

GIVING
TUESDAY



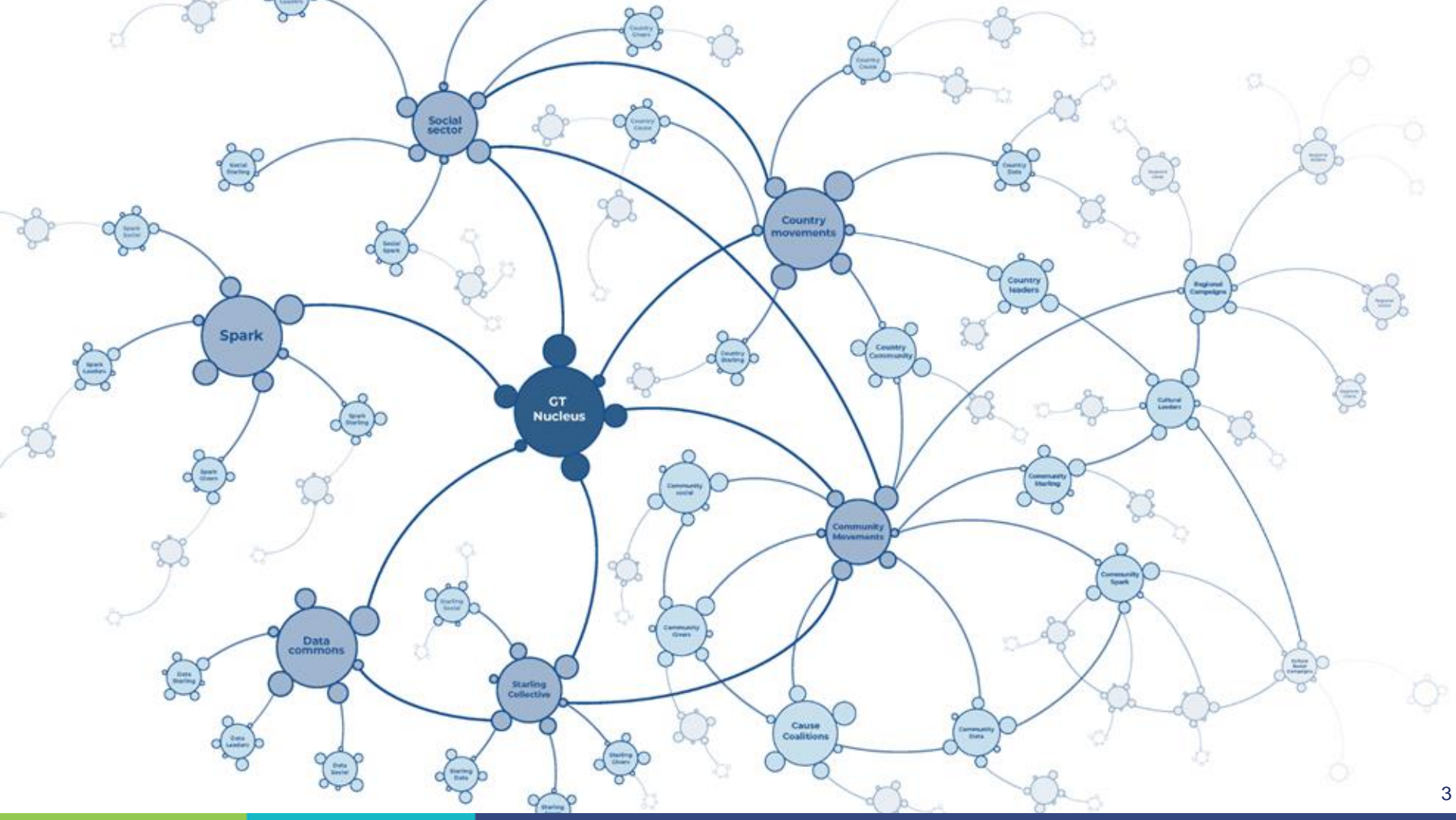
Rethinking Resilience

Insights from the Giving
Ecosystem



Woodrow Rosenbaum

Chief Data Officer
GivingTuesday



The Data Commons

Inspiring greater giving worldwide

GIVING
TUESDAY

50 GLOBAL DATA
CHAPTERS

8 U.S. WORKING GROUPS

74 DATA PROVIDERS

300+ ORGANIZATIONS

800+ COLLABORATORS

30,000+ USERS WORLDWIDE

Rethinking Resilience

Insights from the Giving Ecosystem



2022 Lookback Report

Data sourced across GivingTuesday Data Commons datasets:

