



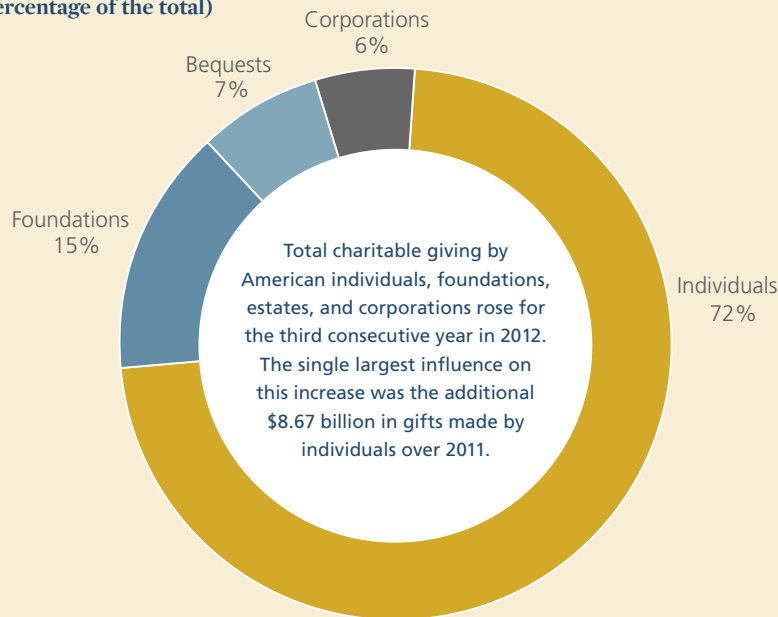
Giving USA™
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For the greater good.

Highlights

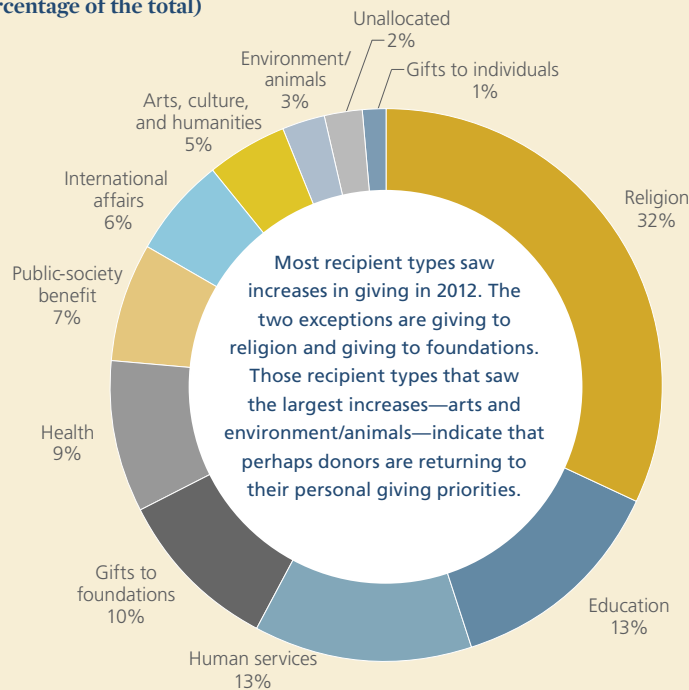
An overview of giving in 2012

Total 2012 contributions: \$316.23 billion

2012 contributions by source
(by percentage of the total)



2012 contributions by recipient organization
(by percentage of the total)



+3.5%
Total estimated U.S. charitable giving increased by 3.5 percent, to \$316.23 billion, in 2012.

+3.9%
Giving by individuals is estimated to have increased by 3.9 percent.

+4.4%
Giving by foundations increased by an estimated 4.4 percent.

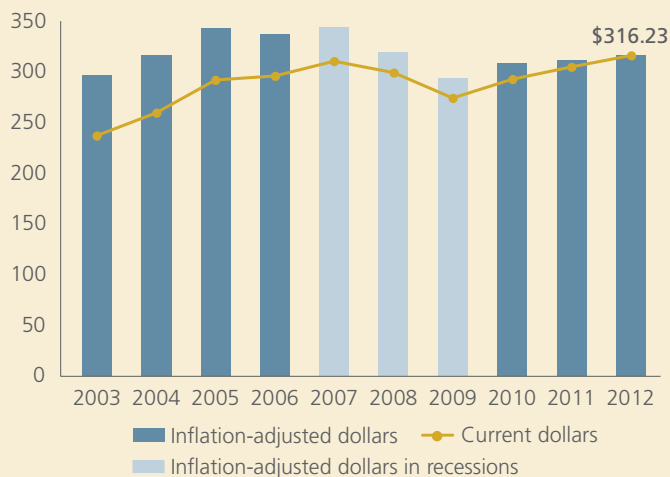
-7.0%
Giving by bequest decreased by an estimated 7.0 percent.

+12.2%
Giving by corporations is estimated to have increased by 12.2 percent.

