



# The State of Philanthropy

## Charlotte NFP Summit

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*Serving nonprofits across the Southeast since 1984*

Development Planning & Campaigns  
Executive Search



## About Us

Since 1984, CapDev has been making nonprofits better through inclusive philanthropy consulting and search services.

### Our Mission

CapDev partners with nonprofit communities to enlist, empower, and embolden its leaders to embrace the transformational power of inclusive philanthropy.

### Our Principles

#### Enlist

We identify and connect leadership.

#### Empower

We partner to build sustainability.

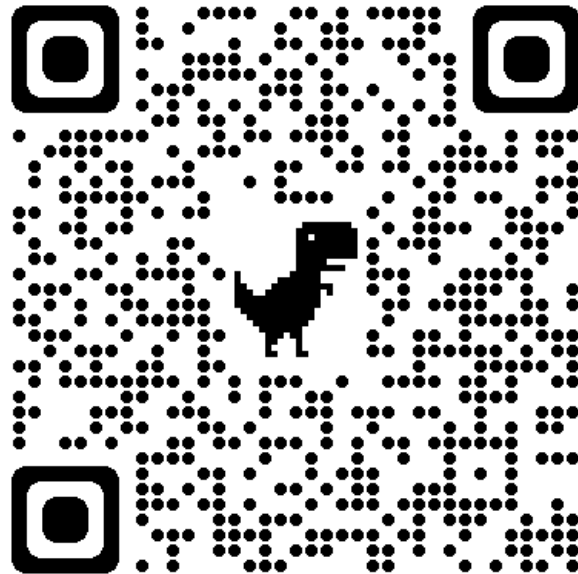
#### Embolden

We encourage talent and leadership.

#### Embrace

We transform lives through relational philanthropy.

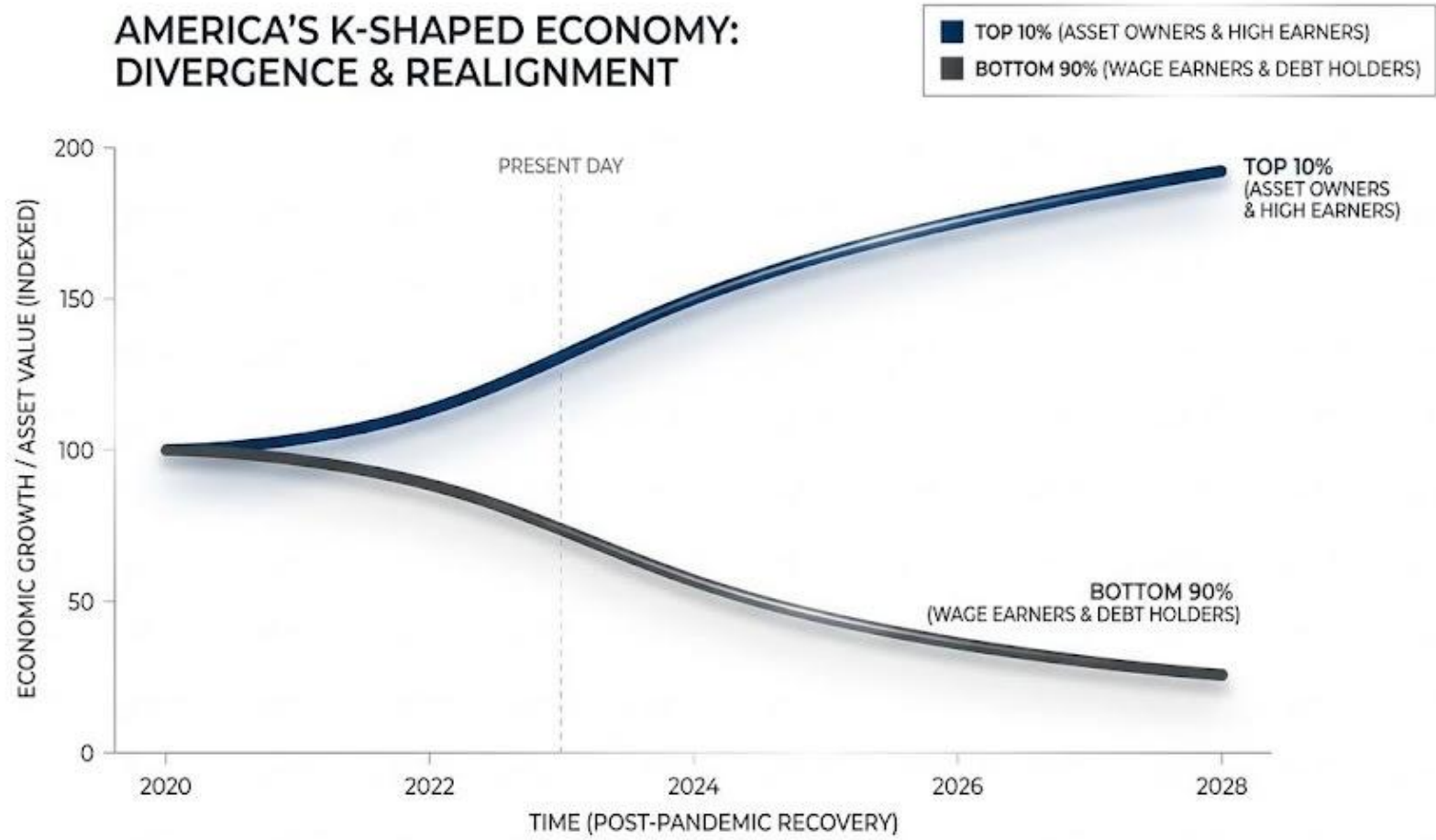
Download today's slides:





