

Trendsetting Philanthropy



Allan Burrows, President
September 17, 2014



Fundraising Consulting & Executive Search

Knowledge – Dedication – Results

Campaign planning and implementation • Philanthropy studies • Board development/training • Major gift solicitations • Executive searches • Donor development • Planned giving • Grant writing • Development assessments • Prospect identification and research



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Since 1984



Giving

Sources of Giving in 2013



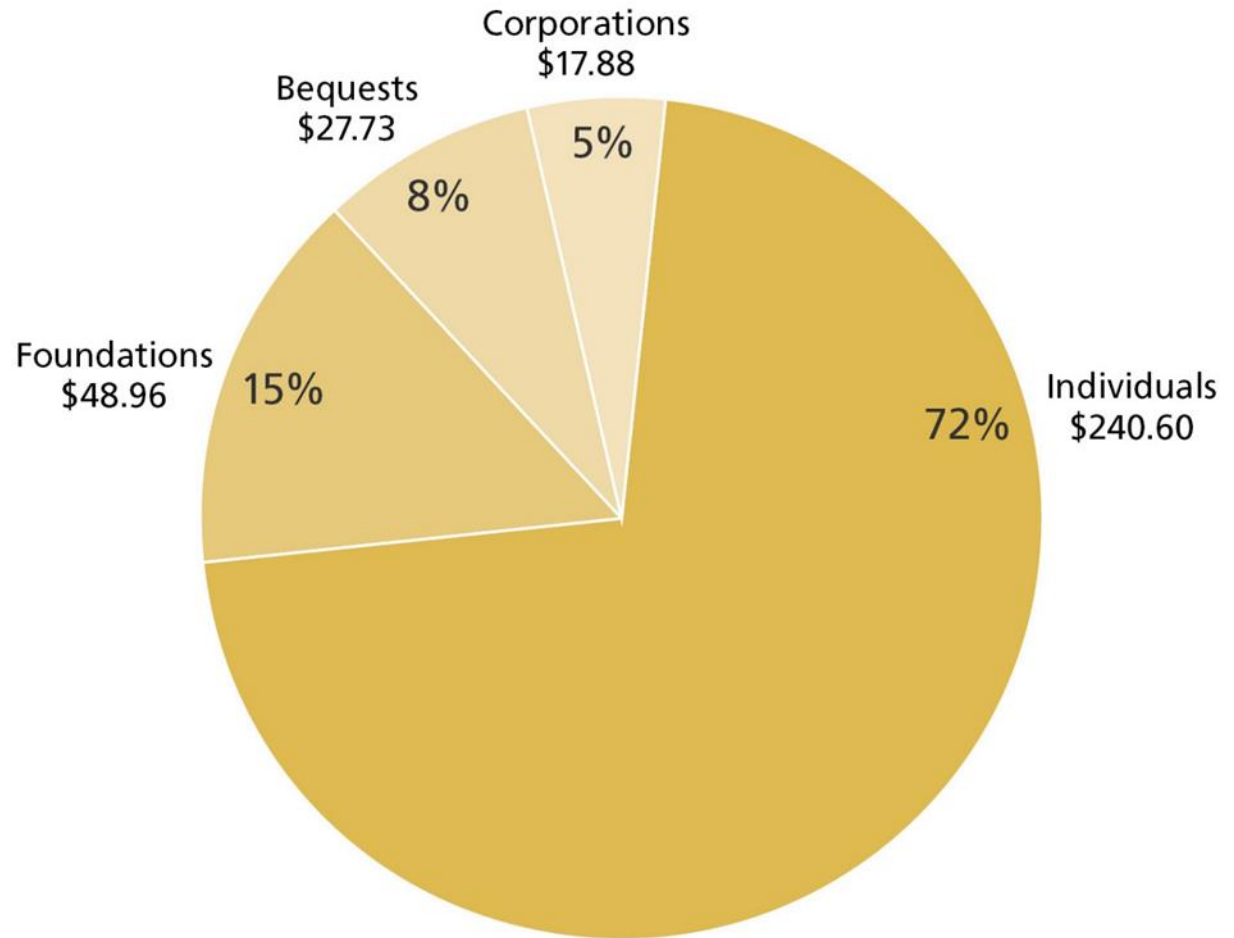
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Good News – Pre-Recession Level Giving Soon to Return:

“If total giving continues to grow at the current rate, averaging the last two years (4.2%), it will take about just about one more year or so for total giving to return to the level realized in 2007.”

2013 Total Giving and Sources

**\$335.17
Billion
=
+ 4.4%**



**Giving
USA™**

Shared intelligence.
For the greater good.

