

(* Data are not updated annually (+) Increased (-) Decreased

Growth Indicators

(+)
Noncash Asset Donations
Noncash contributions (including digital currency) totaled \$79.5 billion, or 34 percent of all itemized charitable contributions, in tax year 2016, up from \$49B (IRS SOI).

\$79.5B

(*)
Participation in Giving to Charitable Organizations
Approximately 51 percent of Americans reported giving to a charitable or religious organization in 2014 (Current Population Survey).

51%

(+)
Total Giving to Charitable Organizations
Individual, potentially tax-deductible giving to public charities was \$286.7 billion in 2017, up from \$264.6B (Giving USA).

\$286.7B

(+)
Levels of Giving
On average, high-net worth donors gave \$29,269 in 2017; general population households gave \$2,514 (US Trust/IU).

\$29,269

(-)
Donor Growth
The 2017 donor pool increased 0.7 percent from 2016, down from the previous 2% growth rate (AFP/Fundraising Effectiveness Project).

0.7%

(+)
Donor Retention Rate
The median donor retention rate reached 45.5 percent in 2017, up from 43% (AFP/Fundraising Effectiveness Project).

45.5%

Areas to Watch for Changing Patterns in Giving

(*)
Crowdfunding
Twenty-two percent of adults donated an average of \$50 through a crowdsourced online fundraising project (Pew Research Center).

\$50

(+)
Giving by Bequest
Individuals gave \$35.7 billion through bequests in 2017, up from \$31.7B (Giving USA).

\$35.7B

(+)
Donor-Advised Funds
Contributions to the 284,965 donor-advised funds in 2016 totaled \$23.27 billion with a nearly 20 percent payout rate, up from \$22.26B (National Philanthropic Trust).

\$23.27B

(+)
Digital Currency
Fidelity Charitable, one of several large charities accepting bitcoin donations—and the only one reporting them—reported \$69 million in donations of cryptocurrency, such as bitcoin, in 2017, a nearly tenfold increase from the previous year (Fidelity Charitable).

\$69M

(+)
Online Giving
About 7.6 percent of all fundraising, excluding grants, was raised online in 2017, up from 7.2% (Blackbaud Institute).

7.6%

(-)
Online Donation Growth
Growth for online donations moderated to 4.8 percent in 2017, a decrease from 8.6 percent in 2016 and only 0.8% higher than in-person giving (MasterCard Center).

4.8%

(-)
Electronic Payments
Total individual donations made through electronic payments grew 4.4 percent in 2017, a deceleration from 5.9 percent in 2016 (MasterCard Center).

4.4%

(*)
Political Giving
In 2016, 5.8 percent of contributions went to political organizations, reflecting increased giving over the past three presidential campaigns. (MasterCard Center).

5.8%

(+)
Remittance Giving
In 2017, US migrants sent \$148.5 billion to relatives in their home countries, up from \$135B (World Bank).

\$148.5B

(+)
Point-of-Sale Donations
In 2016, major charity checkout campaigns raised over \$441 million, up from \$390M (Engage for Good).

\$441M

(-)
Participation in Conscious Consumption
61% of consumers purchased socially responsible goods and services in 2017, down from 67% (Good Must Grow).

61%

(-)
Preferences for Buying versus Donating
In 2017, 19 percent of survey respondents said they prefer purchasing socially responsible products over donating to charities, down from 22 percent in 2016 (Good Must Grow).

19%

(-)
Preferences for Impact Investing
Among the 7 percent of wealthy donors who participate in impact investing, 68 percent do so in addition to their existing charitable giving, 28 percent do so in place of some of or all their charitable giving, down from 34% (US Trust/IU).

28%

(+)
Giving Tuesday
3.6 million gifts were made on Giving Tuesday in 2018, totaling about \$380 million, an \$80M increase from 2017 (GivingTuesday.org).

\$380M

(+)
Collaborative Giving
There are 1,087 independently run and currently active giving circles, along with 525 giving circles chapters that are part of different networks and programs. The number of giving circles has more than tripled since 2007 (Collective Giving Research Group).

1,612

(+)
Workplace Giving Donations and Campaigns
Employees donated approximately \$5 billion through workplace giving (America's Charities); between 2009 and 2016, pledges through the Combined Federal Campaign decreased 41 percent (Workplace Giving Alliance). The median year-over-year percentage change among United Way's reporting affiliates was -2.35 percent (United Way).

\$5B

This dashboard brings together selected core indicators to track some of the changing patterns in individual giving using the best data sources available.

This updated version shows both moderate and significant shifts and swings in the various charitable giving indicators since the original 2017 version. For details on the data sources see the 2017 On Track to Greater Giving dashboard at urban.org.