# What is the K Economy

## AMERICA'S K-SHAPED ECONOMY: DIVERGENCE & REALIGNMENT



SOURCE: GLOBAL MACRO INTELLIGENCE / FINANCIAL TIMES ANALYTICS.



# Impact of the K

## The K-Shaped Reality

### HIGHER-INCOME HOUSEHOLDS

- ✓ Stock & home prices up
- ✓ More savings
- ✓ Strong spending.

### LOWER-INCOME HOUSEHOLDS

- ✗ Stagnant wages
- ✗ High debt costs
- ✗ Falling behind

**Higher earners** benefit from rising stock and home prices while lower earners struggle with stagnant wages and growing debt.

## Where are nonprofits in this economy?

Very different worlds of:

- Supporters
- Those we serve

+ Pressures of government funding cuts

= Demands empathy & action



# Giving Trends

Giving USA Article: [Summary of Key Data Points](#)

# \$592.50 billion

In 2024, Americans gave \$592.50 billion to charity, growing 6.3% over 2023. When adjusted for inflation, total giving grew by 3.3%.

Donor-advised funds are among the fastest growing forms of giving. Learn more about where grants from DAFs go in the chapter on donor-advised funds.



Four of nine subsectors reached their all time high in 2024, even when adjusted for inflation: education; health; arts, culture, and humanities; and environment/animals.

## Where did the generosity come from?

### Contributions by source

By percentage of the total

**66%** \$392.45 billion

### Giving by Individuals

↑ increased 8.2% from 2023

**19%** \$109.81 billion

### Giving by Foundations

↑ increased 2.4% from 2023

**8%** \$45.84 billion

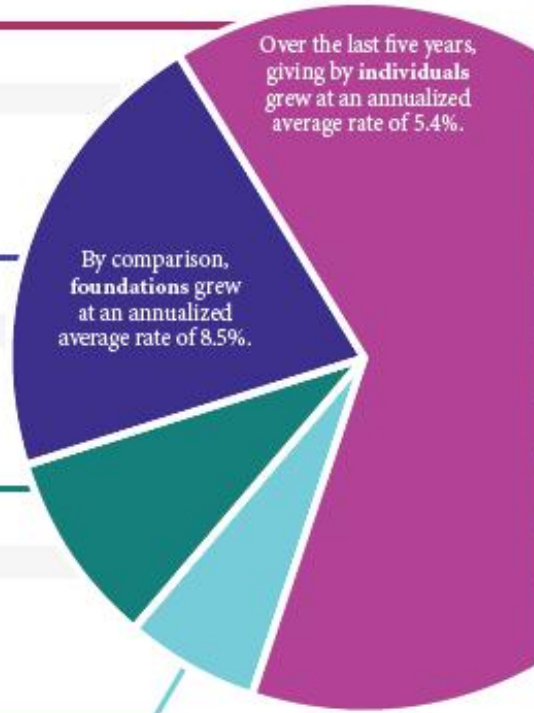
### Giving by Bequest

↓ declined 1.6% from 2023

**7%** \$44.40 billion

### Giving by Corporations

↑ increased 9.1% from 2023



\*All figures on this infographic are reported in current dollars unless otherwise noted. The inflation rate in 2024 stood at 2.9%, and results may differ when adjusted for inflation. Learn more in the chapters.

