



CAMPBELL
& COMPANY

Giving USA 2026:

A Forum on Philanthropy

July 2026

What is *Giving USA*?

- The longest running, annual report on U.S. charitable giving
- Estimates for:
 - Sources of giving
 - Amounts received by type of organization
- Published by Giving USA Foundation™
- Begun in 1956 by the American Association of Fundraising Counsel, now **The Giving Institute**
- Made possible by contributions from The Giving Institute member firms, foundations, and other donors
- Researched and written by the **Indiana University Lilly Family School of Philanthropy**





\$617.20 billion

In 2025, total charitable giving in the United States reached \$617.20 billion, representing a 5.7% increase over 2024 (3.0% when adjusted for inflation).

Key Highlights from *Giving USA 2026*

In 2025, total charitable giving in the United States reached \$617.20 billion, representing a 5.7% increase over 2024 (3.0% when adjusted for inflation).

Giving by Source:

- Individuals remained the largest source of giving, contributing **\$394.20 billion (64%)** of total giving.
- Foundations contributed **\$117.15 billion (19%)**, continuing to play a growing role in the philanthropic landscape.
- Bequests totaled **\$62.19 billion (10%)**, a significant increase of **19.7%** year-over-year.
- Corporate giving reached **\$43.67 billion (7%)**, growing modestly alongside broader economic trends.

Giving by Recipient Sector:

- Religion remained the largest recipient, receiving **23%** of total giving.
- Human services (**15%**) and education (**14%**) continued to receive the next-largest shares.
- Public-society benefit organizations received **\$72.06 billion (11%)**, reflecting **11.6% growth** from the previous year.
- Giving increased in **eight of nine charitable subsectors** in current dollars

[Read the full press release >](#)

What shaped philanthropy in 2025

Economic Drivers

- Growth in markets and GDP
- Interest rates, Inflation and Disposable income under pressure
- Consumer confidence hit near record lows

Policy & Structural Shifts

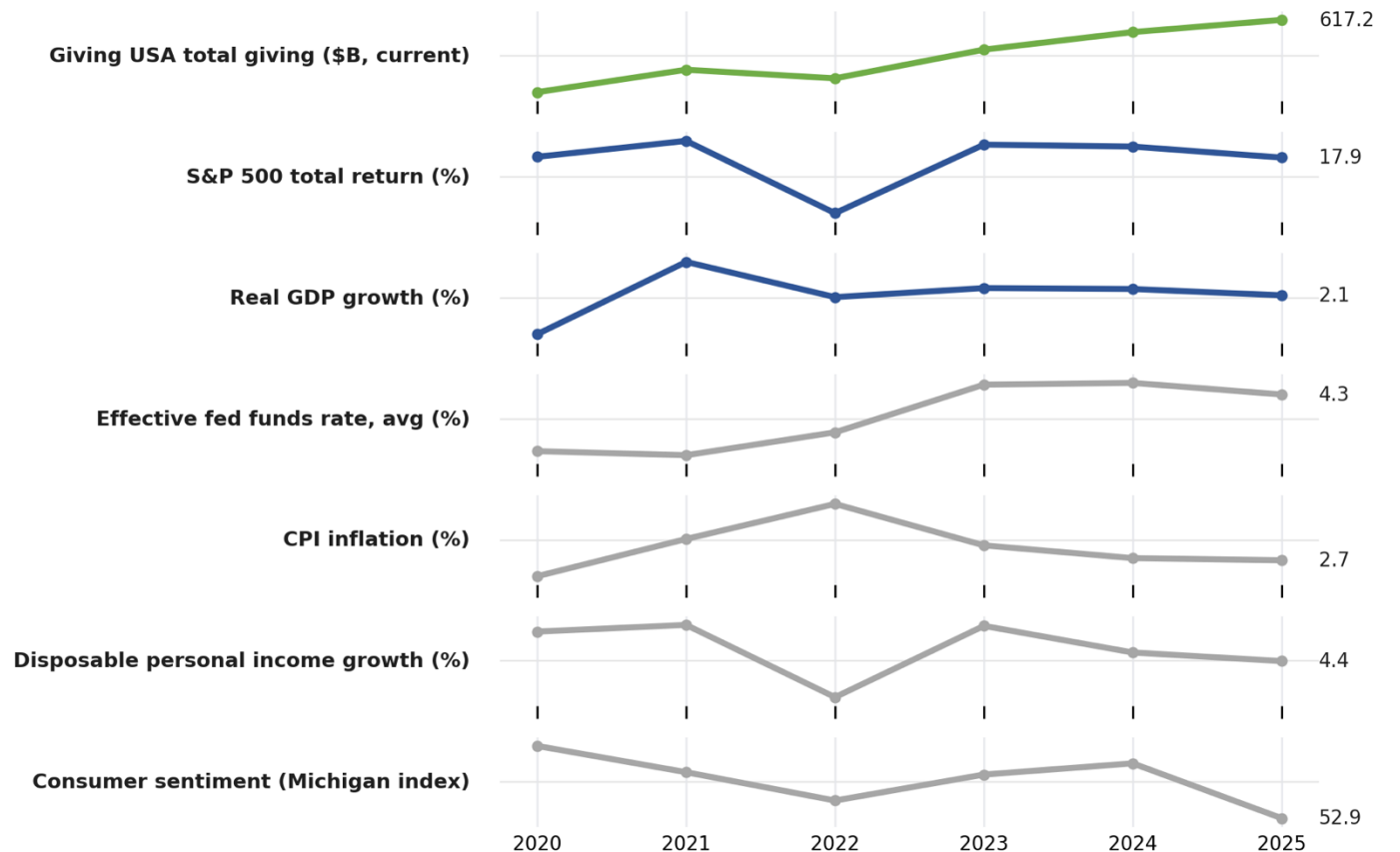
- OBBBA tax changes
- Federal funding and policy uncertainty