- 2022 GivingTuesday's GivingPulse
- Growth in Giving Fundraising Data (with AFP)
- 2022 USA Giving Survey
- 2022 Global Omnibus Survey
- Golden Volunteer Data



A light gray, textured world map serves as the background for the entire graphic.

83.6%

**of people worldwide gave to
others in 2022**

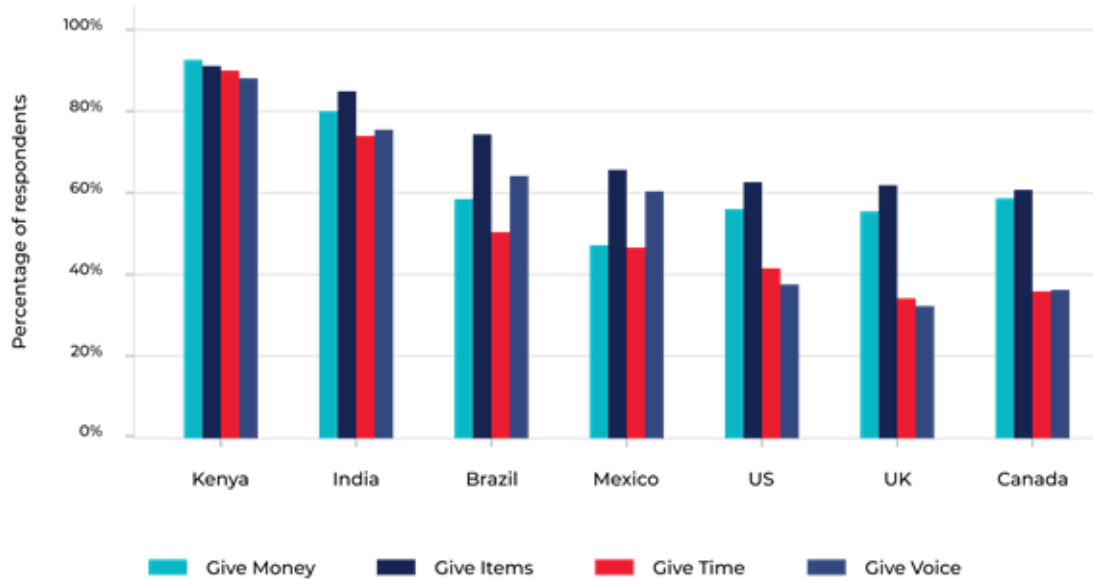
Key Findings

- Generosity remains **abundant and diverse**
- Giving behaviours are **highly culturally dependent**
- Volunteering is **resurging** post-pandemic
- Younger generations **more generous** than older generations
- Financial donations and number of donors are **down** in USA



