Total 2012 contributions: $316.23 billion

2012 contributions by source (by percentage of the total)

- Individuals: 72%
- Foundations: 15%
- Corporations: 6%
- Bequests: 7%
- Unallocated: 2%

Total charitable giving by American individuals, foundations, estates, and corporations rose for the third consecutive year in 2012. The single largest influence on this increase was the additional $8.67 billion in gifts made by individuals over 2011.

2012 contributions by recipient organization (by percentage of the total)

- Religion: 32%
- Education: 13%
- Human services: 13%
- Health: 9%
- Gifts to foundations: 10%
- Public-society benefit: 7%
- International affairs: 6%
- Arts, culture, and humanities: 5%
- Environment/animals: 3%
- Gifts to individuals: 1%
- Unallocated: 2%

Most recipient types saw increases in giving in 2012. The two exceptions are giving to religion and giving to foundations. Those recipient types that saw the largest increases—arts and environment/animals—indicate that perhaps donors are returning to their personal giving priorities.

Key findings

- +3.5% Total estimated U.S. charitable giving increased by 3.5 percent, to $316.23 billion, in 2012.
- +3.9% Giving by individuals is estimated to have increased by 3.9 percent.
- +4.4% Giving by foundations increased by an estimated 4.4 percent.
- Giving by bequest decreased by an estimated 7.0 percent.
- +12.2% Giving by corporations is estimated to have increased by 12.2 percent.
An overview of giving in 2012

Key factors related to the rise in total charitable giving in 2012

- Growth in charitable giving by source and for particular recipient types mirrors the mixed economic growth seen in the U.S. economy in 2012.
- The 2012 fiscal cliff and proposed changes in the charitable tax deduction at year’s end may have affected how some individuals chose to give—some may have decided to give in 2012, while others may have taken a “wait and see” approach.

Refer to the Numbers section and chapters in the annual report for a complete review of how changes in the economic environment affected different aspects of giving in 2012. Also, find a special section on the charitable deduction beginning on page 239 in the annual report.

Key factors related to the rise in giving by individuals in 2012

- The willingness of individuals and households to give to charity is associated with feelings of financial security. As the economy continues its slow upward climb, contributions from individuals are rising in the same way.
- Two economic factors that influence how much individuals give—personal consumption expenditures and the S&P 500—both rose in 2012. These factors contributed to the increase of 3.9 percent in giving by individuals.

Refer to page 26 in the annual report for an overview of 2012 individual giving trends, as well as the chapter on giving by individuals in the annual report.

Key factors related to the rise in giving by corporations in 2012

- Growth in giving by corporations in 2012 was largely driven by a 16.6 percent gain in corporate pre-tax profits and 4.0 percent growth in the GDP (figures are in current dollars).
- Corporations are increasingly giving in the form of in-kind gifts and product donations—factors that have attributed to the overall rise in corporate giving in recent years.

Refer to page 30 in the annual report for an overview of 2012 corporate giving trends, as well as the chapter on giving by corporations in the annual report.

Key facts about giving to particular recipient types in 2012

- Estimated giving to arts, culture, and humanities grew the most, at 7.8 percent—likely the result of donors returning to pre-recession giving priorities.
- Giving to foundations was the only estimated decline in giving to any recipient type (-4.6 percent).
- An estimated increase of 7.0 percent for giving to education is, in part, attributed to the growth in giving to K–12 schools and community colleges.
- Growth in giving to international affairs slowed, with an estimated increase of 2.5 percent. A decline in high-profile international disasters and increased giving for domestic issues and disasters likely attributed to the slowing of giving to this subsector compared with recent years.

Refer to pages 40-51 in the annual report for overviews of 2012 giving by recipient type, as well as the chapters on giving to specific recipient types in the annual report.
Giving USA 2013

Giving USA 2013: The Annual Report on Philanthropy for the Year 2012 includes the following items for only $89.95!

- The complete Giving USA 2013 Annual Report in print form as well as an immediately downloadable electronic copy of the full report, which includes: “The Numbers” section, chapters on giving by source and giving by recipient type, a chapter on legal and legislative issues, and a “hot topic” bonus chapter, “The charitable deduction.”
- The Giving USA 2013 Graph Pack, which is a selection of Giving USA’s most popular graphs in PowerPoint format. These graphs can be used in the purchaser’s own presentation or as a separate, short presentation on Giving USA data for the year 2012. (Free! Valued at $49.95!)

Contributors

Legacy Circle: $25,000 and greater
- The Giving Institute™

Keystone Circle: $15,000–$24,999
- Dunham+Company

Foundation Circle: $10,000–$14,999
- CCS Fund Raising
- Grenzebach Glier and Associates
- Marts & Lundy

Benefactor: $7,500–$9,999

None in this category in 2013

Patron: $5,000–$7,499
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Index to Giving USA 2013

Foreword.................................................................1
Acknowledgments..................................................5

GIVING USA ESTIMATES
1 Key findings.........................................................7
2 Giving USA: The Numbers.................................12

SOURCES OF CONTRIBUTIONS
3 Giving by individuals ........................................65
4 Giving by foundations .........................................81
5 Giving by bequest ...............................................91
6 Giving by corporations .......................................103

USES OF CONTRIBUTIONS
7 Giving to religion ................................................121
8 Giving to education .............................................135
9 Giving to human services ...................................155
10 Giving to foundations .........................................165
11 Giving to health ................................................171
12 Giving to public-society benefit .........................183
13 Giving to international affairs .........................197
14 Giving to arts, culture, and humanities ............209
15 Giving to environment/animals .....................221
16 Legal and legislative issues ............................231
17 The charitable deduction ...............................239

GIVING DATA
18 Data tables for charts in Giving USA: The Numbers....248

METHODOLOGY
19 Brief summary of methods used .......................257
20 Glossary ..........................................................269
21 Summary of the National Taxonomy of Exempt Entities ..................................................272

The Giving Institute™ and the Giving USA Foundation™

Committees, Advisory Council, and Staff ...............277
Professional Code of Ethics ..................................281
Standards of Practice ..........................................282