

The Philanthropy Outlook 2024 & 2025

Presented by CCS Fundraising | Researched and written by
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Key Research Questions

What are the projected 2024 and 2025 real growth rates for:

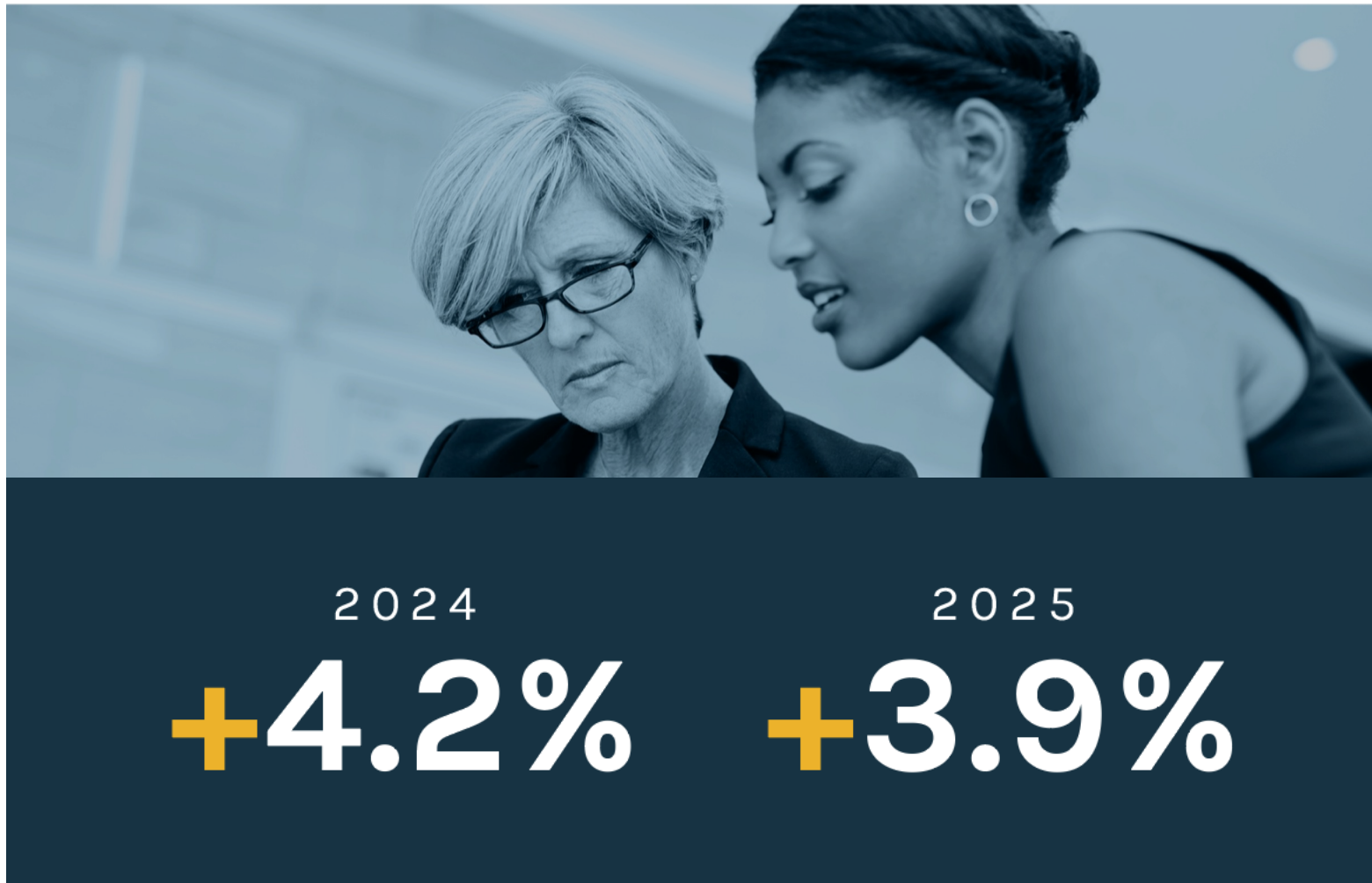
- Total giving
- Giving by households
- Giving by foundations
- Giving by estates
- Giving by corporations

What are the economic variables that will shape giving in each segment?

