

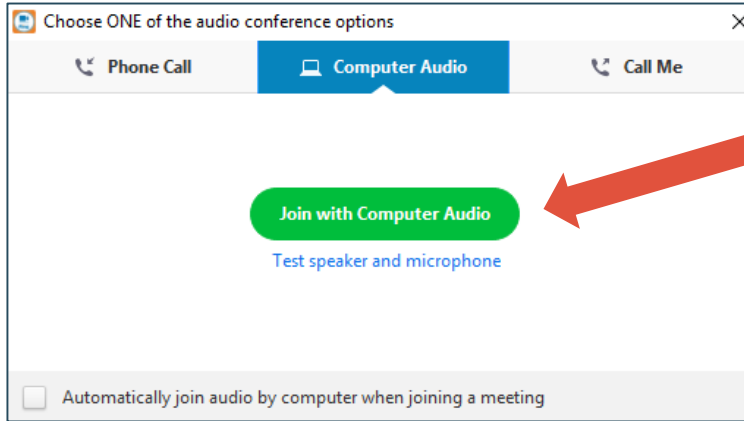
# GIVING USA 2020



## TODAY'S RELIGION PHILANTHROPIC LANDSCAPE

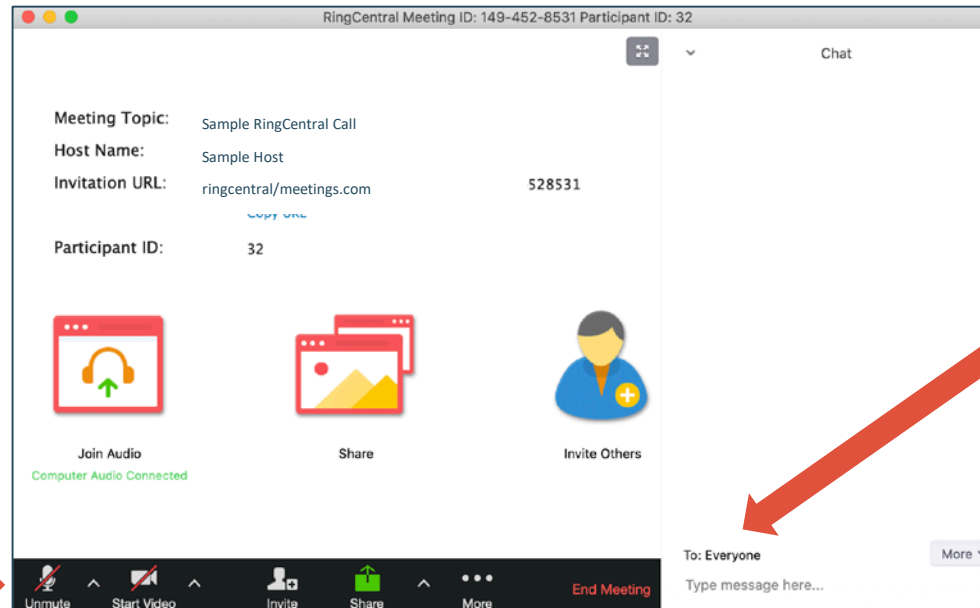
June 18, 2020

# Logistics



## 1. To join audio:

- Choose "Join with Computer audio" to listen through your computer



## 2. Chat

Throughout the session please type your questions here

## 3. Controls

Mute/unmute your audio and start video here

# TODAY'S SPEAKERS

## PRESENTER



**Tim Nurvala**  
*Senior Vice President*  
CCS

## MODERATOR



**Luke Driscoll**  
*Managing Director*  
CCS

## PANELISTS



**Father Tom Ferguson**  
*Pastor*  
Good Shepherd Catholic Church,  
*Alexandria, VA*



**Joe Gillmer, CFRE, CSPG, CAP**  
*Executive Director of*  
*Development*  
Archdiocese of Washington



**Joe Swimmer**  
*Executive Director*  
The CEEP Network

# TODAY'S PARTICIPANTS



Archdiocese of Washington



CATHOLIC COMMUNITY FOUNDATION



CATHOLIC DIOCESE OF ARLINGTON



Catholic Diocese of Cleveland



CATHOLIC DIOCESE OF PITTSBURGH



CATHOLIC DIOCESE of RALEIGH



THE EPISCOPAL DIOCESE OF VIRGINIA



EPISCOPAL DIOCESE of Southern Virginia



ROMAN CATHOLIC DIOCESE OF CHARLESTON



# NATIONAL PHILANTHROPY





# HOW DID THE LANDSCAPE CHANGE IN 2019?

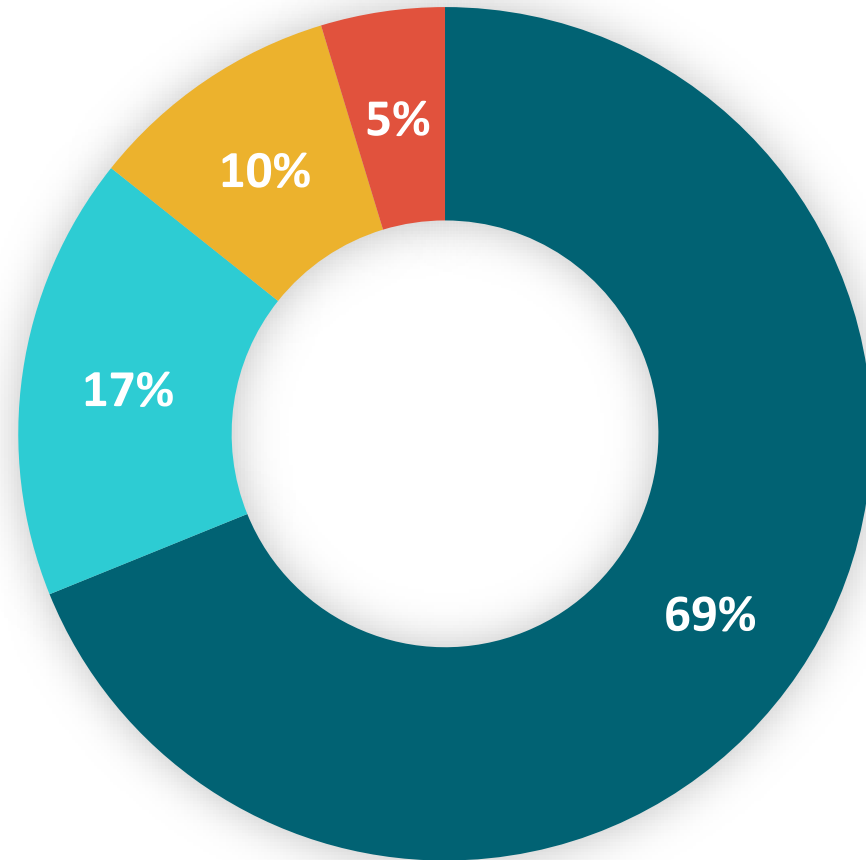


# NATIONAL SNAPSHOT


In 2019, Americans Gave **\$449.64 BILLION**

Total estimated charitable giving in the United States rose **4.2%** in current dollars and rose **2.4%** in inflation-adjusted dollars.

- 69% // \$309.66B  
Individuals
- 17% // \$75.69B  
Foundations
- 10% // \$43.21B  
Bequests
- 5% // \$21.09B  
Corporations



# 2019 GIVING TRENDS



## Individual Giving

Individual giving was on the rise again, reaching over \$300 billion for the second time ever.



## Foundation Giving

Foundation giving has increased in nine of the last ten years. 2010 is the last year foundations decreased.



## Bequest Giving

Nearly half of bequest giving came from estates of \$5 million or more.