## Where did the charitable dollars go?

### Contributions by destination

percentage of the total contributions\*

↑ 1.9%	\$146.54 billion to <b>Religion</b>	23%
↑ 5.0%	\$91.15 billion to <b>Human Services</b>	14%
↑ 13.2%	\$88.32 billion to <b>Education</b>	14%
↑ 3.5%	\$71.92 billion to <b>Foundations</b>	11%
↑ 19.5%	\$66.84 billion to <b>Public-Society Benefit</b>	11%
↑ 5.0%	\$60.51 billion to <b>Health</b>	10%
↑ 17.7%	\$35.54 billion to <b>International Affairs</b>	6%
↑ 9.5%	\$25.13 billion to <b>Arts, Culture, and Humanities</b>	4%
↑ 7.7%	\$21.57 billion to <b>Environment/Animals</b>	3%
↓ 11.9%	\$23.59 billion to <b>Individuals</b>	4%

↔ change in comparison to total raised in 2023

\*Percentages for recipient categories are calculated using the sum of recipients, which can differ from total giving for any given year. This difference is called unallocated giving, and totaled -\$38.60 billion in 2024.



Giving USA Foundation™, The Giving Institute, and the Indiana University Lilly Family School of Philanthropy are pleased to continue their partnership in providing the most comprehensive, longest-running, and most rigorously researched resource on U.S. charitable giving, *Giving USA: The Annual Report on Philanthropy*. It is a privilege to report on Americans' generosity and related historical trends on U.S. charitable giving.

