</sup>

Nonprofits expressed concerns over the abrupt announcement and the potential loss of donations. Many organizations, including houses of worship and local clubs, had promoted AmazonSmile in their fundraising efforts. The sudden end of the program particularly worried smaller nonprofits and those relying heavily on volunteers. Further, AmazonSmile's closure necessitated new programs to [build consumer trust](#) and engage employees in philanthropy.<sup>12</sup>

**While active, the AmazonSmile program facilitated \$449 million in donations for over a million participating organizations.**

## Other charitable giving programs include:

- ShopRaise is an app or web extension allowing users to shop at over 1,000 US retailers, including Walmart and Macy's, to give a percentage of their purchase to nonprofits.
- RaiseRight is a scrip gift card fundraising platform that allows a portion of a gift card purchase to go to the customer's selected nonprofit.
- Target Circle is a customer loyalty program that lets customers vote for a nonprofit they choose using a points system based on store visits.
- Double the Donation lets nonprofits add integrations to their donation forms to help donors determine if their gift is eligible for a match.

It should be noted, though, that these corporate charitable giving programs have potential drawbacks, including smaller donations and donors giving to the programs rather than directly to nonprofits.<sup>13</sup>



## SOUTHERN CALIFORNIA

### CLIENT PARTNERSHIP SPOTLIGHT

## Ronald McDonald House<sup>®</sup> Orange County

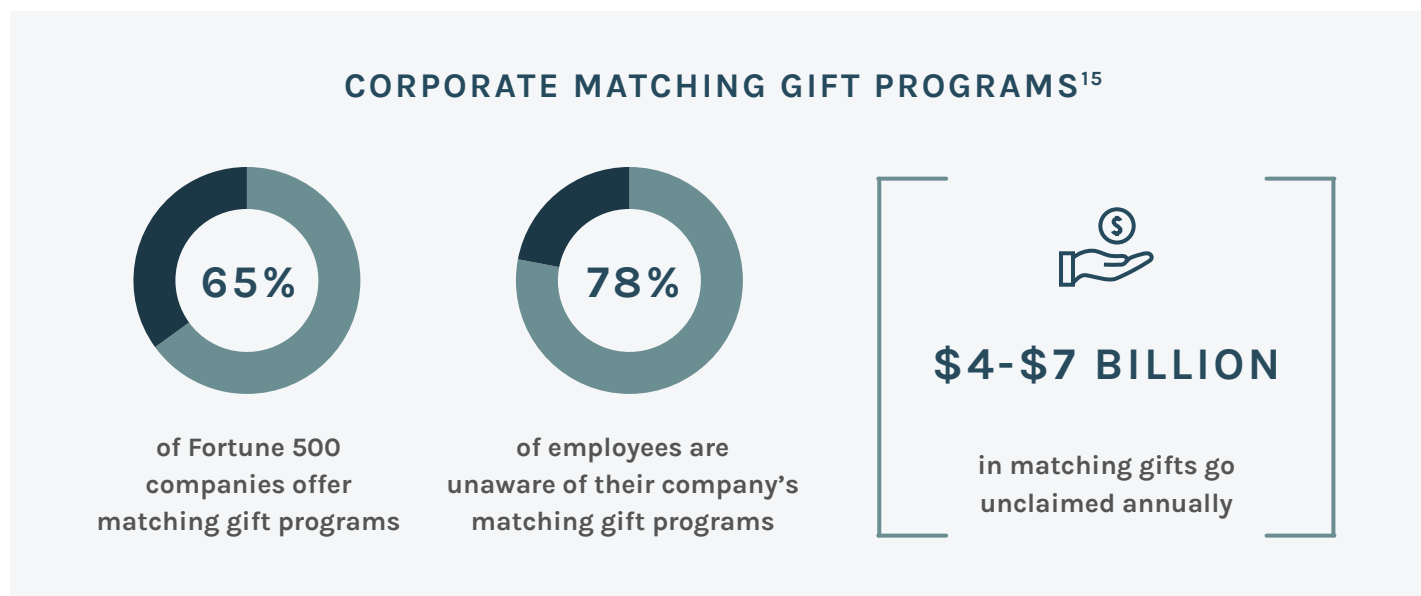
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For over 30 years, Ronald McDonald House Orange County (RMHOC) has served families as their children undergo lifesaving medical treatment in Orange County hospitals, including the Children’s Hospital of Orange County and Providence Mission Hospital in Mission Viejo. RMHOC sought to embark on a campaign to raise money for a facilities expansion to accommodate the growing number of families in need. CCS Fundraising first performed a feasibility study and then provided campaign management services for “Together.” Through our partnership, RMHOC secured a lead 7-figure gift and raised its campaign goal after successfully reaching its original goal before the end of the campaign’s public phase. RMHOC has now more than doubled the size of the House from 20 to 44 rooms, along with new amenities, to provide comfort and care to the families it serves.



# COMPANIES OFFERED INCENTIVES TO EMPLOYEES ENCOURAGING PHILANTHROPIC PARTICIPATION

In 2023, more than 27 million Americans contributed over [\\$5 billion](#) through workplace giving programs.<sup>14</sup> Matching gift programs also gained popularity, with an estimated 26 million employees working for companies that [offer these programs](#). Notably, 65% of Fortune 500 companies provided [matching gift options](#), and 66% had open matching gift initiatives that allowed donations to most nonprofit organizations.<sup>5</sup> Despite the growing number of companies offering these benefits, an estimated \$4 billion to \$7 billion in matching gifts [goes unclaimed yearly](#), as only 22% of employees know about their company's matching gift programs.<sup>15</sup>



Some companies encourage employees to join monthly giving programs by [matching their recurring donations](#), promoting sustained contributions and greater long-term impact for nonprofits of choice.<sup>16</sup> Many corporations also [offer paid time off](#) for volunteering, appealing to Gen Z and Millennial employees who [prefer to donate their time](#).<sup>17,18</sup> In 2023, 61% of companies saw [increased participation in employee volunteer activities](#), and 25% reported higher budgets for these programs.

These trends show a shift towards more [inclusive and flexible volunteer programs](#), aligning corporate values with employee interests and boosting community impact.<sup>19</sup>

# CORPORATE PHILANTHROPY HELPED ADDRESS SOCIAL AND RACIAL EQUALITY

While the initial surge in funding after the 2020 social justice movements has decreased, some companies still allocate significant resources to racial equity. Apple doubled its initial [\\$100 million commitment to racial equity nonprofits](#), and its Racial Equity and Justice Initiative has allocated over \$200 million to education, economic growth, and criminal justice. This funding is split evenly between philanthropy grants and equity-focused investments.<sup>24</sup>

Despite fewer public pledges, efforts to improve equity for communities in need, like supporting STEM education and HBCUs, remain significant. There's also a growing focus on [supplier diversity, trust-based philanthropy, and transparency in racial pay equity](#).<sup>25</sup> In 2023, the percentage of companies disclosing pay gap analyses by race and ethnicity rose from 15% in 2022 to [24%](#).<sup>26</sup>

These trends indicate that, while overall corporate commitments to racial equity have decreased, certain sectors and companies still prioritize these efforts by shifting allocation and the focus of resources. For example, the Human Rights Campaign Foundation released the [21st Corporate Equality Index](#), which gave a record-breaking 842 businesses the highest marks for their commitment to LGBTQ+ equality, including criteria such as workforce protections, inclusive benefits, and corporate social responsibility.<sup>20</sup>

Meanwhile, Cisco announced a [\\$150 million commitment to HBCUs](#) over five years. Since 2021, \$25 million has been awarded to the Access to Education endowment to support the education of students at HBCUs, and [\\$60 million](#) has been distributed toward installing technology and cybersecurity systems at HBCUs.<sup>21,22</sup>

## CCS INSIGHT

Nonprofits seeking corporate support should be aligned with the company's mission, identify suitable donation programs, and engage corporate representatives to discuss the company's giving focus areas to determine whether the nonprofit qualifies or meets the criteria. For more details, check out CCS's article, ["Corporate Fundraising Strategies for Nonprofits."](#)<sup>23</sup>



# 27M

Over 27 million Americans made charitable donations through workplace giving programs.<sup>14</sup>

# CORPORATE-NONPROFIT PARTNERSHIPS INCREASED FOR GREATER IMPACT

Through an increase in corporate-nonprofit partnerships last year, companies improved their public image, boosted employee morale, and achieved Corporate Social Responsibility goals, while nonprofits gained more resources, funding, and expertise. These partnerships also increased employee satisfaction and retention, as employees sought meaningful work and opportunities to participate in charitable activities through their employers.

Nonprofits often excel in connecting and communicating with their stakeholders and boards, but in contrast, only 20% of corporations believe they effectively communicate their philanthropic strategy to external stakeholders. Further, just 60% of corporations reported feeling their boards fully understand their core technology and business model. Given these challenges, partnering with nonprofits offers valuable skills, experience, and opportunities that corporations can leverage to achieve their environmental, social, and governance (ESG) responsibilities.<sup>27</sup>

A successful example is the partnership between Starbucks and Feeding America, which donates unsold, nutritious food from Starbucks stores to those in need. Since its inception in 2016, the program has provided over 34 million meals. Further, Starbucks has invested over \$72.6 million in hunger relief and directly donated an additional 57.8 million meals.<sup>28</sup>



## GLOBAL SPOTLIGHT

*Nonprofit organizations also continue to be major employers to the world's workforce. One such example is Australian charities, which employ 10.5% of the country's workforce and are supported by 3.5 million volunteers.<sup>30</sup>*

# CORPORATIONS DECREASED COMMUNITY INVESTMENTS BUT MEDIAN CASH INCREASED

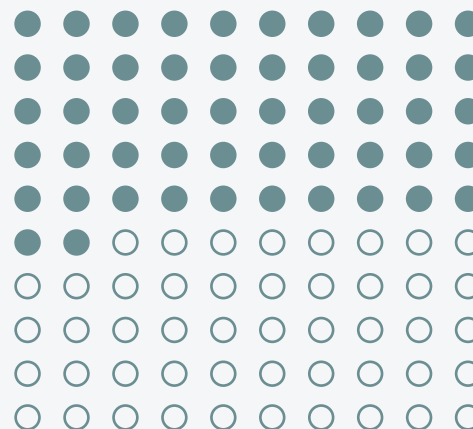
According to the latest Chief Executives for Corporate Purpose (CECP) annual *Giving in Numbers* report, community investments saw a significant decline in 2022, being 14% lower than in 2020, with a 38% decrease in noncash contributions. Despite this, there was a modest 1% increase in spending from 2021 to 2022, though this growth was slower compared to pre-pandemic years. Community investment as a percentage of company revenue also dropped, but it grew by 7% as a percentage of pre-tax profit in 2022.

While total community investments decreased, the funding sources shifted and median cash increased. From 2018 to 2022, median direct cash increased by 8% while foundation cash grew by 30%, highlighting a growing reliance on foundations for grant distribution. Conversely, median non-cash contributions fell by 20%, with 2022 levels dipping below those of 2018.

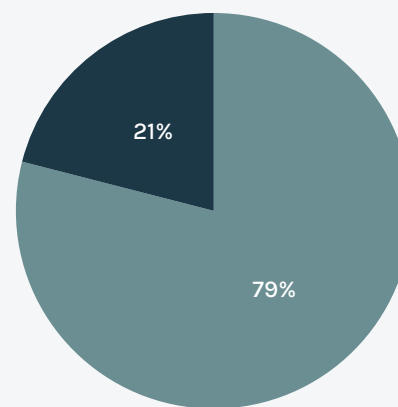
Measurement of social investments has become crucial, with nearly half of companies tracking KPIs related to community investments and ESG, and 83% considering investor perspectives in their annual reports.

**From 2018 to 2022, median direct cash increased by 8% and foundation cash by 30%, highlighting a growing reliance on foundations for grant distribution.**

## COMMUNITY INVESTMENTS<sup>29</sup>



**52% of companies reduced their community investments from 2021 to 2023.**



- Cash community investments
- Noncash community investments





## THE IMPACT OF AI ON CORPORATE GIVING

Nonprofits can significantly boost fundraising through corporate giving, matching gifts, and corporate social responsibility (CSR) programs using technology, data science, and AI predictive analytics to identify likely corporate donors. To increase matching gift participation, nonprofits can utilize AI-driven awareness campaigns, automated submission processes, and integrated databases to streamline the process. For CSR programs, topic modeling and network analysis highlight trends and collaboration opportunities. Additionally, AI-driven tools can analyze social media trends and corporate giving histories to pinpoint the most opportune times for engagement.