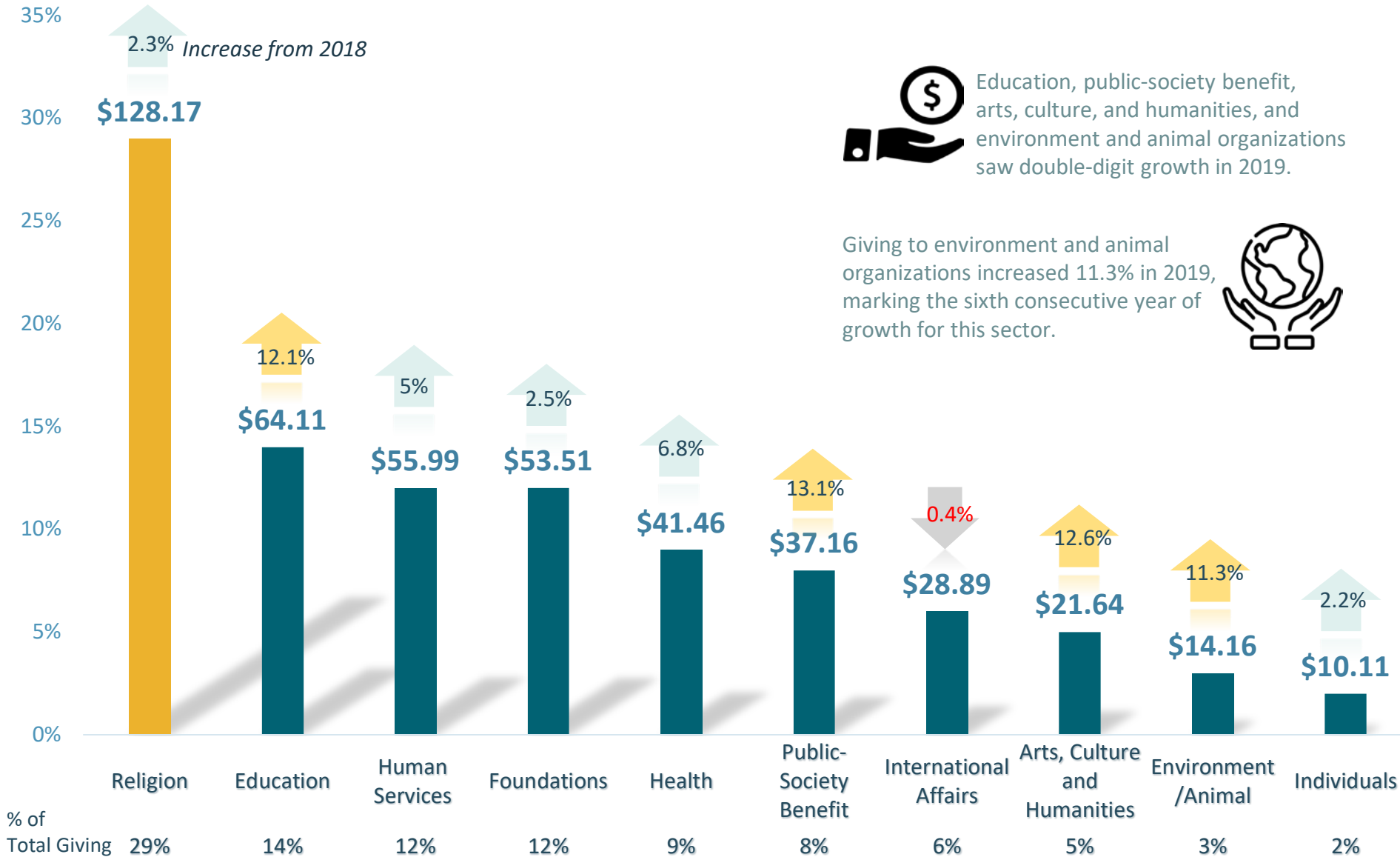
## Corporate Giving

Corporate giving increased the most in 2019, and showed its largest increase since 2014.



# 2019 CONTRIBUTIONS TO SECTORS

(IN BILLIONS OF DOLLARS)