Disruptive Global Events

- Climate, conflict, humanitarian crises

Recent Giving Environment Snapshot (2020-2025)

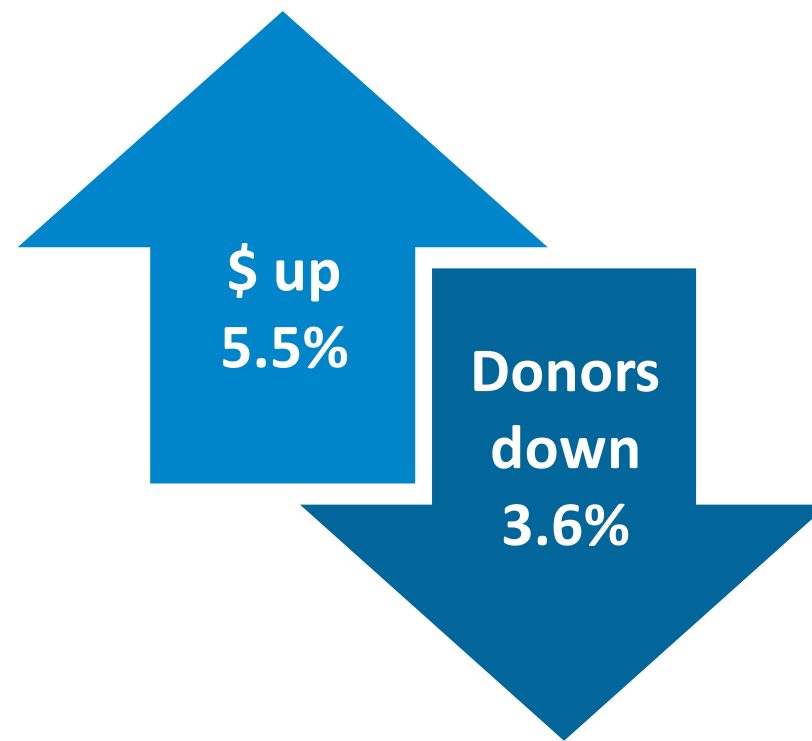
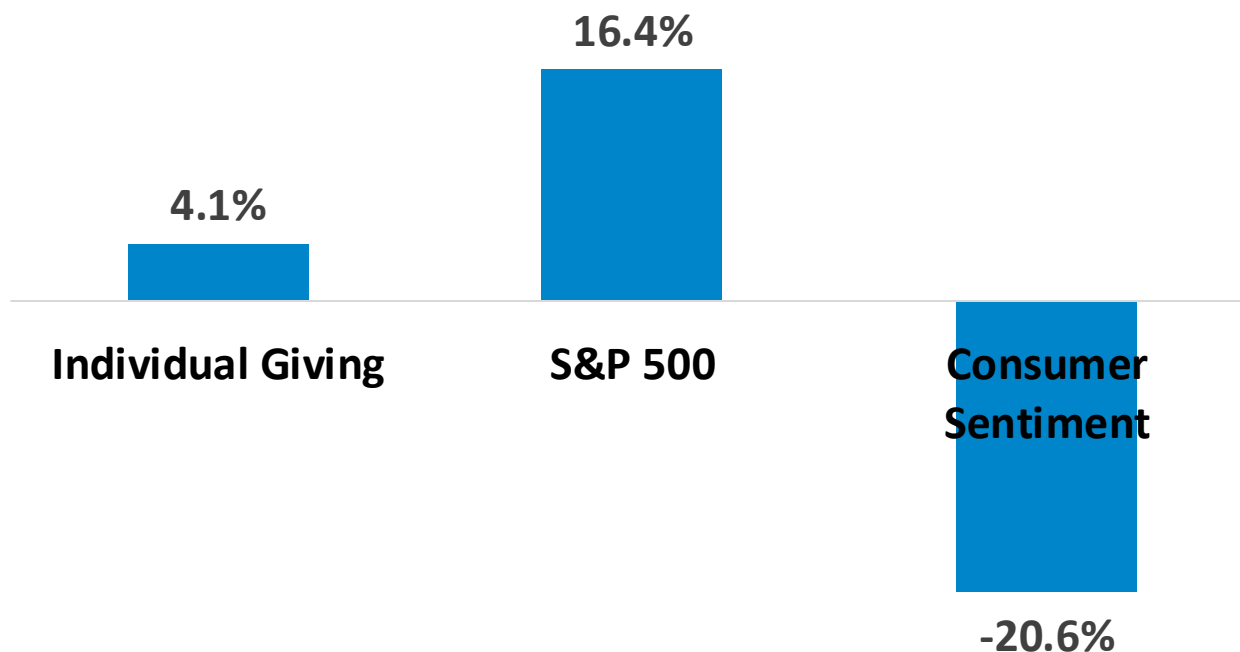
Sparkline stack: giving, market, GDP, interest rates, inflation, disposable income, confidence



