

Gain
clarity

The Philanthropic Landscape



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To give away money is an easy matter,

And in any person's power.

But to decide to whom to give it, and how

Large, and when, and for what purpose,

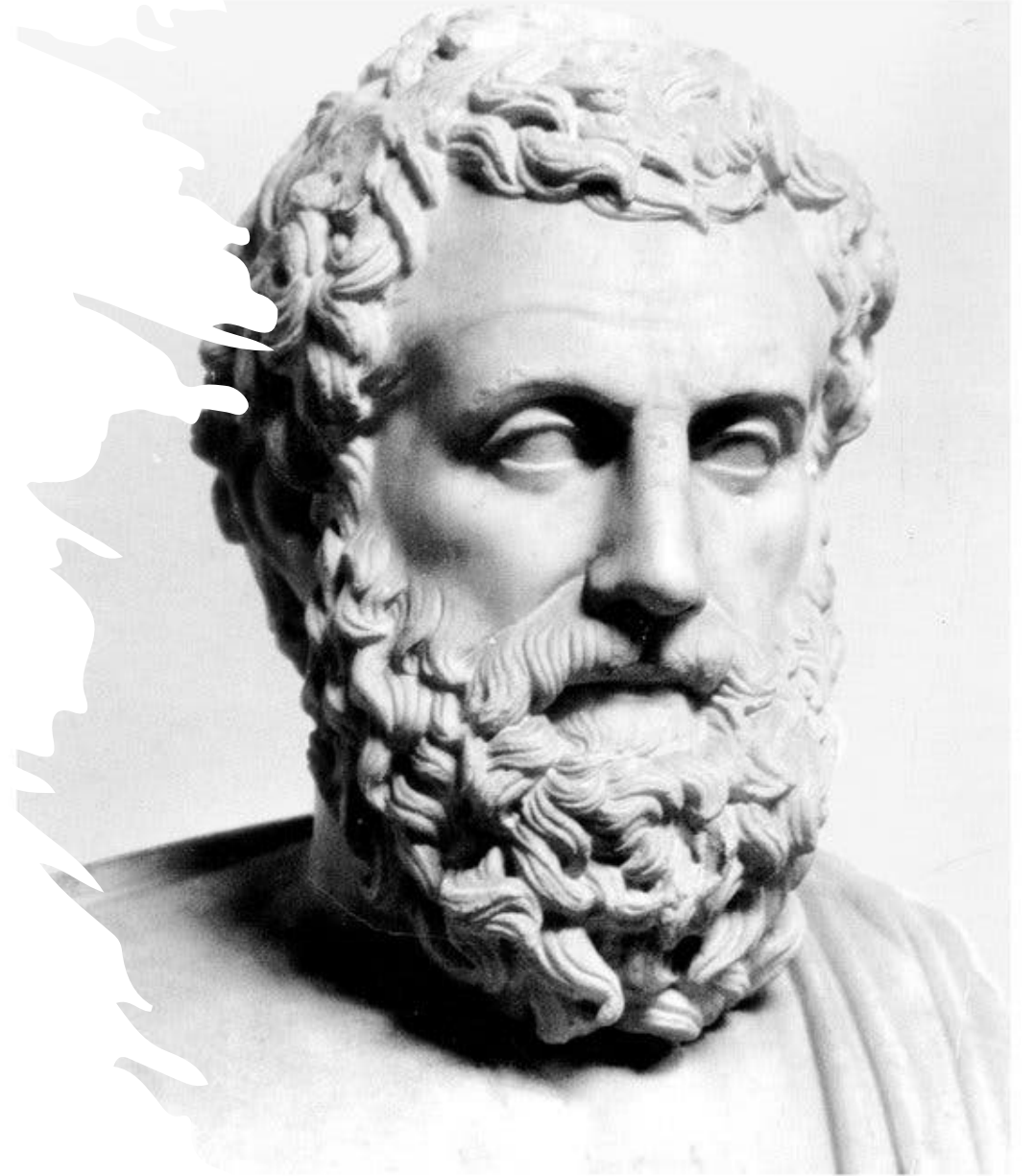
Is neither in every person's power

Nor an easy matter.