Limitations: projections for giving are based on econometric models. Changes to the variables used in the models have the potential to change the outlook for giving.

Challenge: No model can fully factor in unforeseeable future events, such as natural disasters or major legislative changes.





Total Giving

Specific factors that will most significantly influence total giving include:

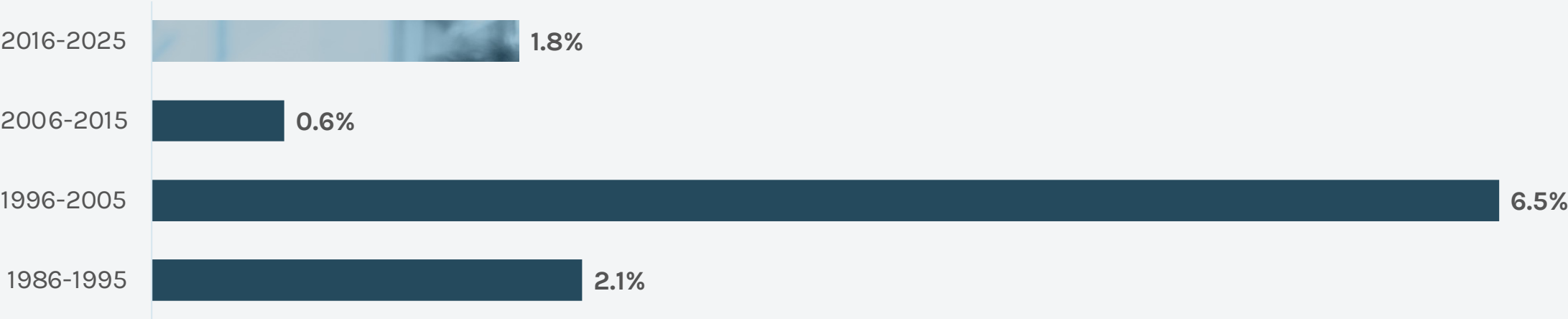
- Average growth in personal income,
- Above-average growth in the previous years' S&P 500, and
- Average growth in net worth.

** All growth rates are presented in real terms.*

Growth in giving in the current decade is on track to outpace the growth rate of the previous decade