By automating these processes, AI ensures a targeted, efficient, and effective approach to securing corporate donations, ultimately enhancing a nonprofit's fundraising success. According to [AI in Fundraising](#), one of the most promising applications of AI is likelihood prediction. By analyzing donor donation history, AI algorithms can forecast the likelihood of future corporate donations, group corporate donors, and customize communication and fundraising strategies accordingly.<sup>32</sup>



## CHAPTER SIX

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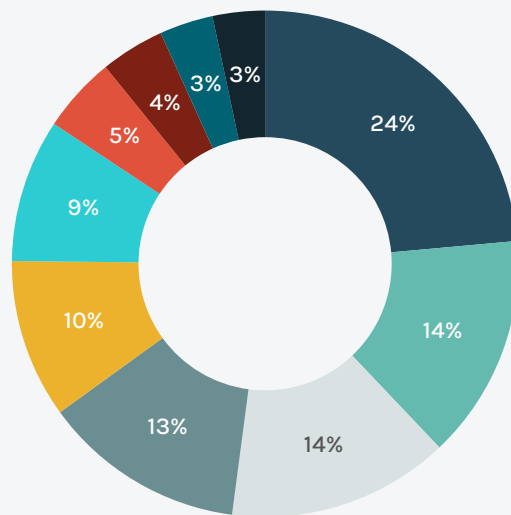
# Sector Giving

*Fluctuations in sector giving continue to reflect the interests and priorities of the global population. Giving to human services tied education to represent the second-largest recipient of total giving, suggesting donor intent to address current societal needs. Over the past decade, international affairs, environment and animal welfare, and public-society benefit organizations have experienced the most growth.*

# 9 OF 10 SECTORS GREW IN CURRENT DOLLARS, AND FIVE REACHED THEIR ALL-TIME HIGH

## GIVING BY RECIPIENT TYPE<sup>1</sup>

*In Current Dollars | Total will not equal 100% due to rounding*



- Religion | \$145.8B
- Human Services | \$88.8B
- Education | \$87.7B
- Foundations | \$80.0B
- Public-Society Benefit | \$62.8B
- Health | \$56.6B
- International Affairs | \$29.9B
- Arts, Culture, & Humanities | \$25.3B
- Environment & Animals | \$21.2B
- Giving to Individuals | \$20.7B

Giving to most sectors increased in 2023, with foundations exhibiting the highest year-over-year growth, followed by public-society benefit and education. Religion, consistently the highest recipient sector, grew but at a slower rate than other sectors and declined when adjusted for inflation. Meanwhile, environmental causes gained traction, and the education and arts and culture sectors maintained steady growth.



GIVING BY RECIPIENT TYPE <sup>1</sup>			
SOURCE	AMOUNT <small>In Current Dollars</small>	% CHANGE SINCE 2022 <small>In Current Dollars</small>	% CHANGE SINCE 2022 <small>Adjusted for Inflation</small>
Religion	\$145.8B	▲ Increased 3.1%	▼ Decreased 1.0%
Human Services	\$88.8B	▲ Increased 5.8%	▲ Increased 1.7%
Education	\$87.7B	▲ Increased 11.1%	▲ Increased 6.7%
Foundations	\$80.0B	▲ Increased 15.4%	▲ Increased 10.8%
Public-Society Benefit	\$62.8B	▲ Increased 11.6%	▲ Increased 7.2%
Health	\$56.6B	▲ Increased 8.7%	▲ Increased 4.4%
International Affairs	\$29.9B	▲ Increased 2.5%	▼ Decreased 1.6%
Arts, Culture, & Humanities	\$25.3B	▲ Increased 11.0%	▲ Increased 6.6%
Environment & Animals	\$21.2B	▲ Increased 8.2%	▲ Increased 3.9%

## DEIB EFFORTS REMAINED A STRONG FOCUS OF ORGANIZATIONS ACROSS ALL SECTORS

Diversity, equity, inclusion, and belonging (DEIB) have been critical to defining organizational values. *The 2024 Philanthropy Pulse*, compiled from a survey of more than 600 nonprofit organizations in late 2023, reported 84% of respondents from healthcare organizations and primary and secondary schools emphasized its importance in the previous year, and 77% of respondents from all other sectors reported the importance of DEIB.<sup>2</sup>

However, more than half (52%) of *The Future of Diversity, Equity, Inclusion and Belonging 2023* survey respondents rated the DEIB initiatives in their organizations as ineffective, with the top challenges being insufficient prioritization at leadership levels, lack of metrics to identify insufficient DEIB efforts, lack of time for implementation, and lack of training.<sup>3</sup>



## GIVING TO ARTS AND CULTURE

Giving to Arts and Culture grew by 11% (6.6% adjusted for inflation) in 2023, totaling \$25.3 billion and accounting for 4% of total giving. This is the highest level on record, even when adjusted for inflation.<sup>1</sup>

Despite receiving increased private and government support during the COVID-19 pandemic, many performing arts organizations have not yet returned to pre-pandemic attendance levels or donor support. Federal, state, and local government funding for the arts still reached \$2.3 billion last year.<sup>4</sup>



# \$25.3B

11% INCREASE IN CURRENT DOLLARS IN 2023

### NOTABLE CAPITAL GIFTS TO ARTS AND CULTURE ORGANIZATIONS<sup>1</sup>

- *The Theodore Roosevelt Presidential Library Foundation in Bismarck, ND, received a \$50 million gift from oil executive, Harold Hamm.*
- *The National Medal of Honor Museum, to be built in Dallas-Fort Worth, TX, received \$30 million from Citadel Investment Group's Kenneth Griffin.*
- *The Smithsonian American Women's Museum announced \$55 million in pledges for its construction from philanthropists, including Tory Burch, Alice L. Walton, and Melinda French Gates.*



The National Endowment for the Arts (NEA) received \$207 million in appropriations, representing an increase of 15% from FY2022.



State Arts Agencies (SAAs) received \$971 million in legislative appropriations, representing an increase of 16.5% from FY2022.



Local Arts Agencies (LAAs) received \$1.1 billion in funds in 2023, representing an increase of 32.7% from FY2022.<sup>4</sup>

## The American Rescue Plan Act Helped Spur Giving To Arts And Culture Organizations

The surge in overall arts funding can be attributed partly to better-than-expected economic conditions and continued pandemic-relief spending, particularly funds from the American Rescue Plan (ARP) Act. The NEA received \$135 million from the ARP and allocated 40% to state, jurisdictional, and regional arts organizations for regranting through their respective funding programs.<sup>5</sup> The remaining 60% was awarded through competitive grants to support jobs and keep nonprofit arts organizations operational.<sup>6</sup>

The NEA also awarded \$20.2 million to 66 local arts agencies and recommended \$57.75 million in direct grants to 567 arts organizations across the US.<sup>5</sup>

Beyond the NEA, the ARP Act gave \$350 billion to states and localities, with many directing these funds to relief for arts organizations and artists. Recipients of these funds have until December 31, 2024, to obligate them and until the end of 2026 to spend them.<sup>7</sup>

### CCS INSIGHT

Practitioners should consider strategies like building endowments and securing multi-year pledges to stabilize annual budgets. Multi-year commitments support financial sustainability, and this projected cash flow allows fundraisers to focus on other tasks such as stewarding donors and qualifying and cultivating new prospects.

## Grantmaker Funding Encouraged Greater Diversity at American Art Museums

A 2020 sector initiative was the [movement to increase racial diversity](#) among staff and leaders at US art museums.<sup>8</sup> While the number of BIPOC individuals in leadership positions in museums has grown since then, they only comprised [36% of overall museum staff](#) and 40% of new hires as of 2022.<sup>9</sup> These results motivated the Mellon Foundation, Alice L. Walton Foundation, Ford Foundation, and Pilot House Philanthropy to [commit more than \\$11 million](#) over five years to 19 museums aimed at increasing diversity

in leadership roles. Each grantmaker contributed approximately \$3 million to support this new initiative.<sup>10</sup> To advance Latinx Art in Museums (ALAM), a multi-year funding collaboration by the Ford, Getty, Mellon, and Terra Foundations received a [combined \\$5 million](#) in 2023. This money aims to facilitate the appointment of five new curators and the promotion of five curatorial staff members with expertise in Latinx art to permanent positions at institutions across the US and Puerto Rico.<sup>11</sup>





## CLIENT PARTNERSHIP SPOTLIGHT

### Miami City Ballet

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Since its founding in 1985, the Miami City Ballet (MCB) has been a world-class ballet school featuring an international ensemble thought of as a preeminent interpreter of George Balanchine's choreography. CCS Fundraising joined MCB at the close of a transformational capital campaign, and ahead of an upcoming endowment campaign, to support MCB in integrating key donor prospects into relationship manager portfolios and develop strategic plans for prospective donor outreach. Through the firm's engagement, MCB grew its irrevocable and revocable gifts by more than \$10 million, surpassed its campaign goal by 18%, and increased society membership by 50%, strengthening its gift planning culture for future sustainability.



MIAMI | FL





# GIVING TO EDUCATION

Contributions to education nonprofits grew to \$87.7 billion, an increase of 11.1% from 2022 (6.7% when adjusted for inflation).<sup>1</sup> In 2022, giving to education dropped below religion and human services, but its 2023 growth put it in a second-place tie with human services. Giving to higher education institutions totaled \$58 billion in 2023, a decline of 2.5% from 2022's record high but still representing 14% of total sector giving.<sup>12</sup>

## Higher Education Giving Remains Strong Despite a Decline in Alumni Donors

In fiscal year 2023, donations from alumni dropped significantly, by 11.1%, compared to the prior year, contributing a key factor to the overall decrease in donations experienced within higher education. Similarly, non-alumni giving fell by 10.5% over the same period, indicating a broader trend of reduced individual contributions to higher education institutions. Additionally, the stock market's weak performance at the end of 2022 likely influenced donor behavior in 2023, causing some donors to postpone their contributions until the market recovered.

The 2024 CCS Philanthropy Pulse reported that higher education institutions are addressing these challenges with alumni reunions and events (59%), annual giving campaigns (50%), and targeted digital communications (43%) as their top strategies.<sup>2</sup>

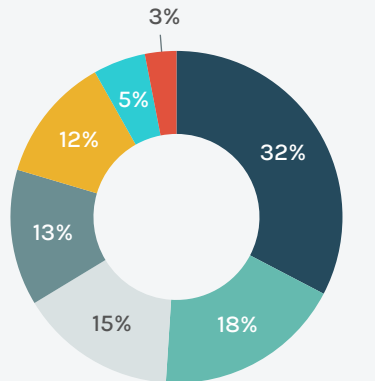
However, higher education giving remained strong, as institutions received \$58 billion in philanthropic support, the second-highest level on record. Further, megadonor gifts totaled \$2.2 billion and accounted for 3.9% of total giving to higher education in 2023.<sup>13</sup>

## Higher Education Institutions Received Historic Gifts From Megadonors

More than a dozen higher education institutions received donations of \$100 million or more in 2023, several receiving their largest gift ever.<sup>14</sup>

- \$500M to Stony Brook University from the Simons Foundation
- \$400M to California Institute of Technology from Ross M. Brown
- \$300M to Harvard University from Kenneth Griffin
- \$175M to Columbia University from Roy and Diana Vagelos
- \$110M to Ohio State University from the Timashev Family Foundation
- \$100M to Mississippi State University from George and Kathy Bishop

## PRIMARY AND SECONDARY SCHOOL DONORS<sup>2</sup>



- Parents
- Other
- Alumni
- Foundations
- Trustees
- Grandparents/Other Family
- Faculty/Staff

## Majority of Primary and Secondary Schools Reported Revenue Increases

According to the [2024 Philanthropy Pulse](#), 55% of respondent schools reported an increase in revenue during 2023, with \$1.4 million representing the median amount raised. Parents represented the largest donor segment to the annual fund at 32%, followed by “other” at 18%, alumni at 15%, and foundations at 13%.<sup>2</sup>

Further, primary and secondary schools reported a 78% increase in development staff compensation over the past three years, compared to 69% for overall staff, suggesting that schools are prioritizing philanthropy and investing in their development teams. Schools have also become increasingly reliant on current parents as donors, with more than half (52%) reporting a decrease in the total number of donors.<sup>2</sup> Schools recognize the importance of greater outreach, particularly to their alumni, and educational fundraisers have prioritized resources to broaden constituent engagement and increase giving through campaigns and within the annual fund.



Regarding reporting and analytics, 65% of primary and secondary schools rate their capabilities as “leading” or higher, compared to 58% across other sectors, reflecting an effort to leverage technology to enhance philanthropic support. Schools are increasingly focused on using data to inform their philanthropic priorities, to engage their donors across a variety of platforms, and to ensure they maximize their resources.<sup>2</sup>

## Independent Schools Reported Increased Funds Despite Giving Participation Rate Declines

Median donated funds to independent schools [increased by 5.9% to \\$1.51 million](#), and the median number of donors increased by 2.5% to 570 in the 2023-2024 academic year. Additionally, median funds for

“unrestricted current operations, restricted current operations, endowment, other capital purposes, and irrevocable deferred gifts at face value” all grew year over year.<sup>16</sup> However, there were declines in giving participation rates among alumni and parents, and overall giving to independent schools fell by 14%.<sup>17</sup>

Major gifts led philanthropic support for independent schools in 2023. Most (73%) dollars directed to independent schools came from just 2.3% of donors, reinforcing the importance of campaigns and major gift programs.<sup>17</sup>

## GLOBAL SPOTLIGHT

*The Higher Education Authority has consistently been a top charity in Ireland. The CASE Insights on Philanthropy (United Kingdom and Ireland) found that the UK and Ireland reported higher education nonprofit funds reached \$1.7 billion (£1.37 billion) between 2022 and 2023, a new high. Individual donors accounted for 40% of all the average funds received.*<sup>73</sup>



## CCS INSIGHT

Increasingly, parents constitute a larger percentage of major gift donors, particularly at day schools, so schools should continue to focus on stewarding parents well, engaging alumni, and broadening the base of major gift support. Also, donor-advised funds are becoming a more prominent method of giving. Schools must ensure staff have the experience and knowledge to facilitate gifts through DAFs.

