

Giving USA 2021

ANNUAL REPORT ON PHILANTHROPY FOR 2020
FINDINGS AT-A-GLANCE



2020 was a record year for charitable giving!

\$471.44 billion

(5.1% increase from 2019)

2020 Charitable Giving by Source



Giving by Individuals: \$324.10B

Increase by 2.2%



Because of the extraordinary need due to the pandemic, Americans of all income levels increased their giving. Online giving proved to be an important strategy for nonprofits, and those who were able to pivot to online giving, increased donor acquisition.



Giving by Foundations: \$88.55B

Increase by 17%



Foundation giving reached an all-time high, the largest increase by source in 2020. Foundations stepped up during the crisis and adopted new behaviors to address inequities by: streamlining application processes, giving unrestricted dollars, and lessening stringent reporting requirements.



Giving by Bequests: \$41.91B

Increase by 10.3%



Despite recent changes to tax laws, there was no measurable negative impact to bequests. The increase reflects stock market growth.



Giving by Corporations: \$16.88B

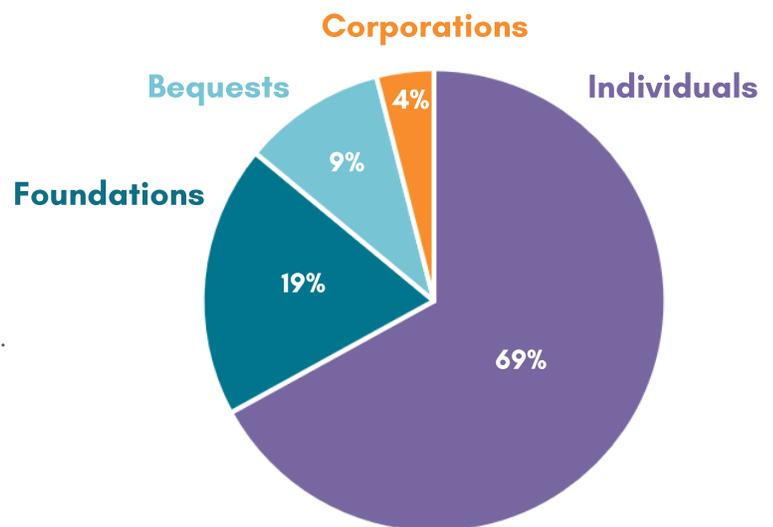
Decrease by 6.1%



Corporate pre-tax profits declined. Leisure, travel, transportation, and entertainment companies incurred losses while software and technology experienced growth. Companies were forced to cut charitable giving and reallocate resources to employee benefits.

2020 Total Charitable Giving \$471.44 Billion by Source

(in billions of dollars)



Source: Giving USA Foundation/Giving USA 2021
All figures are reported in current dollars.

A common thread throughout the entire *Giving USA* report is the role of mega gifts, a trend of a few affluent donors giving more, i.e. MacKenzie Scott.

While we celebrate the resilience, innovation and partnerships that allowed this all-time record to be achieved, we acknowledge the challenges communities and households faced in the very turbulent economic, social and political environments.

2020 had a complex giving environment due to:



COVID-19 pandemic



Racial justice & social justice movements



Economic need

Dept. of Labor reports highest unemployment rates ever recorded



Giving linked to the stock market performed well:

- By year end, the stock market recovered
- S&P 500 grew by 16.3% (current dollars)
- CARES Act led to rebound
- But not all households recovered, especially communities of color where unemployment remains high

2020 Charitable Giving \$471.44 billion by Subsector

(in billions of dollars)



Giving to Religion: \$131.08B
Increase by 1%

This subsector has always held the biggest share. Religion is reliant on in-person congregation giving, however, the pandemic forced these institutions to go online, catapulting progress forward.



Giving to International Affairs: \$25.89B
Increase by 9.1%

Americans give generously to projects abroad, with an increase due to COVID response.



Giving to Education: \$71.34B
Increase by 9%

Mega gifts given to academic health institutions at colleges and universities for COVID research contributed to this subsector's increase in giving.



Giving to Environment: \$16.14B
Increase by 11.6%

Giving to environmental and animal organizations continues to grow due to the urgency of climate change. This number has grown steadily the last 7 years.



Giving to Human Services: \$65.14B
Increase by 9.7%

There are 90,000 human service organizations in the U.S. The many small gifts received in response to local needs and COVID relief helped grow this subsector. This growth continues a pattern seen in previous recessionary years, as well as years where the U.S. has experienced a crisis.



Giving to Foundations: \$58.17B
Increase by 2%

Giving to (Grantmaking) Foundations saw a 2% increase from 2019. This sector's continual increase is believed to be associated with the increase in donor advised funds.



Giving to Health: \$42.12B
Decrease by 3%

There were declines in giving to health organizations. Money that typically goes to complex health areas were rerouted or put on hold. This subsector's giving has remained steady at 9% for a number of years.



Giving to Public-Society Benefit: \$48B
Increase by 15.7%

These funds saw significant increase due to the stock market recovery in the fourth quarter.

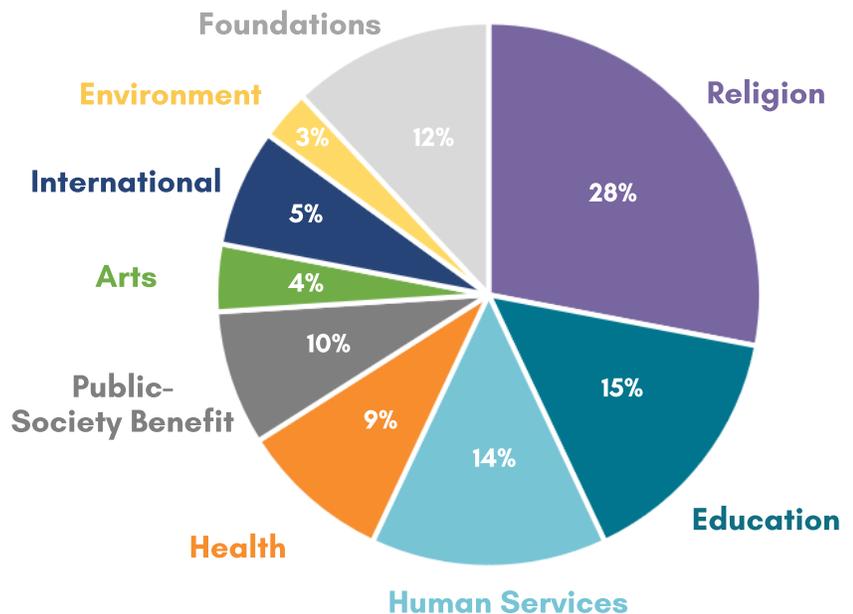


Giving to Arts & Culture: \$19.47B
Decrease by 7.5%

In economic downturn, donors are less likely to give to the arts. The pandemic shutdowns impacted in-person events for most arts, culture and humanities organizations.

2020 Total Charitable Giving \$471.44 Billion by Subsector

(in billions of dollars)



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