AVERAGE RATES OF CHANGE FOR TOTAL GIVING IN TEN-YEAR PERIODS, 1986-2025

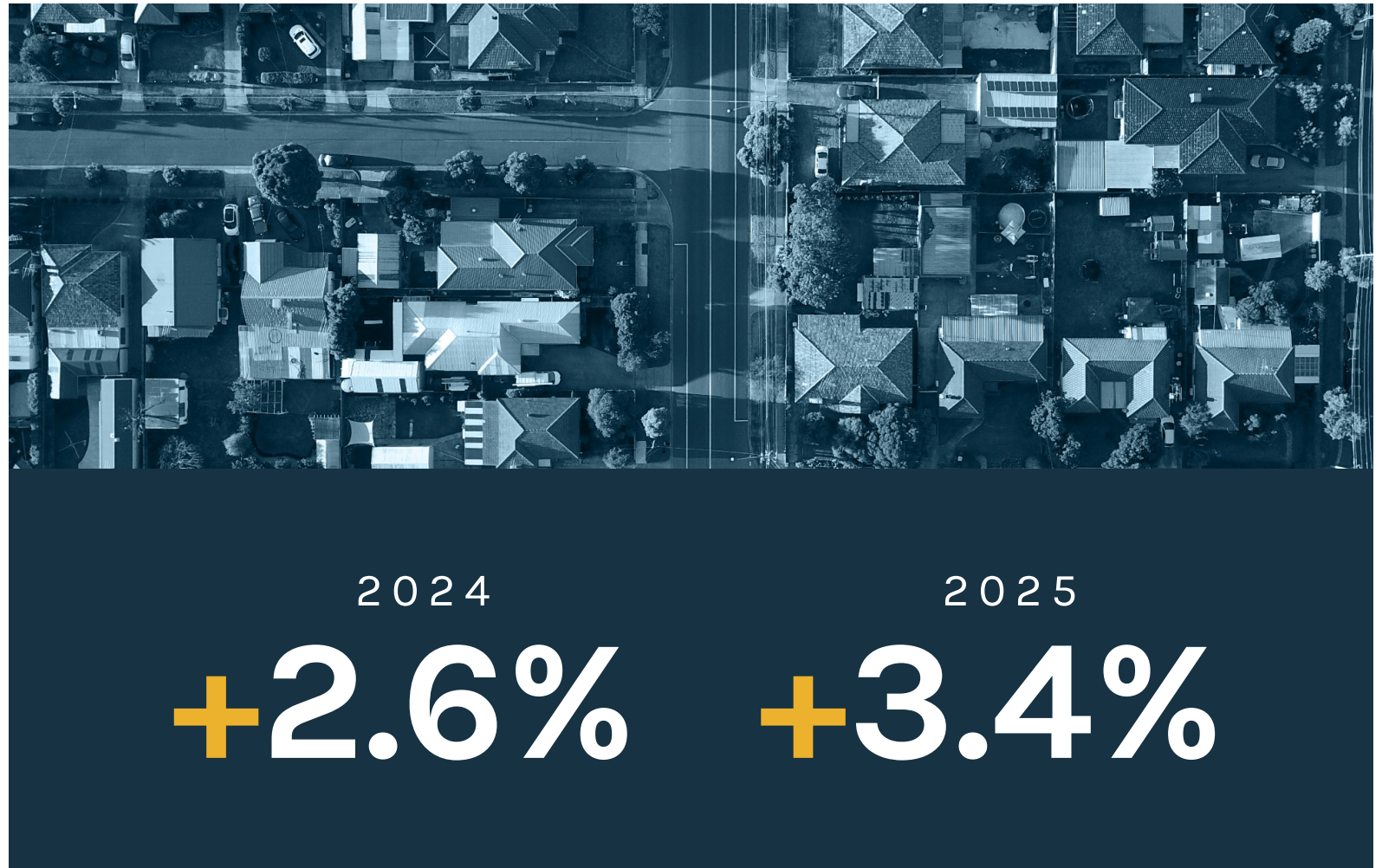
(Data are in inflation-adjusted dollars)

