

THE HUMAN SERVICES GIVING LANDSCAPE

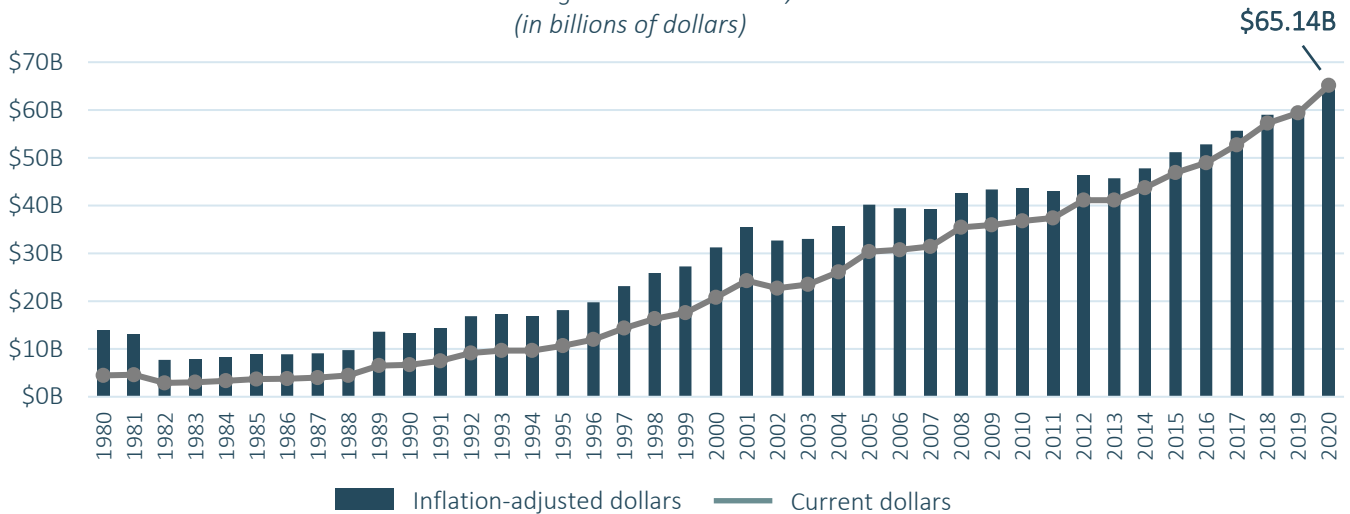
SEPTEMBER 2021

AMID A PANDEMIC, GIVING TO HUMAN SERVICES ORGANIZATIONS GREW BY 9.7%¹

After nearly ten years of steady growth in donations, the human services sector saw a 9.7% spike in giving in 2020, reaching \$65.14 billion.¹ The need for human services exploded amid the COVID-19 pandemic and donors responded accordingly; according to a study by Candid and the Center for Disaster Philanthropy, human service organizations received 28% of publicly-announced funds awarded for COVID-19 relief in 2020.²

CONTRIBUTIONS TO HUMAN SERVICES TOTALED HIGHEST AMOUNT ON RECORD

U.S. Charitable Giving to Human Services, 1980-2020¹
(in billions of dollars)



TOTAL CHARITABLE GIVING TO HUMAN SERVICES

In 2020, Americans gave **\$65.14 billion** to human services organizations.¹ This represents **14%** of all US charitable giving.



1. The Giving USA Foundation, *Giving USA 2021: The Annual Report on Philanthropy for the Year 2020*, 2021
2. Center for Disaster Philanthropy, *Philanthropy and COVID-19 in 2020: Measuring One Year of Giving*, 2021*

* Candid's totals draw only from publicly available sources (e.g., press releases, websites, and local reporting) and information submitted directly by funders. Philanthropy not covered in Candid's dataset includes grants from donor-advised funds (DAFs) and contributions from households submitted directly to nonprofits without a public announcement. Total includes cash grants, pledges, and in-kind support.

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MAJOR TRENDS IN HUMAN SERVICES PHILANTHROPY

Over the past five years, giving to human services grew by an annual average of 6.8%, which is faster than the 4.6% growth rate in total giving. **In 2020, the growth rate was 9.7%.¹**

Among organizations addressing homelessness and housing, 79% experienced service disruptions, 38% cancelled programs, and 50% experienced more absences among volunteers and staff due to the pandemic.²

Racial justice garnered major philanthropic support. \$8.8 billion in publicly-announced pledges and \$200 billion in corporate commitments were made for racial equity.^{3,4}

Philanthropic dollars were contributed generously to basic human needs. From 2019 to 2020, online revenue for organizations addressing hunger and poverty grew by 173%.⁶

New trends in giving to the workforce emerged, including efforts to provide food to frontline workers and crowdfunding initiatives to support restaurants and service workers.¹

There has been a gradual return to campaigns as human services organizations settle into long-term strategies.⁵

DIGITAL GIVING TRENDS⁷



45.8% increase in online giving since 2019, as compared to 20.7% across sectors



57.8% growth in online giving over three years, as compared to 32.4% across sectors



10.9% of all fundraising came from **online donations**, as compared to 12.9% across sectors



\$225 average online donation, as compared to \$177 across sectors

1. The Giving USA Foundation, *Giving USA 2021: The Annual Report on Philanthropy for the Year 2020*, 2021
2. Public Allies, *COVID-19: Impact on Nonprofits, A sector in change*, 2020
3. Candid, *Foundation Maps: Racial Equity*, 2021
4. McKinsey, *It's Time for a New Approach to Racial Equity*, 2021
5. CCS Fundraising, *Internal Client Trends Report*, 2021
6. M + R, *Benchmarks 2021*, 2021
7. Blackbaud Institute, *Charitable Giving Report*, 2021