

the exclusive resource for monthly U.S. charitable giving results and forecasts by sector, source and state



U.S. charitable giving:
2014 results & initial 2015 forecast



contents

about the atlas of giving	3
2014 charitable giving review	4
2015 charitable giving forecast	6
national results highlights	7
national forecast	8
giving by sector at a glance	9
sector trends and forecast	10
giving by source at a glance	11
source trends and forecast	12
state giving (alabama – mississippi)	13
state giving (missouri – wyoming)	14

faq

If you would like more information about the Atlas of Giving, how it was created or other ways it could benefit your organization, please visit the frequently asked questions section of our website. You may also contact us via email at info@atlasofgiving.com.

From time to time, reported economic variables are revised by the reporting entity. In cases where variables related to The ATLAS of Giving™ data are revised, our figures will be updated to reflect the most current reported data.



about the atlas of giving

The Atlas of Giving is the only comprehensive monthly estimate of charitable giving by sector, source and state in the U.S. The Atlas of Giving provides the only forecast of giving in the U.S.

The Atlas of Giving is built upon the fact that charitable giving is directly tied to specific economic, demographic and event factors. A team of 25 PhD level mathematicians, analysts and statisticians evaluated dozens of possible variables and their interactions with charitable giving outcomes over four decades. The Atlas of Giving has determined exactly which specific factors correlate with charitable giving in the U.S. The research team used the relevant identified factors to create 65 economic algorithms for charitable giving arranged by 9 sectors (religion, education, environment, etc.), 4 sources (individuals, foundations, corporations and bequests), and for 50 states and Washington DC. Each of these algorithms correlates to 42 years of published giving history with a coefficient of correlation of 91% to 99.8%.

Well-established macroeconomic measurements (retail sales, manufacturing, inventories, etc.) use the same type of econometric formulas (algorithms) to establish a benchmark. The benchmark is then used to measure changes, establish trends and create forecasts. Consistency and fidelity of the benchmark are vital. The Atlas of Giving uses this proven methodology for measuring and forecasting giving.

The Atlas is able to use its algorithms to measure total U.S. giving as it occurs monthly and provide an updated monthly forecast. Unlike any other charitable giving index or estimate, the Atlas also monitors current events (political changes, disasters, tax policy changes, important economic factors like unemployment, the stock market, consumer confidence, etc.) and provides analysis of their impact on current and future giving.

Atlas of Giving technology has also been used to develop specific predictive models for individual nonprofits and groups of associated nonprofits. These models have proven to be incredibly accurate.



2014 charitable giving review

Total Charitable Giving in 2014 was a record \$456.73 Billion – up 9.3% over 2013. This extraordinary sum was fueled by favorable economic factors that drive giving, an increasing number of nonprofits, the impact of donor advised funds and new and more effective fundraising technologies and techniques.

Charitable Giving in the U.S. is primarily a function of specific economic, demographic, and event factors. Individuals cannot give unless they have disposable income or surplus assets such as stock or real estate. Grant-making foundations are able to give more when the values of their investment portfolios grow. Corporate donors are able to give when their earnings are strong and their debt is low. Growing numbers of nonprofits means more new giving.

An improved employment picture drove much of the growth. Individual donors account for 74% of all U.S. giving. As a result, improving employment significantly impacts the overall U.S. giving total.

other contributing factors

Double digit growth in stock prices fueled giving to organizations that rely on campaigns and major gifts, such as Colleges and Universities.

Low inflation has given individuals and corporations more discretionary income for making charitable contributions.

Consumer confidence is high. When consumers feel good about the economy, they tend to give more.

Historically low interest rates help everyone's bottom line. When individuals and businesses are paying less on borrowed money, they have more to give.

A significant reduction in energy prices frees up more discretionary income. Finding lower prices at the gas pump is like finding new money for donors and potential donors.



non-economic factors

Nationally, the number of nonprofits has grown 50% in the last 12 years.

Growing utilization of more sophisticated fundraising technology like online giving, crowd-funding, and prospect screening algorithms means that charities are becoming more effective and efficient in raising money every year.