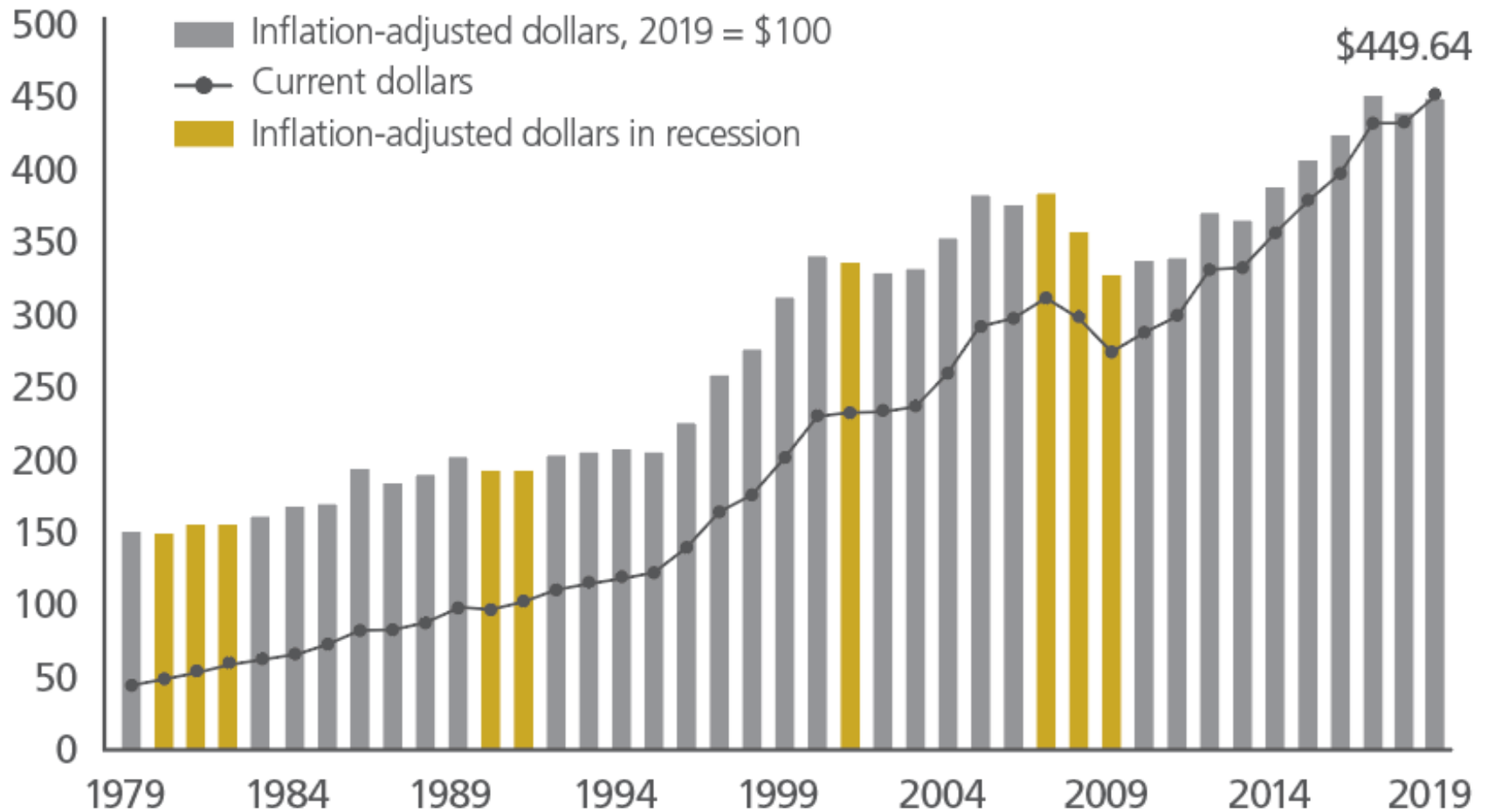
Education, public-society benefit, arts, culture, and humanities, and environment and animal organizations saw double-digit growth in 2019.

