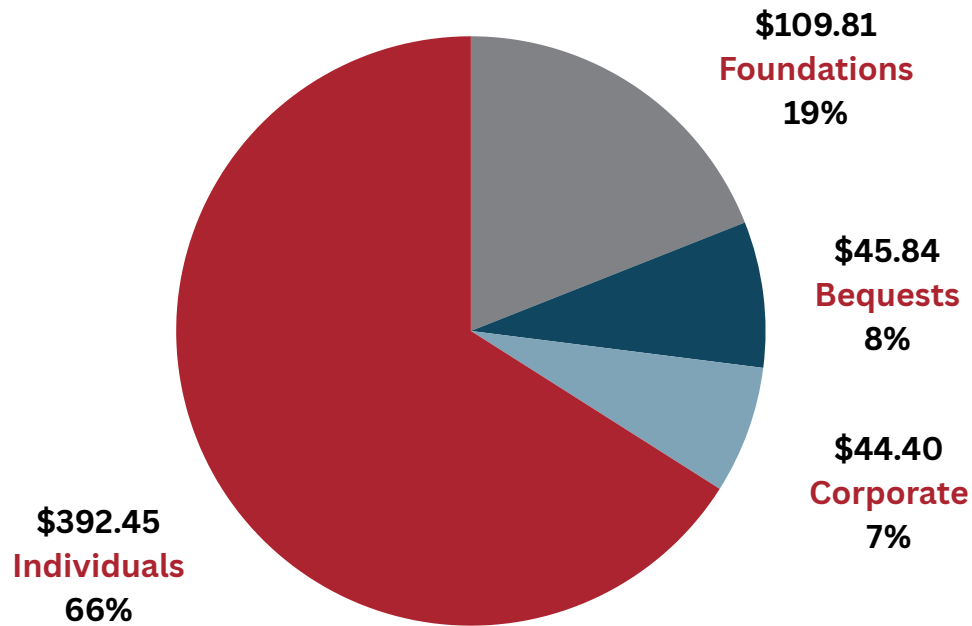


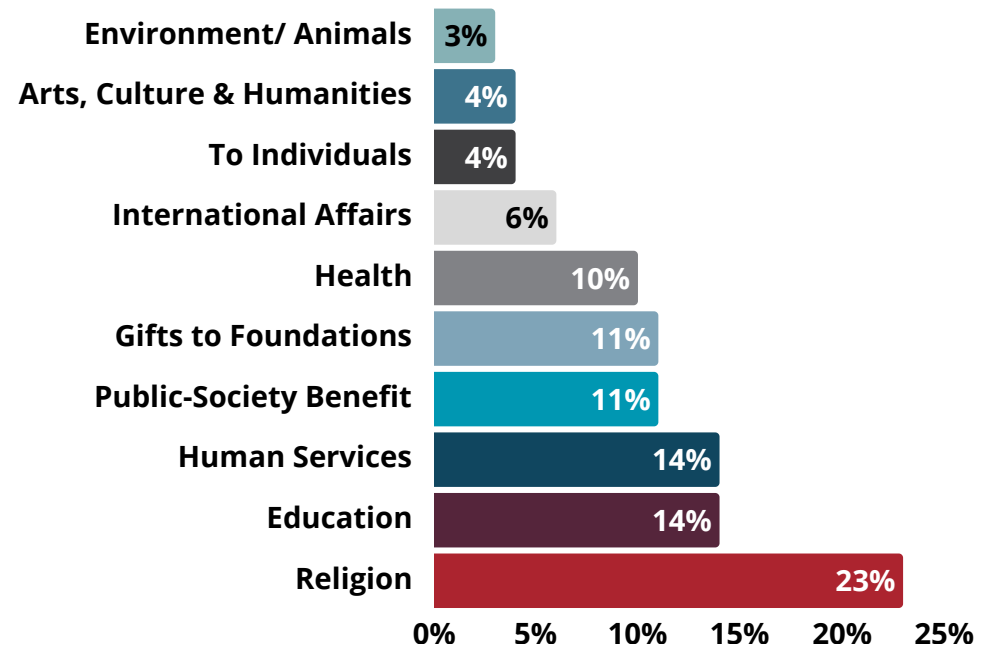
U.S. Charitable Giving Totaled \$592.5 Billion in 2024

CONTRIBUTIONS BY SOURCE*



*In billions of dollars – all figures rounded

CONTRIBUTIONS BY RECIPIENT



WHAT'S IN THE NUMBERS

Giving reached a new high in current dollars

Giving by individuals is still the cornerstone of philanthropy, but declines in donor retention and participation continue

Strong market growth, a solid economy and stabilizing inflation contributed to a good year

Giving by foundations reached a record high in current dollars

All sectors saw growth in current dollars

Subsectors receiving the largest dollar amounts are shifting over time, with giving to foundations accounting for a considerably larger share than 40 years ago

Giving to education, health, arts, and environment/animals reached record highs

TURNING TRENDS INTO ACTION IN TODAY'S UNCERTAIN ENVIRONMENT

Invest in Donor Relationships and Advocacy

When consumer sentiment and donor participation decline, focus on making giving personal and meaningful

Build purposeful conversations with institutional funders around innovative, catalytic and responsive giving

Strengthen relationships with elected officials and engage in advocacy that supports your mission

Leverage Technology and Trends

Use AI to streamline administrative tasks to spend more time with donors

Be prepared to solicit and accept complex gifts, including donor-advised funds (DAFs) and qualified charitable distributions (QCDs)

Review your website and digital platforms for mobile-friendly, user-friendly giving experiences

Focus on Impact, Agility and Planning

With an estimated \$84 trillion in wealth transferring over the next 2 decades, now is the time to bolster your planned giving program

Develop reserve funds, endowments, or adaptive budget models that can respond quickly to funding shifts

Clearly articulate immediate and long-term funding needs with a compelling case for support

About The Curtis Group

Since 1989, The Curtis Group has helped over 250 nonprofits — conducting more than 200 planning studies and raising over \$1 billion for its clients. Our firm of consultants works with nonprofits from all sectors nationwide, providing fundraising planning studies, campaign management, board and staff development and capacity building. The Curtis Group is a member of The Giving Institute, the nation's research and thought leader on philanthropy.