

PHILANTHROPY IN THE UNITED STATES

How much money is given to charity each year?

- In 2009, nearly \$304 billion was given to nonprofits.
- This includes only private money, not public government funds or earned income.

Where do these donations come from?

- 75% from Individuals
- 8% from Bequests
 - This is also money from individuals given after someone's death.
- 13% from Foundations
- 4% from Corporations

Who gives these donations?

Think you can't fundraise because you don't know anyone with money? Think again! More than half of this money comes from middle-class, working-class and low-income people.

- 70% of households (7 out of 10) give money to charity.
- 60% of money donated and 90% of donations come from households making \$90,000 or less a year.
- The average household gives to 10 organizations each year.
- The median amount contributed per household is \$1,300 - \$2,000 per year.

In the chart below, notice how much money is given away each year by women and men who make \$23,509 or less a year, and the next level up. If you're not thinking of these folks as potential donors, you're missing opportunities...

Annual Amount Given by Women and Men, by Income		
Income Group	Female head of house	Male head of house
More than \$103,000	\$1,910	\$984
\$67,532 to \$103,000	\$733	\$505
\$43,500 to \$67, 531	\$728	\$373
\$23,510 to \$43,499	\$701	\$1,033
\$23,509 or less	\$540	\$281

Sources: Giving USA, American Association of Fundraising Counsel, Center for Women's Philanthropy at University of Indiana, GIFT, Grassroots Fundraising Journal, National Center for Charitable Statistics