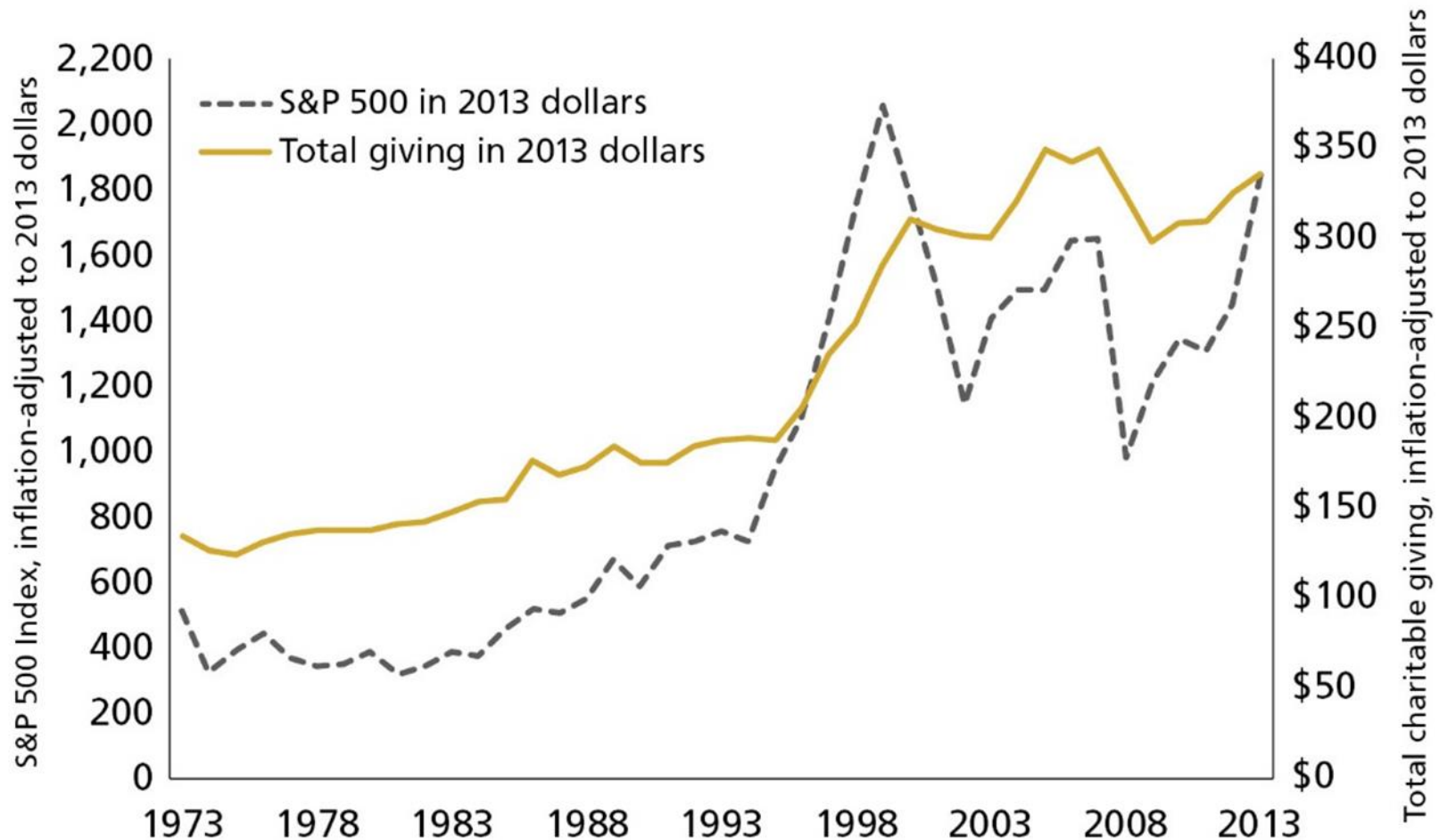
A public service initiative of The Giving Institute



