

# Advanced Issues in Fundraising

## UT Law Nonprofit Organizations Institute

February 9, 2024

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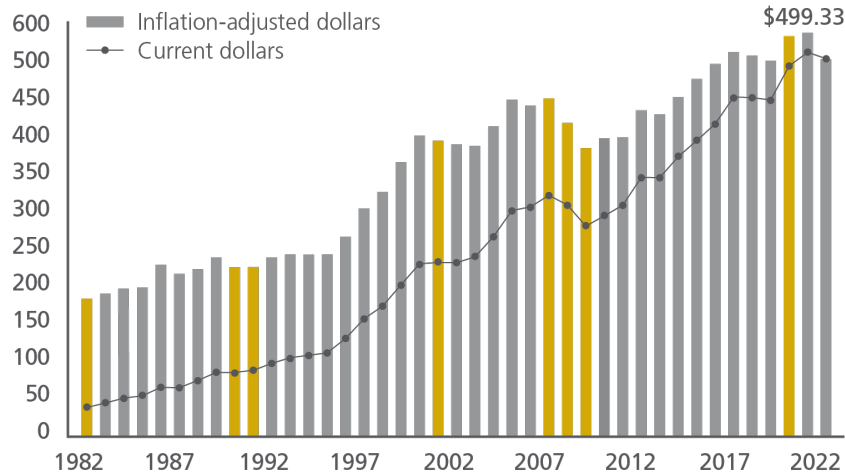
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### Total Annual Giving 1982-2022 (in billions of dollars)



Source: Giving USA 2023: The Annual Report on Philanthropy for the Year 2022

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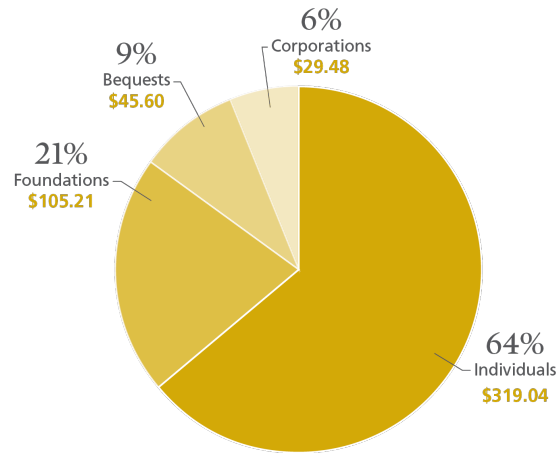
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## 2022 Contributions: \$499.33 Billion By Source

(All figures rounded in billions)



Source: Giving USA 2023: The Annual Report on Philanthropy for the Year 2022

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## Annual Giving by Generation

	2016	2022	Inc/Dec	%
<b>Gen Z</b>		\$747		
<b>Millennials</b>	\$942	\$1,323	\$381	+40%
<b>Gen X</b>	\$1,265	\$1,220	(\$45)	-4%
<b>Boomers</b>	\$2,921	\$2,568	(\$288)	-12%
<b>8</b>	Amount donors indicated they gave in the past year.			

Source: Giving USA Special Report: Giving By Generation 2023

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## Individual Donors Have New Priorities... And There are Fewer of Them

- **Individuals still give the most.**
  - Giving from individuals is **down about 15%** over the past 20 years and only 50% of American households gave a gift to nonprofits in 2018 (down from 66% in 2000).
  - However, **individuals still make up the lion's share** of total contributions over the last five years (67%).
- There may be fewer individual donors, but they are giving **larger gifts and using different, more sophisticated giving vehicles.**
  - Mega gifts by individuals totaled \$14 billion in 2022 and represented about 5% of all giving by individuals.
  - Up to 15% of all individual gifts are made out of Donor-Advised Funds.
- Driven by the example of MacKenzie Scott and the rise of **trust-based philanthropy**, the relationship between donors and organization is changing. More donors are understanding that unrestricted gifts that can be directed by the organization (instead of donor wishes) can make a larger impact.



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## Planned Giving and the Great Wealth Transfer

- Organizations are anticipating the Great Transfer of Wealth in the next twenty years.
- \$30 - \$70 **trillion** dollars is expected to transfer from Baby Boomers to younger generations.
- Proactive fundraisers are significantly focused on securing planned gifts now.
  - This transfer offers two opportunities: **securing planned gifts** from Baby Boomers...and **cultivating new major donors** amongst the recipients of this new wealth (Gen X, Millennials, and Gen Z)
  - While Baby Boomers may still be leading in total dollars given, the huge recent surge from Millennials should not be ignored.



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[2024 Nonprofit Organizations eConference](#)

First appeared as part of the conference materials for the

41<sup>st</sup> Annual Nonprofit Organizations Institute session

"Advanced Issues in Fundraising"