There has been a substantial increase in giving to donor advised fund accounts and grants from those accounts. In 2014, these funds accounted for \$29.44 billion of all charitable giving – 6.4% of the 2014 total.

additional giving facts

- Individual mega-gifts of \$100 million or more accounted for about 1% of all giving.
- Annual growth in giving to the Human Needs/Disaster, Education, and Environmental sectors has been in the double-digits since 2010.
- Church giving is growing at less than half the rate of the fastest growing giving sectors.
- Improving employment numbers provide the best giving benefit to nonprofits that rely on small gifts from many individual donors.
- Online giving continues to increase in popularity.
- The impact of donor advised funds on the charitable giving economy is the most substantial change since the recession.



2015 charitable giving forecast

Initially, the 2015 forecast is bleak at best. The early forecast suggests that giving could drop 3.2% to \$442.08 billion. This projected decrease is largely a function of:

An expected correction in stock prices – A decline ending the 4th longest bull market in US history will significantly impact giving to donor advised funds, the education sector (2nd largest giving sector), and any nonprofit that relies heavily on major gifts or campaign giving.

An expected increase in interest rates in the second half of 2015 – Paying more in interest will impact discretionary income for both individual and corporate donors

Eurozone trouble led by weakening economies in Germany, France, and Italy – Forty percent of all publically traded stock company sales are to the Eurozone. A weak Eurozone economy will negatively impact the ability of U.S. corporations to make charitable gifts.

Continuing decline in employment compensation – Though 2014 brought some much needed employment news, compensation levels for the employed are still below pre-recession levels. In addition, underemployment is a growing drain on the economy and charitable giving.

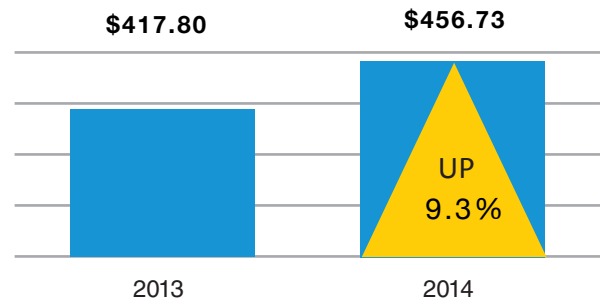
Rising geostrategic corporate competition, primarily from Asia – As Asian goods and services provide more competition, the value of U.S. companies is weakened. This puts pressure on American jobs and compensation, leading to less money available to the charitable giving economy.

Please note that this forecast will change as events unfold throughout the year. The Atlas of Giving updates its forecast monthly.

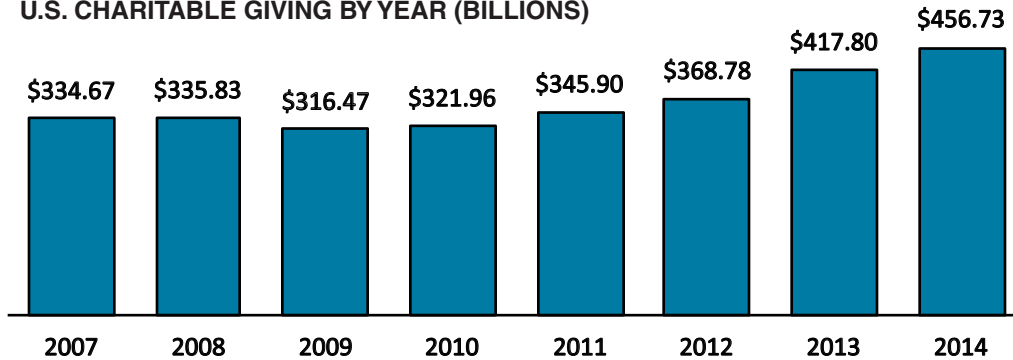
national results highlights

- 2014 charitable giving totaled \$456.73 billion.
- Overall, giving increased 9.3% from 2013.
- December giving was \$39.81 billion.
- December giving decreased 0.1% from November.