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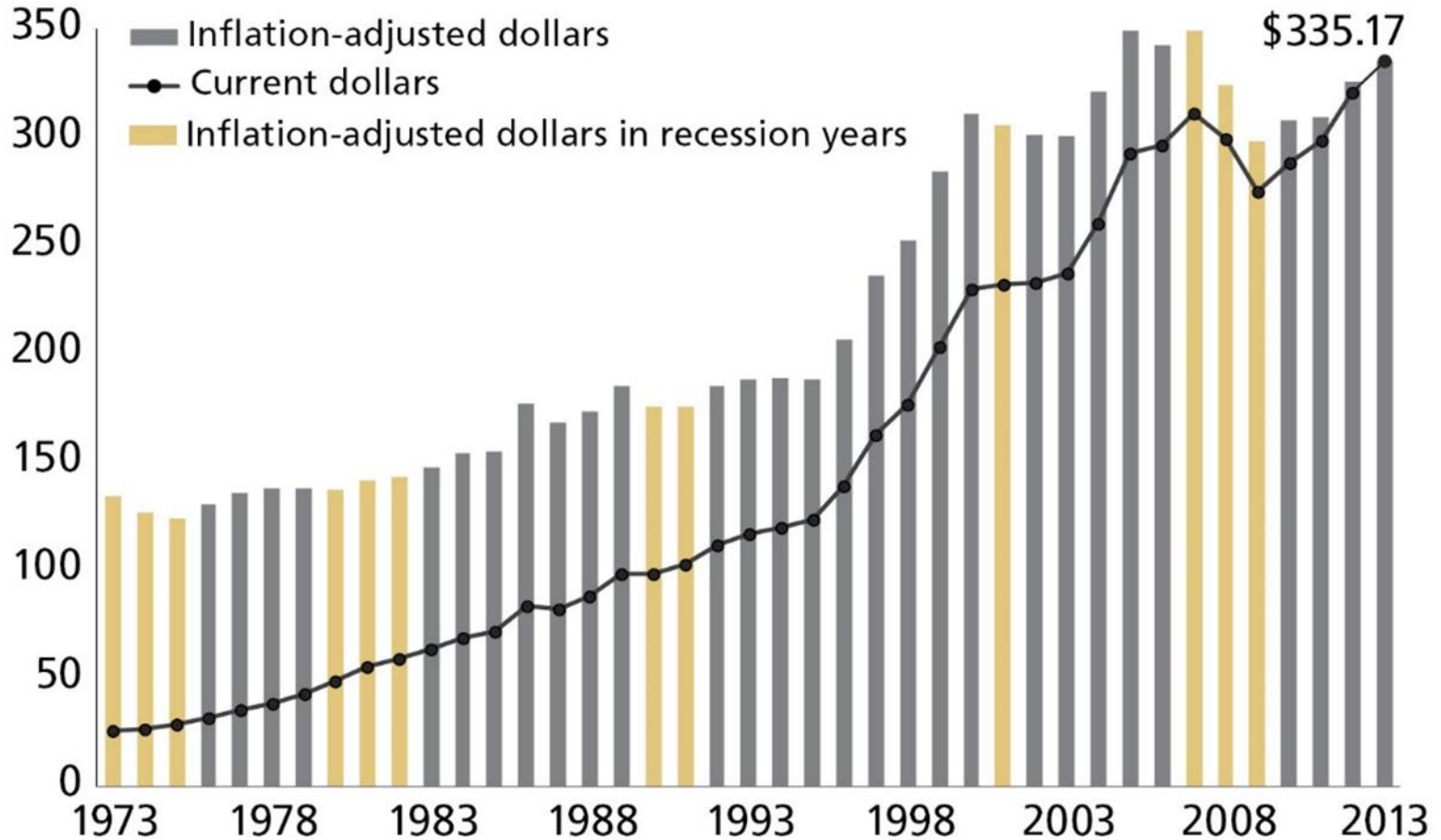
Source: Giving USA Foundation | *GIVING USA 2014*

Giving vs. S&P (1973 - 2013)