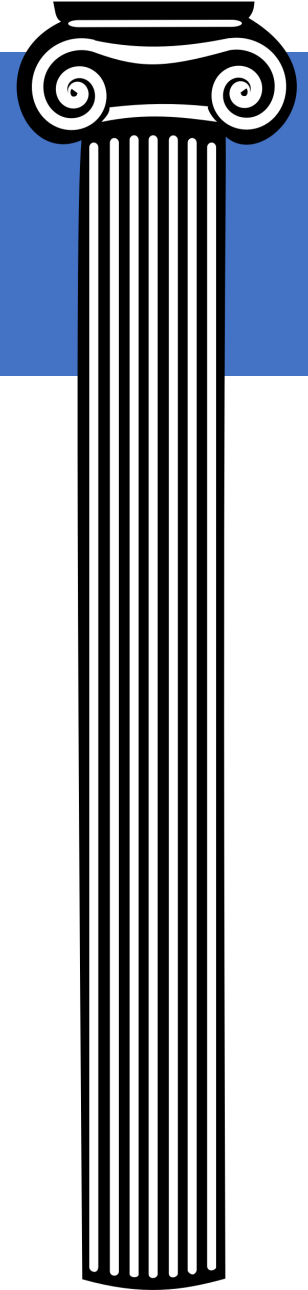
ARISTOTLE

(384 – 322 BCE)