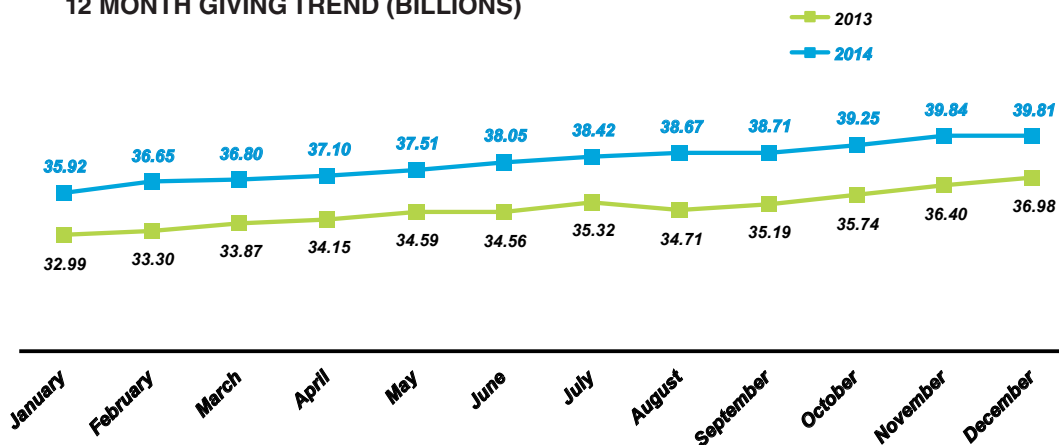
CALENDAR YTD TREND (\$ BILLIONS)



U.S. CHARITABLE GIVING BY YEAR (BILLIONS)