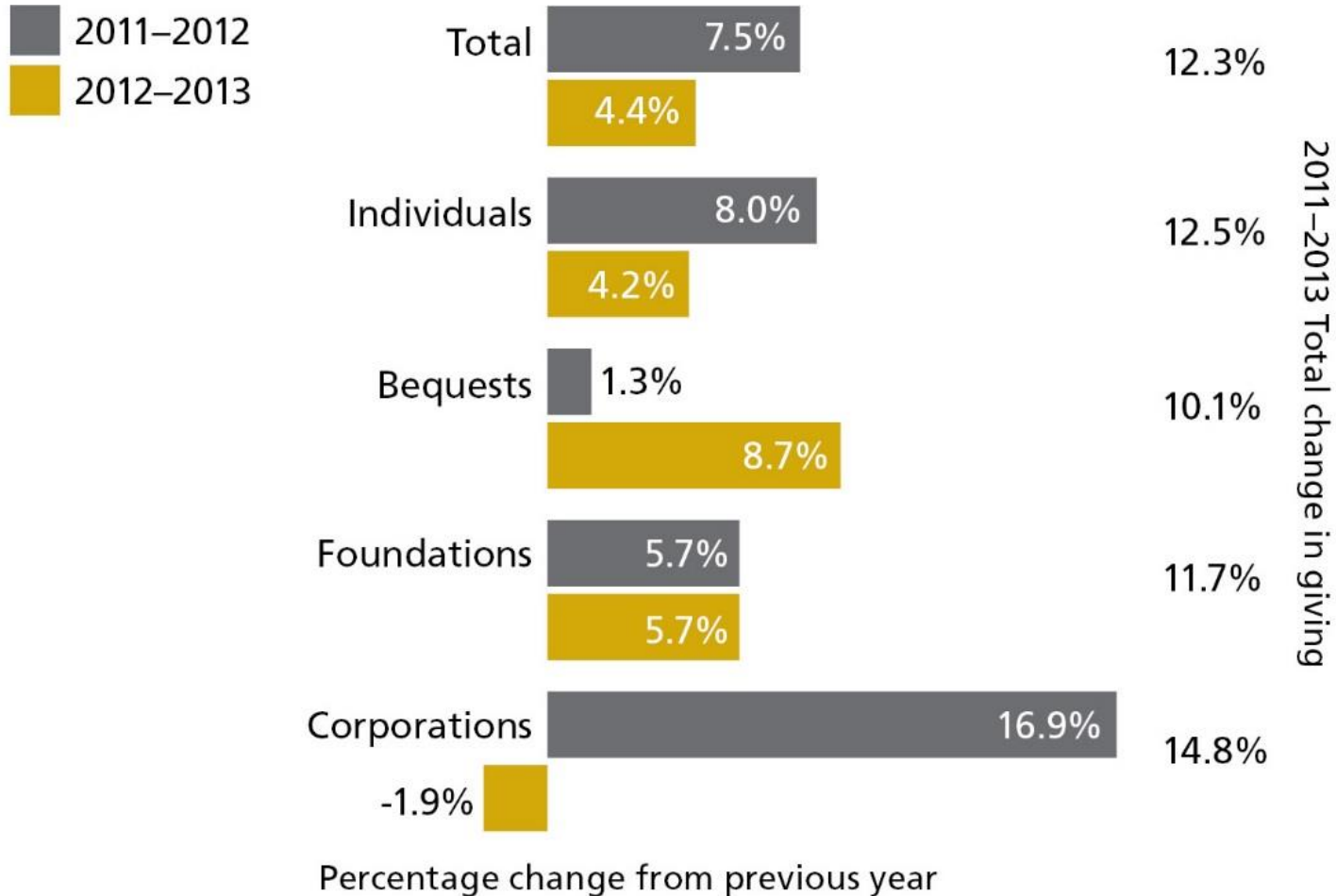


Giving USA uses the CPI to adjust for inflation.

40 Years of Giving: 1973-2013



Changes in Giving by Source



Getting

Recipients of Contributions in 2013



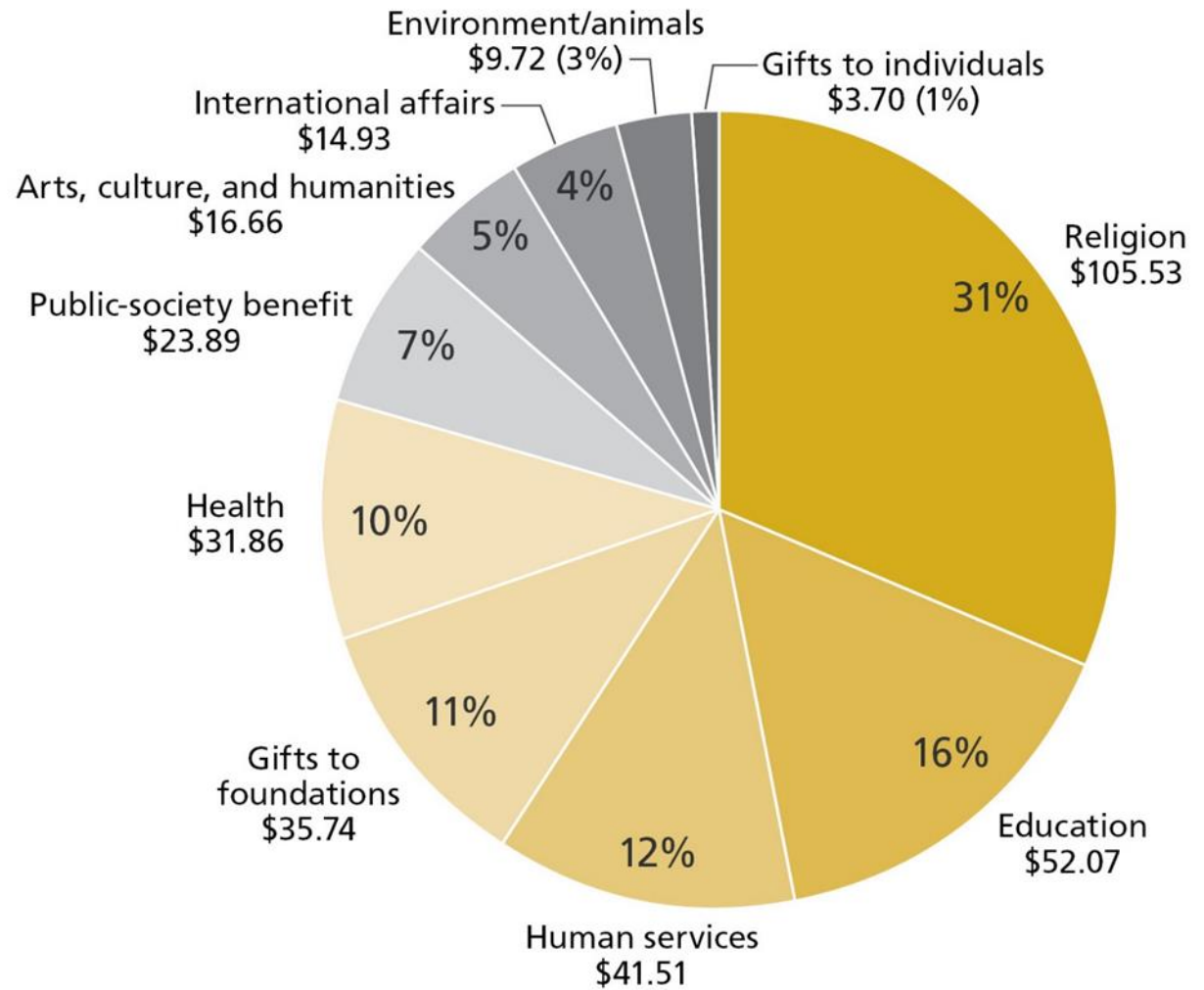
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Recent Trends:

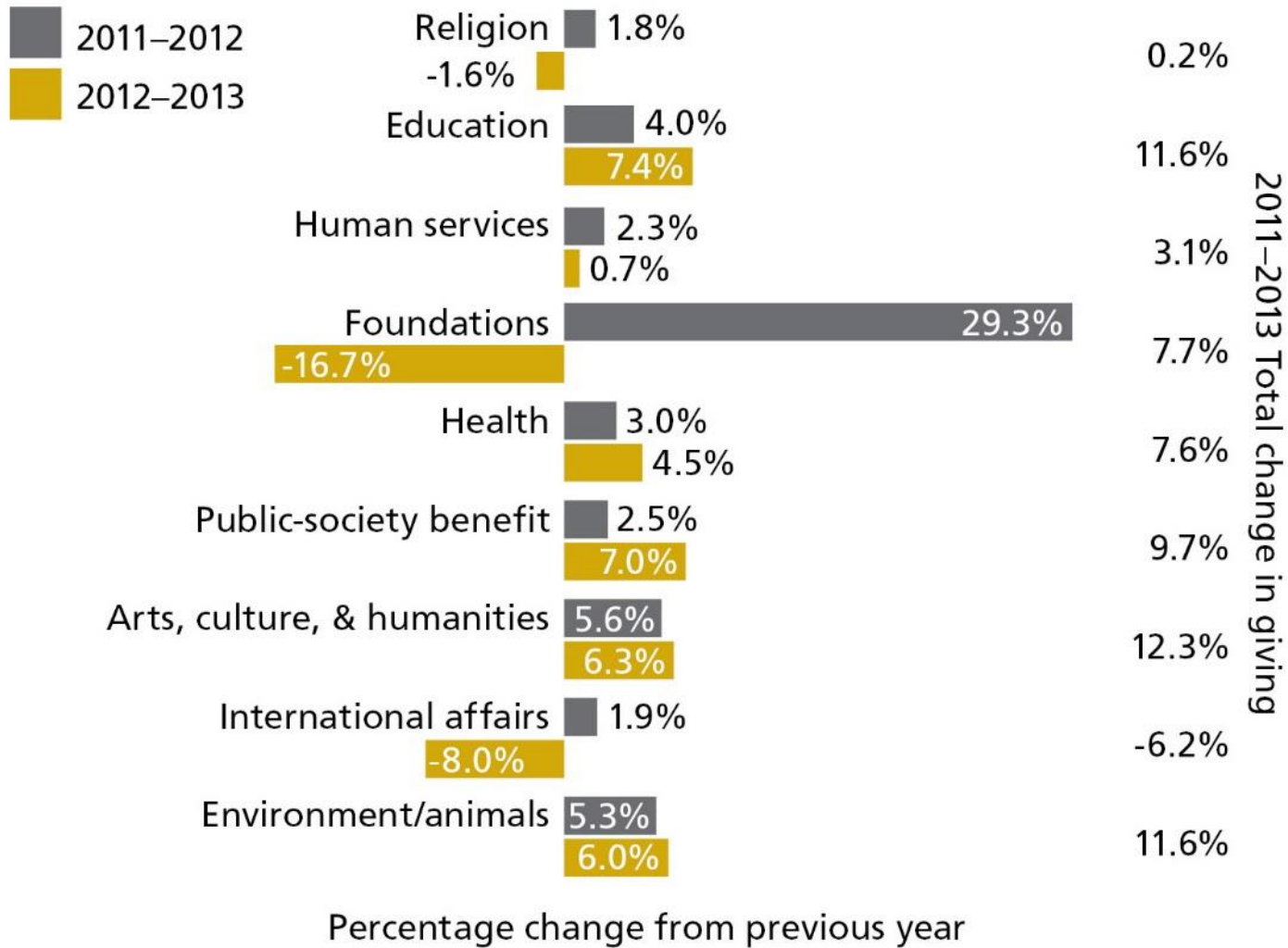
- **Religious organizations** ↓ from 57% in 1980s to 34%
- **Education** ↑ 11-14% past 40 years
- **Health** ↔ steady for last decade
- **Human Services** ↑ 5% in past five years
- **International Affairs** ↗ steady increase to 6%