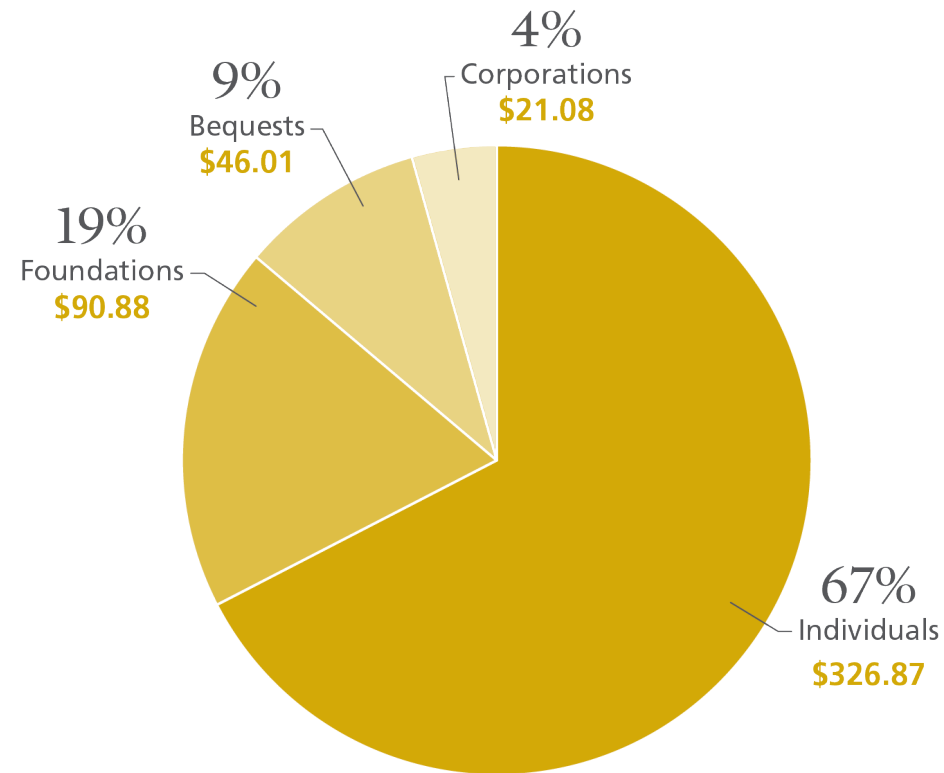
Derivation of Philanthropy

- Philos = Love
- Anthropos = Human kind



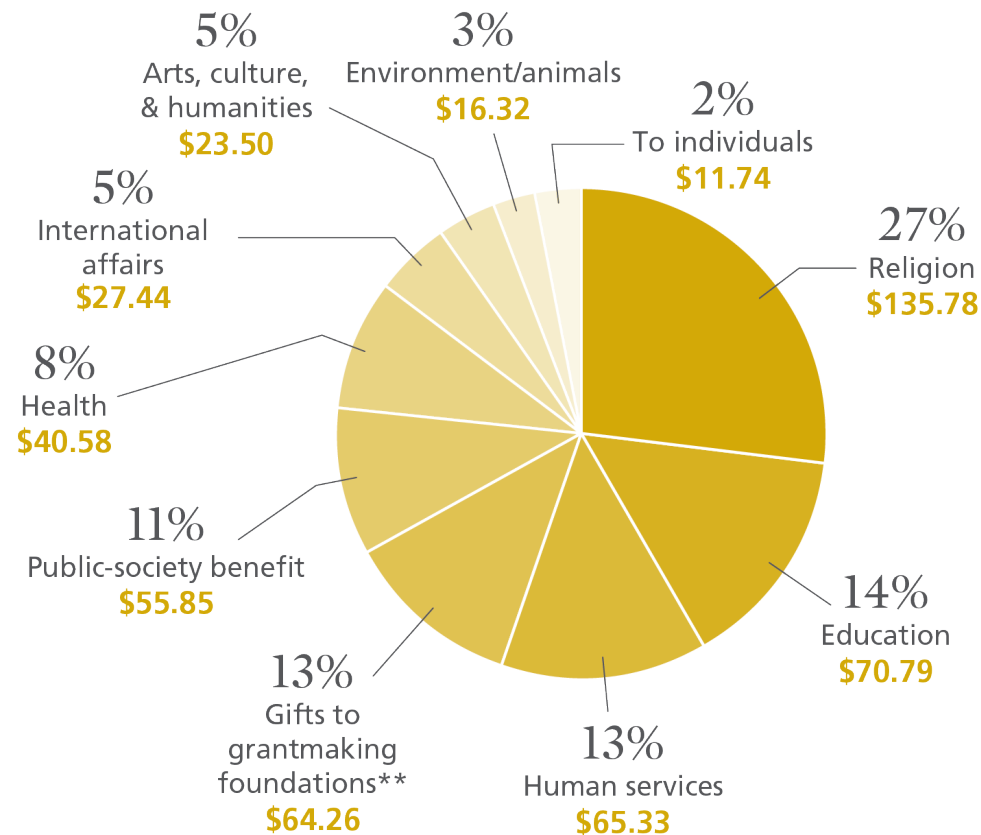
2021 contributions: \$484.85 billion by source of contributions

(in billions for dollars – all figures are rounded)



2021 contributions: \$484.85 billion by type of recipient organization*

(in billions for dollars – all figures are rounded)

