In 2012, **private sector giving to the arts, culture, and humanities** (by individuals, foundations, and corporations) was $14.4 billion, up 7.8 percent from $13.1 billion in 2011 (+5.7 percent when adjusted for inflation). Arts organizations belong to a subsector of charities that relies heavily on individual giving and is particularly sensitive to changes in the economy. Following a major decline during the Great Recession, the arts have slowly worked their way back as the economy has improved—though have yet to achieve pre-Recession levels.

In addition to a growth in dollars, the **arts reclaimed some ground in “market share”** of all charitable giving—increasing from 4.4 percent in 2011 to 4.6 percent in 2012. The high-water mark was 4.8 percent in 2008. While seemingly just a fractional difference, if the arts claimed a 4.8 percent share in 2012, the sector would have received $15.2 billion instead of $14.4 billion—an $800 million difference.

**Private contributions to all charities** in 2012 were $316.2 billion—up 3.5 percent (1.5 percent when adjusted for inflation)—with 81 percent coming from individuals. Changes in total giving correlate strongly with changes in the S&P 500. Similarly, changes in individual giving track closely with changes in income and wealth. Both improved in 2012: personal disposable income rose 3.3 percent and personal consumption rose 3.6 percent.