Global Giving

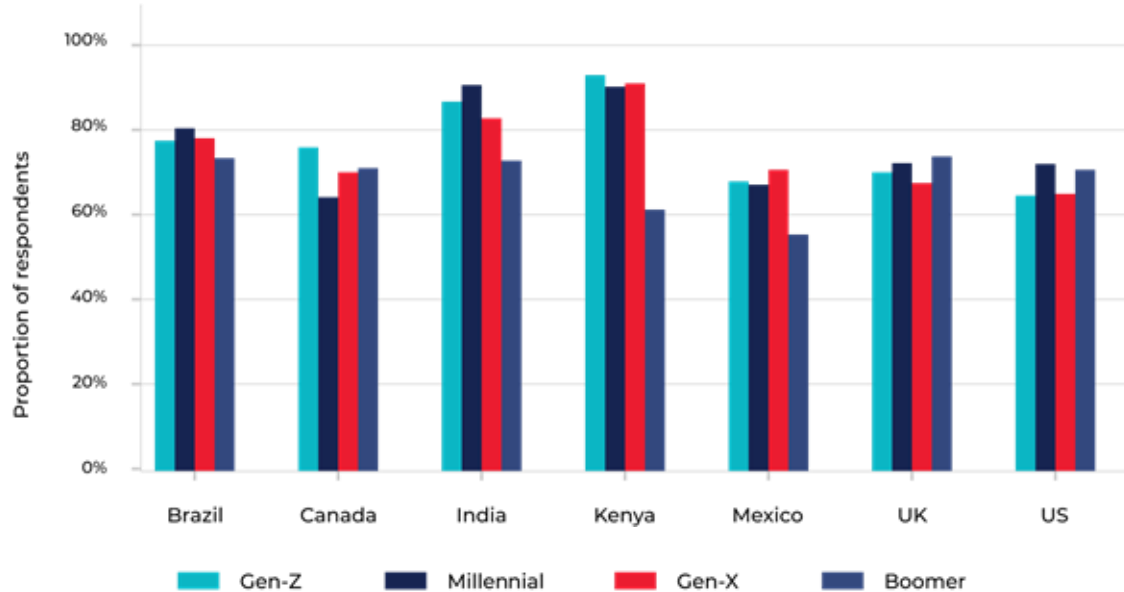
Global Giving by Gift Type



Giving items most common form of giving

Giving by Generation

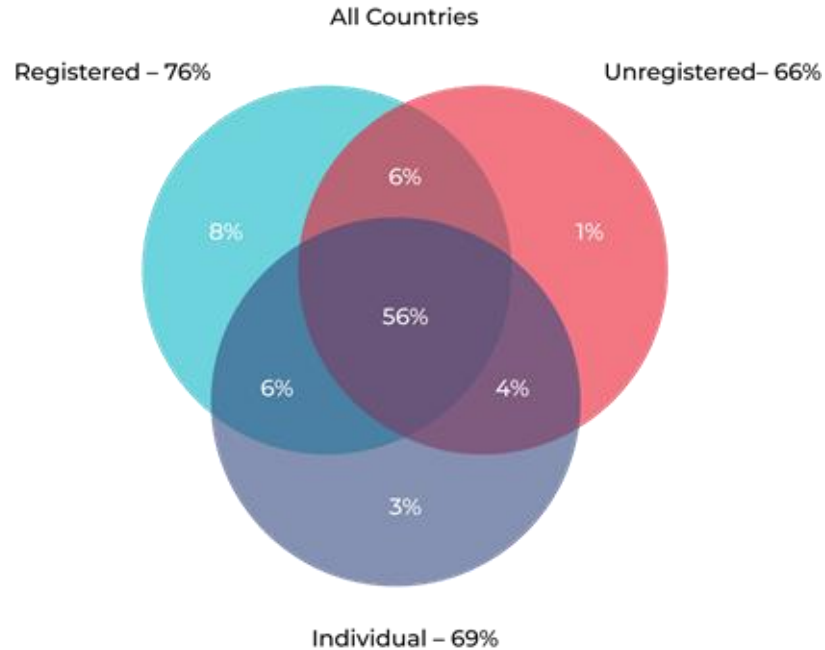
Giving to Registered Charities, by Generation, by Country