Giving to environment and animal organizations increased 11.3% in 2019, marking the sixth consecutive year of growth for this sector.



# TRENDS FOR TOTAL GIVING, 1979-2019

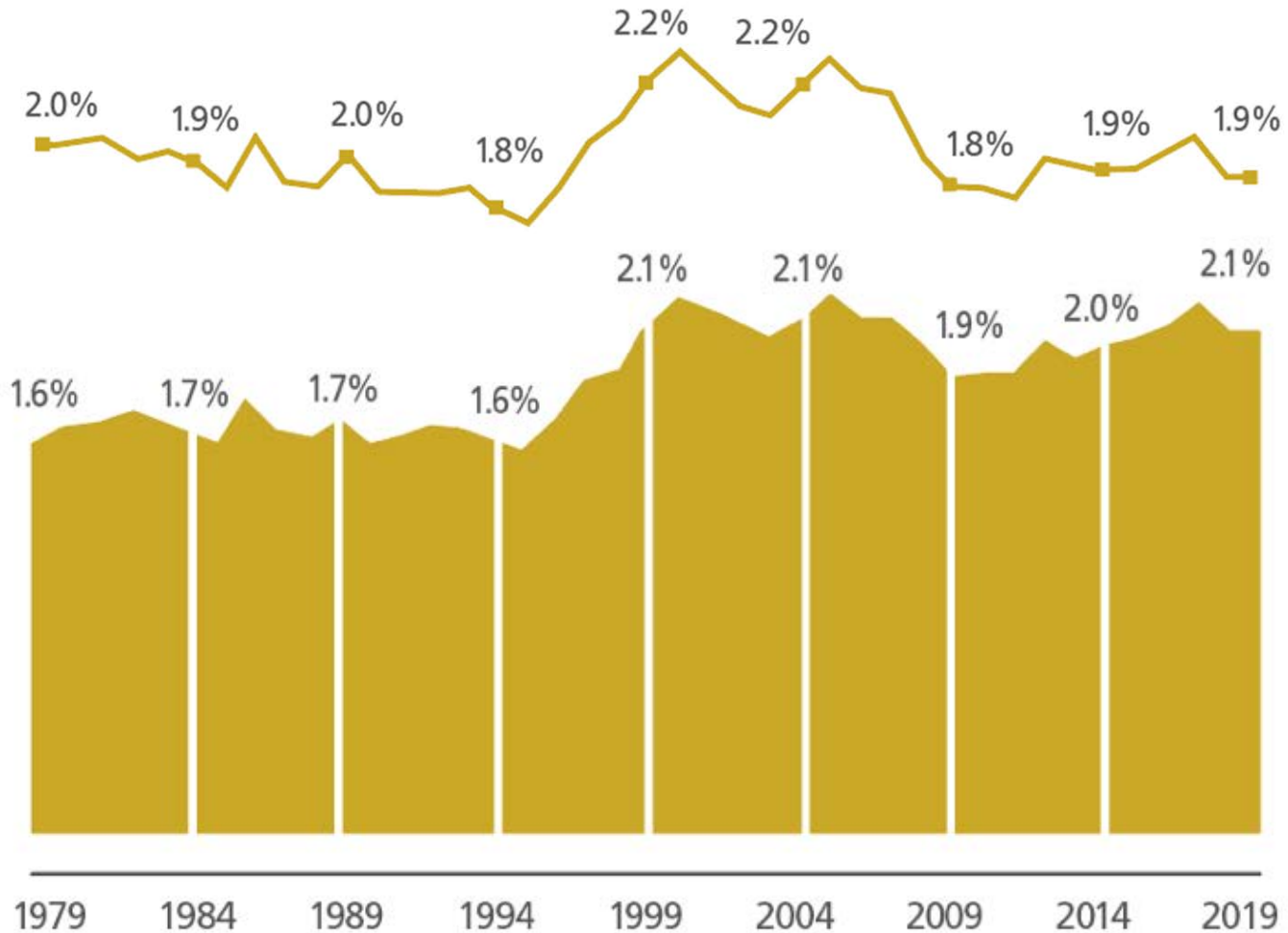
(IN BILLIONS OF DOLLARS)