Schools also reported challenges in raising endowment dollars despite the critical role they can play in ensuring long-term financial sustainability. CASE Insights on Philanthropy in Independent Schools (United States) reported a roughly 40% decline in endowment giving between 2022 and 2023. Endowment dollars comprised just 20% of new funds from independent schools in 2023, compared to 39% for capital purposes.<sup>17</sup> However, endowments have long-term impacts on programs and beneficiaries and promote sustainability.<sup>18</sup> Independent schools reported a 9.2% return on investment in endowment assets in 2023.<sup>19</sup>

Schools can encourage donors to give to endowments by showing how these gifts support independent school students and faculty, recognizing and stewarding donors, and providing frequent, strategic communications. Read more: “Making the Case for Endowment at Your Independent School.”<sup>20</sup>



**WASHINGTON D.C**

## **CLIENT PARTNERSHIP SPOTLIGHT**

### **UNCF**

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CCS has supported UNCF (United Negro College Fund) through various philanthropic initiatives, beginning with a strategic assessment and a planning study to understand UNCF’s development operations, evaluate the most impactful funding priorities and uncover new opportunities. CCS identified strengths and challenges, evaluated staffing structures, ensured the sustainability of an enhanced annual campaign and provided recommendations for ongoing fundraising success. As the U.S. faced “twin pandemics” of COVID-19 and a racial justice reckoning, UNCF secured an unprecedented amount of support. Collaborating with UNCF leaders to offer dedicated counsel and strategy as UNCF launched a billion-dollar fundraising campaign, CCS also provided guidance on crisis response and recovery, supported regional fundraising operations and special events, reworked the UNCF National Gift Recognition Society, advised on national and regional goals and implemented recommendations for data analytics to identify and cultivate new major and planned gift prospects. UNCF’s campaign is poised to surpass its goal and profoundly impact historically Black colleges and universities (HBCUs), students and families for generations.



# GIVING TO THE ENVIRONMENT AND ANIMAL WELFARE

Contributions to environmental and animal welfare organizations rose by 8.2% in 2023, totaling \$21.2 billion (a 3.9% growth when adjusted for inflation) and accounting for 3% of total giving for the second year in a row.<sup>1</sup> This sector benefited significantly from younger generations, particularly Millennials and Gen Z, who prioritize these causes and engage in online giving, comprising over [12% of total charitable donations](#).<sup>21</sup>

## Donors Gave More to Environmental Causes to Address Growing Concerns

A [Pew Research Center survey](#) found that 74% of respondents support US participation in global climate change efforts, while 67% back the development of renewable energy sources. Additionally, 70% approve of taxing corporations on carbon emissions, and 76% support tax credits for companies developing carbon capture technologies.<sup>22</sup>

Meanwhile, donors [invested more in environmental causes](#) to mitigate climate change's adverse effects and promote biodiversity and ecosystem services.<sup>23</sup> As the largest biodiversity conservation campaign ever, Protecting Our Planet (POP), is reported to be a quarter of the way to its 2030 \$5 billion goal.<sup>24</sup> Jeff Bezos [donated \\$200 million](#) to the Bezos Earth Fund, which focuses on initiatives such as reforestation, conservation, and reducing greenhouse gas emissions.<sup>25</sup> Airbnb co-founder Joe Gebbia [donated \\$25 million](#) to The Ocean Cleanup Project to reduce plastic pollution in the world's oceans and employ innovative technologies to remove plastic waste from marine environments and prevent further pollution.<sup>26</sup>

In 2023, five organizations created a [\\$180 million fund](#) called “Invest in Our Future” to access and implement climate-focused federal funds. The fund’s contributors are:

- William and Flora Hewlett Foundation (\$40 million over three years)
- David and Lucile Packard Foundation (\$25 million)
- John D. and Catherine T. MacArthur Foundation (\$20 million over three years)
- Rockefeller Foundation (\$20 million)
- Breakthrough Energy (\$20 million)

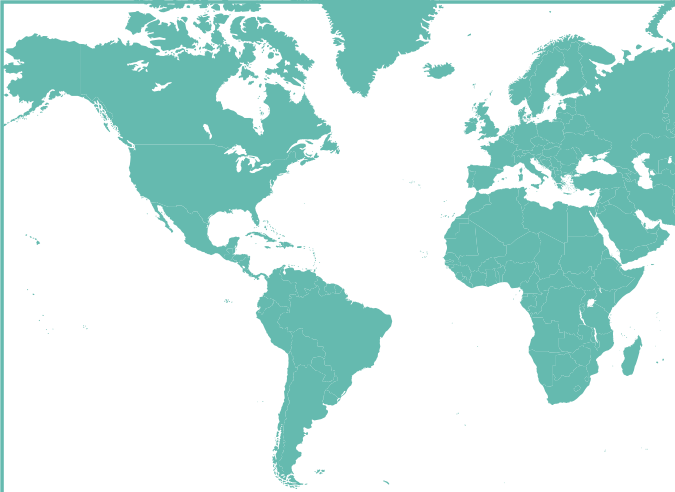
The “Invest in Our Future” fund aims to provide resources, technical support, and grants to organizations addressing climate change, utilizing federal funds from the Inflation Reduction Act, CHIPS and Science Act, and Infrastructure Investments and Jobs Act. As of 2023, The fund has made significant progress in mobilizing donations to support clean energy projects and strengthen communities across the US.<sup>27</sup>

In addition to committing to spend \$60 million annually over the next three years, other notable achievements from the fund include the following:<sup>27</sup>

- The Farm-to-Power (FTP) initiative provides information and support to rural communities for clean energy projects, breaking down barriers and boosting support for renewable energy.<sup>28</sup>
- Forward Together Wisconsin (FTW) directs federal clean energy investments into Wisconsin communities by researching opportunities, guiding the public to these funds, and providing technical and financial assistance for using federal resources.<sup>29</sup>
- The Groundswell organization champions clean energy projects in several states, generating significant savings for low- and moderate-income households while expanding community solar and home energy efficiency initiatives.<sup>30</sup>
- The Nevada Clean Energy Fund (NCEF) serves as a “green bank” for the state, providing financial and technical resources to support clean energy projects in underserved communities.<sup>31</sup>



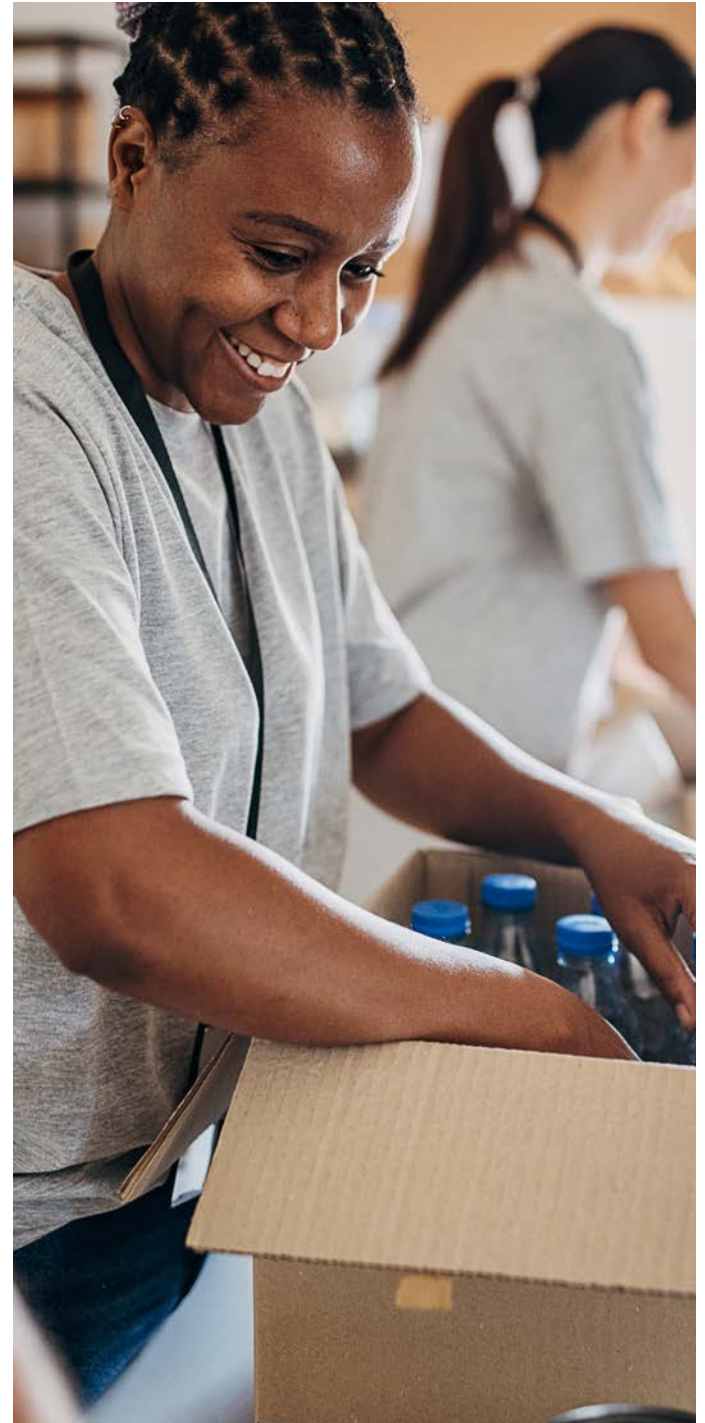




## GLOBAL SPOTLIGHT

340,000 donors in 100 countries raised \$60 million through GoFundMe to support recovery efforts from the Hawaii wildfires in August 2023. This natural disaster saw significant responses from organizations like the Hawaii Community Foundation's Maui Strong Fund, which [raised \\$196.1 million for recovery](#).<sup>74</sup> The American Red Cross [provided disaster relief](#) to about 32,750 people, including over 1.22 million overnight shelter stays and 2.54 million meals and snacks.<sup>11</sup> An estimated [\\$400 million was raised in total](#) for these efforts.<sup>75</sup>

The Turkey-Syria earthquake in February 2023 prompted a massive international relief effort. The Disasters Emergency Committee (DEC) [raised over \\$217.8 million \(£159 million\)](#). These events showcased the global community's ability to effectively mobilize and support affected regions.<sup>76</sup>





## GIVING TO BIPOC-LED ENVIRONMENTAL ORGANIZATIONS<sup>32</sup>



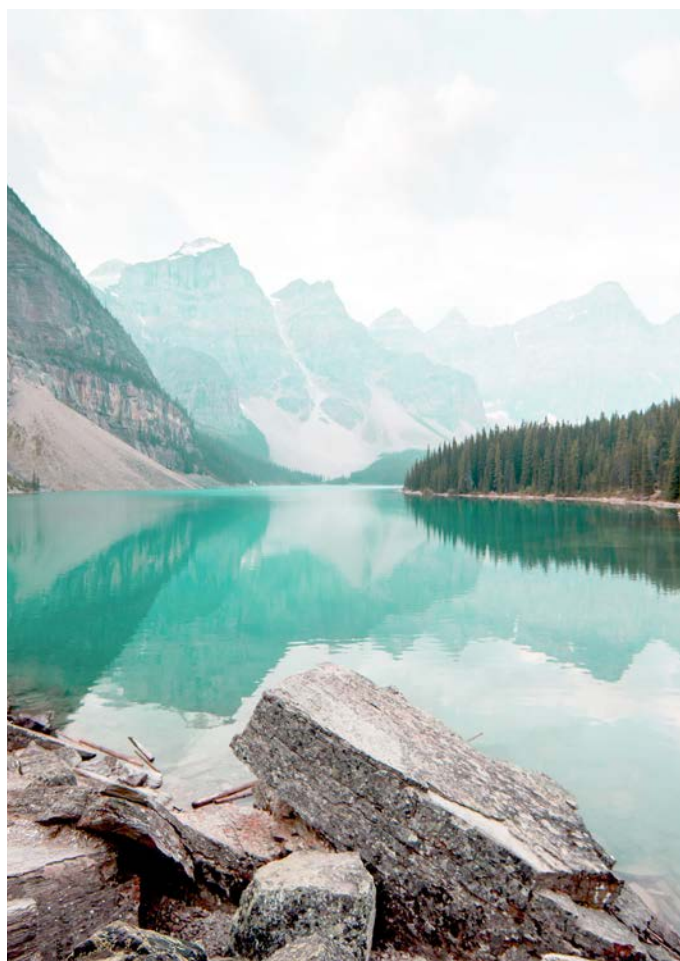
### 1.3%

1.3% of US philanthropic giving focused on the environment and climate change went to BIPOC-led organizations



### \$120M

Climate Funders Justice Pledge committed \$120 million over two years to BIPOC-led climate justice groups



### BIPOC-Led Justice Groups Received Climate-Related Funding

In early 2023, the Climate Funders Justice Pledge, initiated and managed by the Donors of Color Network (DOCN), committed [\\$120 million over two years](#) to BIPOC-led justice groups. The pledge requires signatories to allocate at least 30% of their US-focused climate funding to BIPOC-led groups and publicly disclose the share of their climate funding that goes to these organizations.