Generosity is highest in younger generations

Formal vs Informal Giving

Prevalence of Global Giving, by Recipient



Formal vs Informal Giving

Older givers report **greater trust** in the value of charities and nonprofits

Yet giving occurs **across the spectrum** of society

More diverse outreach

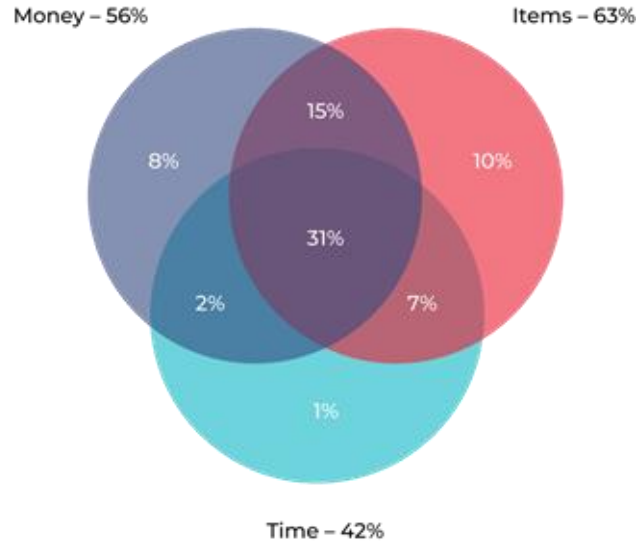
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More resilient donor base