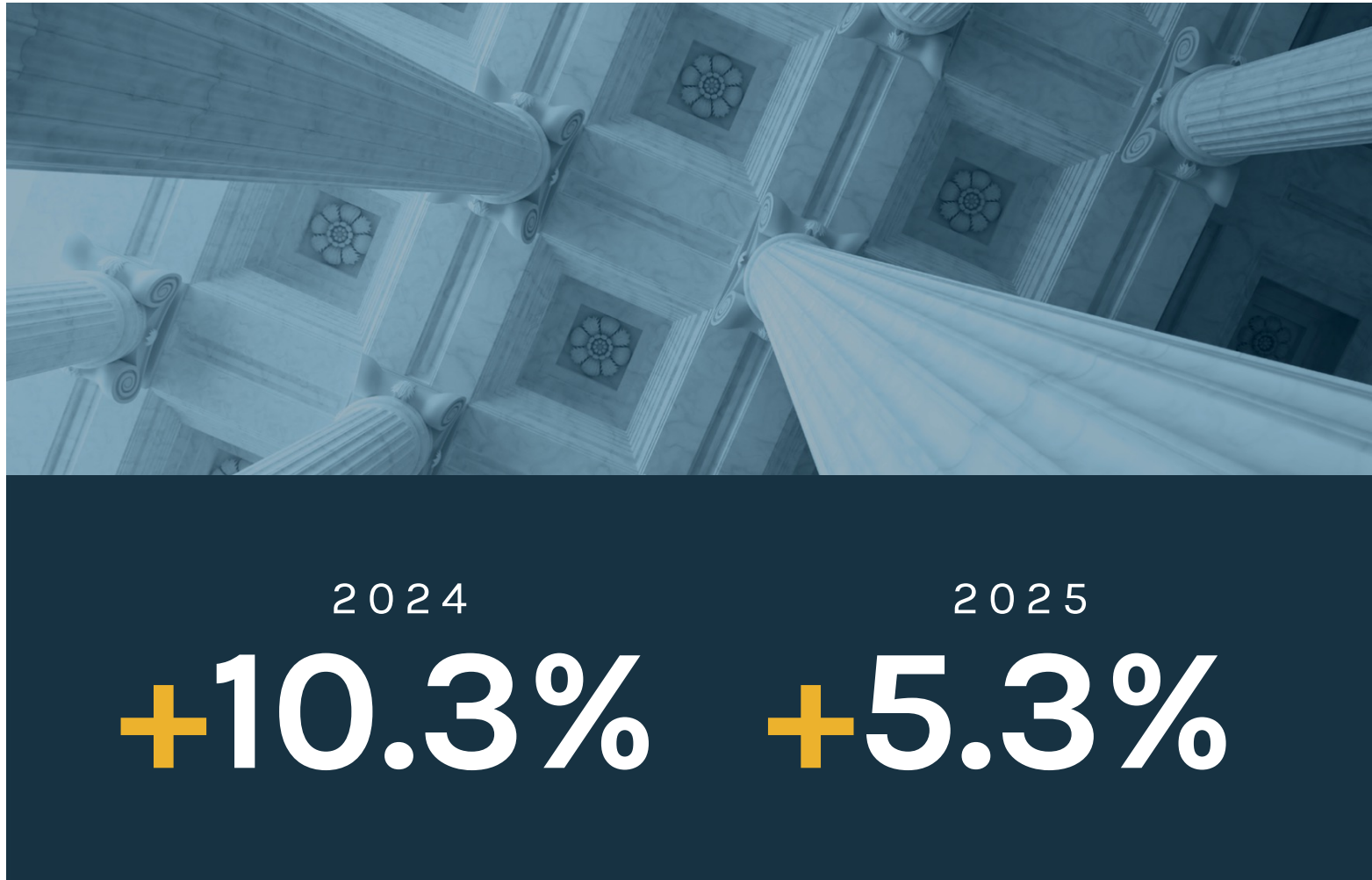


Giving by Households

Specific factors that will most significantly influence individual/household giving include:

- Average growth in personal income,
- Average growth in net worth, and
- Above-average growth in consumer sentiment.