# TOTAL GIVING AS A PERCENTAGE OF...

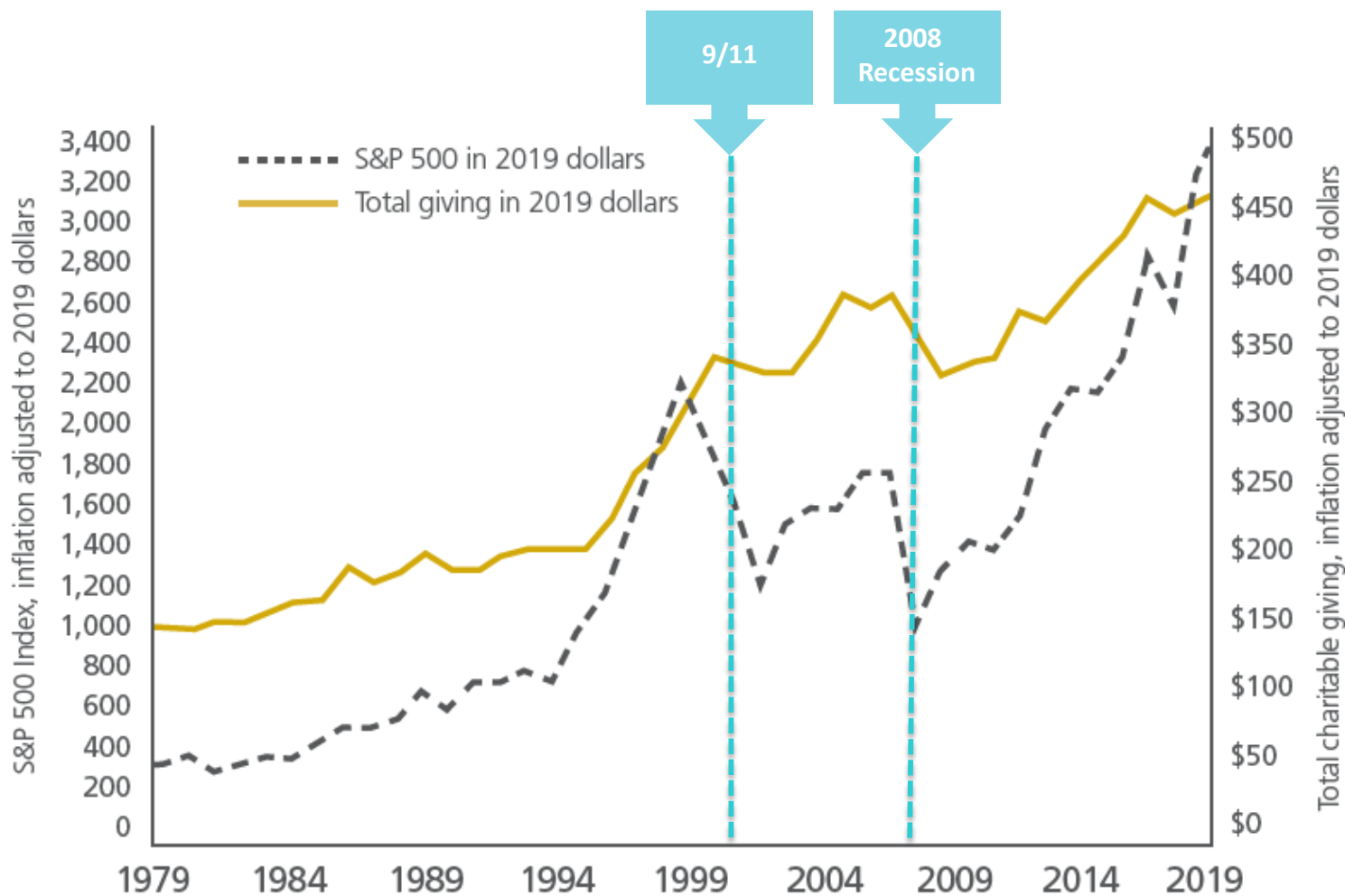
(IN CURRENT DOLLARS)