2013 Recipients of Contributions

**\$335.17
Billion**



Changes in Giving by Recipient



Volunteerism

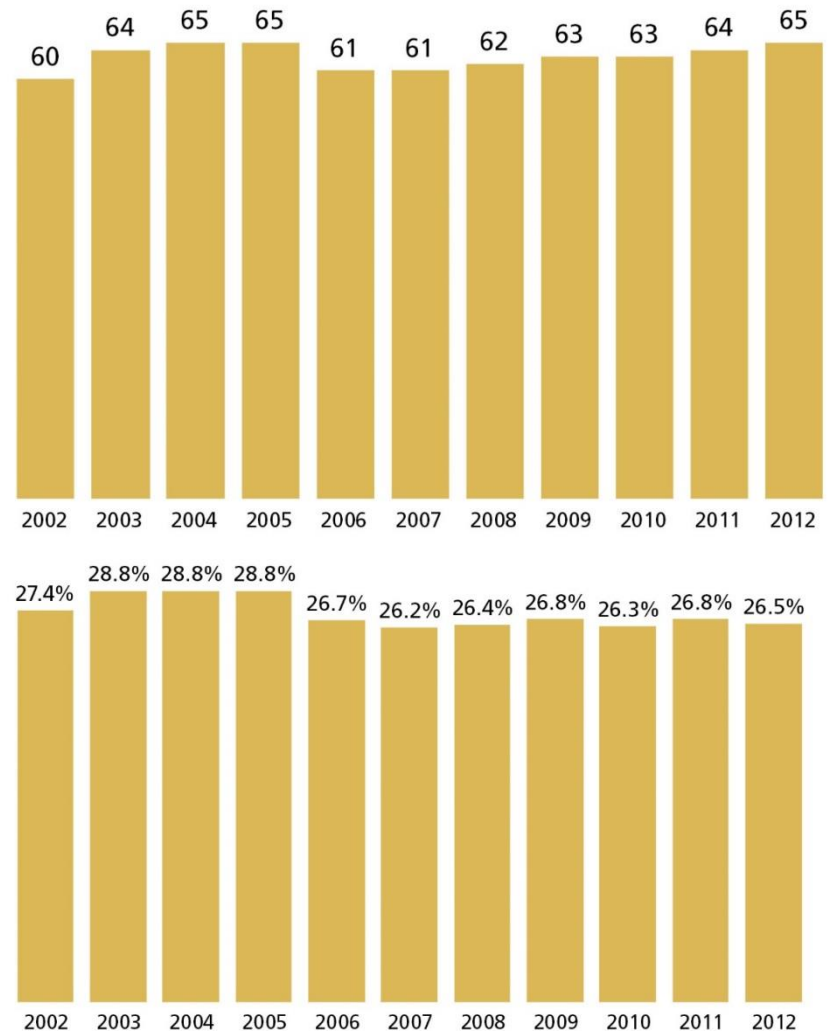
Total # of Volunteers:

↑ slight increase to 64.5M

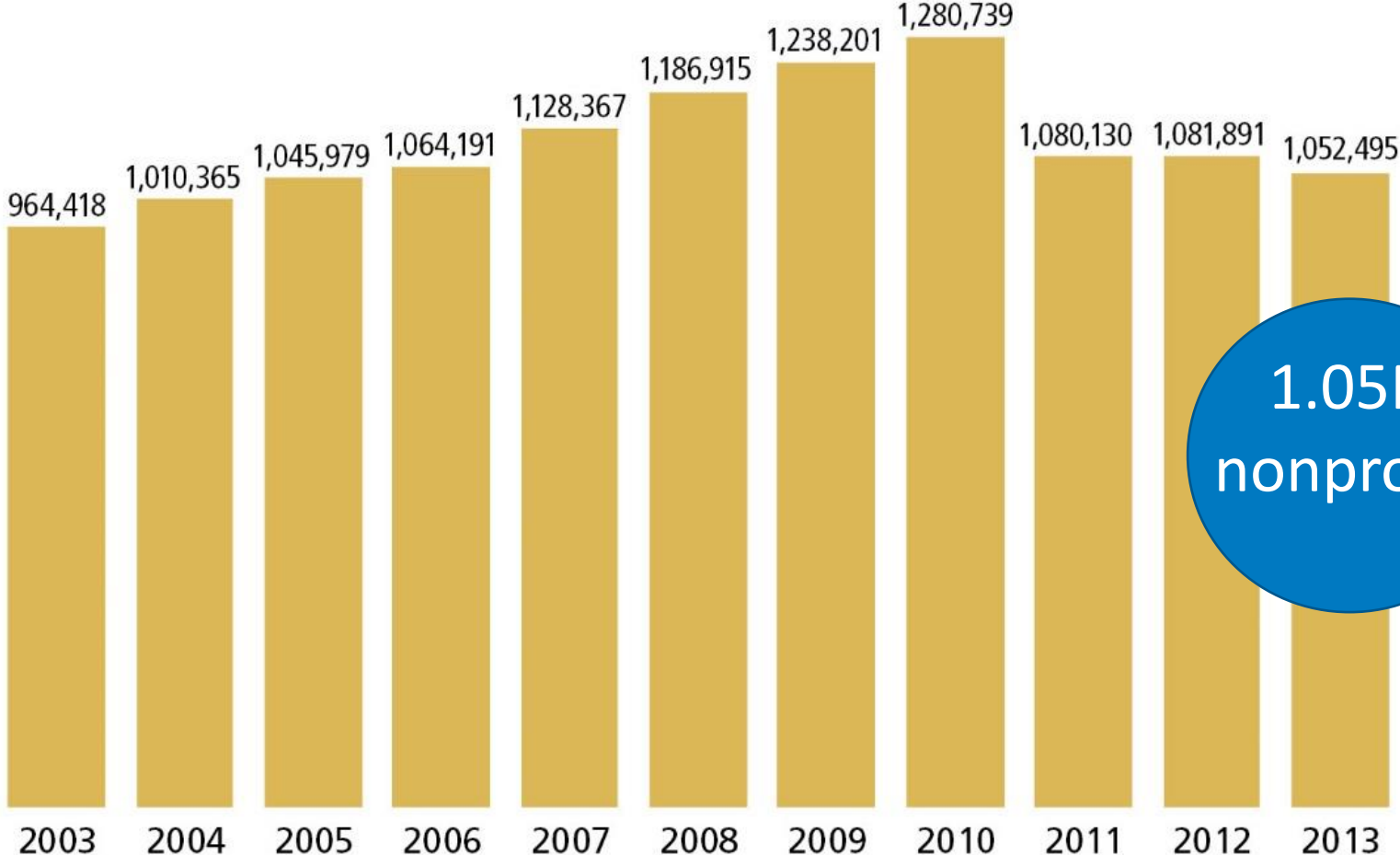
More people
Doing less?