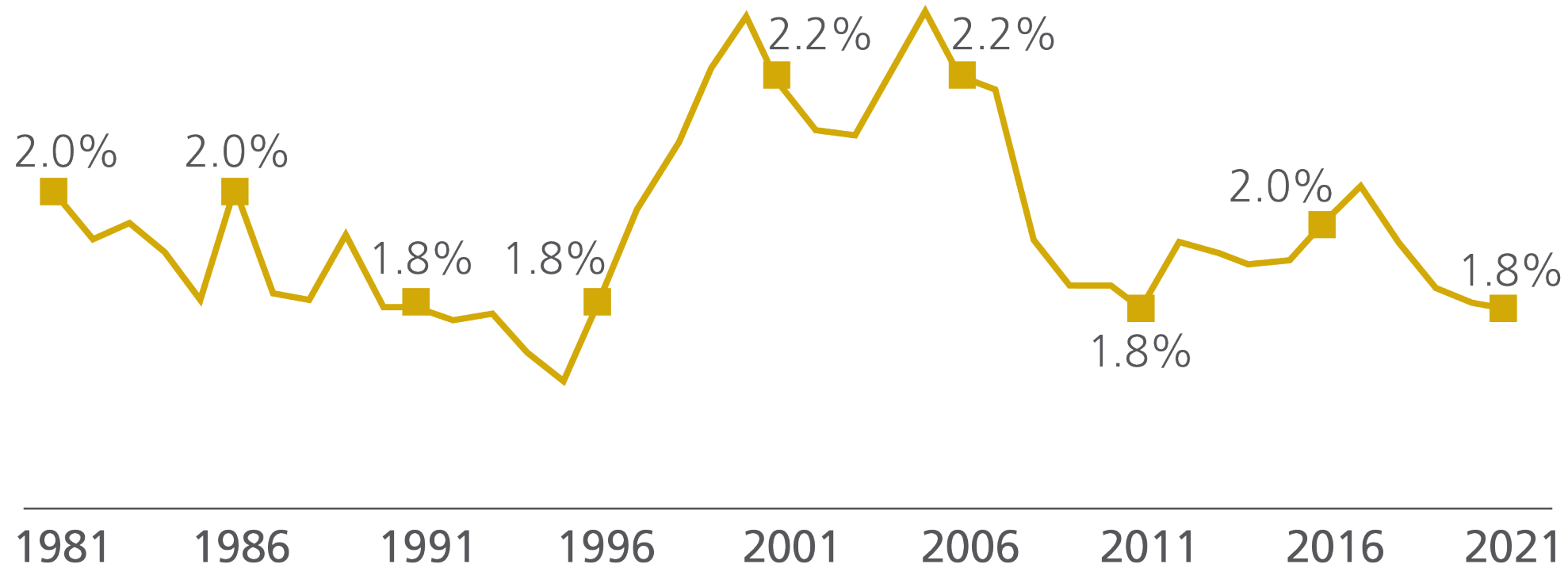


* Total includes unallocated giving, which totaled -\$26.75 billion in 2021.

** Estimates developed by the Indiana University Lilly Family School of Philanthropy using data provided by Candid.

Individual giving as a percentage of disposable personal income, 1981-2021

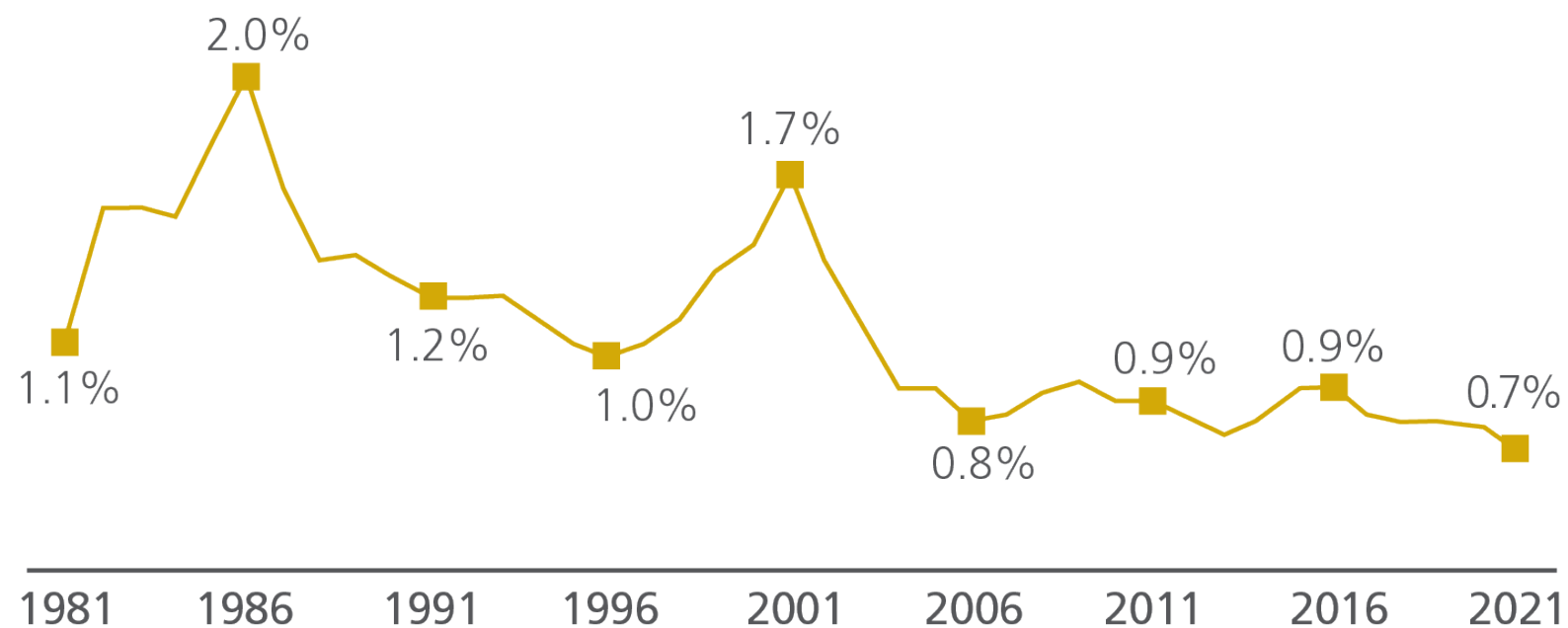
(in current dollars)



