

# Reaching NEW HEIGHTS

Giving USA 2017:  
Annual Report on  
Philanthropy for  
the Year 2016

**\$390.05  
BILLION**

given to charity in 2016 -  
*the highest  
level ever*

Total giving the past two years grew **6.8%**

2016 charitable giving is  
**up 2.7% over 2015**

INDIVIDUALS  
\$281.86 billion

▲  
up 3.9%  
over 2015

**72%**

FOUNDATIONS  
\$59.28 billion

▲  
up 3.5%  
over 2015

**15%**

Giving by  
Foundations  
**reached its highest  
level and has increased  
six years in a row**

BEQUESTS  
\$30.36 billion

▼  
down 9%  
from 2015

**8%**

Gifts in  
the form  
of bequests  
**frequently fluctuate  
from year to year** and  
are less influenced by  
economic factors

CORPORATIONS  
\$18.55 billion

▲  
up 3.5%  
over 2015

**5%**

Corporate  
giving has  
**averaged 1.1% of  
pre-tax profits over  
the last four decades**

The economy propelled **individual giving**; personal  
consumption expenditures, disposable personal income  
and the S&P 500 **all increased** from 2015-2016

*Giving by  
individuals*  
was the bedrock of  
the rise in total giving

An estimated  
**87%** of total  
giving  
came from  
individuals,  
bequests and  
family  
foundations

Giving by individuals **increased at a higher  
rate** than other sources of giving

Both individual and foundation giving grew **8%** the past two years



Jeffrey Byrne  
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**\$390.05  
BILLION**  
Total 2016  
Contributions

All nine major subsectors experienced giving increases –  
for only the sixth time in the last four decades

All but two recipient categories  
(international affairs and foundations)  
have reached their pre-recession highs

More than **6 in 10**  
Arts/Cultures/Humanities organizations  
reported increases in charitable giving in  
2016 compared with 2015

Giving to Public-Society Benefit, Human  
Services and International Affairs **all**  
**increased** despite no major international  
or national disasters in 2016

up 5.7%  
over 2015

**HEALTH**  
\$33.14 billion

**8%**

In 2016,  
giving to Health  
totaled the  
**highest value**  
recorded to date

**ARTS/CULTURE/  
HUMANITIES**  
\$18.21 billion

up 6.4%  
over 2015

**5%**

Arts/Culture/  
Humanities  
organizations have  
been employing **innovative**  
**fundraising techniques** to  
increase donations and  
connect with audiences and  
patrons

**GIFTS TO  
FOUNDATIONS**  
\$40.56 billion

up 3.1%  
over 2015

**10%**

Giving to  
Foundations  
**rebounded** from its  
decline in 2015; its  
**five-year growth rate**  
averaged 7%

**EDUCATION**  
\$59.77 billion

up 3.6%  
over 2015

**15%**

Giving to  
education marked its  
**seventh consecutive**  
**year of growth**

**RELIGION**  
\$122.94 billion

up 3.0%  
over 2015

**32%**

Giving to  
religion continues  
to see a **downward**  
**trend as a percentage of**  
**total giving, from**  
**58% in 1982**

**HUMAN SERVICES**  
\$46.80 billion

up 4.0%  
over 2015

**12%**

Giving to  
Human Services  
marked its **third**  
**consecutive year of**  
**growth and received**  
**the third-largest share**  
**of total giving**

**ENVIRONMENT/  
ANIMALS**  
\$11.05 billion

up 7.2%  
over 2015

**3%**

Giving to  
Environment/Animals  
**saw the largest**  
**gain in giving at 7.2%**

**INTERNATIONAL  
AFFAIRS**  
\$22.03 billion

up 5.8%  
over 2015

**6%**

**PUBLIC-SOCIETY  
BENEFIT**  
\$29.89 billion

up 3.7%  
over 2015

**8%**

National  
(commercial)  
**donor-advised funds**  
**are counted in**  
**Public-Society Benefit**  
and the proportion of giving to  
these funds as a percentage of  
giving to this subsector has increased  
dramatically in recent years

Giving to individuals is estimated to have  
declined 2.5% from 2015 at \$7.12 billion

**3rd consecutive year of growth in total giving**

## About JEFFREY BYRNE + ASSOCIATES, INC.

Founded in 2000 in Kansas City, Missouri, Jeffrey Byrne + Associates, Inc. is a nationally-recognized fundraising and financial development firm that specializes in building organizational capacity and conducting major gift, capital and endowment campaigns solely for nonprofit organizations. Led by founder and President + CEO Jeffrey Byrne, its team of consultants has successfully guided more than 330 nonprofit organizations through campaigns raising more than \$1,300,000,000.

Jeffrey Byrne + Associates is committed to nonprofit fundraising success and serves a broad spectrum of clients throughout the United States, across all subsectors of the industry: arts, culture + humanities, education, environment, faith-based, healthcare, senior living and social services. JB+A is particularly proud of its partnerships with local clients, including Special Olympics Missouri, Powell Gardens, Assistance League of Kansas City, Newhouse, The Nature Conservancy - Kansas Chapter, Kansas City Ballet, Kauffman Center for the Performing Arts, Liberty Memorial and Wonderscope Children's Museum of Kansas City. JB+A is the only Kansas City firm to be accepted into The Giving Institute, and Jeffrey Byrne serves in a national leadership role with The Giving Institute as Chair of its Board of Directors.

Contact JB+A at 816.237.1999 or [info@FundraisingJBA.com](mailto:info@FundraisingJBA.com) and visit our website at [www.FundraisingJBA.com](http://www.FundraisingJBA.com).



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## About INDIANA UNIVERSITY LILLY FAMILY SCHOOL OF PHILANTHROPY

Globally recognized as the first of its kind, the Indiana University Lilly Family School of Philanthropy is dedicated to improving philanthropy to improve the world by training and empowering students and professionals to be innovators and leaders who create positive and lasting change. The School offers a comprehensive approach to philanthropy through its academic, research and international programs and through The Fund Raising School, Lake Institute on Faith & Giving and the Women's Philanthropy Institute. Learn more at [www.philanthropy.iupui.edu](http://www.philanthropy.iupui.edu).



## About NONPROFIT CONNECT

Nonprofit Connect is a membership organization that links the nonprofit community to education, resources and networking so organizations can more effectively achieve their missions. We provide more than 100 educational programs annually on topics including fundraising, operations, marketing, governance and volunteer management. We work to connect nonprofit professionals, board members and volunteers at all levels and roles for networking and peer to peer support. In addition to exclusive programming, Nonprofit Connect members enjoy access to best practice resources, product and service discounts, funding opportunities and sector research. Nonprofit Connect offers the region's premier online nonprofit job board and regularly serves over 5,000 nonprofit professionals in the Kansas City region. Distinctively, we unite nonprofits, foundations, and business leaders in a way that's rare across the country so that together we can strengthen our community. Learn more at [www.npconnect.org](http://www.npconnect.org).



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