Rate of Volunteerism:

averaged 27.2% in last decade, ↓ down slightly in most recent 5 years to 26.6%



of 501c3 Organizations 2003-2013



1.05M nonprofits

of Nonprofits in NC | 2010

- 42,806 total
- 23,143 filing with IRS
- \$39,766,513,926 total revenue
- \$112,620,559,199 total assets

NCCS

**NATIONAL CENTER FOR
CHARITABLE STATISTICS**

*The national clearinghouse of data on the
nonprofit sector in the United States*

URBAN INSTITUTE

North Carolina Giving:

- \$4.3B given in 2013
- \$3,132 median contribution

philanthropy.com



Impacting These Trends



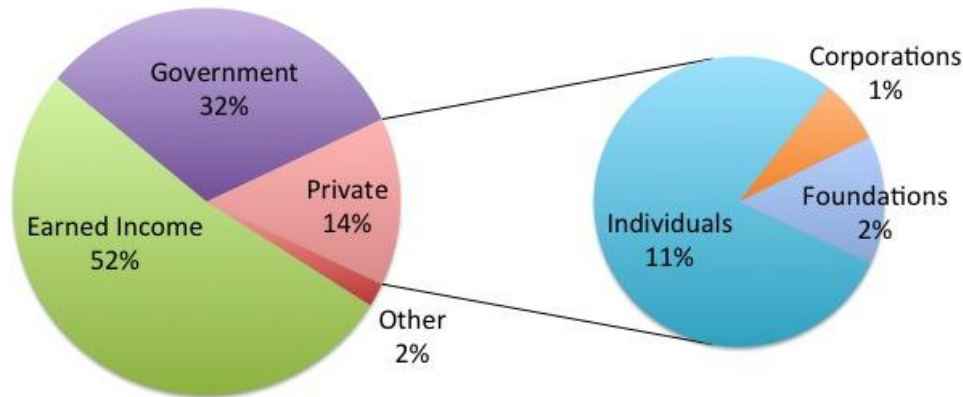
1. The ALS Challenge is the “tip of the iceberg” phenomena

- Harnessing social media for ‘peer to peer’ is key
- Social media will be the marketplace for philanthropic invention
- Few nonprofits have social media plans that engage philanthropy



2. Philanthropy is part, but not the entire solution

Sources of Nonprofit Sector Funding



Sources: Nonprofit Almanac 2011 and Giving USA 2011

- Earned income & Government sources account for 84% of all nonprofit funding
- Diversification is key to sustainability
- Develop a plan!

3. The red is getting redder; the blue is getting bluer

- 24 states are now in complete control by Republicans; 14 states are controlled by Democrats
- Politics is relevant: Affordable care act on philanthropy: *Poll showed that 51% cited no impact on their giving; 49% said yes or maybe*



