

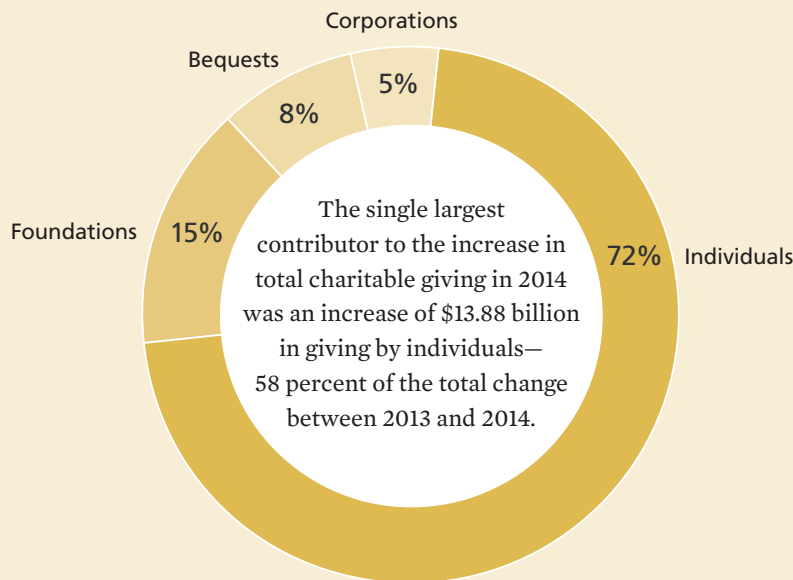


# Highlights

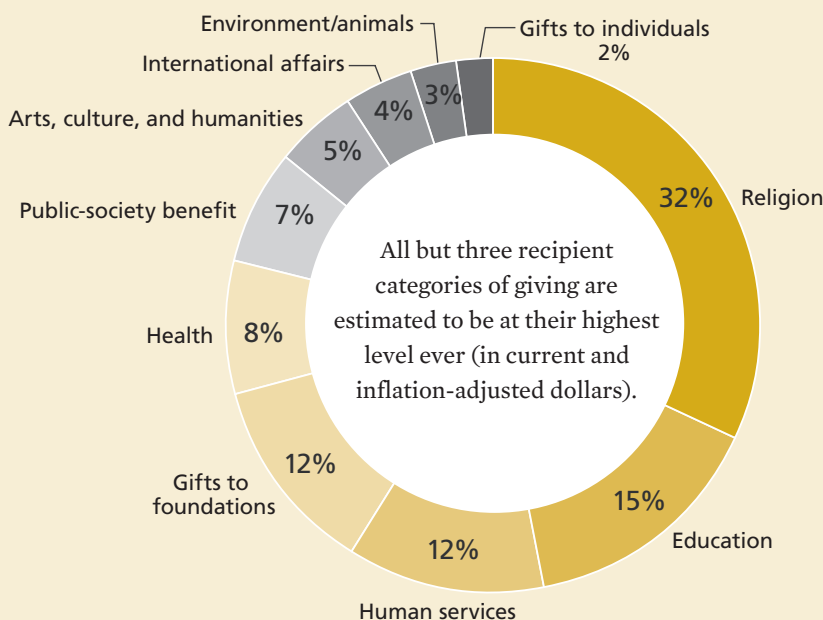
## An overview of giving in 2014

Total 2014 contributions: \$358.38 billion

Contributions by source  
(by percentage of the total)



Contributions by recipient category  
(by percentage of the total)



**+7.1%**  
Total estimated U.S. charitable giving increased by 7.1 percent, to \$358.38 billion, in 2014.

**+5.7%**  
Giving by individuals is estimated to have increased by 5.7 percent.

**+8.2%**  
Giving by foundations increased by an estimated 8.2 percent.

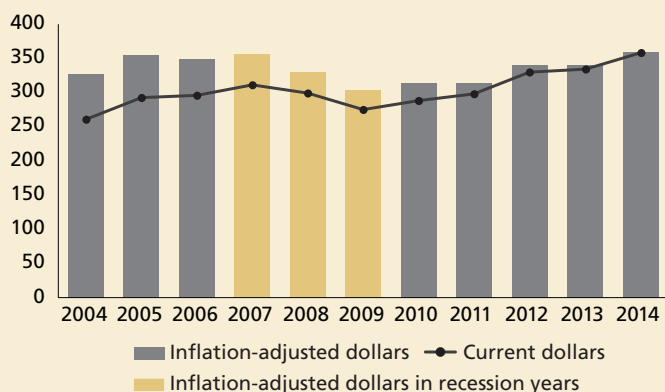
**+15.5%**  
Giving by bequest is estimated to have increased by 15.5 percent.