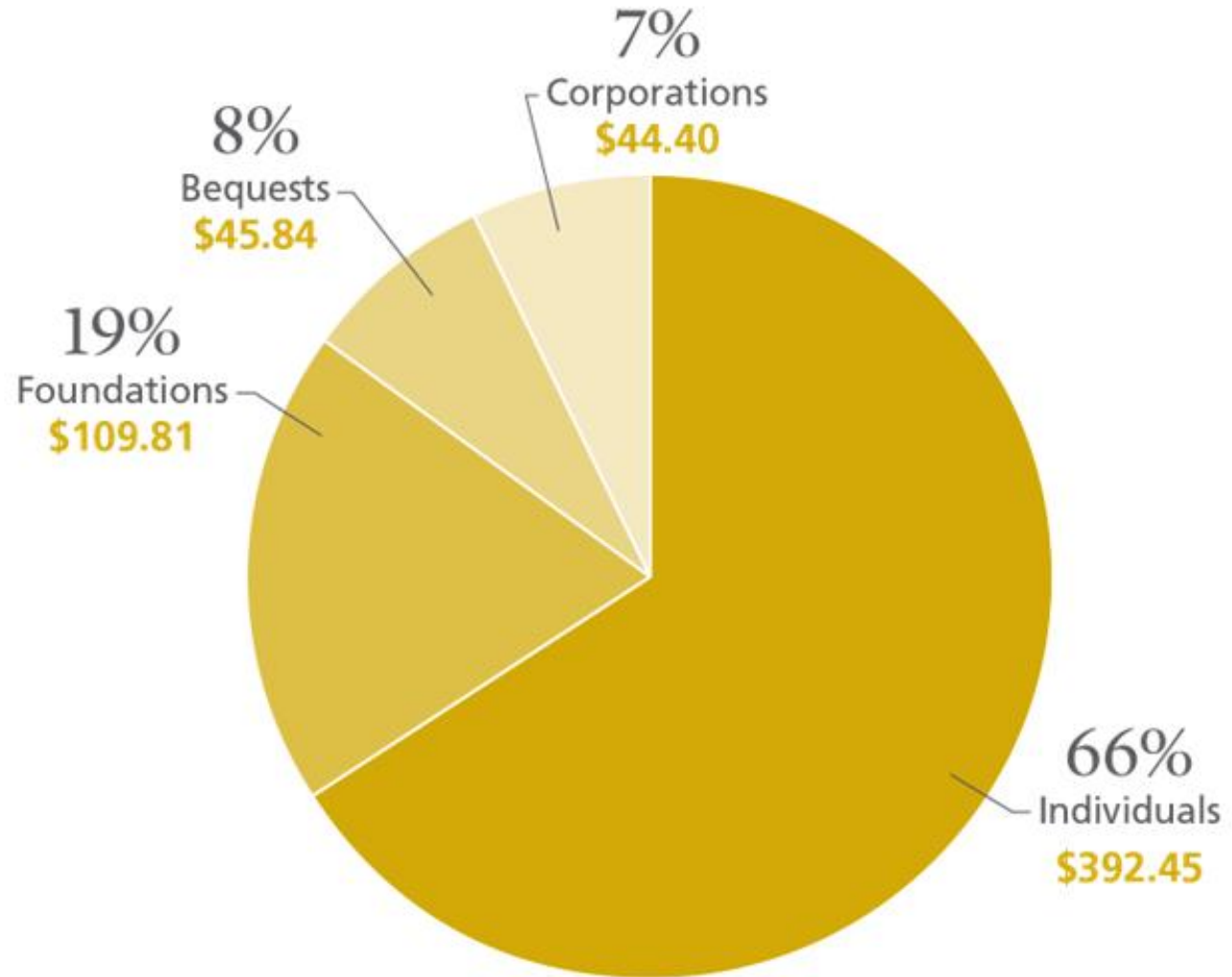


Visit [givingusa.org](https://givingusa.org)



