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Facts about Year End Giving in 2014

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1. In 2014, an estimated \$358.38 billion was raised from Americans giving to charity. – *Giving USA*¹
2. Giving increased 5.4% percent after inflation from 2013 when giving was \$335.17 billion. – *Giving USA*²
3. Seventy two percent (72%) of all gifts came from individuals, the same percentage as in 2013. – *Giving USA*³
4. The average person makes 24% of their annual donations between Thanksgiving and New Year's. *Center on Philanthropy*⁴
5. While a large majority of donations are still made by check, online fundraising is the fastest growing donation channel at about 10% of total donations. – *Network for Good*⁵
6. Charity Navigator says that most charities received around 40% of their annual contributions in the last few weeks of the year in 2013.
7. Online revenue increased by 8.9% in 2014, with the largest gains in the Public and Society Benefit, Higher Education, and Arts and Culture sectors. – *Blackbaud*⁶
8. Monthly giving accounted for 17% of all online revenue in 2014. Monthly revenue grew much faster than one-time giving in 2013, with an overall growth rate of 32%. – *Nonprofit Technology Network*⁷
9. Thirty percent (30%) of all donations happen in December. Ten percent (10%) of all giving happens the last three days of the year – *Network for Good*.⁸
10. The peak giving time on December 31 is from 12 noon to 7 p.m. – *Network for Good*⁹

¹ Giving USA 2015 Highlights, p. 1. Report available free at <http://givingusa.org/product/giving-usa-2015-report-highlights/>. Full report is available starting at \$89.95.

² Giving USA 2014 Highlights, p. 1. Report available free at <http://givingusa.org/product/giving-usa-2014-report-highlights/>. Full report is available starting at \$89.95.

³ Giving USA 2015 Highlights

⁴ Center on Philanthropy – American Express Charitable Gift Survey, https://generosityresearch.nd.edu/assets/13043/american_express_charitable_gift_survey.pdf

⁵ Network for Good – Digital Giving Index 2014, <http://www1.networkforgood.org/digitalgivingindex>

⁶ Blackbaud – Charitable Giving Report 2014. Available free at <https://www.blackbaud.com/nonprofit-resources/charitablegiving>

⁷ Nonprofit Technology Network, 2015 Nonprofit Benchmarks Study. Available free online <http://mrbenchmarks.com/>

⁸ Network for Good - Caryn Stein, 2014 Year-End Giving Results in Big Win Online for Nonprofits, http://www.nonprofitmarketingblog.com/site/2014_year_end_giving_results_in_big_win_online_for_nonprofits

⁹ Network for Good – Digital Giving Index 2013, http://www1.networkforgood.org/sites/default/files/images/digitalgivingindex_2013_full.jpg