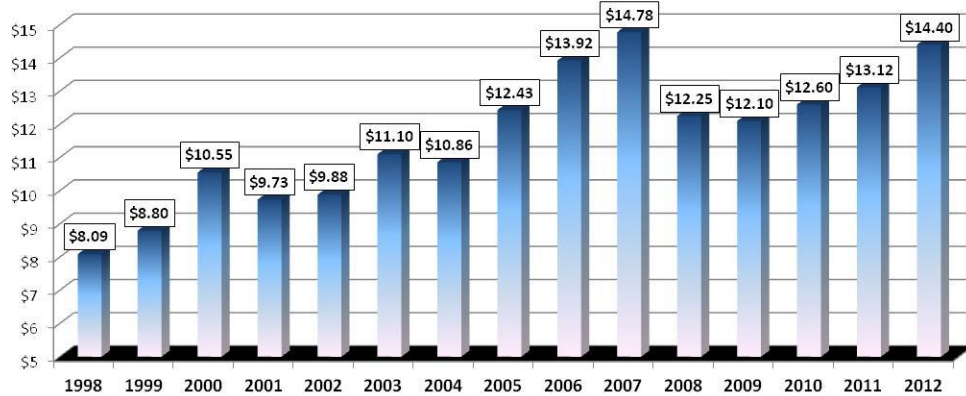




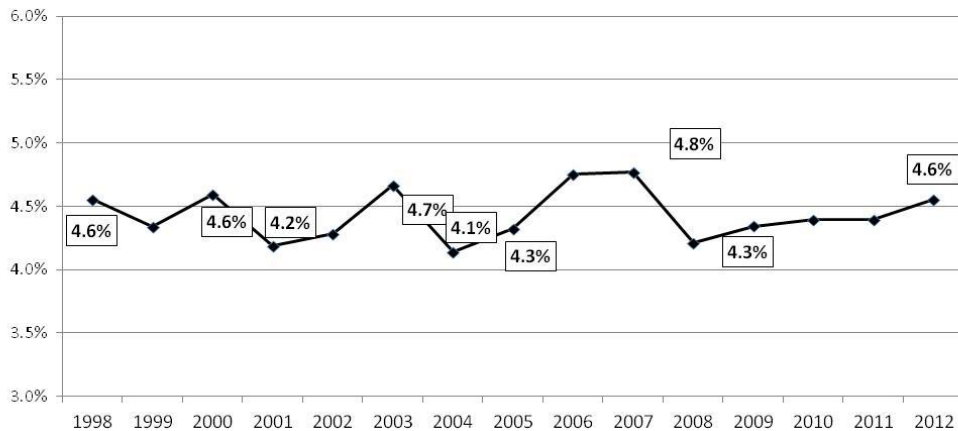
Arts Facts . . . Private Sector Philanthropy

Giving to the arts by individuals, foundations, and corporations grew 7.8 percent (5.7 percent when adjusted for inflation) to \$14.4 billion in 2012—representing 4.6 percent of all charitable giving.

Private Giving to Arts, Culture & Humanities: 1998-2012
(Billions of Current Dollars)



Private Giving to Arts, Culture & Humanities as Percent of Total Philanthropy (1998-2012)



- 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. Continued improvements in the economy suggest that the arts are well positioned for continued growth in private sector philanthropy.
- 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.

Source: The Center on Philanthropy at Indiana University, *Giving USA 2012*. Analysis by Americans for the Arts.