# Sources of Giving: \$592.50 Billion in 2024

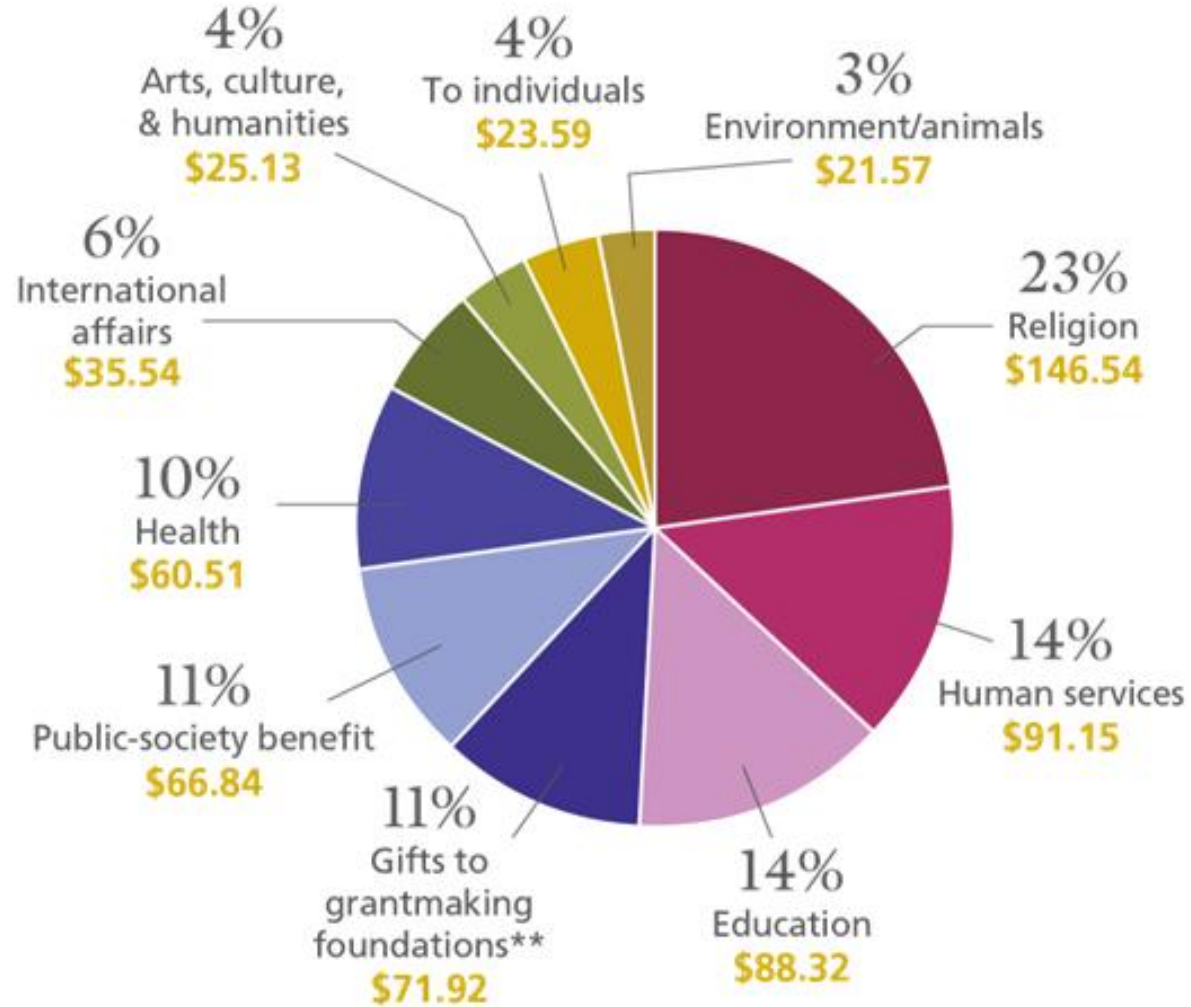
6.3%  
increase





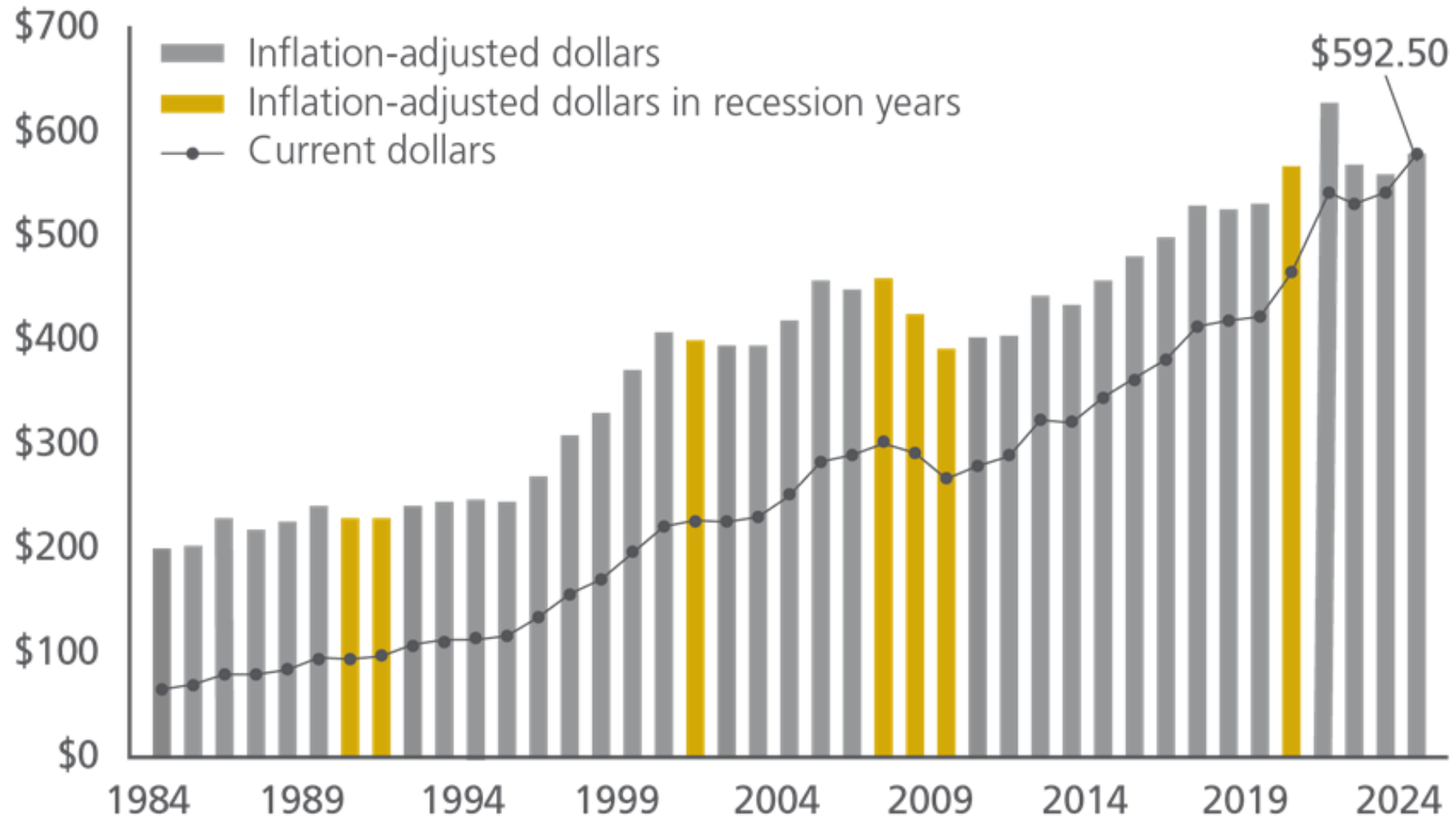
# Recipients of Giving: \$592.50 Billion in 2024