Established in February 2021, the pledge aims to increase support for BIPOC-led climate solutions and reduce funding gaps. Currently, only 1.3% of US philanthropic giving focused on the environment and climate change goes to BIPOC-led organizations, according to the DOCN.<sup>32</sup>



## Animal Welfare Revenue Returned to Pre-Peak Levels, and Donor Values Reached All-Time Highs

Revenue for animal welfare organizations declined last year compared to its peak in 2022, but it remained higher than in pre-pandemic years. Large animal welfare organizations (10,000 or more donors) experienced the most significant decline, with a 10% drop in revenue. In contrast, newer organizations saw a 22% increase. The average donor value for animal welfare organizations reached a historic high of \$215 in 2023. This increase is largely due to a 4% rise in gift frequency and a 3% increase in the average gift compared to the previous year.<sup>33</sup>



## Online Giving to Animal Welfare Remained Flat

The M+R Benchmarks 2024 noted that online revenue for animal welfare remained flat in 2023. Wildlife and animal organizations comprised 39% of monthly giving, compared to 31% for other sectors. Online revenue increased by 7% for wildlife and animal welfare organizations, but one-time donation revenue decreased by 4%.<sup>34</sup> Through its philanthropic arm, BOBS from Skechers, Skechers has donated more than \$10 million to aid animal welfare initiatives since its 2015 launch. Including its round-up donations, vaccination events, check celebrations for organizations, and animal transport, this initiative has funded pet adoptions to help save over 1.4 million dogs and cats and has nurtured 450,000 more at nurseries, sanctuaries, and medical care facilities.<sup>35</sup>



## Fundraisers Tried New Social Media Platforms to Reach Donors

In 2023, wildlife and animal organization followers on TikTok grew by 124%, outpacing the overall audience growth of 112%, which marked the fastest growth among all major social media platforms.<sup>34</sup> In just three years, the proportion of US adults who regularly receive news from TikTok has surged more than fourfold, rising from 3% in 2020 to 14% in 2023. TikTok, renowned for its short-form video content, has gained significant traction among teenagers and young adults, with two-thirds of them acknowledging their use of the platform.<sup>36</sup> Nonprofits, however, have largely been slow to jump on the bandwagon. Just 6% of nonprofits were using TikTok last year, according to the 2023 Nonprofit Tech for Good Report. This compares with 95% using Facebook and 73% using Instagram.<sup>37</sup>



## GIVING TO FOUNDATIONS

Giving to foundations increased by 15.4% (10.8% adjusted for inflation), amounting to \$80 billion, or 13% of total giving in 2023.<sup>1</sup>

According to the *2024 Philanthropy Pulse*, more than 8 out of 10 survey participants reported receiving gifts from donor-advised funds and family foundations.<sup>2</sup>

## Ultra High Net Worth Donors Favored Gifts to Their Own Private Foundations

Ultra high net worth donors focused on [gifts to their private foundations](#) in 2023.<sup>38</sup> Notable gifts include:

- Penny and Phil Knight gave \$904.6 million to the Knight Foundation.<sup>38</sup>
- Warren Buffet gave \$866.4 million in total to foundations, including the Susan Thompson Buffett Foundation (\$541.5 million), and \$108.3 million each to the Sherwood Foundation, Howard G. Buffett Foundation, and NoVo Foundation.
- Michael and Susan Dell gave \$490.2 million to the Michael and Susan Dell Foundation.
- John and Laura Arnold bequeathed \$483.6 million to the Laura and John Arnold Foundation.

Million-dollar gifts to community foundations did not increase in 2023 but stayed on par with 2022, with smaller community foundations attracting fewer of these gifts.<sup>1</sup>

### CCS INSIGHT

To engage affluent, aging donors who may not be aware of available charitable options, organizations should provide estate and planned giving support services. Make planned giving easy for donors, particularly Boomers, to capitalize on the Great Wealth Transfer. Develop marketing strategies to reach this demographic, particularly those with private foundations or community foundation funds.

## Donors Gave to Foundations in Advance of Estate Tax Law Changes

Many donors accelerated giving to foundations last year in anticipation of upcoming changes to estate tax laws. The current estate tax exemptions, set to expire at the end of 2025, have led donors to leverage planned giving and take advantage of the higher exemption limits before they potentially decrease. Giving to foundations offers significant tax benefits, such as bypassing income tax liabilities on retirement plan distributions, making them an attractive option for donors looking to maximize their tax efficiency.<sup>39</sup>

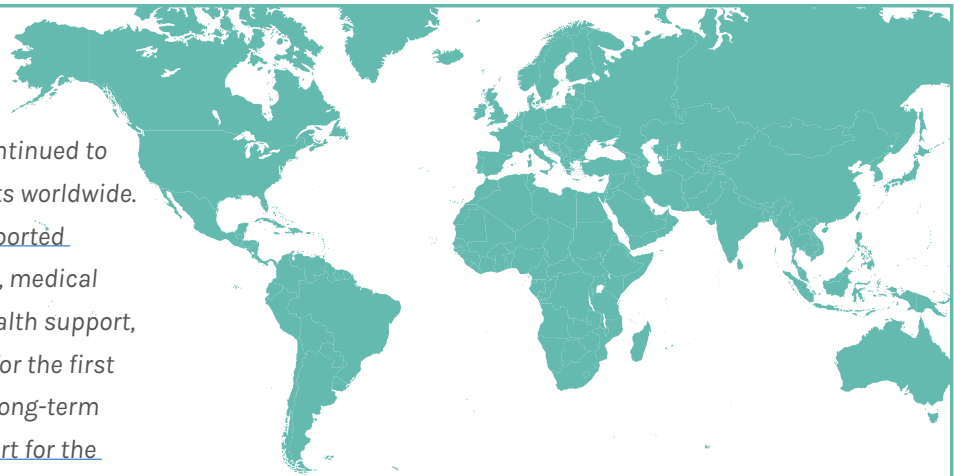
## Foundations Demonstrated a Capacity for Handling Noncash Donations

In 2023, foundations were increasingly seen as effective vehicles for managing and disbursing large donations, especially because they are well-equipped to handle donations of noncash assets, including appreciated securities, privately held business interests, real estate, restricted stock, and cryptocurrency. Appreciated securities remained popular due to their tax benefits, such as avoiding capital gains tax and receiving fair market value deductions.<sup>40</sup>

In 2023, donations of noncash assets to foundations and donor-advised funds (DAFs) saw significant growth. At Schwab Charitable, around 64% of contributions were noncash assets, a 4% increase from the previous year.<sup>41</sup> Similarly, the National Philanthropic Trust (NPT) noted that over 60% of donations to their DAFs typically comprised noncash assets, such as publicly traded stocks, cryptocurrency, life insurance, real estate, and privately held business interests.<sup>42</sup>

### GLOBAL SPOTLIGHT

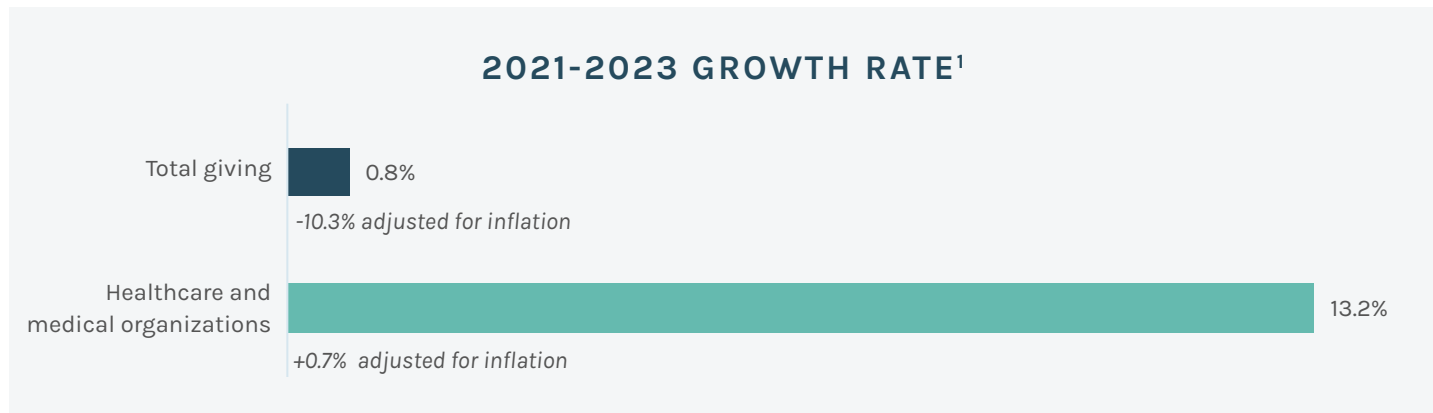
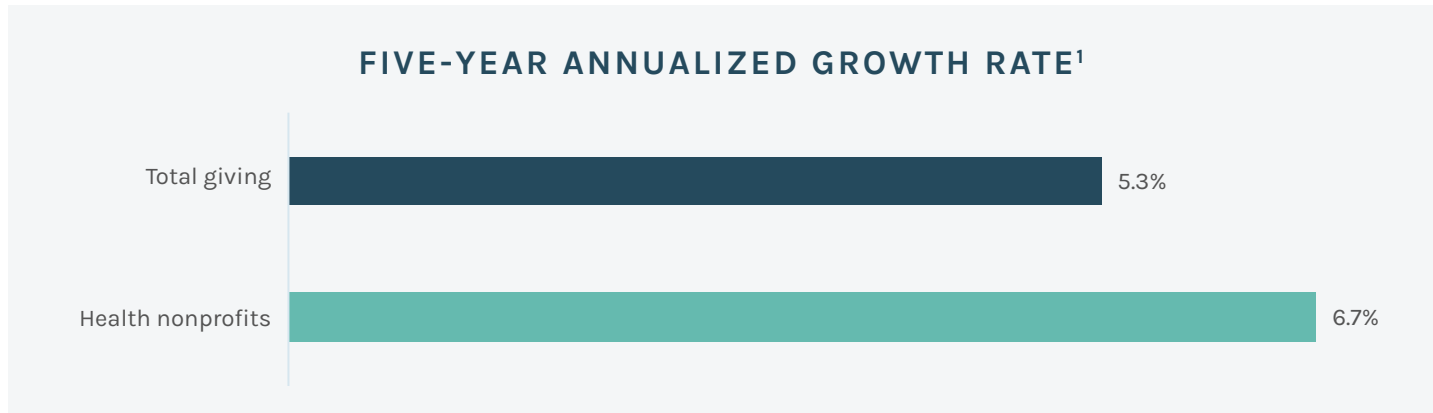
*In 2023, the Russia-Ukraine war continued to drive increased philanthropic efforts worldwide. The Canada-Ukraine Foundation reported \$50 million given in food, medicine, medical equipment, surgical aid, mental health support, ambulances, generators, and gear for the first responders.<sup>77</sup> It also launched new long-term demining projects as well as support for the rehabilitation of war victims.<sup>78,79</sup>*





## GIVING TO HEALTH

In 2023, giving to health maintained a positive five-year growth rate, although inflation tempered year-over-year growth. This sector received 9% of total giving, amounting to \$56.6 billion—a record high even after adjusting for inflation—representing 8.7% growth from 2022 and a 13.2% increase since 2021. Historically, giving to health has ranged between 6-10% of total donations over the past 40 years.<sup>1</sup>



The [2024 Philanthropy Pulse](#), found that most (65%) healthcare organizations reported an increase in new donors over the past year, compared to 56% across all sectors.<sup>2</sup> Additionally, 50% of healthcare respondents saw a rise in overall revenue.<sup>1</sup>

# \$56.6B

The health sector received 9% of total giving, amounting to \$56.6 billion, a record high even after adjusting for inflation.



## Donors Gave to Advance Biomedical Research and Applications

In 2023, significant financial contributions were made towards medical innovation and biomedical research, particularly in addressing major health concerns such as brain diseases and Alzheimer's disease. Notable donations included \$250 million from the Chan Zuckerberg Initiative to advance basic science research through their Biohub network, and \$210 million from Timothy Springer to establish an institute focused on immunology studies.<sup>49,50</sup> Additionally, Ross M. Brown pledged \$400 million to the California Institute of Technology to create the Brown Institute for Basic Science, supporting mid-career scientists in chemistry and physics.<sup>48</sup>

Philanthropic trends in 2024 indicate robust support for technology advancement and biomedical research. Major pledges include \$400 million dedicated to technology labs at MIT by an anonymous donor and \$250 million allocated by Leonard Lauder towards Alzheimer's disease research.<sup>51</sup> These generous acts underscore the ongoing dedication of private individuals and organizations in fostering scientific progress for societal benefit.

**Philanthropic trends in 2024 indicate robust support for technology advancement and biomedical research.**





## Peer-to-Peer Fundraising Revenue in Health Grew

The adaptability and reach of peer-to-peer fundraising made it a valuable strategy for health organizations looking to mobilize their communities and achieve their fundraising goals. This fundraising method continued gaining popularity in 2023, growing by 3.2%. The annual benchmark study of peer-to-peer fundraising showed that 20 of 30 nonprofits engaged in peer-to-peer fundraising grew with a collective \$1.1 billion revenue.<sup>1</sup>

One successful example is the American Cancer Society's "Relay For Life," which incorporated virtual and hybrid options, allowing participants to join from their neighborhoods or online. Each year, the event attracts thousands of supporters, raising significant funds for cancer research. St. Jude Children's Research Hospital's "Virtual Fundraising" serves as another example and included gaming marathons and fitness challenges, engaging a younger audience and raising awareness.<sup>1</sup>

### PEER-TO-PEER FUNDRAISING PROGRAMS IN 2023

**\$106M**

The American Heart Association's "Heart Walk" fundraising program grew by 2.9% to \$106 million, compared with \$103 million in 2022. Meanwhile, its "Kids Heart Challenge" raised \$80 million (a growth of 4%), compared to \$77 million in 2022.