Giving by Foundations

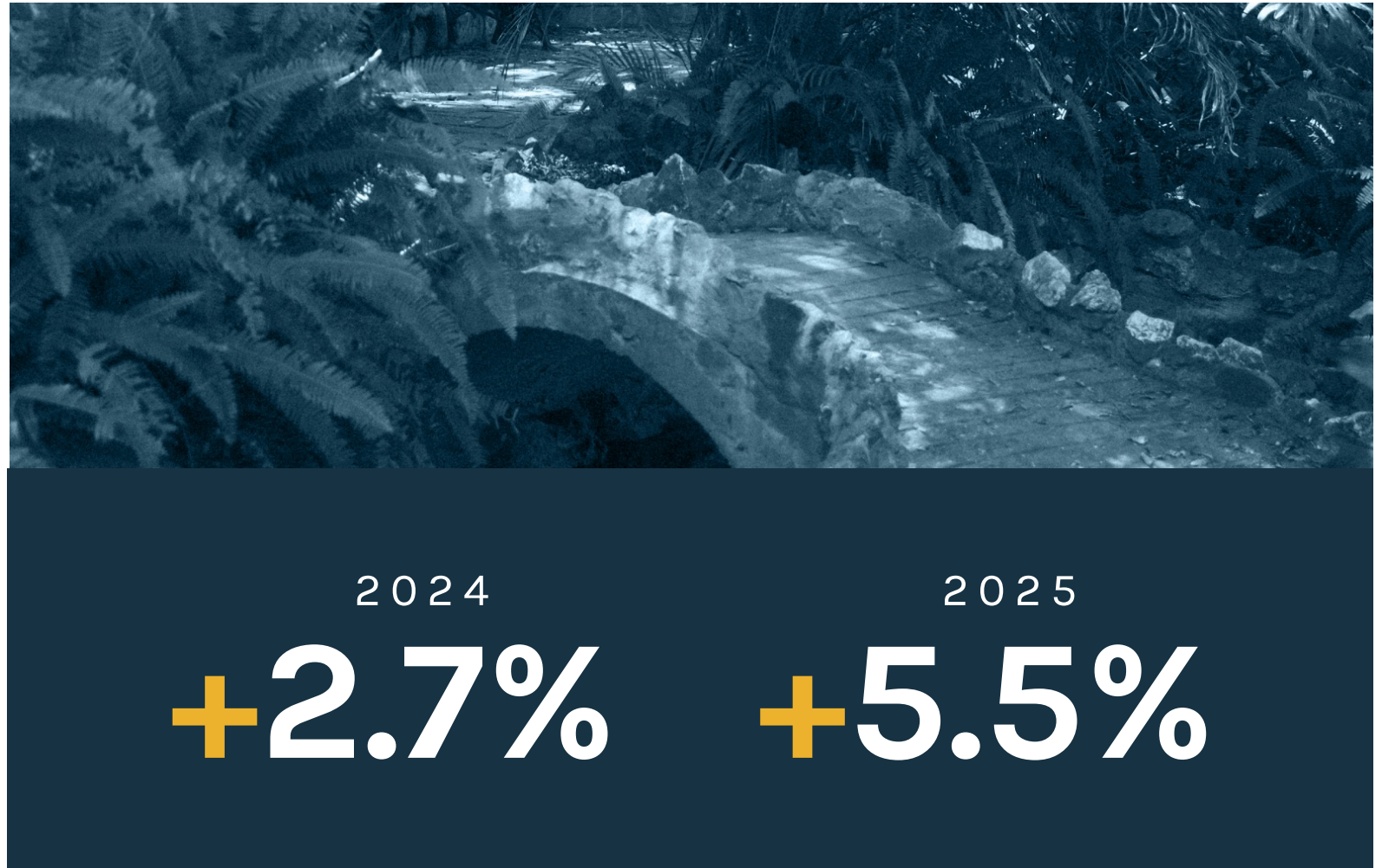
Specific factors that will most significantly influence giving by foundations include:

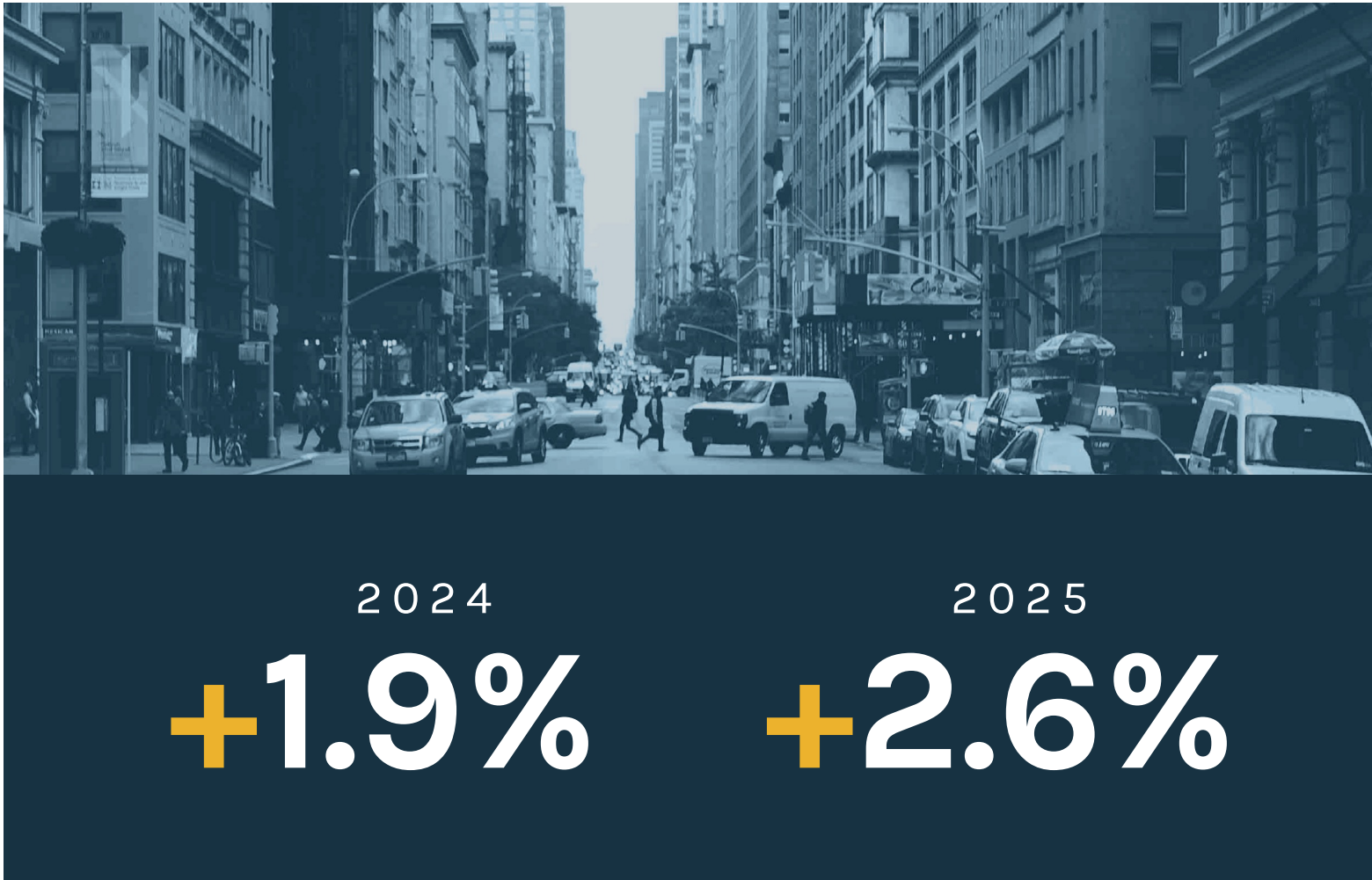
- Above-average growth in the S&P 500 in the present and preceding years, and
- Growth in GDP in the preceding years.

Giving by Estates

The factor that will most significantly influence giving by estates is:

- Above-average growth in net worth in the preceding years.





Giving by Corporations

Specific factors that will most significantly influence giving by corporations include:

- Growth in GDP, and
- Growth in the S&P 500

How do the 2024 projections compare to historical averages?

Total giving and giving by all sources except corporations are expected to meet or exceed the 25-year and 40-year annualized average rates of growth.

- Giving by households and foundations are also expected to exceed 10-year annualized average growth rates.

Source: Data are drawn from historical giving data found in Giving USA 2023: The Annual Report on Philanthropy for the Year 2022 (2023), Chicago: Giving USA Foundation. Data are adjusted for inflation to 2022 dollars.

| HISTORICAL ANNUALIZED AVERAGE RATES OF CHANGE FOR GIVING, 1982-2022 | | | |
|---|---------|---------|---------|
| | 10-year | 25-year | 40-year |
| Total | 1.7% | 2.1% | 2.6% |
| Individuals | 0.2% | 1.4% | 2.0% |
| Foundations | 5.9% | 5.9% | 6.2% |
| Corporations | 3.0% | 2.5% | 2.9% |
| Bequests | 3.8% | 1.7% | 2.7% |

Factors to Consider

The U.S. economy appears to be on track for a “soft landing” – but the environment is complex.

One size may not fit all:

- Organizations of different sizes and within different categories may experience different results – especially after the disruptions of the past few years.
- Different households could be having disparate experiences in the current economy. Despite growth in net worth and income, gaps persist between different demographic groups.

The elections in 2024 could result in new state and federal policies in 2025.

- Many changes ushered in by the Tax Cuts and Jobs Act (TCJA) will expire in December 2025.

A woman with short dark hair, wearing a dark blazer, is seated at a table in a meeting. She is holding a pen in her right hand and looking down at a document on the table. The background is blurred, showing other people and office equipment. The entire image has a blue tint.

QUESTIONS?