**+13.7%**  
Giving by corporations increased by an estimated 13.7 percent.

## Key findings

# An overview of giving in 2014

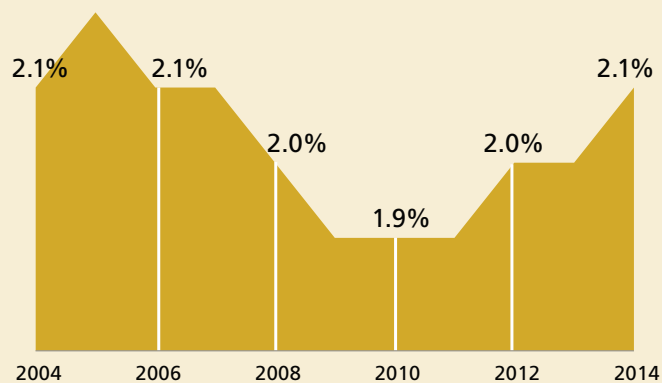
## Total giving: 2004–2014 (in billions of dollars)



- Total giving rose 7.1 percent in current dollars in 2014, or 5.4 percent adjusted for inflation.
- In the last decade, total giving has increased by \$98.12 billion in current dollars, or \$32.20 billion in inflation-adjusted dollars.
- Total inflation-adjusted giving in 2014 is estimated to have surpassed the highs seen prior to the recession.

Refer to page 38 in the annual report for a complete review of 2014 total giving trends.

## Total giving as a percentage of GDP 2004–2014 (in inflation-adjusted dollars, 2014 = \$100)



- Gross Domestic Product (GDP) reflects the economic health of a nation.
- GDP increased in inflation-adjusted dollars by 2.2 percent between 2013 and 2014. This rate of change is compared with inflation-adjusted growth in total giving of 5.4 percent. Total giving as a percentage of GDP in 2014 was 2.1 percent.

Refer to page 47 in the annual report for a complete review of 2014 total giving as a percentage of GDP trends.

## 2014 giving trends

- Since 1974, the average annual inflation-adjusted rate of change in total giving in the five years following each recession was 3.0 percent. For the years 2010 to 2014, the average annual inflation-adjusted rate of change in total giving was 3.6 percent.
- All key economic factors associated with charitable giving grew in 2014—such as the S&P 500 Index, GDP, and corporate profits—and were generally stronger than in 2013.

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 2014.

## Key factors related to the rise in giving by individuals in 2014

- In 2014, per capita giving by U.S. adults reached \$1,050, and average U.S. household giving reached \$2,030.
- For the year 2014, it is estimated that giving by non-itemizing individuals grew 4.1 percent and giving by itemizing individuals grew 6.0 percent.

Refer to page 39 in the annual report for an overview of 2014 individual giving trends, as well as the chapter on giving by individuals in the annual report.

## Key factors related to the increase in giving by corporations in 2014

- Corporate pre-tax profit rose 8.3 percent, and GDP increased 3.9 percent in 2014. Both of these factors influenced the 13.7 percent rise in corporate giving in 2014.
- Corporate giving as a percentage of corporate pre-tax profits was at 0.7 percent in 2014.

Refer to page 42 in the annual report for an overview of 2014 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 2014

- The estimated amount contributed to religion in 2014 reached its highest value ever.
- Giving to education was strengthened in 2014 by the contributions of several very large gifts, many in support of higher education capital campaigns and medical research initiatives.
- While modest in growth in 2014 at 3.6 percent, current-dollar giving to the human services subsector has not seen a decline since the year 2002.
- Rising 9.2 percent in 2014, estimated giving to arts, culture, and humanities saw the highest increase in giving among all subsectors. Giving to environmental and animal organizations followed, with 7.0 percent growth.

Refer to pages 51–63 in the annual report for overviews of 2014 giving by recipient type, as well as the chapters on giving to specific recipient types in the annual report.

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\* Contribution includes an amount for in-kind services

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