



**Giving
USA™**

Shared intelligence.
For the greater good.

Highlights

An overview of giving in 2015*

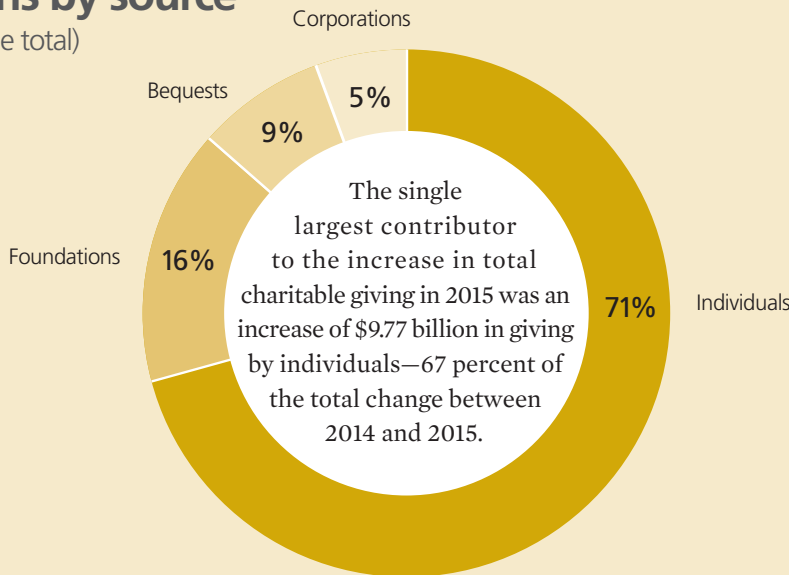
Total 2015 contributions: \$373.25 billion

+4.1%
Total estimated U.S.
charitable giving

increased by 4.1 percent,
to \$373.25 billion, in 2015

Contributions by source

(by percentage of the total)



+3.8%
Giving by
Individuals

is estimated to have
increased by 3.8 percent.

+6.5%
Giving by
Foundations

is estimated to have
increased by 6.5 percent.

+2.1%
Giving by
Bequest

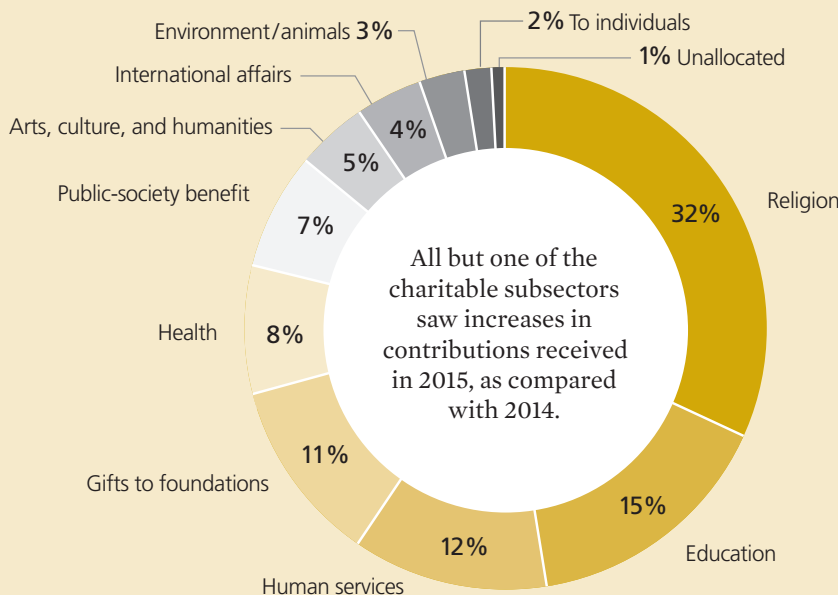
is estimated to have
increased by 2.1 percent.

+3.9%
Giving by
Corporations

is estimated to have
increased by 3.9 percent.

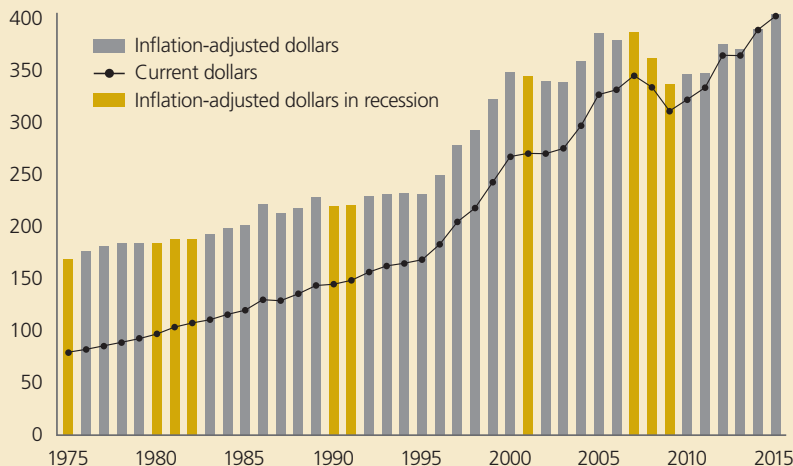
Contributions by recipient category

(by percentage of the total)



* All figures on this page are in current dollars.