12 MONTH GIVING TREND (BILLIONS)

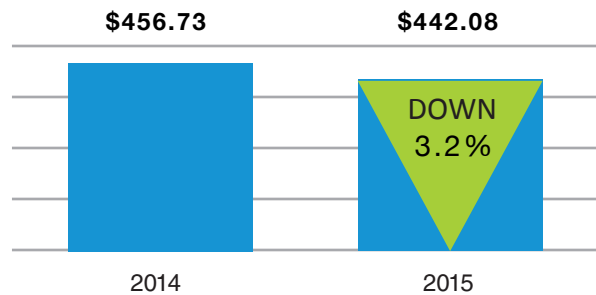




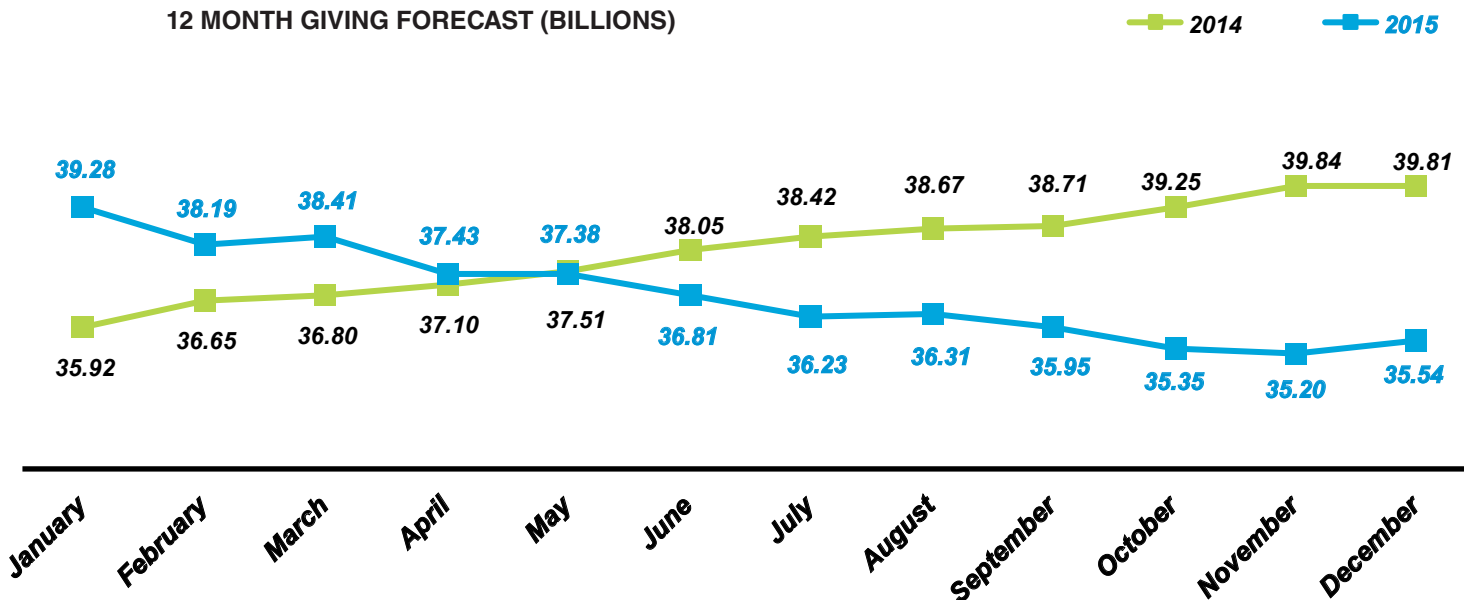
national forecast

- The forecast indicates that 2015 giving will total \$442.08 billion, a 3.2% decrease.
- Next month giving will total \$39.28 billion.
- January giving will decrease 1.3% from December.

CALENDAR YEAR FORECAST (\$ BILLIONS)

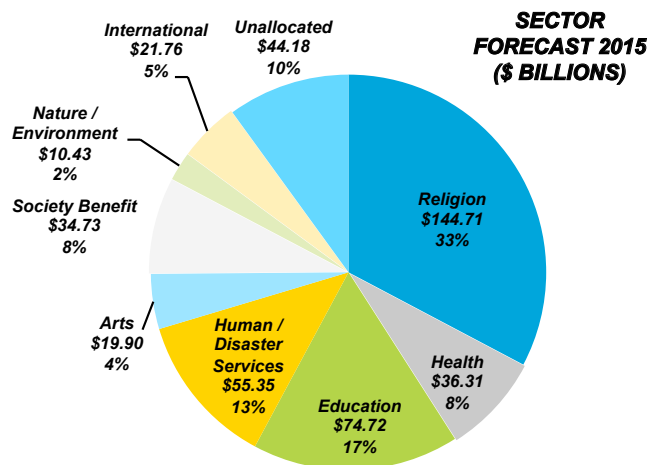