AUDIENCE QUESTION

Is inflation eroding annual fund giving in terms of number of donors, number of gifts, and average gift size?

2024-2025 Growth Rates



FUNDRAISING
EFFECTIVENESS
project



What is happening with donor retention?

- Overall donor retention is **43.3%**
- 70%-80% of first-time donors **do not give a second gift**

Sustainer Programs (retention)

- Monthly donors retain at ~80%
- Avg. lifetime of 7-8 yrs
- Exceed one-time gifts by **600–800%**

P2P Programs (acquisition)

- **40%** of first-time donors to nonprofits came through peer-to-peer campaigns, and **77%** of peer-to-peer donors were new to the organization, compared with **56%** of donors through other campaign types



How are foundations evolving as their assets grow and other funding sources shift?



Paying about 5% minimum

What we are hearing from foundations:

- Responding to need
- Continuing more flexible and supportive practices
- More involved - many foundations describe their role as a stabilizing force through sustained grantmaking, flexible support, and higher-than-required payouts

Why this matters:

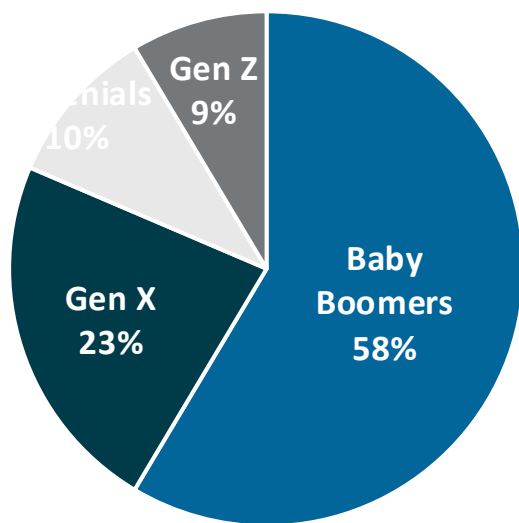
- 84% expect funding cuts, (Nonprofit Finance Fund)



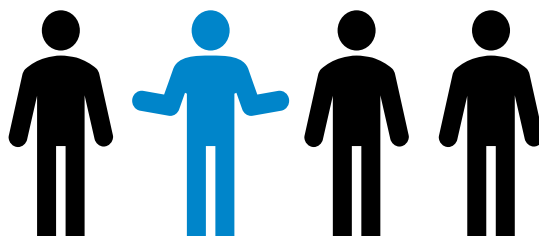
AUDIENCE QUESTION

For donors who have access to a pool of funds (at any age), what's the best way to engage with them?