What We Give

Prevalence of Giving Types in the USA

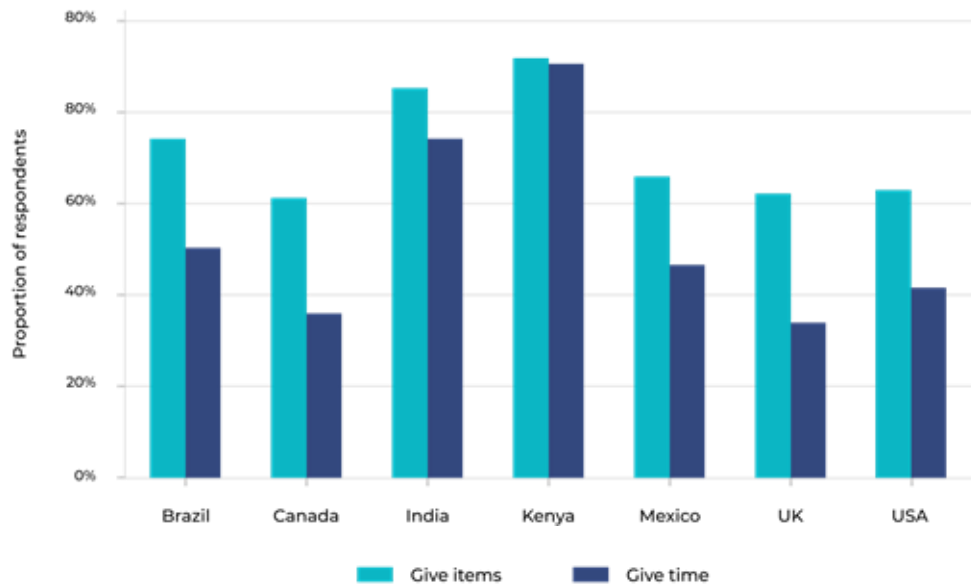


Giving is not competitive

Non-Monetary Giving

Giving Time and Items, by Country

Prevalence of giving time and items in each country



Giving of things remains the most common form of giving

96% of those who gave time also gave things and money

Giving time is a gateway to giving of all kinds

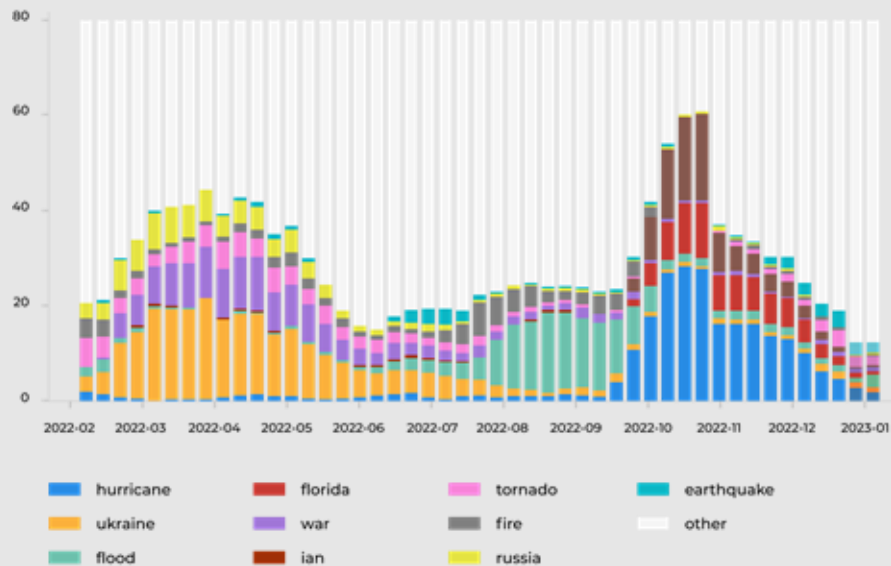
Spotlight: GivingPulse

Creating an up-to-date, evidence-based snapshot of US giving

Exploring how events, interventions, crises, and demographics impact generosity in real time

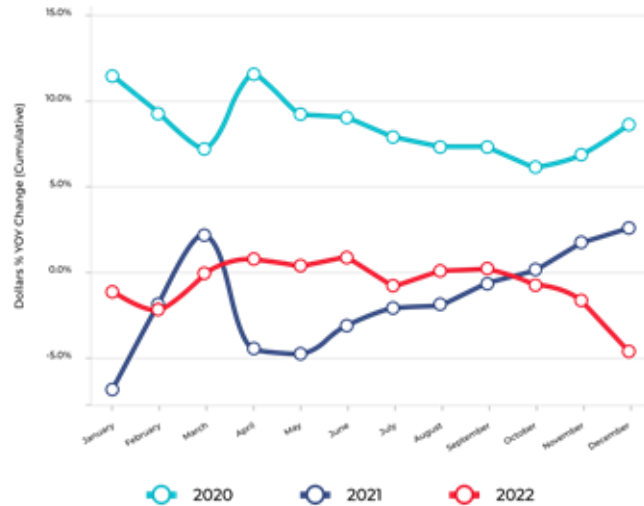
Making data available to researchers and the public