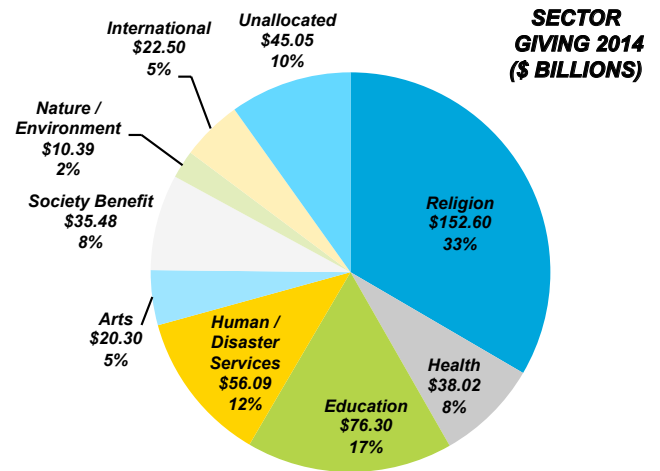
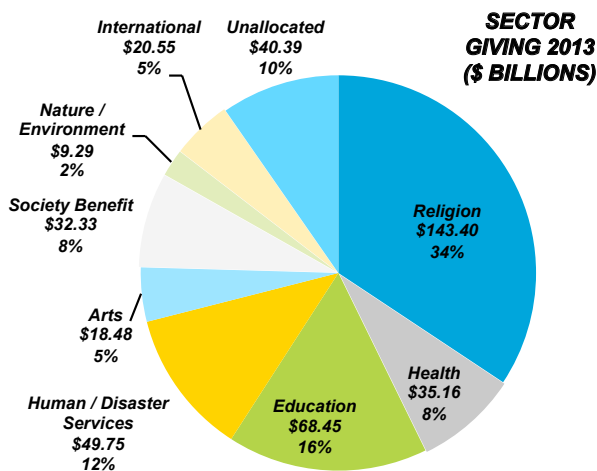


12 MONTH GIVING FORECAST (BILLIONS)



giving by sector at a glance

- Giving proportions by sector in 2015 will change slightly.
- Religion will remain the largest giving sector at 33%.
- Overall giving is projected to decrease by 3.2% in 2015, compared to a 9.3% increase from 2013 to 2014.
- The only 2015 increase will be in nature/environment – up 0.4%.