Key findings

An overview of giving in 2012

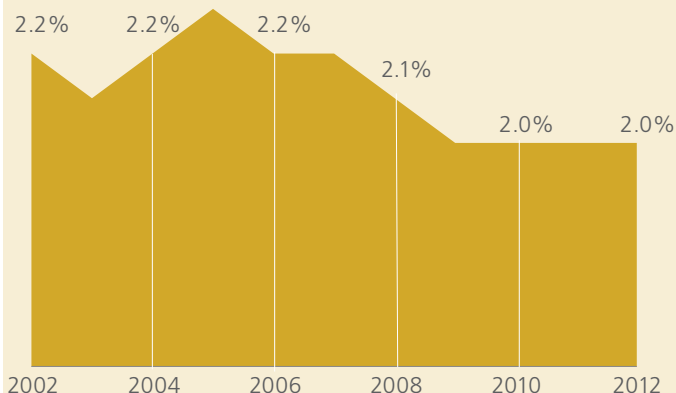
Total giving: 2003–2012 (in billions of dollars)



- Total giving rose 3.5 percent in current dollars in 2012, or 1.5 percent adjusted for inflation.
- In the last decade, total giving has increased by \$78.78 billion in current dollars, or \$19.79 billion in inflation-adjusted dollars.
- While total charitable giving is growing, if it continues to grow at current rates, giving will not reach the high of \$344.48 billion in 2007 for at least six years (adjusted for inflation).

Refer to page 24 in the annual report for a complete review of 2012 total giving trends.

Total giving as a percentage of GDP 2002–2012 (in inflation-adjusted dollars, 2012 = \$100)



- Several economic factors influence how much donors give to charity. Gross Domestic Product (GDP) is one of those factors.
- Inflation-adjusted GDP increased 2.0 percent between 2011 and 2012. This rate of change is compared with inflation-adjusted growth in total giving of 1.5 percent. Total giving as a percentage of GDP in 2012 was 2.0 percent.

Refer to page 36 in the annual report for a complete review of 2012 total giving as a percentage of GDP trends.

Key factors related to the rise in total charitable giving in 2012

- Growth in charitable giving by source and for particular recipient types mirrors the mixed economic growth seen in the U.S. economy in 2012.
- The 2012 fiscal cliff and proposed changes in the charitable tax deduction at year's end may have affected how some individuals chose to give—some may have decided to give in 2012, while others may have taken a “wait and see” approach.

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 2012. Also, find a special section on the charitable deduction beginning on page 239 in the annual report.

Key factors related to the rise in giving by individuals in 2012

- The willingness of individuals and households to give to charity is associated with feelings of financial security. As the economy continues its slow upward climb, contributions from individuals are rising in the same way.
- Two economic factors that influence how much individuals give—personal consumption expenditures and the S&P 500—both rose in 2012. These factors contributed to the increase of 3.9 percent in giving by individuals.

Refer to page 26 in the annual report for an overview of 2012 individual giving trends, as well as the chapter on giving by individuals in the annual report.

Key factors related to the rise in giving by corporations in 2012

- Growth in giving by corporations in 2012 was largely driven by a 16.6 percent gain in corporate pre-tax profits and 4.0 percent growth in the GDP (figures are in current dollars).
- Corporations are increasingly giving in the form of in-kind gifts and product donations—factors that have attributed to the overall rise in corporate giving in recent years.

Refer to page 30 in the annual report for an overview of 2012 corporate giving trends, as well as the chapter on giving by corporations in the annual report.

Key facts about giving to particular recipient types in 2012

- Estimated giving to arts, culture, and humanities grew the most, at 7.8 percent—likely the result of donors returning to pre-recession giving priorities.
- Giving to foundations was the only estimated decline in giving to any recipient type (-4.6 percent).
- An estimated increase of 7.0 percent for giving to education is, in part, attributed to the growth in giving to K–12 schools and community colleges.
- Growth in giving to international affairs slowed, with an estimated increase of 2.5 percent. A decline in high-profile international disasters and increased giving for domestic issues and disasters likely attributed to the slowing of giving to this subsector compared with recent years.

Refer to pages 40–51 in the annual report for overviews of 2012 giving by recipient type, as well as the chapters on giving to specific recipient types in the annual report.

Giving USA 2013: The Annual Report on Philanthropy for the Year 2012 includes the following items for only \$89.95!

- The complete *Giving USA 2013* Annual Report in print form as well as an immediately downloadable electronic copy of the full report, which includes: “The Numbers” section, chapters on giving by source and giving by recipient type, a chapter on legal and legislative issues, and a “hot topic” bonus chapter, “The charitable deduction.”
- The *Giving USA 2013 Graph Pack*, which is a selection of *Giving USA*’s most popular graphs in PowerPoint format. These graphs can be used in the purchaser’s own presentation or as a separate, short presentation on *Giving USA* data for the year 2012. (Free! Valued at \$49.95!)

Contributors

Legacy Circle: \$25,000 and greater

The Giving Institute™

Keystone Circle: \$15,000–\$24,999

Dunham+Company

Foundation Circle: \$10,000–\$14,999

CCS Fund Raising
Grenzebach Glier and Associates
Marts & Lundy

Benefactor: \$7,500–\$9,999

None in this category in 2013

Patron: \$5,000–\$7,499

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