**\$100M**

The Alzheimer's Association's "Walk to End Alzheimer's" went up 10.4% to \$100 million, compared to \$90.6 million in 2022.

**\$81M**

The Pan-Mass Challenge saw a growth rate of 5.2%, reaching a high of \$81 million, compared with the \$77 million raised in 2022.

**\$41M**

The Leukemia and Lymphoma Society's "Visionaries of the Year" increased 13.4% to \$41 million in 2023, compared to \$36 million in 2022.



## CLIENT PARTNERSHIP SPOTLIGHT

### RWJBarnabas Health and Rutgers Cancer Institute

Through an unprecedented partnership, RWJBarnabas Health (RWJBH) and Rutgers Cancer Institute (RCINJ) joined together in an effort to build the first freestanding cancer hospital in New Jersey. RWJBH and RCINJ then engaged CCS Fundraising for “The Joint Oncology Fundraising Initiative,” the first of its kind. CCS’s partnership on this initiative included conducting a feasibility study and facilitating joint working groups to build cross-team unity, coordinating development systems and operations, and creating an effective blueprint for collaborative fundraising. This project was executed using dual predictive AI opportunity analyses to identify new major gift prospects within each organization’s database. Through this partnership, the two entities have raised over \$180 million and have secured multiple 7- and 8-figure gifts. What began as a pilot for a joint capital campaign developed into a strong partnership with a shared goal of curing cancer in New Jersey and beyond.

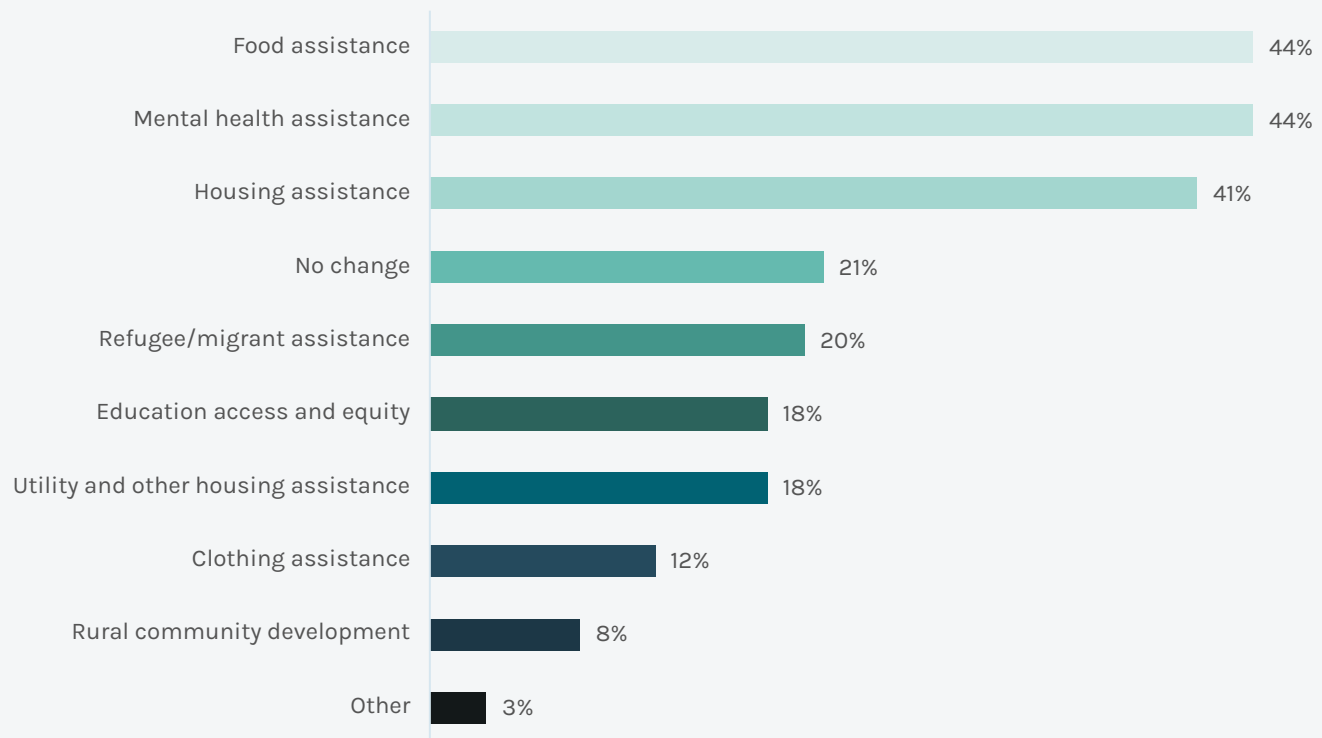


## GIVING TO HUMAN SERVICES

Human services continued growing its share of all sector gifts, increasing by 5.8% in 2023 (1.7% when adjusted for inflation) to \$88.8 billion, nearly doubling over the last 40 years. Charitable contributions to this sector comprised 14% of total giving. The two-year growth for human services organizations in current dollars is positive at 12.6% from 2021 to 2023.<sup>1</sup>

Giving to this sector had a five-year annualized growth rate of 9.1%, significantly higher than the 5.3% growth rate of total giving in the same period. The [2024 Fidelity Report on Giving](#) noted that 20% of grants went to human services nonprofits, the same as last year, while 14% of grant dollars went to the sector.<sup>52</sup>

### INCREASE IN DEMAND FOR HUMAN SERVICES YEAR-OVER-YEAR, 2021-2023<sup>2</sup>

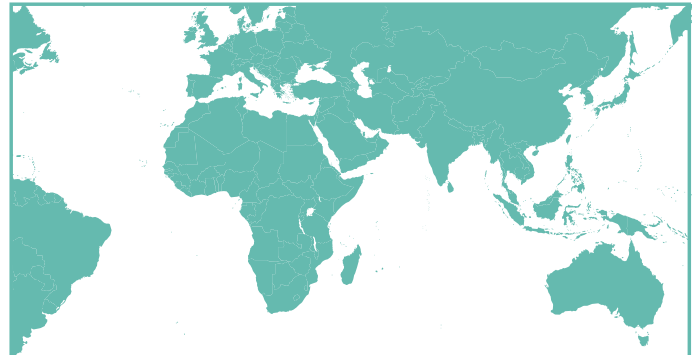


## Food Insecurity Remained an Important Cause for Donors

Food banks and other organizations combatting food insecurity remain a vital resource for millions of Americans, especially as inflation has increased the costs of day-to-day necessities and the [COVID-19-era government food aid](#) ended in May 2023. Contributions to food, groceries, housing, and education dominated the sector.<sup>53</sup>

Feeding America, the nation's largest domestic hunger-relief organization, [reported \\$5.2 billion](#) in public and revenue support in 2023 and \$244.8 million in grants to partner food banks, of which more than 50% supported rural areas and/or communities of color.<sup>54</sup>

**World Central Kitchen (WCK) [fed families affected by the conflict](#) in the Middle East. Despite aid restrictions in Gaza, WCK provided meals through various means and established community kitchens. In Lebanon, WCK and partners served thousands of meals daily to those displaced due to tensions along the Israel-Lebanon border. In Israel, WCK partnered with local restaurants to support those displaced by the conflict and serve hostages returning home by delivering meals to hospitals.<sup>17</sup>**



### GLOBAL SPOTLIGHT

*The events of October 7, 2023, and the ensuing escalation of the Israel-Hamas conflict led to significant humanitarian needs, prompting a robust philanthropic response from various nonprofit organizations.*

*By year's end, The Jewish Federations of North America [raised \\$711.5 million](#). It allocated \$242 million to emergency needs in Israel through organizations including the Jewish Agency for Israel, JDC, World ORT, Israel Trauma Coalition, United Hatzalah, Magen David Adom, ZAKA, Chabad, and over a dozen hospitals and medical organizations.<sup>82</sup>*

*The US [pledged \\$100 million](#) in humanitarian aid for Palestinians in Gaza and the West Bank to assist over a million displaced and conflict-affected individuals by providing clean water, food, hygiene support, medical care, and other essential needs.<sup>83</sup> The Financial Tracking Service reported \$1.7 billion in humanitarian funding in 2023.<sup>84</sup>*

## Individual and High Net Worth Donors Addressed Disparities in Giving to Women’s And Girls’ Causes

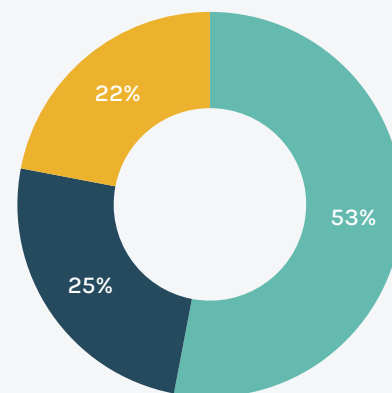
American donors appeared to note the disparity in giving to women’s and girls’ causes. The [2023 Bank of America Study of Philanthropy: Charitable Giving by Affluent Households](#) found that 8.2% of affluent households who supported these causes were motivated by the fact that they receive less than 2% of all charitable donations.<sup>55</sup>

## Human Services Organizations are Challenged by Donor Acquisition And Retention

According to the [2024 Philanthropy Pulse](#), most human services organizations (59%) recorded fundraising revenue increases in 2023, slightly higher than the all-sector average of 57%.<sup>2</sup>

However, this sector faces more donor acquisition and retention challenges than other nonprofit sectors, likely due to episodic responsiveness in addressing immediate needs like natural disasters, food insecurity, or demands during the COVID-19 pandemic. While 54% of human services organizations reported increased new donors in 2023, only 44% maintained more than half of this new donor base, lower than the 67% average of all other sectors.<sup>2</sup>

### CHANGES IN FUNDRAISING REVENUE ANTICIPATED BY HUMAN SERVICES ORGANIZATIONS<sup>2</sup>



- No change
- Decrease
- Increase

### CCS INSIGHT

**Sixty-four percent (64%) of human service organizations** rate their reporting and analytics capabilities as sophisticated or higher, compared to 58% across all sectors. However, in this sector, 54% have not yet addressed AI technology. Fundraisers should leverage AI to support small development teams and mitigate resource loss during staff turnover. Human services organizations can enhance efficiency and address donor retention and acquisition challenges by maximizing AI’s benefits, utilizing social media, and mapping board member relationships.<sup>2</sup>



## GIVING TO INDIVIDUALS

In 2023, philanthropic contributions to individuals decreased by 17.2%, falling to \$20.66 billion. Adjusted for inflation, this decline was even steeper at 20.5%.<sup>1</sup>

Most contributions to individuals are in-kind donations of medications provided to patients through patient assistance programs. Pharmaceutical companies run these programs in collaboration with foundations. This category also encompasses direct financial assistance, which can cover a variety of personal emergencies or financial hardships.<sup>1</sup>

### Patient Assistance Programs Experienced Decreased Funding

Economic instability and inflation have reduced funding for patient assistance programs as companies redirect resources to maintain business sustainability. Changes in healthcare policies and stricter drug pricing regulations have forced pharmaceutical companies to adjust how they manage and fund these programs. Additionally, increased awareness of patient assistance programs has heightened demand, straining available resources and lowering the possible level of support.<sup>59</sup>

### Donors Gave Direct Financial Assistance and Notable Donations to Emergencies

Direct financial assistance to individuals covers a wide range of personal emergencies, such as medical expenses, disaster relief, and financial hardships. One of the most well-known platforms for this type of giving

is GoFundMe, which hosted the notable Damar Hamlin fundraiser in 2023; after experiencing an on-field medical emergency, NFL fans-turned-philanthropists quickly moved to support his recovery, raising \$10 million.<sup>60</sup>

The overall decline in giving to individuals highlights broader economic and strategic shifts within the philanthropic landscape. While in-kind donations of medications remain crucial for many patients, the overall reduction in contributions to this group underscores the need for a diversified and adaptable approach to charitable giving.







MINNEAPOLIS | MN

## CLIENT PARTNERSHIP SPOTLIGHT

### National Marrow Donor Program

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National Marrow Donor Program (NMDP, formerly Be the Match) is a global nonprofit leader in cell therapy, managing the most diverse marrow registry in the world and supporting groundbreaking research and treatment to address life-saving cures for blood cancer and disorders. NMDP first engaged CCS for a feasibility study and wealth screening in anticipation of a \$100 million comprehensive campaign. Following the study, CCS was retained for campaign management and helped NMDP raise \$30 million during the first two years of its campaign. CCS recently engaged in a strategic assessment and a landscape analysis of nine key markets, culminating in tailored growth plans for both the US and Mexico. CCS is currently helping NMDP embark on its first-ever campaign public phase plan in the US and providing custom learning to support ongoing capacity building in Mexico.