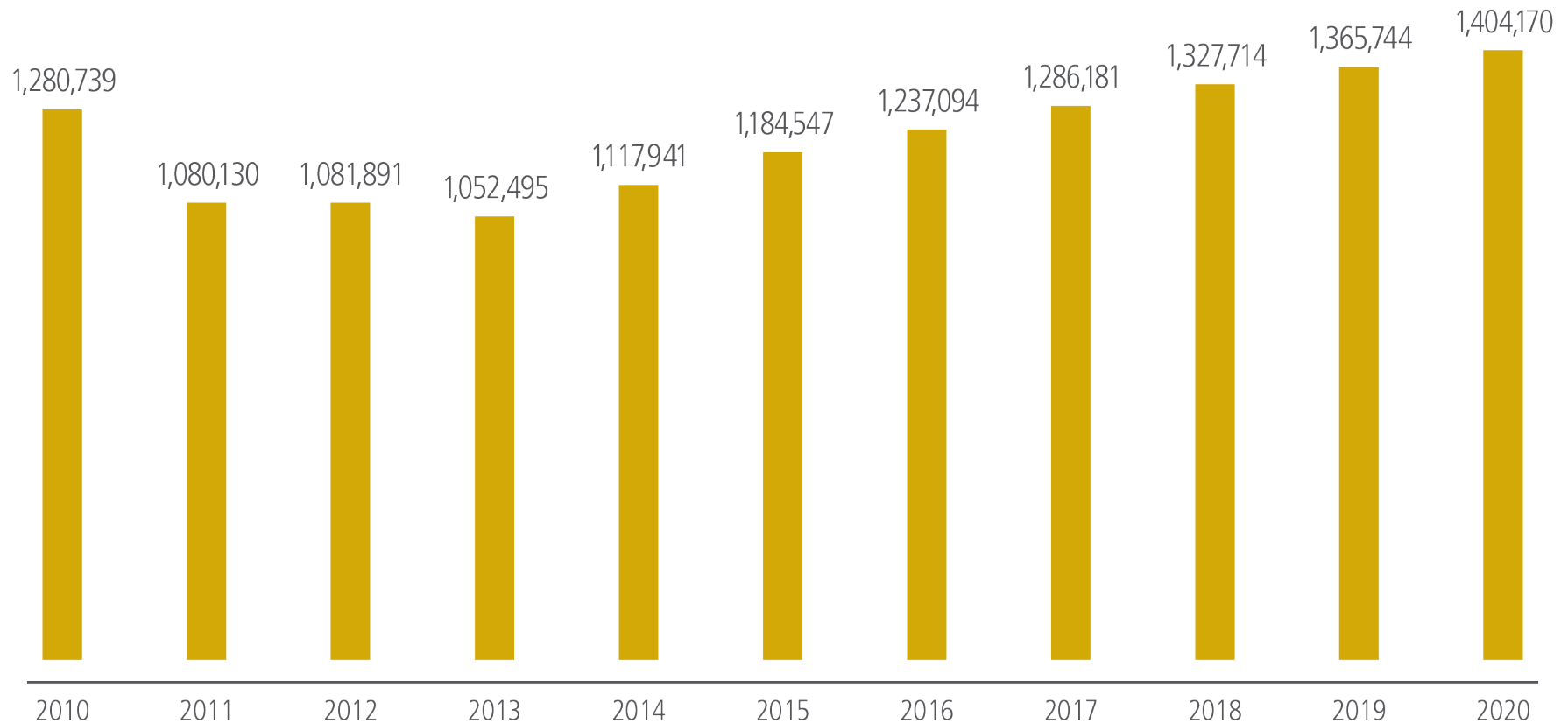
Suggest taking this slide out

Corporate giving as a percentage of corporate pre-tax profits, 1981–2021

(in current dollars)