## Individual Giving as a Share of Disposable Income



# TOTAL CHARITABLE GIVING GRAPHED WITH THE STANDARD & POOR'S 500 INDEX (1979-2019)

(IN USD BILLIONS OF INFLATION-ADJUSTED DOLLARS)

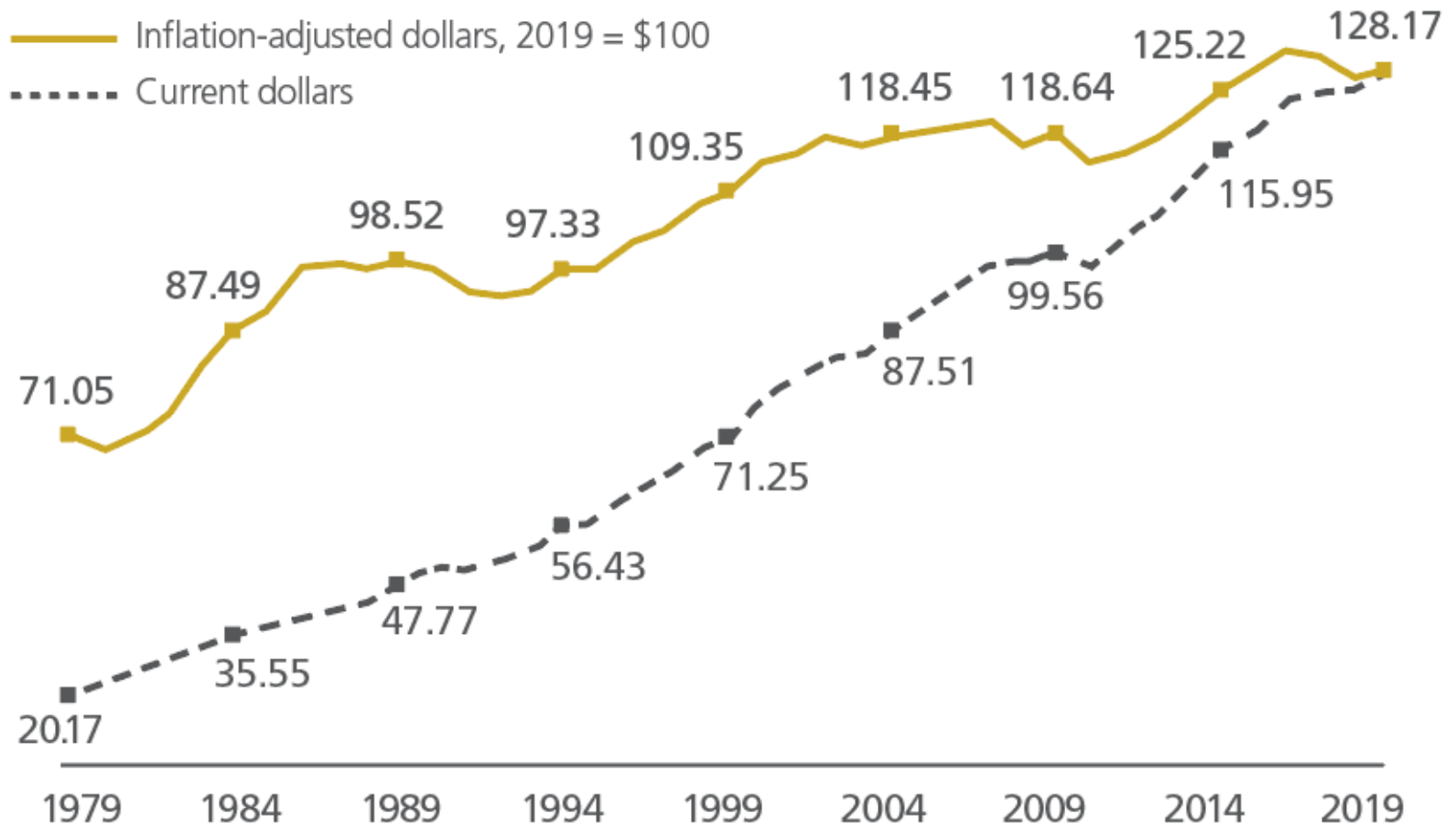


# RELIGION PHILANTHROPY



# GIVING TO RELIGION, 1979 - 2019

(IN BILLIONS OF DOLLARS)





# A SELECTION OF TOP GIFTS TO RELIGION, 2019

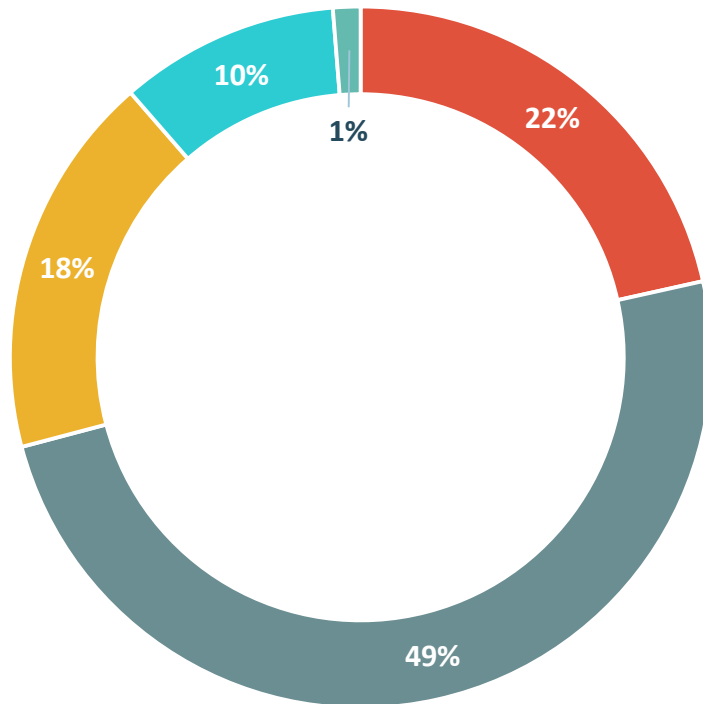
Donor	Recipient	Gift Type	Amount
Ted and Harriette Perlman	BBYO	Pledge	\$25,000,000
Virginia Cretella Mars	Washington National Cathedral	Gift	\$17,000,000
Andrew Florance	Washington National Cathedral	Gift	\$5,000,000
Peter and Jill Kraus	Union for Reform Judaism	Gift	\$1,000,000



IMPACT OF COVID-19

# IMPACT ON FUNDS RAISED

## COVID-19 Impact on Fundraising to Religious Organizations



- Significant decline
- Modest decline
- Neutral
- Modest increase
- Significant increase

## SECTOR TAKEAWAYS

- Giving to religious organizations has been declining as a share of total giving since the five-year period beginning in 1985, when it reached 56.4 percent.
- During the last five-year period (2015–2019), contributions to the religion subsector comprised 30.5 percent of total giving.

# IMPACT ON STRATEGIES



50% of all religious respondents have implemented emergency appeals or other special fundraising initiatives or are considering one in response to the COVID-19 crisis.



# PANEL DISCUSSION



**Father Tom Ferguson**  
*Pastor*  
Good Shepherd Catholic  
Church  
*Alexandria, VA*



**Joe Gillmer**  
*Executive Director of  
Development*  
Archdiocese of  
Washington



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*Executive Director*  
The CEEP Network



**Luke Driscoll**  
*Managing Director*  
CCS  
*Moderator*

givingusa.org  
30% Discount Code: **ccs**







Download data from today's presentation  
and additional giving information!  
[ccsfundraising.com/PhilanthropicLandscape](https://ccsfundraising.com/PhilanthropicLandscape)

# THANK YOU

Luke Driscoll

CCS Managing Director

[ldriscoll@ccsfundraising.com](mailto:ldriscoll@ccsfundraising.com)