## GIVING TO INTERNATIONAL CAUSES

In 2023, donations to international affairs organizations grew by 2.5%, reaching \$29.9 billion and accounting for 5% of all donations received by charities. However, this increase was overshadowed by a 1.6% decline when adjusted for inflation, highlighting economic challenges that impacted the real value of these contributions. Further, giving to international causes experienced an overall decline of 19.9% between 2021 and 2023.<sup>1</sup>

One of the newest giving categories tracked by Giving USA beginning in 1987, this sector achieved an annualized growth rate of 4.4% over the past five years, though lower than the annualized average growth rate for total giving (5.3%).<sup>1</sup>



## Donors Gave in Response To Global Crises

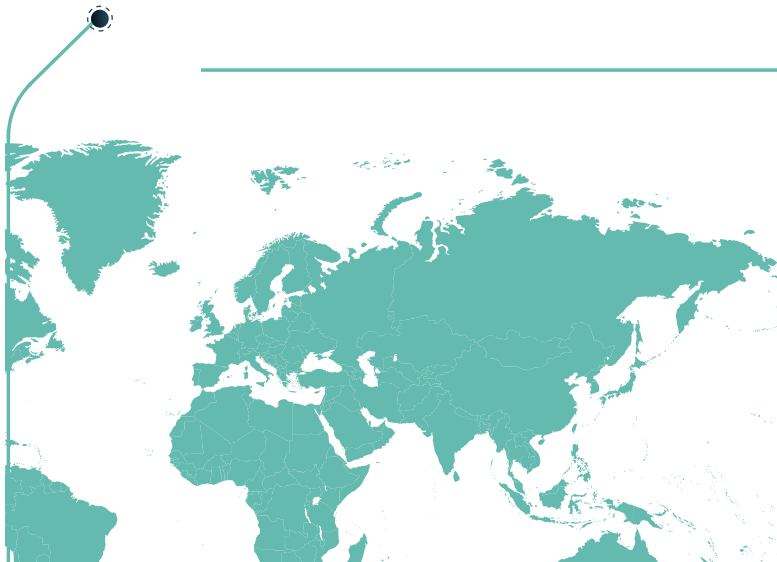
The demand for global humanitarian relief increased significantly in 2023, stemming from conflicts in Afghanistan, Ethiopia, and Somalia; funding requests through UN appeals jumped by 37% from 2021 to 2022, and the trend continued into 2023, [reaching \\$54.9 billion](#).<sup>61</sup>

Similarly, some nonprofits saw record donor support, such as the US-based Palestine Children’s Relief Fund receiving over \$15 million in just ten days due to the Israel-Hamas conflict. Jewish Federations of North America also [raised \\$711.5 million](#), which is being distributed to nearly 300 partner organizations.<sup>62</sup>

Humanitarian aid to Ukrainians and related organizations and causes peaked immediately following the 2022 invasion, but [remained relatively steady throughout 2023](#), providing an average of \$362,000 per month in donations.<sup>63</sup> However, there are signs that this support may be declining, even as the need for basic services remains strong. According to data from Candid, around [98% of grants to Ukraine](#) were pledged in 2022, with only 2% in 2023; in addition, the percentage of funding needs met for Ukraine dropped from nearly 87% in 2022 to just around 66% in 2023.<sup>64</sup>

## CORPORATE DONATIONS TO GLOBAL CRISES<sup>1</sup>

<b>\$15M</b>	Nvidia
<b>\$8.6M</b>	Jeffries Financial Group
<b>\$8M</b>	Google
<b>\$7M</b>	Blackstone Group
<b>\$5M</b>	UBS Optimus Foundation
<b>\$4M</b>	Chanel
<b>\$3M</b>	Salesforce, Accenture American Express
<b>\$2M</b>	Verizon Foundation Walt Disney Company Comcast NBC Universal Goldman Sachs Sony Group Boeing Company



## GLOBAL SPOTLIGHT

*In 2023, Islamic philanthropy raised [\\$46 million to support refugees and internally displaced people \(IDPs\) in 23 countries](#). This was a 20% increase from the previous year and nearly doubled contributions to the United Nations High Commissioner for Refugees (UNHCR) in the last two years.<sup>80</sup>*



## GIVING TO PUBLIC-SOCIETY BENEFIT

Donations to public-society benefit organizations increased by 11.6% in 2023 (a growth of 7.2% adjusted for inflation), reaching \$62.8 billion, accounting for 10% of total giving and reaching the sector's second-highest inflation-adjusted level ever.<sup>1</sup> These organizations promote civic engagement by supporting community development, advocating for human rights, and fostering philanthropy and volunteerism.

Giving to public-society benefit organizations saw an annualized average growth rate of 10.9% during the past five years, exceeding the annualized average growth rate in total giving (5.3%). However, when adjusted for inflation, giving to this sector declined 9.1% between 2021 and 2023.<sup>1</sup>

### High Net Worth Donors Gave Over \$1 Billion to Public-Society Benefit Organizations

The Chronicle of Philanthropy reported a significant increase in large charitable gifts to public-society benefit nonprofits, with 49 donations of \$1 million or more totaling over \$1 billion in 2023. This is a notable rise compared to \$169 million in 2022 and \$566 million in 2021.<sup>65</sup>

Among the prominent donors in this sector was MacKenzie Scott, who made 30 donations totaling \$203 million. Her contributions supported causes including civil rights, justice, advocacy, community development, and voting rights. This marks a substantial increase from her 11 donations in 2021 and two in 2022.<sup>66</sup>



### GLOBAL SPOTLIGHT

*Over the last five years, India's social sector spending has thrived at an annual rate of 13%, reaching \$280 billion (INR 23 lakh crore) in 2023. Public spending constitutes 95% of this and is working on the estimated spending needed to meet the UN Sustainable Development Goals (SDGs) by 2030.<sup>61</sup>*



## Bequests Increasingly Gave to Public-Society Benefit

The Chronicle of Philanthropy's *Big Charitable Gifts* database reported that four bequests accounted for \$550 million of public-society gifts in 2023.<sup>65</sup> These gifts included two \$200 million bequests to scientific organizations from [Franklin Antonio](#), an unrestricted \$100 million bequest from [Jay Kahn](#) to the San Diego Community Foundation, and a \$50 million bequest from [Lucia Woods Lindley](#) to the Ms. Foundation for Women.<sup>67,68,69</sup> Altogether, eight considerable bequests on the list went to public-society benefit in 2023, totaling \$569 million.<sup>65</sup>



**\$550M**

IN FOUR GIFTS BY  
BEQUESTS



**\$400M**

GIVEN IN 2 BEQUESTS  
BY FRANKLIN ANTONIO



**\$100M**

DONATED BY JAY KAHN  
BY BEQUEST



## GIVING TO RELIGION

Giving to religion, classified as giving to congregations, missions, religious media, and other related organizations, remained the largest charitable giving sector in 2023. This sector increased by 3.1% between 2022 and 2023, with an estimated \$145.8 billion in total gifts; however, it decreased by 1% when adjusted for inflation and it also decreased in its share of total giving at 24%, down from 27% in 2022.<sup>1</sup>

The five-year annualized average growth rate for giving to religion is 3.1%, slower than total giving, which is 5.3% for the same period. However, the sector maintained positive growth during the two years from 2021 to 2023, with 7.8% growth in giving.<sup>1</sup>

Ninety-seven percent (97%) of faith-based individuals gave money, items, or time in 2023. With 90% of revenue coming from individuals, religious organizations heavily depend on these dedicated donors.<sup>70</sup>

The [2024 Philanthropy Pulse](#) reported that many faith-based communities cited that having strong retention as well as having an endowment were core indicators of success. Notably, more faith organizations (64%) reported retaining over half of their new donors during the past year, compared to other organizations (51% overall). Religious communities invested in community-based programs to appeal to a broader audience and support sustained giving.<sup>2</sup> This engagement is expected to pay off, as [Gen Z and Millennials](#) report that they are likely to increase their giving to religious institutions.<sup>71</sup>

### CCS INSIGHT

Lack of transparency about how funds are spent (or allocated) can deter donors from giving. Nonprofits must know their constituents and understand giving patterns, historical giving trends, and areas of interest, which require effective systems (e.g., a centralized CRM) and strong communication to appeal to broad audiences. A multi-faceted marketing and communications strategy should clearly articulate how religious organizations address community needs.

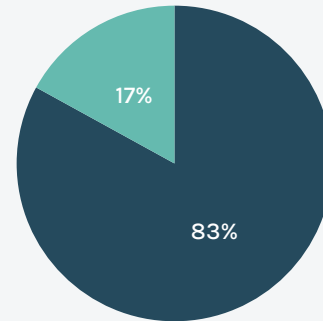


## Digital Gifts to Houses of Worship Increased

Sixty percent (60%) of congregations' total annual contributions came from digital giving in 2023.<sup>72</sup> Additionally, 98% of places of worship offered at least one digital giving option, with the most popular option being a mobile app or website.

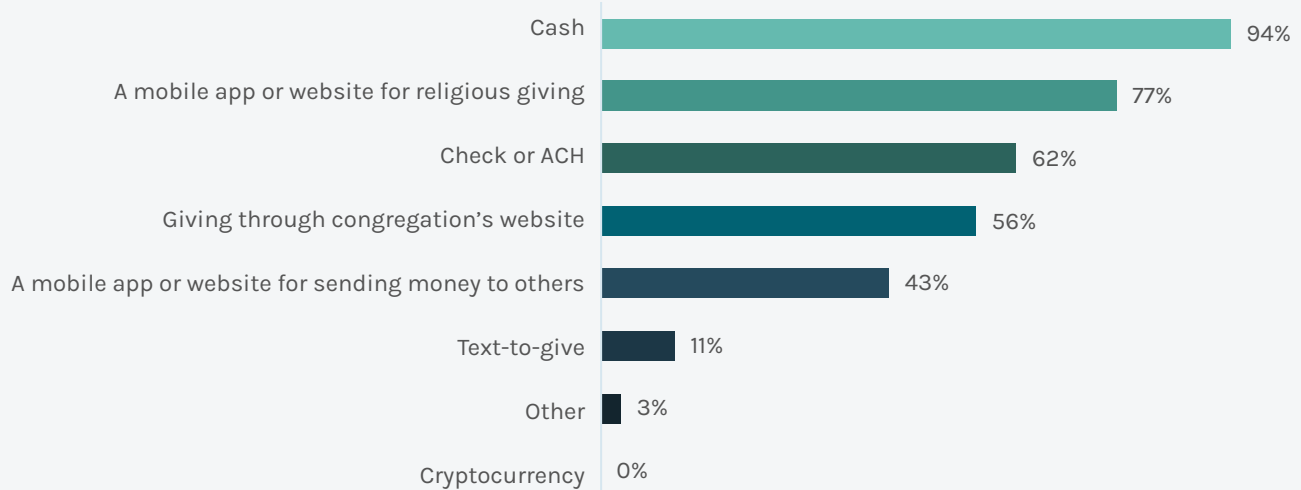
According to *Giving in Faith: Exploring Key Trends in Religious Giving*, over 95% of faith-based givers donated to organizations or individuals, including places of worship, registered nonprofits, mutual aid groups, or directly to people in need. Of that group, 60% gave \$1,000 or more. Congregants provided 83% of the total funding for their places of worship, while 17% came from external sources.<sup>72</sup>

## 2023 SOURCES OF CONGREGATIONS' ANNUAL INCOME<sup>72</sup>



- Monetary contributions from members  
*(e.g., grants and foundations, rental income, education vouchers, etc.)*
- External Sources  
*(e.g., offerings, tithes/zakat, dues)*

## 2023 RELIGIOUS ATTENDEE GIVING OPTIONS<sup>72</sup>





## THE IMPACT OF AI ON SECTOR GIVING

Data technology can significantly enhance nonprofit fundraising across various sectors. For example, health-related nonprofits can identify major donors through machine learning by analyzing health interests and giving history. Arts and culture organizations can create personalized experiences based on donor interests and attendance history. Similarly, environmental and animal welfare groups can use predictive analytics to engage donors who are passionate about their causes. Across all sectors, data-driven strategies ensure targeted, effective, and timely donor engagement, optimizing every fundraising effort.

According to [AI in Fundraising](#), AI and process automation can significantly boost prospecting for a variety of organizations. By efficiently identifying potential donors from the constant influx of people engaging with an organization, these tools put nonprofits in control. They can pinpoint individuals with high interest in a specific cause, predicting their likelihood of becoming donors. Automated systems can qualify these prospects based on predefined criteria such as the likelihood of making a significant gift and specific wealth capacity, ensuring fundraisers only approach the most promising leads. This streamlined approach saves staff time and resources and maximizes the potential for converting interested individuals into loyal supporters and fostering stronger donor relationships.