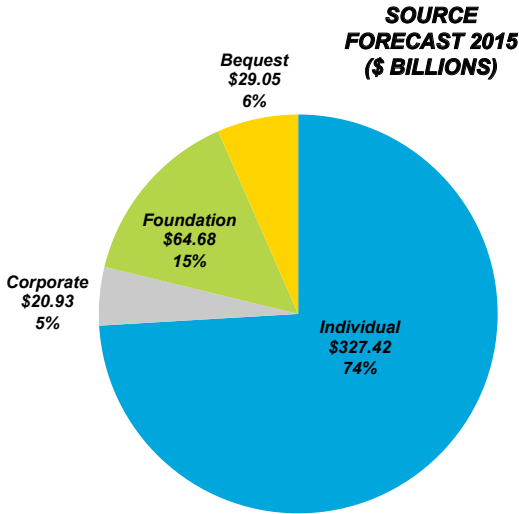
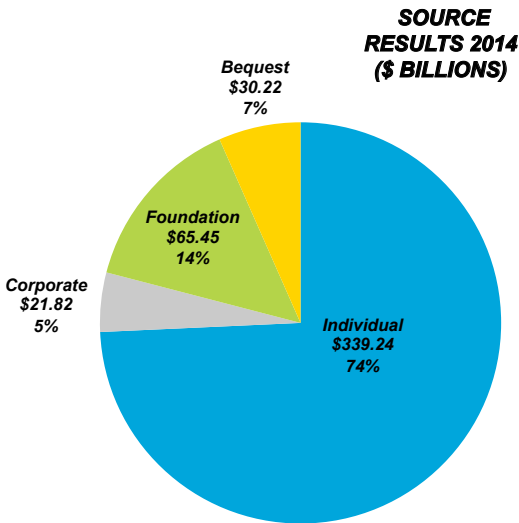
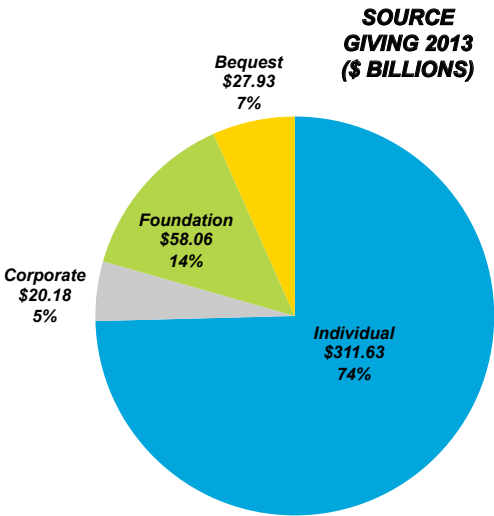


sector trends and forecast

Sector Summary	National	Religion	Health	Education	Human / Disaster Services	Arts	Society Benefit	Nature / Environment	International	Unallocated
CYTD Results	9.3%	6.4%	8.1%	11.5%	12.7%	9.8%	9.7%	11.8%	9.5%	11.5%
versus same month last year	7.7%	4.2%	8.9%	9.5%	10.7%	8.5%	8.4%	12.0%	7.7%	9.7%
past 3 months	9.0%	5.8%	8.1%	11.3%	12.4%	9.5%	9.3%	11.8%	9.1%	11.3%
past 6 months	9.5%	6.4%	8.1%	11.7%	13.2%	10.3%	10.0%	12.3%	9.6%	11.9%
past 12 months	9.3%	6.4%	8.1%	11.5%	12.7%	9.8%	9.7%	11.8%	9.5%	11.5%
versus last month	-0.1%	-0.6%	3.4%	-0.3%	-0.4%	0.0%	0.0%	1.1%	-0.5%	-0.5%
CY Forecast	-3.2%	-5.2%	-4.5%	-2.1%	-1.3%	-2.0%	-2.1%	0.4%	-3.3%	-1.9%
versus same month last year	9.4%	6.0%	6.6%	11.7%	12.9%	10.7%	10.4%	15.0%	9.6%	12.3%
next 3 months	6.0%	2.9%	3.9%	8.0%	9.2%	7.0%	6.8%	9.8%	6.1%	8.5%
next 6 months	2.5%	-0.1%	0.8%	4.2%	5.0%	3.8%	3.5%	6.2%	2.4%	4.4%
next 12 months	-3.2%	-5.2%	-4.5%	-2.1%	-1.3%	-2.0%	-2.1%	0.4%	-3.3%	-1.9%
versus this month	-1.3%	-1.4%	-2.4%	-1.2%	-1.2%	-1.1%	-1.3%	-1.1%	-1.0%	-1.0%

