STRENGTHENING YOUR FUNDRAISING:
FIVE ESSENTIALS
WELCOME

Elizabeth Finlayson, CEO & Lead Coach of The Non-Profit Coach.

My mission is to create a fairer, more equitable and inclusive world filled with empathy and beauty. My team and I do this by supporting our non-profit clients with strategic planning and fundraising training & support.
How much did Americans give in 2018?

$427.71 billion

Americans gave $427.71 billion to charity in 2018 in a complex year for charitable giving.

Where did the generosity come from?

Contributions by source (by percentage of the total)

- **Giving by Foundations**: 18% ($75.86 billion, 4.7% up when inflation adjusted)
- **Giving by Bequest**: 9% ($39.71 billion, 2.3% down when inflation adjusted)
- **Giving by Corporations**: 5% ($20.05 billion, 2.9% up when inflation adjusted)
- **Giving by Individuals**: 68% ($292.09 billion, 3.4% down when inflation adjusted)

* All figures on this infographic are reported in current dollars unless otherwise noted.

Giving to international affairs showed the largest growth in 2018 of any sector.

Where are all the charitable dollars going?

Contributions by source (by percentage of the total)

- **29%** to Religion | $124.52 billion ↓ -15% -3.9%
- **14%** to Education | $58.72 billion ↓ -13% -3.7%
- **12%** to Human Services | $51.54 billion = -0.3% -2.7%
- **12%** to Foundations | $50.29 billion ↓ -6.9% -9.1%
- **10%** to Health | $40.78 billion = 0.1% -2.3%
- **7%** to Public-Society Benefit | $31.21 billion ↓ -3.7% -6.0%
- **5%** to International Affairs | $22.88 billion ↑ 96% 70%
- **5%** to Arts, Culture, and Humanities | $19.49 billion = 0.3% -2.1%
- **3%** to Environment/Animals | $12.70 billion ↑ 36% 1.2%
- **2%** to Individuals | $9.06 billion - -
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