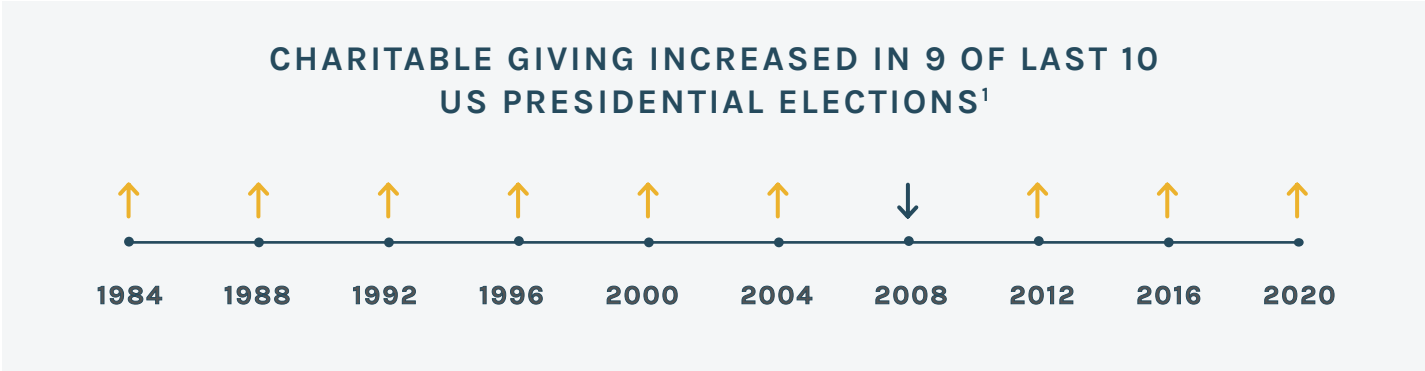
## CHAPTER SEVEN

# Election Year Giving

*With the 2024 US presidential election approaching, fundraisers may wonder if the political season will affect charitable giving or perhaps even lure donations away from philanthropic causes. However, philanthropy tends to remain resilient despite the political climate. While research on how election years impact charity is limited, historical trends give an idea of what nonprofit organizations can expect.*

# CHARITABLE GIVING IS LARGELY UNAFFECTED IN ELECTION YEARS

While presidential elections can cause minor fluctuations in giving patterns, their impact on charitable giving is relatively modest compared to economic growth and major societal events. Historically, charitable giving has increased in nine of the last ten presidential election years, except during the 2008 global financial crisis. Charitable giving trends in an election year tend to follow the patterns of the previous year, whether giving was up or down. This consistency has been observed regardless of the variety of elected candidates, indicating that philanthropy remains resilient despite election outcomes.<sup>1</sup>



Regardless of an election year, the US’s broader economic conditions have the greatest impact on giving levels; charitable donations typically increase when the economy is strong and decrease in downturns. However, donors tend to support political or social causes aligned with their values more during an election year, potentially leading to a temporary shift in giving patterns and increased donations to advocacy groups or political organizations.

## CCS INSIGHT

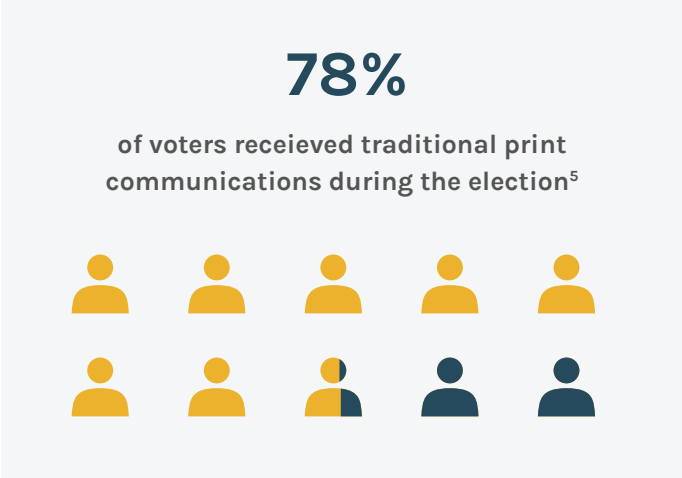
Nonprofits should stay the course in their fundraising efforts and strategy, even during an election year. While it’s wise to check the political donations of major donors before making big requests, history shows that donors continue to support their favorite charities during election years. For more information, read [“Charitable Giving in Election Years.”](#)<sup>2</sup>

# MEGADONORS ARE GIVING TO INCREASE CIVIC PARTICIPATION

Recent grants suggest that megadonors are committed to increasing voter participation during the political season. In December 2023, the Open Society Foundations granted \$50 million to encourage young people and women to vote.<sup>3</sup> The Tides Foundation announced the channeling of at least \$200 million to 501(c)(3) and 501(c)(4) organizations focused on voter engagement and mobilization, especially to communities of color, young people, and under-resourced areas. Part of this funding will come from a \$10 million donation from MacKenzie Scott.<sup>4</sup>

## CCS INSIGHT

Effectively conveying mission and impact is paramount during election years. During the last US presidential election cycle, 64% of voters reported receiving text messages and 60% reported receiving emails from political campaigns. However, an even greater percentage (78%) indicated they were reached through more traditional methods, such as printed mail or fliers.<sup>5</sup> As donors and potential donors receive more political outreach during this time, nonprofits should ensure communication is as personalized as possible, updating donors on how contributions have made a difference.





# \$50M

In December 2023, the Open Society Foundations granted \$50 million to encourage young people and women to vote.<sup>3</sup>

# REACTIONARY GIVING CAN CAUSE TEMPORARY SURGES IN CHARITABLE DONATIONS

Election years sometimes bring a unique phenomenon known as “reactionary giving.” This brief increase in charitable donations is driven by emotional responses to political events, candidates, or policies. For example, after the 2016 US presidential election, there was a [significant increase in donations](#) to politically progressive causes. Many upset with the election outcome donated to organizations supporting civil rights, immigration, and women’s rights.<sup>6</sup> Several factors drive this type of giving during an election year, including a charged political climate, social media influence, grassroots movements, and celebrity endorsements. These may lead to temporarily increased donations, but historically, these levels have restabilized after the election.

## CCS INSIGHT

Organizations should explore different revenue sources and diversify giving sources, such as with grants, corporate partnerships, and individual donations, to mitigate the effects of a potential temporary shift in donor behavior.

## SOME SECTORS MAY BE WARY OF POTENTIAL PUBLIC POLICY CHANGES

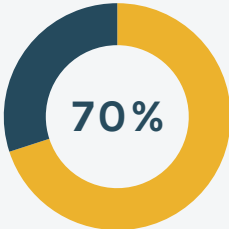
As the 2024 US presidential election approaches, many nonprofit professionals may experience increased anxiety related to changes in public policy, as well as the general impact the election will have on their fundraising efforts.

The healthcare and human services sectors may be particularly concerned about political changes, as these often rely heavily on government funding and receive the largest portions of public funding at the federal, state, and municipal levels. Meanwhile, education fundraisers may also be affected by shifts in federal and state funding for schools, student loans, and educational programs, and environmental causes may be impacted by changes to energy, climate, or conservation legislation.

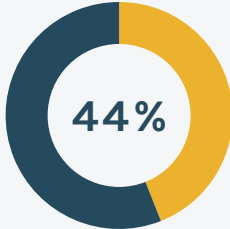
One example, the [2024 Philanthropy Pulse](#) reported that 53% of human services organizations anticipate the upcoming election and pending public policy changes will have no effect on their fundraising revenue.<sup>9</sup>

# SURVEY REVEALS BROAD PERSPECTIVES REGARDING ELECTION PREPAREDNESS

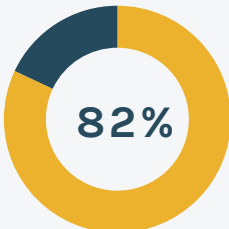
The [KMSG 2024 Nonprofit Election Preparedness Report](#) revealed survey results from nonprofit leaders representing the American Civil Liberties Union (ACLU), the Urban Institute, and the World Economic Forum, among others, on 2024 presidential election readiness. Respondents emphasized the importance of creating strong messaging to supporters across all communications channels and investing in proactive relationship-building with funding partners well before the election.<sup>7</sup> Highlights of the report include:



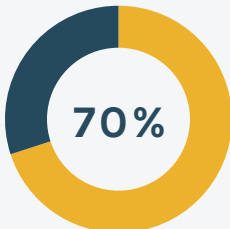
**70%**  
of nonprofits lack confidence in digital and social media strategies to adapt to political shifts.



**44%**  
of organizations are concerned about donor engagement and funding stability amid political uncertainties.



**82%**  
of organizations anticipate changes in messaging and public engagement strategies to reach their audiences more effectively.



**70%**  
of nonprofits see the need to adjust advocacy strategies to maintain influence and effectiveness.

# STRATEGIES TO SUCCESSFULLY NAVIGATE THE PRESIDENTIAL ELECTION SEASON

Even though election years do not appear to have a significant or lasting effect on fundraising, nonprofits can still take steps to mitigate potential short-term fluctuations.

Election results can [shift federal and state funding priorities](#), significantly affecting nonprofit budgets.<sup>8</sup> To navigate this, nonprofits should stay informed about candidates' platforms, build relationships with policymakers, and seek continued support. Changes in tax policy can influence charitable giving, so nonprofits should monitor proposed tax policies, engage in public discourse, and educate donors about the benefits of giving to maintain steady contributions.

New leadership can also alter regulations affecting nonprofit operations, so organizations should stay updated on regulatory changes, ensure compliance, and invest in solid governance practices to adapt to these shifts. Nonprofits should also be prepared to adapt their programs to meet new needs, increase their efforts to influence policy, and collaborate with other organizations to amplify their impact. It is essential for nonprofits to influence policy decisions that affect them, so organizations should educate their supporters, mobilize voters, and communicate with policymakers to effectively promote their causes.



## THREE STRATEGIES FOR ELECTION-YEAR FUNDRAISING



**Educate Supporters**



**Mobilize Voters**



**Talk with Policy Makers**





SAINT PAUL | MN

## CLIENT PARTNERSHIP SPOTLIGHT

### Minnesota Public Radio

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Minnesota Public Radio | American Public Media (MPR | APM) is one of the nation's premier public media organizations, operating a regional network of more than three dozen stations reaching 1 million listeners weekly and producing national content reaching nearly 16 million listeners weekly. CCS collaborated with MPR | APM on a feasibility study, membership development analysis, and systems assessment to plan for a period of heightened fundraising growth. These efforts aimed to support its mission to create the future of public media by amplifying voices to inform, include, and inspire. CCS informed recommendations around increasing individual giving, novel digital engagement strategies, membership growth, and fundraising data and systems alignment. Currently, CCS is partnering with MPR | APM to implement strategies in pursuit of fundraising and member growth.<sup>10</sup>



## CHAPTER EIGHT

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# Building an AI-Ready Culture

*Embracing technology like Artificial Intelligence (AI) is quickly becoming standard practice for nonprofits. The potential for nonprofits of all sizes from any sector to make data-driven decisions fueled by precise insights is within reach. Realizing the full potential of AI, though, requires a solid foundation of optimized data practices. This chapter equips organizations with practical, actionable steps to enhance data quality and strategies, and lays the groundwork for AI integration and maximized fundraising outcomes.*

# ENHANCING DONOR ENGAGEMENT AND OPTIMIZING FUNDRAISING STRATEGIES

AI is increasingly being recognized as a transformative tool for nonprofits, offering a range of applications that streamline operations, enhance donor engagement, and optimize fundraising strategies. One of the most significant areas where AI is making an impact is in predictive analytics. By leveraging AI-driven models, nonprofits can identify potential major donors who may have been overlooked using traditional methods. These models analyze patterns in donor behavior, wealth indicators, and engagement history, enabling organizations to prioritize prospects more effectively.<sup>1</sup>

Additionally, AI-powered donor segmentation allows nonprofits to create highly targeted fundraising campaigns. By understanding the unique preferences and behaviors of different donor segments, organizations can tailor their messaging and outreach strategies, leading to higher engagement rates and more successful fundraising initiatives.

AI is also enhancing donor stewardship by automating routine tasks, such as personalized communications and follow-ups, which ensures that donors feel valued and connected to the cause. This level of personalization helps build stronger and more meaningful relationships with donors, increasing the likelihood of continued support.<sup>2</sup>

Finally, AI is quickly revolutionizing data management within nonprofits. By automating data collection and analysis, AI tools provide actionable insights that help organizations make informed decisions about their fundraising strategies, program investments, and overall mission impact.

By harnessing the power of AI, nonprofit organizations can unlock new opportunities for growth and sustainability, ultimately enhancing their ability to fulfill their missions and drive meaningful change.<sup>3</sup>

## CCS INSIGHT

AI is transforming nonprofits by streamlining operations, enhancing donor engagement, and optimizing fundraising strategies. Discover more actionable insights and practical examples in CCS Data Analytics' three-part series, "Revolutionizing Fundraising":

Part I: [AI Transforming the Nonprofit Sector](#)

Part II: [5 Nonprofit Sector AI Application Examples](#)

Part III: [Guiding Questions for Nonprofit AI Implementation](#)

## DATA QUALITY IS KEY TO AI READINESS

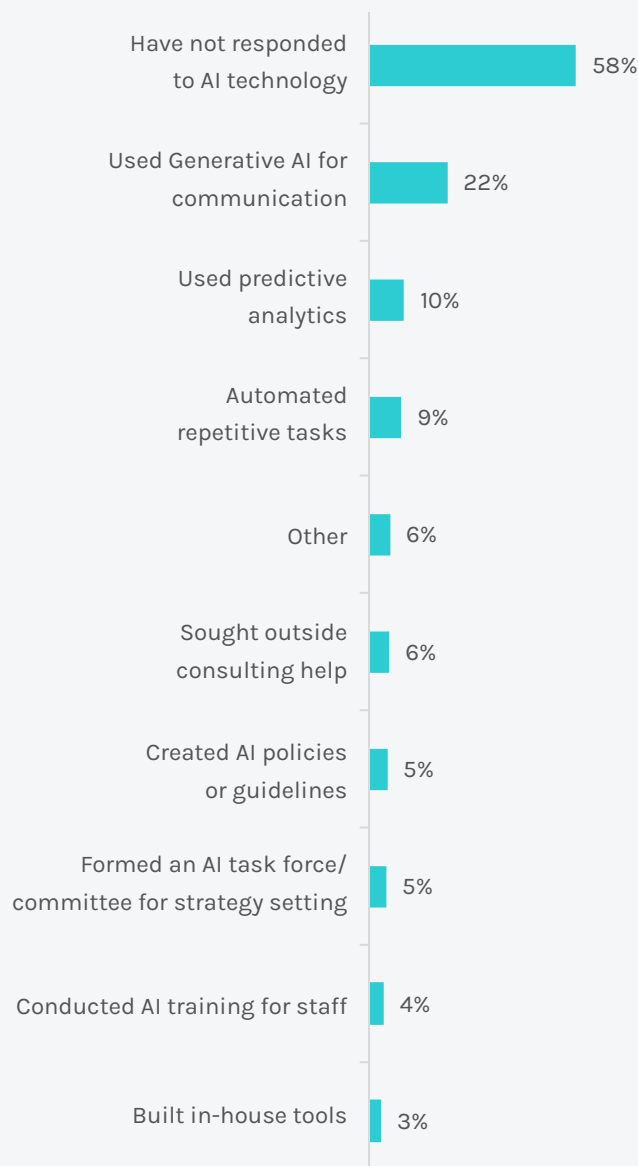
AI's potential to transform nonprofits is immense, but its success hinges on the quality of the data it processes. Accurate and relevant data are critical, as they directly influence the insights AI generates. Flawed data can lead to inaccurate predictions, biased insights, and unreliable recommendations, undermining a nonprofit's mission-driven work and resulting in a poor donor experience. According to *AI in Fundraising*, decisions based on poor-quality data can yield worse results than those made without data at all.<sup>4</sup>

Prioritizing data quality is essential for achieving AI readiness. By cultivating a culture of data excellence and empowering staff to become proficient in data use, nonprofits can unlock AI's full potential to advance their mission and make a lasting impact.