giving by source at a glance

- Charitable gift sources will change slightly from 2014.
- All sources will experience a decline from 2014 levels.
- Corporate giving will suffer the most, down 4.1%.



source trends and forecast

Source Summary	National	Individual	Corporate	Foundation	Bequest
CYTD Results	9.3%	8.9%	8.1%	12.7%	8.2%
versus same month last year	7.7%	7.2%	6.2%	10.9%	6.5%
past 3 months	9.0%	8.5%	7.6%	12.5%	7.9%
past 6 months	9.5%	9.0%	8.2%	13.1%	8.3%
past 12 months	9.3%	8.9%	8.1%	12.7%	8.2%
versus last month	-0.1%	-0.1%	0.0%	-0.2%	0.0%
CY Forecast	-3.2%	-3.5%	-4.1%	-1.2%	-3.9%
versus same month last year	9.4%	8.9%	6.9%	12.8%	8.4%
next 3 months	6.0%	5.6%	4.0%	9.3%	4.8%
next 6 months	2.5%	2.1%	1.2%	5.2%	1.5%
next 12 months	-3.2%	-3.5%	-4.1%	-1.2%	-3.9%
versus this month	-1.3%	-1.4%	-1.6%	-1.2%	-1.1%

state giving (alabama – mississippi)

RESULTS	versus last month	CYTD	versus same month last year	past 3 months	past 6 months	past 12 months	next month forecast	CY forecast	next month versus same month last year	next 3 months	next 6 months	next 12 months
National	-0.1%	9.3%	7.6%	9.0%	9.5%	9.3%	-1.3%	-3.2%	9.4%	6.0%	2.5%	-3.2%
Alabama	0.0%	7.7%	6.7%	7.5%	8.0%	7.7%	-1.2%	-0.5%	8.2%	6.5%	4.4%	-0.5%
Alaska	0.0%	7.7%	7.0%	7.6%	8.0%	7.7%	-1.6%	-0.6%	8.0%	6.5%	4.2%	-0.6%
Arizona	0.1%	7.7%	6.9%	7.6%	8.1%	7.7%	-1.2%	-0.5%	8.4%	6.7%	4.4%	-0.5%
Arkansas	0.0%	7.8%	6.8%	7.7%	8.1%	7.8%	-1.4%	-0.6%	8.1%	6.5%	4.3%	-0.6%
California	-0.2%	7.8%	6.8%	7.9%	8.0%	7.8%	-0.3%	0.5%	8.3%	6.4%	4.6%	0.5%
Colorado	0.1%	7.7%	6.9%	7.6%	8.1%	7.7%	-1.3%	-0.5%	8.3%	6.7%	4.4%	-0.5%
Connecticut	0.0%	7.7%	6.7%	7.6%	8.1%	7.7%	-1.2%	-0.5%	8.4%	6.6%	4.4%	-0.5%
Delaware	0.0%	7.7%	6.6%	7.6%	7.9%	7.7%	-1.2%	-0.5%	8.1%	6.4%	4.2%	-0.5%
District of Columbia	0.4%	7.7%	6.8%	7.5%	8.0%	7.7%	-1.4%	-0.5%	8.2%	6.7%	4.4%	-0.5%
Florida	-0.4%	11.8%	8.4%	10.7%	11.6%	11.8%	-1.9%	-5.0%	11.4%	7.5%	3.7%	-5.0%
Georgia	0.1%	7.7%	6.8%	7.6%	8.1%	7.7%	-1.3%	-0.5%	8.2%	6.6%	4.4%	-0.5%
Hawaii	0.6%	7.6%	7.3%	7.6%	8.0%	7.6%	-1.7%	-0.4%	8.1%	6.8%	4.4%	-0.4%
Idaho	0.0%	7.7%	6.7%	7.5%	8.0%	7.7%	0.0%	0.1%	9.1%	7.5%	5.1%	0.1%
Illinois	0.0%	11.7%	8.3%	10.7%	11.6%	11.7%	-0.4%	-4.4%	15.7%	10.8%	5.7%	-4.4%
Indiana	0.0%	7.7%	6.6%	7.5%	8.0%	7.7%	0.1%	0.2%	9.7%	7.6%	5.2%	0.2%
Iowa	0.0%	7.7%	6.7%	7.6%	8.0%	7.7%	0.3%	0.3%	9.9%	7.8%	5.3%	0.3%
Kansas	0.0%	7.8%	6.6%	7.6%	8.1%	7.8%	0.0%	0.2%	9.5%	7.6%	5.1%	0.2%
Kentucky	0.0%	7.7%	6.7%	7.6%	8.1%	7.7%	0.0%	0.2%	9.5%	7.6%	5.1%	0.2%
Louisiana	0.0%	7.7%	6.7%	7.5%	8.1%	7.7%	0.2%	0.2%	9.7%	7.7%	5.2%	0.2%
Maine	0.0%	7.6%	6.5%	7.4%	7.9%	7.6%	0.0%	0.3%	10.1%	7.7%	5.2%	0.3%
Maryland	0.0%	7.7%	6.7%	7.5%	8.1%	7.7%	0.1%	0.2%	9.8%	7.7%	5.2%	0.2%
Massachusetts	0.0%	7.7%	6.7%	7.6%	8.0%	7.7%	0.1%	0.2%	9.7%	7.7%	5.2%	0.2%
Michigan	0.1%	7.7%	6.8%	7.6%	8.0%	7.7%	-1.3%	-0.5%	8.3%	6.6%	4.4%	-0.5%
Minnesota	0.0%	7.7%	6.7%	7.6%	8.0%	7.7%	-1.2%	-0.5%	8.3%	6.6%	4.3%	-0.5%
Mississippi	0.0%	7.8%	6.7%	7.6%	8.1%	7.8%	-1.5%	-0.5%	8.1%	6.5%	4.4%	-0.5%

state giving (missouri – wyoming)

