

# THE INDEPENDENT SCHOOL GIVING LANDSCAPE

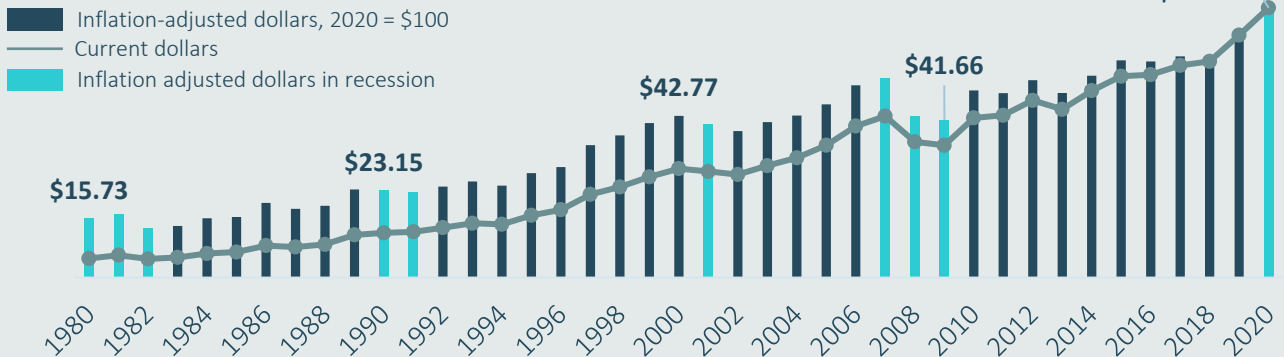
AUGUST 2021

Education continues to outpace other nonprofit sectors in philanthropic support, with 2020 experiencing unprecedented growth, particularly in large, transformational campaign gifts. Independent Schools saw significant growth in total dollars raised, but participation in annual giving across constituencies continues to decline. Schools have relied on fewer donors making larger gifts, with parents leading the way.

## GIVING TO EDUCATION IS ON A LONG-TERM UPWARD TREND<sup>1</sup>

*U.S. Charitable Giving to Education, 1980-2020,*

*Higher and Primary/Secondary Education (in billions of current USD)*



## ANNUAL GIVING TRENDS IN EDUCATION

**15%**

Of total charitable giving went to education<sup>1</sup>

**\$1.7K**

Median annual giving per student<sup>2</sup>

**\$1.3K**

Median annual gift by parents<sup>2</sup>

**\$562**

Median annual gift by alumni/ae<sup>2</sup>

## FEWER DONORS ARE GIVING, BUT THEY'RE MAKING LARGER GIFTS<sup>2</sup>

*Change in participation and gift amount in annual giving to Independent Schools*

SOURCE	PARTICIPATION	GIFT AMOUNT
Alumni/ae	-2%	13%
Current Parents	-6%	4%
Grandparents	-1%	13%
Parents of Alumni/ae	-1%	8%
Trustees	0%	-12%
Faculty/Staff	-7%	7%

1. Giving USA Foundation, *Giving USA 2021: The Annual Report on Philanthropy for the Year 2020*, 2021.
2. NAIS, *Facts at a Glance 2020-2021*, 2021.

# THE INDEPENDENT SCHOOL GIVING LANDSCAPE

AUGUST 2021

## YEAR-OVER-YEAR TRENDS IN INDEPENDENT SCHOOL OPERATIONS AND GIVING<sup>1</sup>

	Year-Over-Year Change	2020-21	2019-20	2018-19
↓ Total enrollment	-4%	579,299	603,362	585,672
↑ % Students Receiving Financial Aid	2 percentage points	27%	25%	25%
↑ Median Annual Giving per Student	1%	\$1,650	\$1,629	\$1,644
↑ Median Gifts/Grants Income	2%	\$1,622	\$1,591	\$1,694
↑ Median Endowment per Student	6%	\$20,369	\$19,136	\$19,635
↓ % BIPOC Students	-2 percentage points	31%	33%	32%

## EDUCATION DONORS ARE ADAPTING TO NEW WAYS OF GIVING<sup>2</sup>

**6.7%**

three year overall giving trend

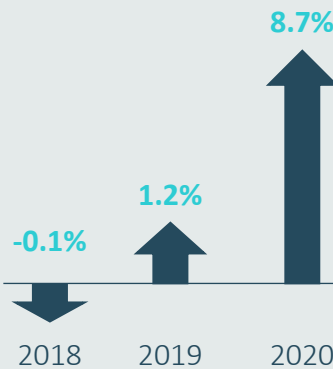
**13.5%**

of all giving comes from online gifts

**\$1,278**

size of average online gift

Year-Over-Year Online Giving Growth Rates

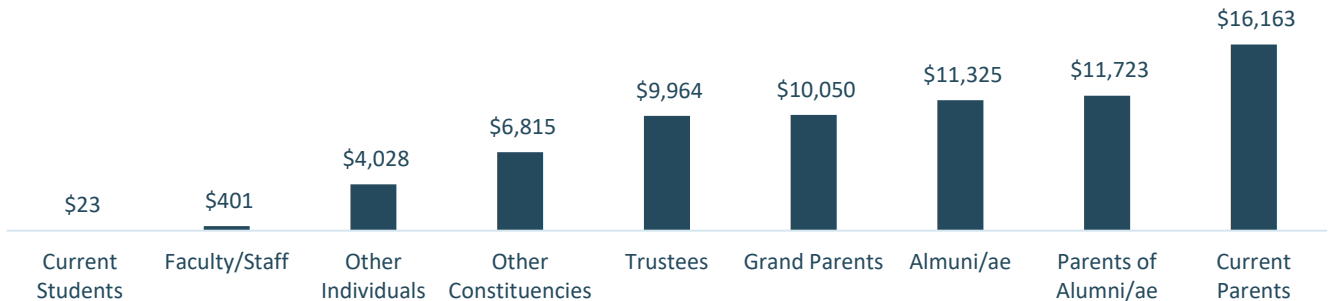


Among primary and secondary schools who asked for a major gift via phone or video call in 2020...



said that their virtual major gift solicitations were either as successful or more successful than their typical in-person requests.<sup>3</sup>

## MEDIAN CAPITAL GIVING BY SOURCE<sup>4</sup>



1. NAIS, [Facts at a Glance](#), 2021.
2. Blackbaud Institute, [Charitable Giving Report](#), 2021.
3. CCS Fundraising, [CCS Philanthropic Climate Survey Report](#), 2021.
4. NAIS, [Facts at a Glance 2020-2021](#), 2021.

For more information and resources, visit [ccsfundraising.com](https://ccsfundraising.com) or contact [info@ccsfundraising.com](mailto:info@ccsfundraising.com)