6.3%  
increase



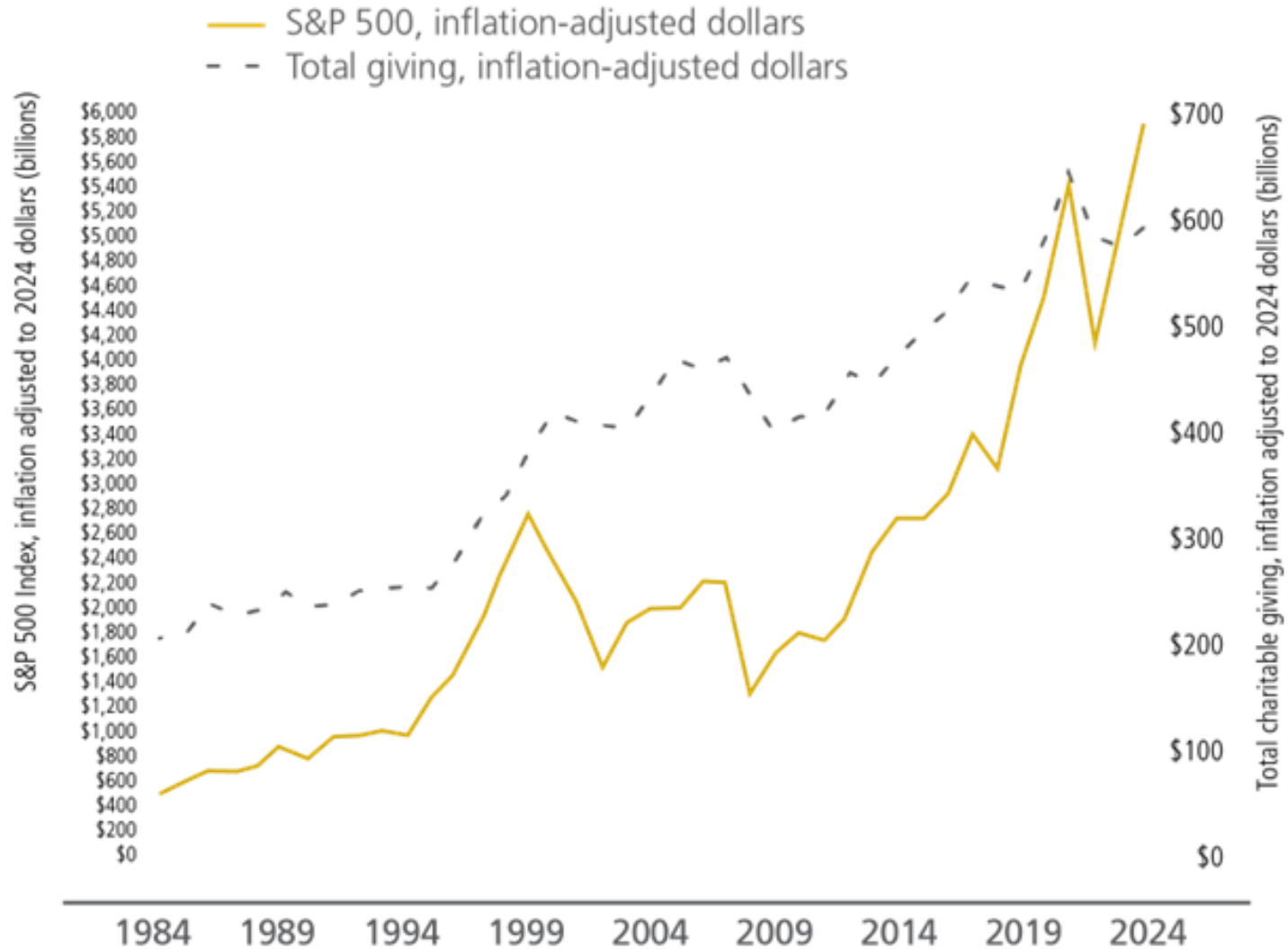


# Total Giving Over 40 Years: 1984-2024



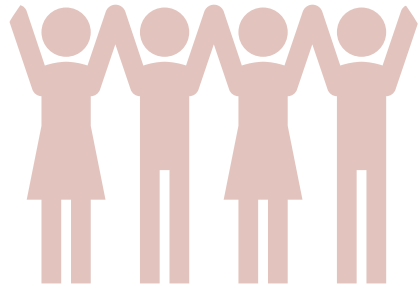


# Total Giving Compared to the Market: 1984-2024





# AFP: Fundraising Effectiveness Project Q4 2025



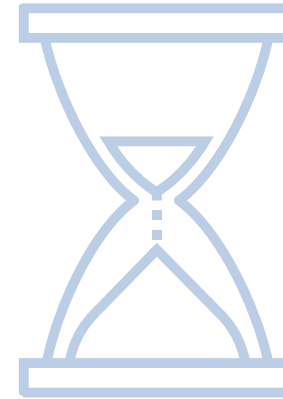
**3.6% decline**

Total number of donors



**5.0% increase**

Total dollars raised



**0.2% increase**

Donor retention rate



# 2025 Nonprofit Leadership Impact Study Key Findings

- **Fundraising growth is uneven** – small nonprofits falling behind
- **Donor acquisition** is sector's most persistent challenge
- **Retention** is uneven and often underexamined
- **Digital growth** continues, but faces capacity barriers
- **Year-end giving** is becoming less concentrated, not less important