RESULTS	versus last month	CYTD	versus same month last year	past 3 months	past 6 months	past 12 months	next month forecast	CY forecast	next month versus same month last year	next 3 months	next 6 months	next 12 months
Missouri	0.1%	7.7%	6.8%	7.6%	8.0%	7.7%	-1.3%	-0.5%	8.3%	6.6%	4.4%	-0.5%
Montana	0.0%	7.5%	6.2%	7.1%	7.8%	7.5%	-1.2%	-0.6%	7.6%	6.3%	4.1%	-0.6%
Nebraska	0.4%	7.8%	7.0%	7.8%	8.2%	7.8%	-1.2%	-0.5%	8.5%	6.8%	4.5%	-0.5%
Nevada	0.0%	7.7%	6.7%	7.6%	8.0%	7.7%	-1.4%	-0.6%	8.2%	6.5%	4.2%	-0.6%
New Hampshire	0.0%	7.7%	6.1%	7.4%	7.8%	7.7%	-0.6%	-0.6%	8.4%	6.4%	4.1%	-0.6%
New Jersey	0.1%	7.7%	6.8%	7.6%	8.0%	7.7%	-1.3%	-0.5%	8.3%	6.7%	4.4%	-0.5%
New Mexico	0.0%	7.8%	7.0%	7.8%	8.2%	7.8%	-1.4%	-0.5%	8.2%	6.6%	4.4%	-0.5%
New York	-0.6%	21.0%	13.0%	18.0%	20.3%	21.0%	-4.6%	-14.1%	18.6%	10.6%	2.8%	-14.1%
North Carolina	0.1%	7.7%	6.8%	7.6%	8.0%	7.7%	-1.2%	-0.5%	8.3%	6.6%	4.4%	-0.5%
North Dakota	0.0%	7.7%	6.6%	7.6%	7.9%	7.7%	-1.2%	-0.8%	8.1%	6.2%	4.2%	-0.8%
Ohio	0.1%	7.7%	6.8%	7.6%	8.0%	7.7%	-1.2%	-0.5%	8.3%	6.6%	4.4%	-0.5%
Oklahoma	0.2%	7.7%	6.9%	7.7%	8.1%	7.7%	-1.4%	-0.5%	8.1%	6.6%	4.4%	-0.5%
Oregon	0.2%	7.7%	6.9%	7.6%	8.1%	7.7%	-1.4%	-0.5%	8.2%	6.6%	4.4%	-0.5%
Pennsylvania	-0.4%	13.6%	9.6%	12.4%	13.5%	13.6%	-2.5%	-7.0%	11.9%	7.7%	3.0%	-7.0%
Rhode Island	0.0%	7.5%	6.9%	7.6%	8.0%	7.5%	-1.6%	-0.5%	8.0%	6.4%	4.3%	-0.5%
South Carolina	0.2%	7.7%	6.8%	7.6%	8.0%	7.7%	-1.3%	-0.5%	8.4%	6.7%	4.3%	-0.5%
South Dakota	0.0%	7.6%	6.6%	7.4%	7.9%	7.6%	-1.0%	-0.4%	7.9%	6.3%	4.4%	-0.4%
Tennessee	0.0%	7.7%	6.8%	7.6%	8.1%	7.7%	-1.2%	-0.5%	8.3%	6.6%	4.3%	-0.5%
Texas	-0.3%	13.9%	11.3%	13.0%	13.4%	13.9%	-0.6%	-0.3%	10.3%	8.7%	5.7%	-0.3%
Utah	0.0%	7.7%	6.8%	7.6%	8.0%	7.7%	-1.2%	-0.5%	8.4%	6.6%	4.3%	-0.5%
Vermont	0.0%	7.7%	5.9%	7.3%	7.7%	7.7%	0.0%	-0.3%	8.0%	6.6%	4.3%	-0.3%
Virginia	0.1%	7.7%	6.8%	7.6%	8.1%	7.7%	-1.3%	-0.5%	8.3%	6.6%	4.4%	-0.5%
Washington	0.1%	7.7%	6.8%	7.6%	8.0%	7.7%	-1.2%	-0.5%	8.3%	6.7%	4.4%	-0.5%
West Virginia	0.0%	7.7%	6.3%	7.2%	7.9%	7.7%	-1.2%	-0.6%	8.4%	6.4%	4.1%	-0.6%
Wisconsin	0.0%	7.7%	6.7%	7.6%	8.1%	7.7%	-1.3%	-0.5%	8.3%	6.6%	4.4%	-0.5%
Wyoming	1.1%	7.5%	6.9%	7.0%	7.7%	7.5%	-2.2%	-0.5%	8.3%	6.6%	4.2%	-0.5%



ATLAS OF GIVING™ is the exclusive monthly resource for nationwide U.S. charitable giving results and forecasts. It provides monthly results and trends information for the past 12 months, as well as forecasts for the coming year. This complimentary detailed resource includes U.S. charitable giving results and forecasts by **sector** (religion, health, education, etc.), **source** (individuals, bequests, etc.) and **state**.

EXPRESS CUSTOM FORECAST can provide your organization's giving forecast based on last fiscal year's results coupled with the Atlas giving intelligence. Results are even personalized on a state level. Benefit from this quantum leap forward in fundraising to help project your next fiscal year receipts.

ULTIMATE PLANNING MODEL applies the same methods used to create the Atlas of Giving to develop a forecasting algorithm unique to your organization. For example, your nonprofit's gift history and other information can be combined with economic and demographic variables to develop a unique revenue model. Realize exponential return on investment from this revolutionary opportunity.

The Atlas of Giving is updated monthly based on the most current data available to help you make educated decisions and raise more money.



Be the first to see the future of charitable giving!

Visit atlasofgiving.com to sign up to receive an email notice when the next report is available.