Estimated Wealth Inheritance by Generation (Financial Times)



Estimated \$84 trillion and \$125 trillion



Nearly **one in four donors use a giving vehicle**, and among households worth \$5–\$20 million, 48% either have or plan to establish one within the next three years. (Giving USA)

Donor Advised Funds

- 3.59M DAF accounts in 2024 (record high)
- 66% gifts less than \$1K
- 13x more likely to retain

RMDs and QCDs

- RMD: Age 73
- QCD: Age 70 ½

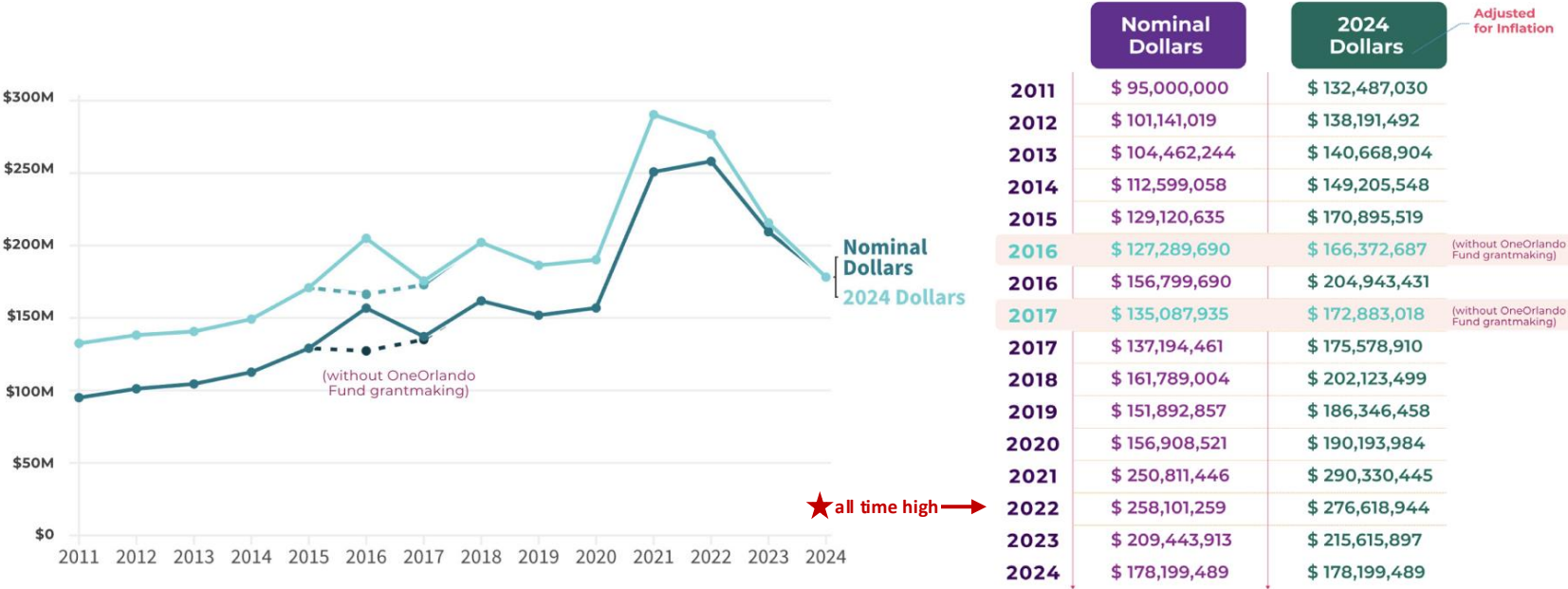


AUDIENCE QUESTION

For organizations serving LGBTQ+ communities or other mission-driven constituencies that may be experiencing political headwinds, what trends are we seeing in donor support?

Annual U.S. LGBTQ Grant Dollars Awarded, 2011-2024

Philanthropic funding for LGBTQ communities and issues from U.S.-based foundations totaled **\$178.2 million in 2024**.



Questions?

Visit givingusa.org to subscribe to the full report!