### Moving From Data Comfort to Mastery

CCS Fundraising's *2024 Philanthropy Pulse* report revealed that while many nonprofit professionals report a growing comfort with data, this comfort often masks underlying challenges. Issues like data fragmentation, inadequate analytical capabilities, and the need for more comprehensive data governance frameworks can make implementing tools like AI nearly impossible. With that in mind, most organizations (58%) reported that they are not yet leveraging AI technology.<sup>5</sup>

### NONPROFITS USE OF AI TECHNOLOGY<sup>5</sup>



## CCS INSIGHT

Consider the experience of one nonprofit that partnered with CCS's Systems and Change Management team. Through a thorough systems assessment, CCS discovered that while staff felt comfortable using data, they were often interpreting and using it inconsistently, leading to partly unreliable and inaccurate data within their Customer Relationship Management (CRM) system.

To address this challenge, CCS collaborated with the nonprofit to develop a shared data language, establish clear success metrics, and implement standardized data-tracking policies. These efforts laid the groundwork for the organization to explore AI and automation to improve its data insights and enhance fundraising effectiveness.

Perceived data competency does not always lead to effective utilization. Nonprofit leaders must prioritize clear communication, collaboration, ongoing training, and human-centered process design to ensure that all team members understand and can effectively use data, paving the way for strategic, data-driven decision-making.



# PILLARS OF AI READINESS

Nonprofits can prepare for future technologies integration by building four foundational pillars of AI readiness.





## People & Culture

A well-planned change management strategy is central to a data transformation toward AI readiness.

**Model and Communicate Change.** Leaders should actively demonstrate how data-driven strategies can advance the nonprofit's mission, encouraging staff buy-in and alignment with organizational goals. CCS recommends creating a comprehensive communication plan for change as a leadership team.

- Co-create and codify the organization's data goals, including key milestones. Map out the timing of when, how, and by whom certain messages will be delivered.
- Always communicate what will be different for team members, for what they will be responsible and held accountable, and how any changes will help them do their jobs more effectively.

**Develop a Shared Data Language.** Agreeing on key terms, metrics, and standards ensures that all teams are on the same page and facilitates effective data analysis and insights. Leaders should get feedback from relevant team members to ensure set definitions meet their functional needs, and regularly review team reports and dashboards during meetings to reinforce the shared data language.

**Democratize Data Access.** Create accessible reports and dashboards that enable consistent interpretation of data across the organization.

**Prioritize Ongoing Training.** Support continuous training to improve data literacy. Nonprofits empower their teams by offering learning and skill development opportunities, ensuring agility in leveraging data for mission-driven projects and goals.



### CCS INSIGHT

At the beginning of each fiscal year, design a training curriculum tailored to team and organizational requirements. Appoint team members to lead training sessions, and adapt training materials to effectively onboard new staff.



## Centralized Data

Centralizing data is essential for AI to function effectively. It enables automation, enhances decision-making, and fosters productive collaboration.

**Overcome Data and Communication Silos.** Data silos are data collections that are hard to access, share, or understand, often hindering collaboration, trust in reporting by leadership, and efficiency within nonprofits. Break down barriers between data sources by centralizing information in a unified system, such as a CRM, to enhance collaboration and decision-making.

In addition to creating a shared data language, work with fundraisers to identify the different types of shadow trackers used, like excel spreadsheets. These trackers can serve as the foundation for various reports and dashboards organizations can prioritize creating in their CRM.

**Centralize Data Management.** Consolidating data into one central system (often a nonprofit's fundraising CRM) allows organizations to unlock untapped data potential. With comprehensive and integrated data, AI technologies provide opportunities for predictive analytics, personalized donor engagement, and operational efficiency.

### CHALLENGES IN CENTRALIZING DATA MANAGEMENT



Legacy system  
complexity



Staff  
adaptability



Decentralized  
practices



Data migration  
difficulties



Data security /  
privacy compliance

### CCS INSIGHT

To encourage staff to adopt new systems, data practices, standards, and workflows, nonprofits should take a phased approach to data migration and integration. Set clear goals and celebrate each milestone achieved. Break tasks down into manageable steps, led by a project leader, and prioritize them accordingly. Keep the team engaged by consistently communicating the organization's data vision and emphasizing how these changes will benefit them.

## Global Data Governance

Effective data governance, the foundation of AI-derived insights, is vital for managing and safeguarding data.

Data governance is defined as managing the availability, usability, integrity, and security of an organization's data based on internal standards, policies, and rules.<sup>6</sup>

**Establish Policies, Standards, and Processes to Manage Data.** To maximize the value of organizational data and effectively use AI analytics, nonprofits should create data governance policies, standards, and processes, following these principles:

1. **Consistency:** Ensure data consistency across all systems and departments.
2. **Understanding:** Promote a shared data language and data usage.
3. **Accuracy:** Verify the correctness and reliability of data.
4. **Completeness:** Ensure all data is promptly entered into the appropriate systems.
5. **Accessibility:** Facilitate easy discovery and retrieval of data for analysis and decision making.
6. **Actionability:** Ensure that data is structured and presented to enable informed actions and decisions.
7. **Trustworthiness:** Build trust among stakeholders, including staff and donors, through secure and transparent data management practices.
8. **Security:** Implement security measures to safeguard data against breaches and unauthorized access.



**Collaborate on Definitions of Success.** An effective data governance strategy begins with establishing a shared understanding of data goals that align with the organization's overall objectives. This unified vision of success should be central to data strategy. By fostering collaboration and reaching consensus on data management practices, nonprofits can improve data quality and security, which in turn supports AI-driven decision making and drives fundraising growth.

## Ethics & Security

Beyond technical considerations and goals, a nonprofit must prioritize ethical data practices, as they are essential to maintaining trust and credibility when using AI.

**Uphold Principles of Data Privacy and Security.** Data security is crucial for a data governance strategy. Before implementing an AI strategy, nonprofits should establish approved policies that cover data privacy, security, and ethics. These policies may involve obtaining informed consent from donors and stakeholders, complying with data protection regulations, and conducting regular risk management audits.

**Addressing AI Bias.** Before implementing AI, nonprofits must consider the potential biases in Large-Language Models (LLMs), which are trained on historical data. These models can inadvertently reflect societal biases and generate non-inclusive outputs. Ensuring AI promotes equity and avoids reinforcing harmful stereotypes is crucial.<sup>4</sup>

**Build Trust with Stakeholders.** Transparent data practices not only protect the organization from risks such as breaking donor trust or legal liabilities, but also allow nonprofits to use AI's transformative potential while reinforcing community and donor confidence.



*Understanding bias in AI requires, for instance, talking about the various sources of discriminatory outputs. That can be the result of the training data; but how, exactly, those data sets can be biased is important, if for no other reason than that how they are biased informs how you determine the optimal bias-mitigation strategy.<sup>4</sup>*

### CCS INSIGHT

Nonprofit leaders should collaborate with IT and Legal departments to annually review and formalize data access permissions and retention policies, ensuring compliance and mitigating risks. Additionally, organizations should consider publishing a data ethics statement on their website to transparently communicate how donor and prospect data will be used. For further guidance, refer to CCS's article on [Guiding Questions for Nonprofit AI Implementation](#).



## THE PROMISE OF AI IS WITHIN REACH

AI integration offers the transformative potential to revolutionize how organizations operate by enhancing efficiency, improving decision making, and uncovering new opportunities. However, its success is intricately tied to the quality, consistency, and governance of the data that fuels it. Nonprofit leaders play a crucial role in ensuring their organizations are not only AI-ready but also positioned to maximize the benefits of this technology through careful data stewardship.

By focusing on data quality, fostering a culture of continuous learning, and implementing robust data governance frameworks, nonprofits can overcome core challenges of AI integration. These efforts safeguard the integrity of AI-driven insights and empower organizations to drive impactful outcomes, enhance donor engagement, and advance their mission.

The journey toward AI integration is more than a technological shift: it's a strategic transformation that requires alignment between people, processes, and technology. By embracing these principles, nonprofits can confidently step into the future, leveraging AI to amplify their impact and create lasting, meaningful change in their communities.



## CHAPTER NINE

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# More Information

*Thank you for engaging with the CCS Fundraising 2024 Philanthropic Landscape. We trust that the insights and data presented will serve as a valuable resource for advancing your organization's mission. For acknowledgments, detailed sources, and further information about CCS Fundraising's more than 76-year legacy of partnering with nonprofits to foster transformational change, please refer to the following pages. Thank you for your continued dedication to philanthropy and being a part of this journey toward a better future.*

# ABOUT CCS FUNDRAISING

**CCS is the world's leading nonprofit consulting firm.**

For over 76 years, CCS has empowered our nonprofit partners to champion some of the most significant causes in history. As leading experts in campaign and development strategy, we design and enhance fundraising initiatives that amplify an organization's impact on local, national, and global scales. Our mission-driven team has extensive experience and expertise across various sectors, disciplines, emerging services, and regions.

Our tailored approach ensures that each nonprofit partner receives dedicated professionals who assist mission-driven organizations in overcoming their most pressing challenges and achieving their loftiest goals. The results of our efforts are immediate, but our impact is long-lasting.

## WE PARTNER WITH NONPROFITS FOR TRANSFORMATIONAL CHANGE



**700+**  
Annual client  
partnerships



**800+**  
Projects managed  
annually



**\$23B**  
In managed campaign  
goals annually



**50+**  
Campaigns managed  
raising over \$100M



**17**  
Offices spread  
around the globe



**600+**  
Dedicated team  
members



# SOURCES

## ■ KEY FINDINGS

<sup>1</sup> Giving USA Foundation and the Indiana University Lilly Family School of Philanthropy, [Giving USA 2024: The Annual Report on Philanthropy for the Year 2023](#) (2024).

<sup>2</sup> Association of Fundraising Professionals, [Quarterly Fundraising Report 2023 Q4](#) (2024).

<sup>3</sup> National Philanthropic Trust, [2023 DAF Report](#) (2023).

<sup>4</sup> Henley & Partners, [The USA Wealth Report 2024](#) (2024).

<sup>5</sup> CCS Fundraising, ["Charitable Giving During Election Years"](#) (2024).

<sup>6</sup> Benevity, [Top charitable causes showed a surge in humanitarian aid in 2023](#) (2024).

## ■ SNAPSHOT OF GIVING

<sup>1</sup> Giving USA Foundation and the Indiana University Lilly Family School of Philanthropy, [Giving USA 2024: The Annual Report on Philanthropy for the Year 2023](#) (2024).

<sup>2</sup> Association of Fundraising Professionals (AFP), [Year-End Challenges in Q4 2023 as Fundraising Metrics Decline](#) (2024).

<sup>3</sup> Bureau of Economic Analysis, [Gross Domestic Product, Fourth Quarter and Year 2023 \(Advance Estimate\)](#) (2024).

<sup>4</sup> Forbes, ["Consumers Will Continue Spending in 2024"](#) (2024).

<sup>5</sup> CBS News, ["Stocks close out 2023 with a 24% gain, buoyed by a resilient economy"](#) (2024).

<sup>6</sup> Forbes, ["Five Top Stocks of 2023: Year in Review"](#) (2024).

<sup>7</sup> Nonprofit Times, ["Data Shows Online Giving Couldn't Save 2023 Revenue"](#) (2024).

<sup>8</sup> Nonprofit Times, ["Top 30 Peer-to-Peer Fundraising Programs Continue Streak of Year-Over-Year Growth"](#) (2024).

<sup>9</sup> Fundraising Effectiveness Project, [2023 Quarterly Benchmark Report](#) (2024).

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Miami City Ballet

Minnesota Public Radio

National Marrow Donor Program

National Women's Hall of Fame

Ronald McDonald House Orange County

RWJBarnabas Health and Rutgers Health

United Negro College Fund

University of Miami Health System (UHealth)

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