

## KEY TAKEAWAYS

### Strong Economic Year But Challenges Remain

Strong growth of GDP (up 10%)  
and S&P 500 (up 26%)

Moderate growth in personal  
disposable income

COVID, ongoing closures,  
staffing shortages and supply  
chain issues still pose challenges

One of the highest inflation rates  
in 40 years

### Individuals Continue to Drive Charitable Giving

Individuals give almost 9 out of  
every 10 dollars (inc. family  
foundations and bequests)

Charitable dollars increased,  
but decline in number of  
donors

Overall donor retention rate  
down 4% from 2020; but many  
crisis donors continued to give

High-net-worth donors help  
drive individual giving as the  
majority (88%) give annually

### Lessons from the Past Still Relevant

Hybrid event and donor  
interaction models are effective

Communicating impact and  
success stories are critical for  
donor retention

Giving vehicles like donor-  
advised funds, cryptocurrency  
and planned giving still growing

Building a reserve and  
endowment critical for future



## The Curtis Group

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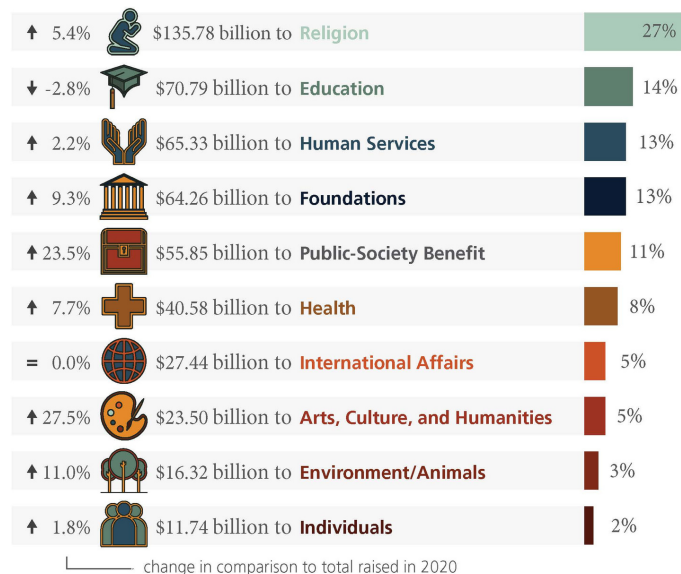
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### About The Curtis Group

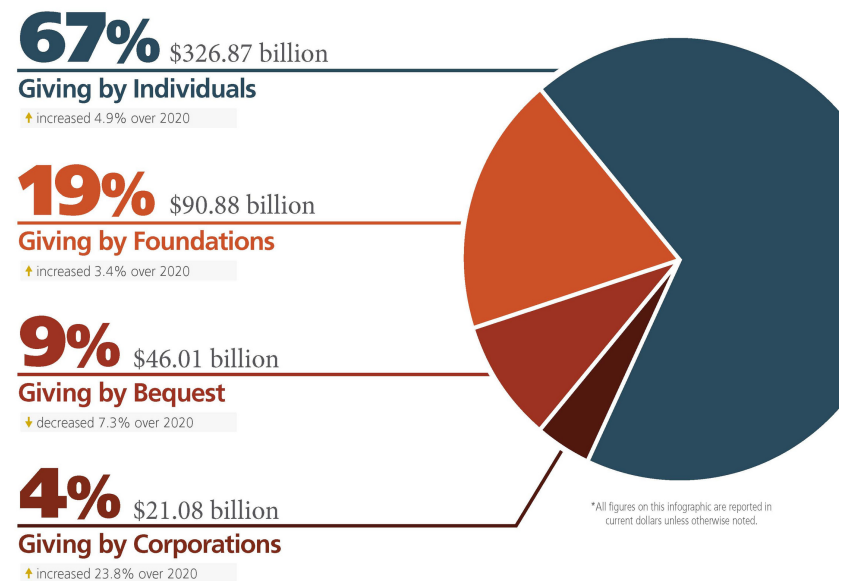
Since 1989, The Curtis Group has helped over 200 nonprofits—conducting over 200 planning studies and raising over \$650 million for its clients. This firm of consultants to nonprofits has staff in Coastal Virginia, Central Virginia and Northern Virginia and works throughout the country. The Curtis Group is a member of The Giving Institute, the nation's research and thought leader on philanthropy, and President Keith Curtis is past chair of Giving USA Foundation.

# Giving Grew 4% in 2021: \$484.85 Billion Contributed

## CONTRIBUTIONS BY DESTINATION



## CONTRIBUTIONS BY SOURCE



## WHAT'S IN THE NUMBERS

Compared to 2020, human services experienced more moderate growth as is typical after a year of crisis.

Donor behavior returned to pre-pandemic priorities as seen by the rebound in giving to arts, culture & humanities, and health.

Public society benefit, such as United Ways and donor-advised funds, has seen tremendous growth in recent years.

Individual and foundation giving performed well, achieving near record levels.

Corporate giving grew substantially, in large part due to 37.4% increase in pre-tax profits.

Bequests are most volatile source, experiencing record levels in 2020 and a 7% decrease in 2021.



Fundraising Strategists. Philanthropic Partners.

### About Giving USA

Founded in 1985 by The Giving Institute, Giving USA Foundation's mission is to advance the research, education and public understanding of philanthropy. Giving USA: The Annual Report on Philanthropy is the leading publication reporting on the sources and uses of charitable giving in the United States. For over 65 years, Giving USA is the longest-running, most comprehensive report on philanthropy in America.

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