Prevalence of Crisis Words



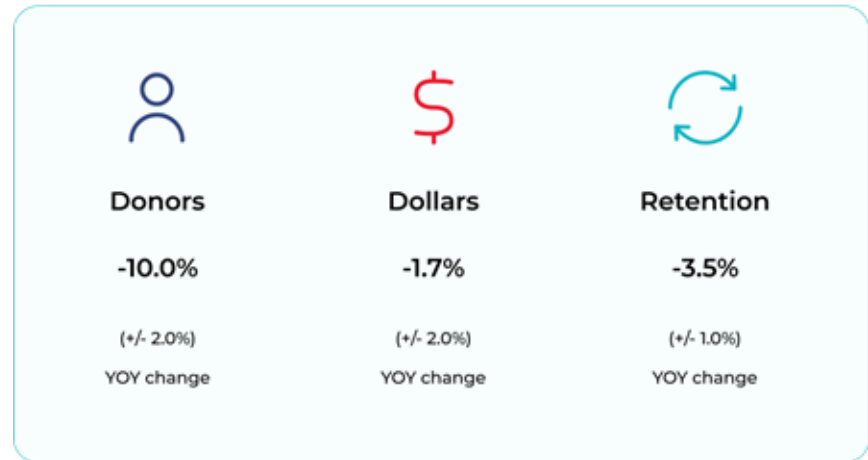
US Nonprofit Fundraising

Dollars Cumulative YOY Change, Monthly



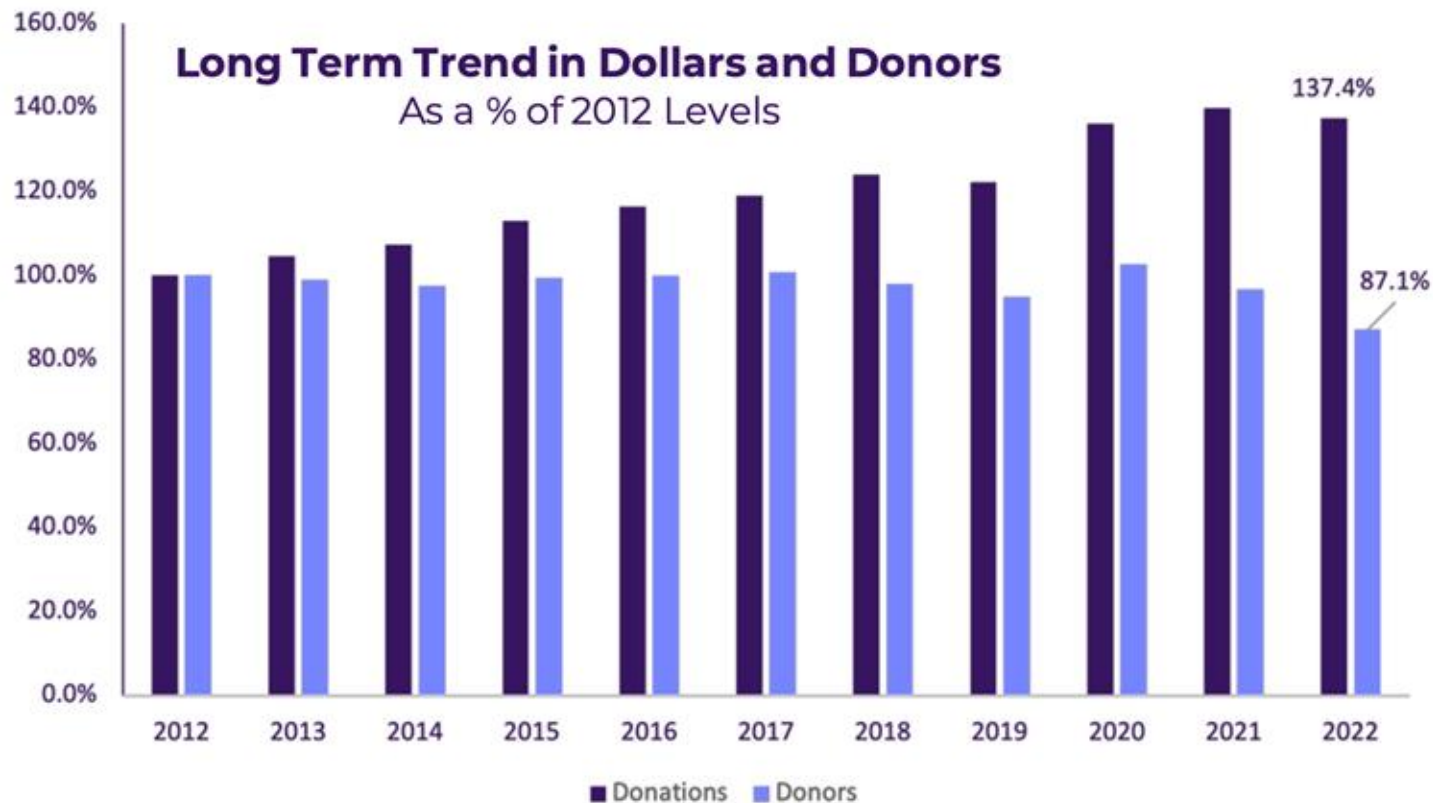
Decline in total donors, donor acquisition, and new donor retention

Donors, Dollars, and Donor Retention in 2022



Dollars increased throughout Q3, but total dollars ended the year down.