- **GivingTuesday** participation continues to fall



## 2025 Nonprofit Fundraising Study

How nonprofits are navigating uneven growth, donor acquisition struggles and the shifting role of digital giving in 2025.

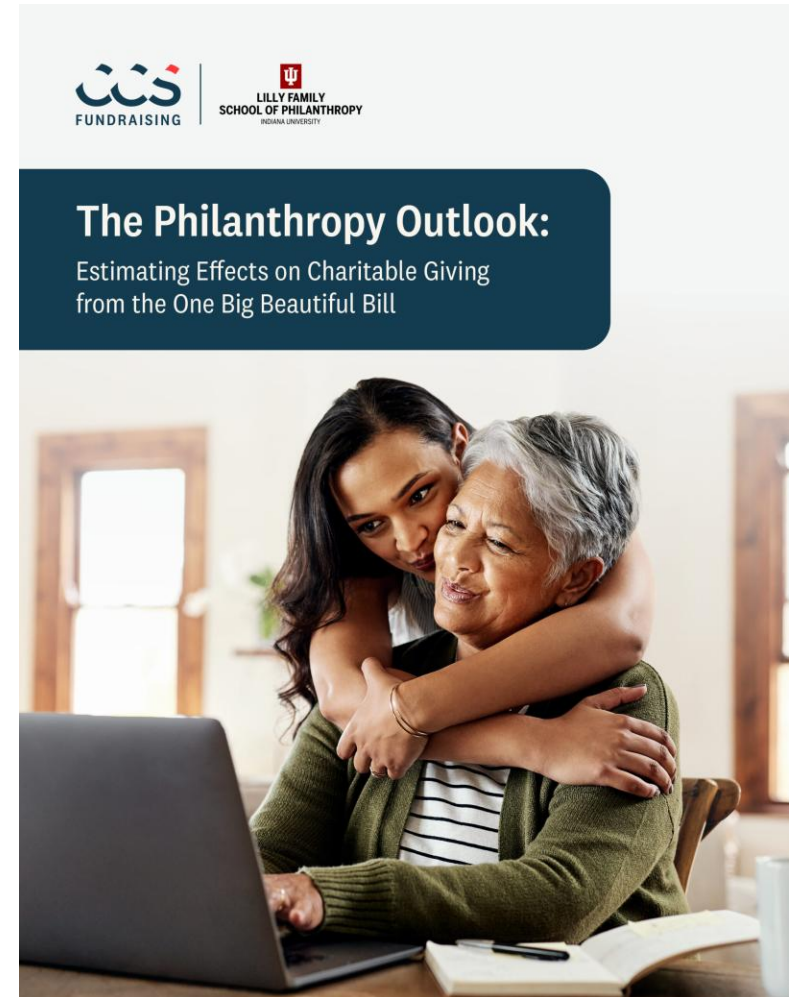
NonProfitPRO





# Projections from The Philanthropy Outlook 2026

- **Corporate giving:** highly concentrated
- **Bunching:** donor combines multiple years of charitable gifts into a single tax year, itemizes deductions in that year to increase tax savings, and then claims the standard deduction in other years
- **MG focus:** 35% cap reduces the tax value of charitable deductions for top filers
- **Retain/Build base:** universal deduction expands participation