The number of 501(c)(3) organizations, 2010-2020



Philanthropy
is
tangible evidence
of an
emotional event

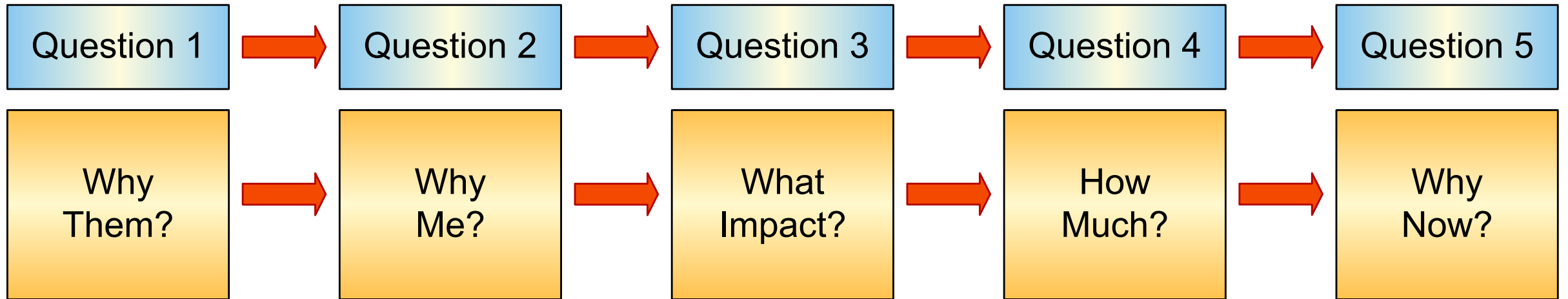


Elements of a Case

- What is the problem
- What do we do to resolve it
- How we do it
- The result and impact of our work
- What distinguishes us from others



Donor Thought Process

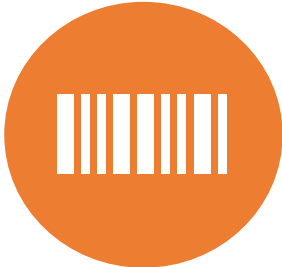


Seven Faces - Donor Motivations

- Communitarians
- The Devout
- Investors
- Socialites
- Altruists
- Repayers
- Dynasts



Donor Cycle



IDENTIFICATION

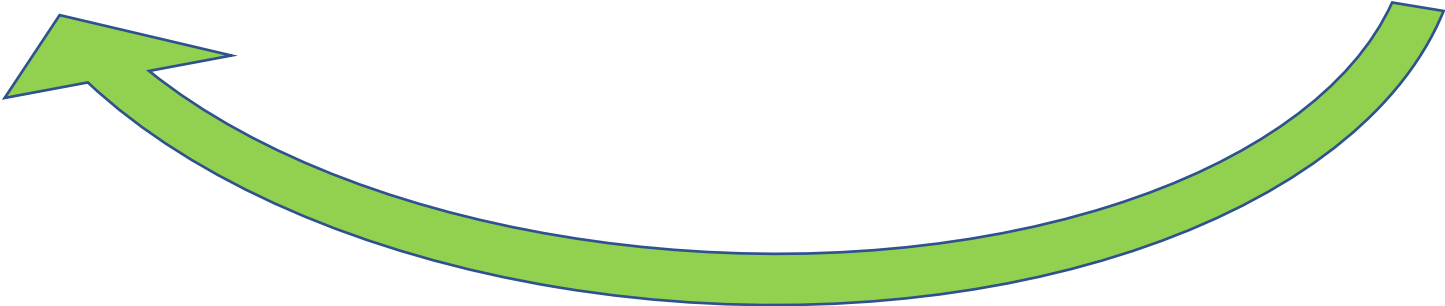
QUALIFICATION

CULTIVATION

SOLICITATION

ACKNOWLEDGEMENT

STEWARDSHIP



Biggest Changes in Philanthropy

- The onset of donor advised funds (for-profit companies, community foundations)
- Increase in family foundations and trusts
- Decrease in small contributions
- Transition to online giving and social media directed giving
- Corporate sponsorships and cause-related marketing in lieu of philanthropy
- Avenues for “entrepreneurial” philanthropy (venture capital)

Vehicles for Giving

Cash or Check

Credit Card

Appreciated Assets (stocks in particular)

Bequest

Retirement Plans

Charitable Trust

Charitable Gift Annuity

Donor Advised Funds

Family Foundations & Trusts

In-Kind

Private organization or company



QUESTIONS?



THANK YOU