Fewer donors giving more



US Nonprofit Fundraising

Donor Decline Across All Donor Groups

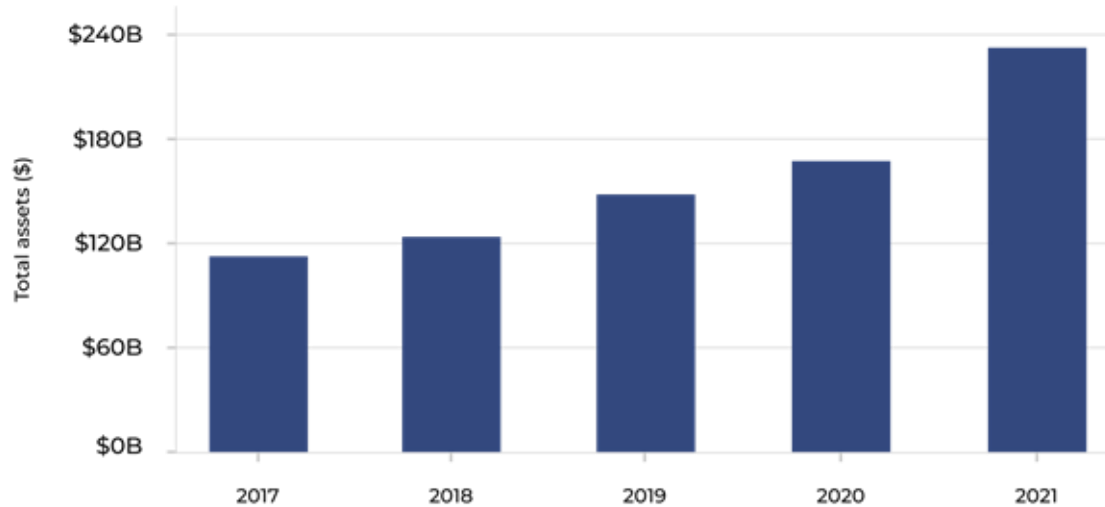




Decline in giving is
NOT
inevitable

US Nonprofit Fundraising

Total Assets in Donor-Advised Funds



Source: National Philanthropic Trust, The 2022 DAF Report

DAFs help
mitigate
impact of
recession

Spotlight: GivingTuesday

37M

Adults in the US
participated in some way

\$3.1B

Donated in the US alone

4.4x

Higher donor acquisition
growth rates



GivingTuesday 2022 Results



37M

adults in the U.S. participated, a 6% increase from 2021



20M donated
(+12%)



15M
gave voice
(+11%)



10M
volunteered
(+3%)



11M
gave goods
(+8%)



4.4x
Higher donor
acquisition rates

U.S. Participation on November 29, 2022

Is Giving in Decline?

Focusing on large donors
and older donors



New approaches to build
broader donor bases

Focusing on one type or
one way of giving



Driving impactful giving by
offering more ways to give

What does this mean for 2023?



Nonprofits are facing uncertainty

But generosity is abundant

People give during tough times

New “best practice” is needed

A dark blue world map with a textured, hand-drawn appearance. Numerous red location pins are scattered across the map, each containing a white logo consisting of three stylized, downward-pointing chevrons. The text "Strategies for Success" is centered over the map in a white, bold, sans-serif font.

Strategies for Success

Strategic Recommendations



1. The Time is Now

Broader approaches = broader donor bases

1. Target DAF Holders

More money in DAFs than ever before

Strategic Recommendations

3. Websites Still Matter

Ensure yours is relevant, engaging, and usable to maximize donations – **40% of money donors in US donated via web**

4. The Generation Gap in Generosity is Real

Test out different messages and tactics – **tap into Gen X and Gen Z groups to increase giving**

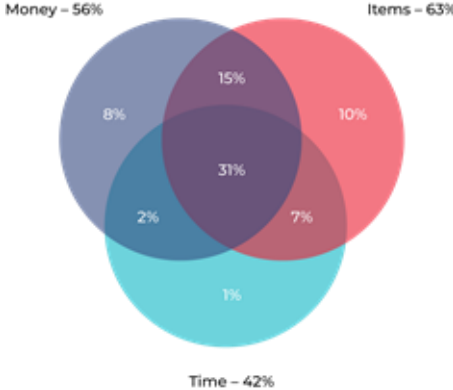


Strategic Recommendations

5. Giving Begets Giving

Giving is not competitive but aggregative

Prevalence of Giving Types in the USA



Questions?



The GivingTuesday Data Commons is supported by:



Research Partner

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Jennifer and Jonathan Allan Soros

Walker Family Foundation

Thank you

For more information or to get involved,
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