# BoA 2025 Study of Philanthropy: High Net Worth

- **87%** of \$5M+ households made a charitable contribution
- **Affluent volunteers** give 2 times more than non-volunteers (volunteerism up 5%)
- 24% of affluent donors used one or more **charitable giving vehicles**
- **13%** of affluent individuals involve children or grandchildren in their charitable decision-making

BANK OF AMERICA 

## The 2025 Bank of America Study of Philanthropy

Continued generosity of affluent Americans in a changing world

In the midst of lingering economic uncertainty, the generosity of affluent Americans has remained steadfast. Despite fewer affluent Americans making charitable contributions, the average amount they have given over the past decade has increased. Similarly, post-pandemic volunteering is also on the rise. Affluent Americans continue to prioritize giving locally to their neighbors in need.



### HIGHLIGHTS

In a shifting landscape where giving strategies and decision-making practices are evolving, affluent Americans continue to be deeply charitable.

Volunteering among affluent Americans is steadily rebounding from 2020's pandemic low, with donors who volunteer giving twice as much, on average, as those who don't.

Affluent donors who consider themselves "philanthropic experts" more closely monitor and evaluate the impact of their gifts, more frequently use multiple giving vehicles to achieve their goals, and give more.

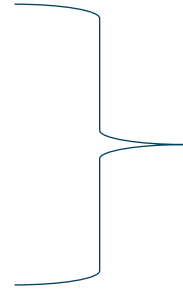
Younger affluent Millennials and Gen Z tend to deploy a wider range of tools to make an impact and are more likely than other affluent cohorts to participate in "conscious consumerism", volunteering, sustainable investing and other impact-focused behaviors.



# Takeaways from BoA Trends

## Why HNW donors give is very personal:

- Personal beliefs
- Interest in issue
- First-hand experience



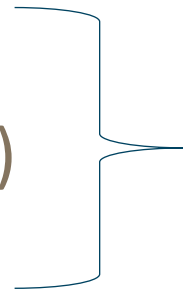
Get to know donors

## Why HNW donors did not give is important to understand:

- Family needs (45%) ←
- No connection (25%)
- Did not want to give (23%)
- Was not asked (19%)



Up 20 points in 10 years



All relate to communications



How do giving trends impact campaigns?



# What Does “Campaign” Mean?



**Capital:** making a capital investment; often building/reno.



**Endowment:** to build up reserves or endowment funds



**Major Gifts:** targeted initiative for special projects



**Annual:** ongoing operational funds



**Comprehensive:** combination “the kitchen sink”



# What is Different in Major Campaigns?



Communications Throughout!



## Campaign Readiness Rating

Use this checklist as a scorecard and guide to help determine what your organization needs to be ready to plan and prepare for a major campaign:

✓	Action to be Accomplished	Rating*
	<b>ORGANIZATIONAL STRUCTURE:</b>	
	501c3 tax exempt status	
	State charitable solicitation license or exemption up-to-date	
	Operational budget with financial capability for campaign's objectives (prepared proforma budget for campaign project if applicable)	
	Community awareness	
	<b>VISION:</b>	
	Clear mission and vision statements	
	Current strategic plan	
	Campaign objectives to develop a case for support with compelling appeal	
	Leadership awareness and support of purpose/need for campaign	
	Proposed campaign meets a valid need	
	<b>LEADERSHIP:</b>	
	Strong board commitment (attendance) and support of proposed initiative	
	Community leadership represented on board	
	Board is 100% giving, and has capacity for major gifts in campaign	
	Executive staff buy-in	
	Consideration of and connection to potential campaign leader(s)	
	<b>DONORS:</b>	
	Database of past and current donor records	
	Active leveraging of board relationships	
	Prospective major donors identified	
	Cultivated donors who are ready and able to make major gifts	
	*If FS: list of 30-50 top supporters who could be interviewed in a study	
	Reliable annual campaign success (with a challenging goal)	
	<b>CAPACITY:</b>	
	Staff/office capacity to support campaign effort – CEO and development staff	
	Operating with a balanced budget	
	Maintain operational reserves, endowment or foundation	
	Compelling communications tools	
	Efficient database software to manage donor information	
	Awareness of any potential competing campaigns	

\*Rate each item on a 1-10 scale, according to how ready you feel the organization is in that area.



**Thank you**

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Q&A and Discussion