Tim Nurvala

CCS Senior Vice President

[tnurvala@ccsfundraising.com](mailto:tnurvala@ccsfundraising.com)

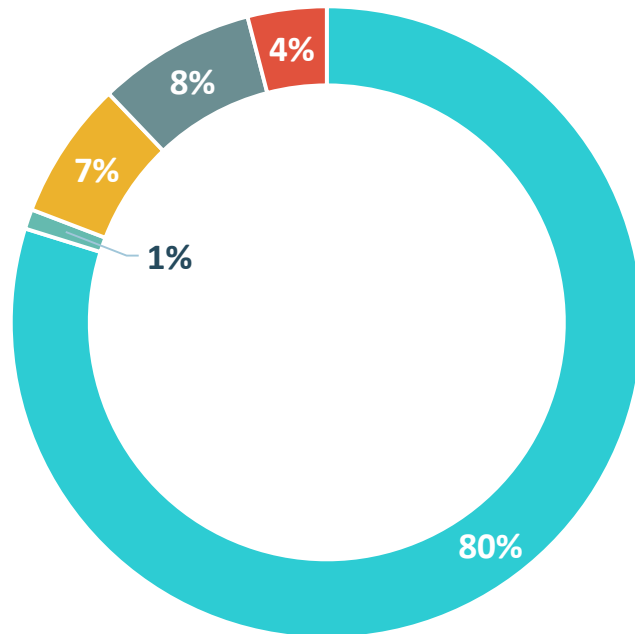




# APPENDIX

# ORGANIZATIONAL FINANCIAL IMPLICATIONS

Despite extraordinary fiscal challenges, few faith-based organizations have laid off or furloughed fundraising staff.



- No
- No, some additions
- Under consideration
- Yes, modest reductions
- Yes, significant reductions

## FACTORS INFLUENCING DECISIONS



Increased need for services, in part due to rising unemployment



Lack of volunteers, due to exposure risks



Restrictions on large gatherings that prevented in person services

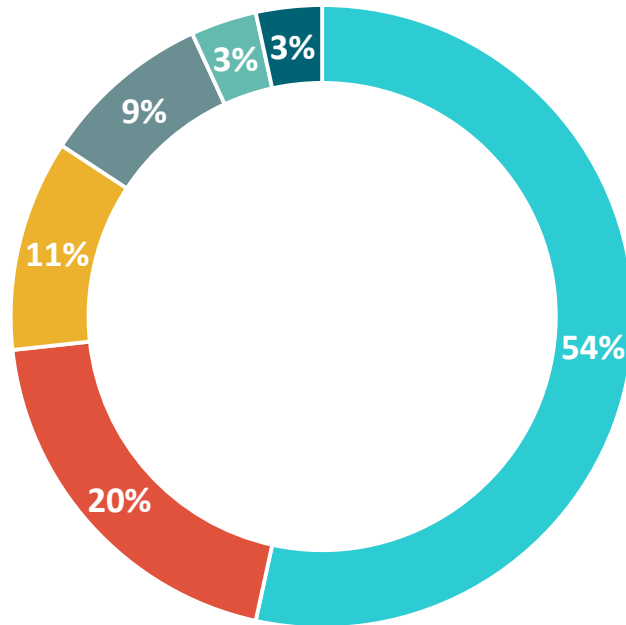


# RESPONSE AND RECOVERY STRATEGIES



# INSPIRED DONOR RESPONSES

## Areas of Support for Religion



- Current donors and stakeholders
- Major donors
- New donors
- Board members
- Foundations
- Other

## SUCCESS STORY

Episcopal Church in Connecticut conducted three virtual gift request visits that resulted in three pledges totaling \$268,000 - each donor pledging at or above the amount requested!

One of these gifts is a \$200,000 pledge that the donor plans to fulfill immediately. Additionally, two more pledges were received, bringing the total raised today to \$290,000.

This brings ECCT to nearly \$5.5 million on its \$9 million goal, with \$790,000 raised during physical distancing.



# FUNDRAISING STRATEGIES | LONG TERM PLANNING

Religious organizations remain thoughtful about their future while assessing their long-term fundraising.

Cancel campaign	2%
Continue as planned	26%
Continue with modifications	29%
Postpone campaign	10%
Postpone launch	2%
Under review	32%

## SUCCESS STORY

**Archdiocese of Milwaukee** secured a **\$500,000** unrestricted gift for their *Love One Another* Campaign. The donor called the development office one morning and asked for a meeting in the afternoon.

The donor knew the campaign was in full-swing and wanted to do their part to help given COVID-19 in our world and across the ten counties of the Archdiocese.