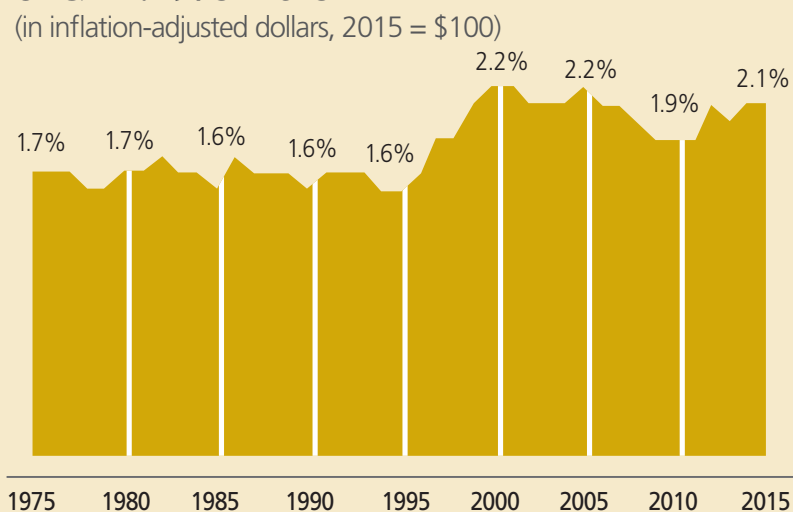
Total giving: 1975–2015 (in billions of dollars)



- Total giving rose 4.1 percent in current dollars in 2015, or 4.0 percent adjusted for inflation.
- Between 2005 and 2015, total giving increased by \$80.82 billion in current dollars, or \$18.35 billion in inflation-adjusted dollars.
- Total estimated giving reached its highest levels ever in 2014 and 2015 (in current and inflation-adjusted dollars).

Refer to page 38 in the annual report for a complete review of 2015 total giving trends.

Total giving as a percentage of GDP: 1975–2015 (in inflation-adjusted dollars, 2015 = \$100)



- Gross Domestic Product (GDP) reflects the economic health of a nation.
- GDP increased in inflation-adjusted dollars by 3.3 percent between 2014 and 2015. This rate of change is compared with inflation-adjusted growth in total giving of 4.0 percent. Total giving as a percentage of GDP was 2.1 percent in 2015.

Refer to page 46 in the annual report for a complete review of 2015 total giving as a percentage of GDP trends.

2015 giving trends

- In 2015, giving by foundations and corporations matched or exceeded their previous inflation-adjusted highs. On the recipient side of giving, all but four charitable subsectors have matched or exceeded their previous inflation-adjusted highs.
- With the exception of the S&P 500, most key economic factors associated with charitable giving grew in 2015. However, these indicators were generally not quite as strong as in 2014.

Refer to the Numbers section and chapters in the annual report for a complete review of how changes in the economic environment affected different aspects of giving in 2015.

Key factors related to the rise in giving by individuals in 2015*

- In 2015, per capita giving by U.S. adults reached \$1,101, and average U.S. household giving reached \$2,124.
- For the year 2015, it is estimated that giving by non-itemizing individuals grew 2.5 percent and giving by itemizing individuals grew 4.1 percent.

Refer to page 39 in the annual report for an overview of 2015 individual giving trends, as well as the chapter on giving by individuals.

Key factors related to the increase in giving by corporations in 2015*

- Corporate pre-tax profits rose 3.3 percent, and GDP increased 3.5 percent in 2015. Both of these factors influenced the 3.9 percent rise in corporate giving in 2015.
- Corporate giving as a percentage of corporate pre-tax profits was at 0.8 percent in 2015.

Refer to page 42 in the annual report for an overview of 2015 corporate giving trends, as well as the chapter on giving by corporations.

Key facts about giving to particular recipient types in 2015*

- Giving to education, public-society benefit, and environment/animals all increased for the sixth consecutive year.
- Giving to international affairs saw the largest increase, at 17.5 percent. This subsector saw its first increase after declines in both 2013 and 2014.
- For the years 2011–2015, public-society benefit was the second-fastest growing subsector out of nine in terms of contributions received. Giving to foundations was the fastest.
- Institutions of higher education received a number of multiple-hundred-million-dollar gifts in 2015, some in the form of appreciated assets like artwork and rare books.

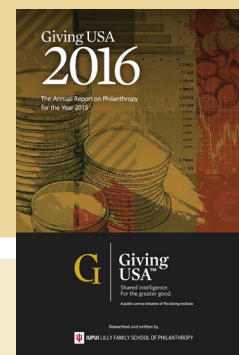
Refer to pages 50–61 in the annual report for overviews of 2015 giving by recipient type, as well as the chapters on giving to specific recipient types.

* In current dollars.

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