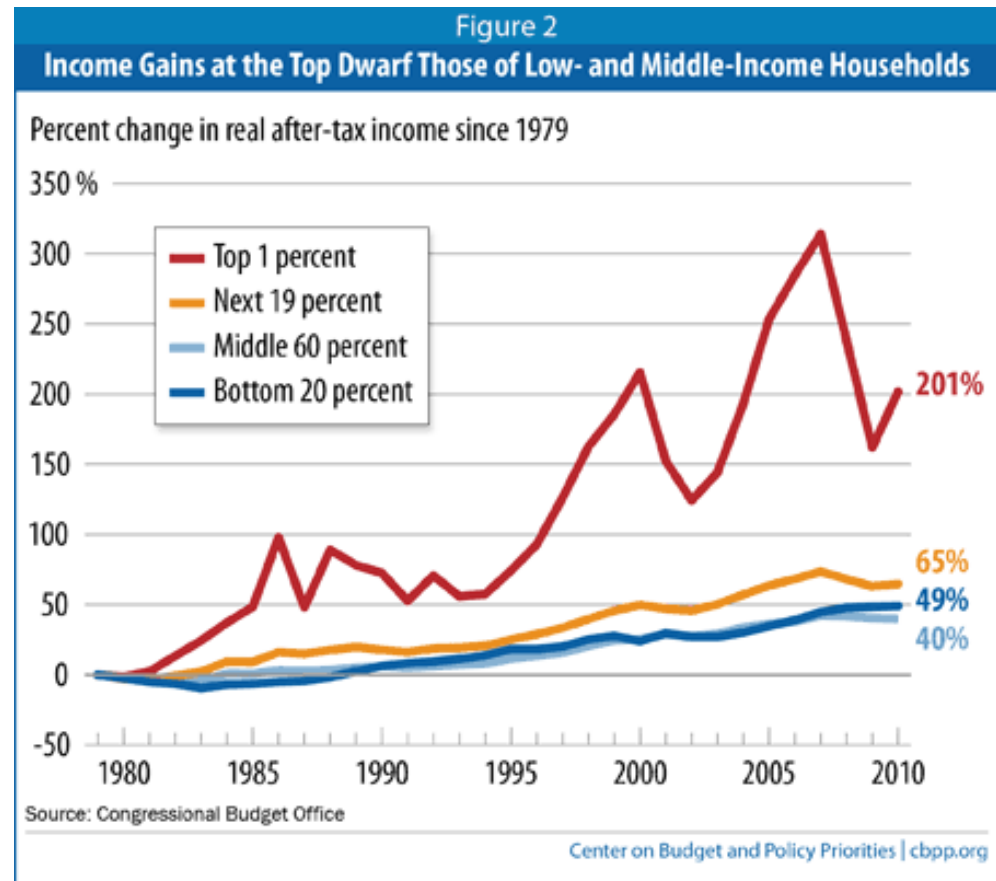
4. Geographic “sorting” is influencing philanthropy

- Bill Bishop, The Big Sort, “America has been sorting into alarmingly homogeneous communities and have less and less contact with ‘contrasting views’
- Chronicle study: high-income people who live in economically diverse neighborhoods give **more** on average than similar people in closed, wealthier neighborhoods.

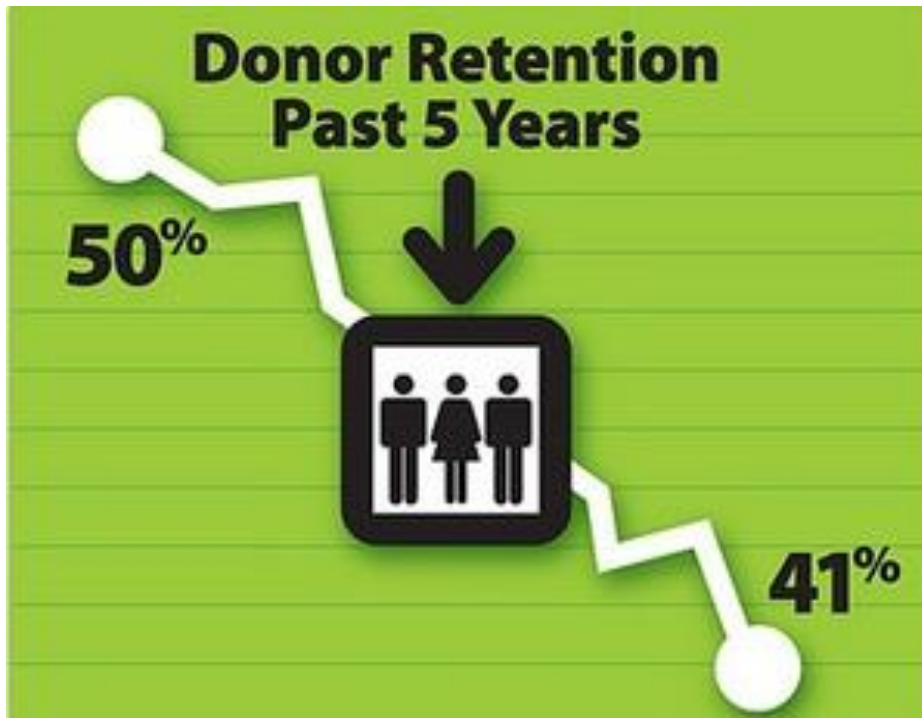


5. Income disparity will influence philanthropy

- Widest gap since 1928
- The top 10% take in 50% of all income (up from 35% in 1980)
- Polls suggest we all agree it's a concern; completely split on solutions
- “Mega gifts” will continue to rise, most likely directed to ‘self interest’ causes



6. Donor Retention Is Dismal



- Every 100 donors that are gained are offset by 105 who are lost through attrition
- Average donor retention rate for a new donor: 22.9%!
- Are you stewarding your donors?

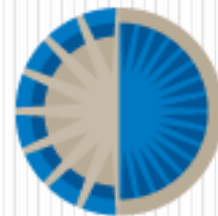
THANK YOU!

Join CapDev for “Growing Philanthropy” –

October 9th in Research Triangle Park, NC

www.capdev.com - Workshops page

Growing
Philanthropy



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