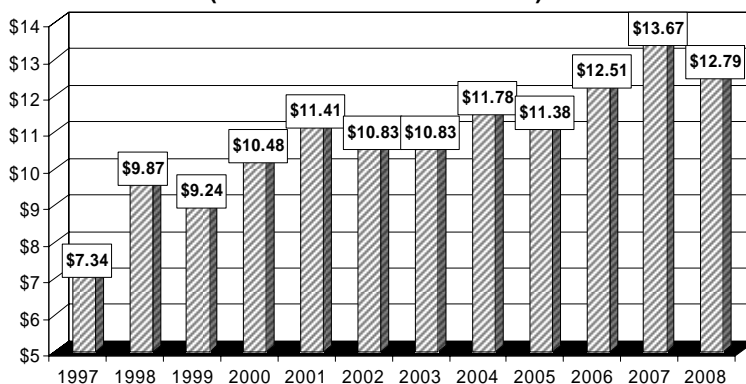




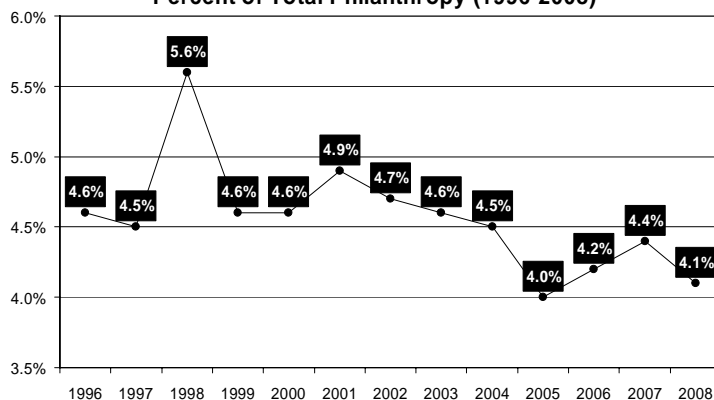
Arts Facts . . . Private Sector Philanthropy

Giving to the arts by individuals, foundations, and corporations decreased to \$12.79 billion in 2008, representing 4.1 percent of total charitable giving.

Private Giving to Arts, Culture and Humanities: 1997-2008
(Billions of Current Dollars)



Private Giving to Arts & Culture as Percent of Total Philanthropy (1996-2008)



- In 2008, private sector giving to the arts (by individuals, foundations, and corporations) was \$12.79 billion, a 6.4 percent decrease from \$13.67 billion in 2007 (-9.9 percent when adjusted for inflation).
- Private contributions to all charities in 2008 was \$307.7 billion—a 2 percent decrease from \$314.1 billion in 2007 (-5.7 percent when adjusted for inflation). In the context of Gross Domestic Product (a measure of the nation’s economy), total philanthropy remained relatively strong: 2.2 percent in 2008, down from 2.3 percent in 2007.
- Because arts giving decreased at a greater rate than all giving, the arts resumed a long-term trend of lost philanthropic “market share.” In the years around 2000, the arts maintained a 4.5 to 5.0 percent share of total philanthropy. This share decreased during the recession in the early part of this decade, reaching a low of 4.0 percent in 2005. The arts rebounded in 2005 and 2006, but did not regain its earlier levels. In 2008, the arts market share dropped to 4.1 percent, a downward pressure likely to continue for 1-2 more years.
- What is the financial cost of this decrease? If the arts sector had merely maintained its 4.9 percent “market share” from 2001, it would have received \$15.1 billion instead of \$12.79 billion in 2008—a \$2.3 billion difference. Whose piece of the pie is getting larger? Religion, public-society benefit, and international affairs. Also decreasing in 2008 were education, health, human services, and environment/animals.
- This financial pinch is compounded by a decade-long growth in the number of nonprofit arts and culture organizations, thus increasing demand for private support.

Source: The Center on Philanthropy at Indiana University, *Giving USA 2009*. Analysis by Americans for the Arts.