



**FROM REPORTS TO RESULTS:
APPLYING THE GIVING USA 2025 DATA
TO YOUR NONPROFIT'S STRATEGY**
JULY 23, 2025

Accounting for the future.

MEET OUR PRESENTERS



Adam Holzberg
Partner
SAX Nonprofit

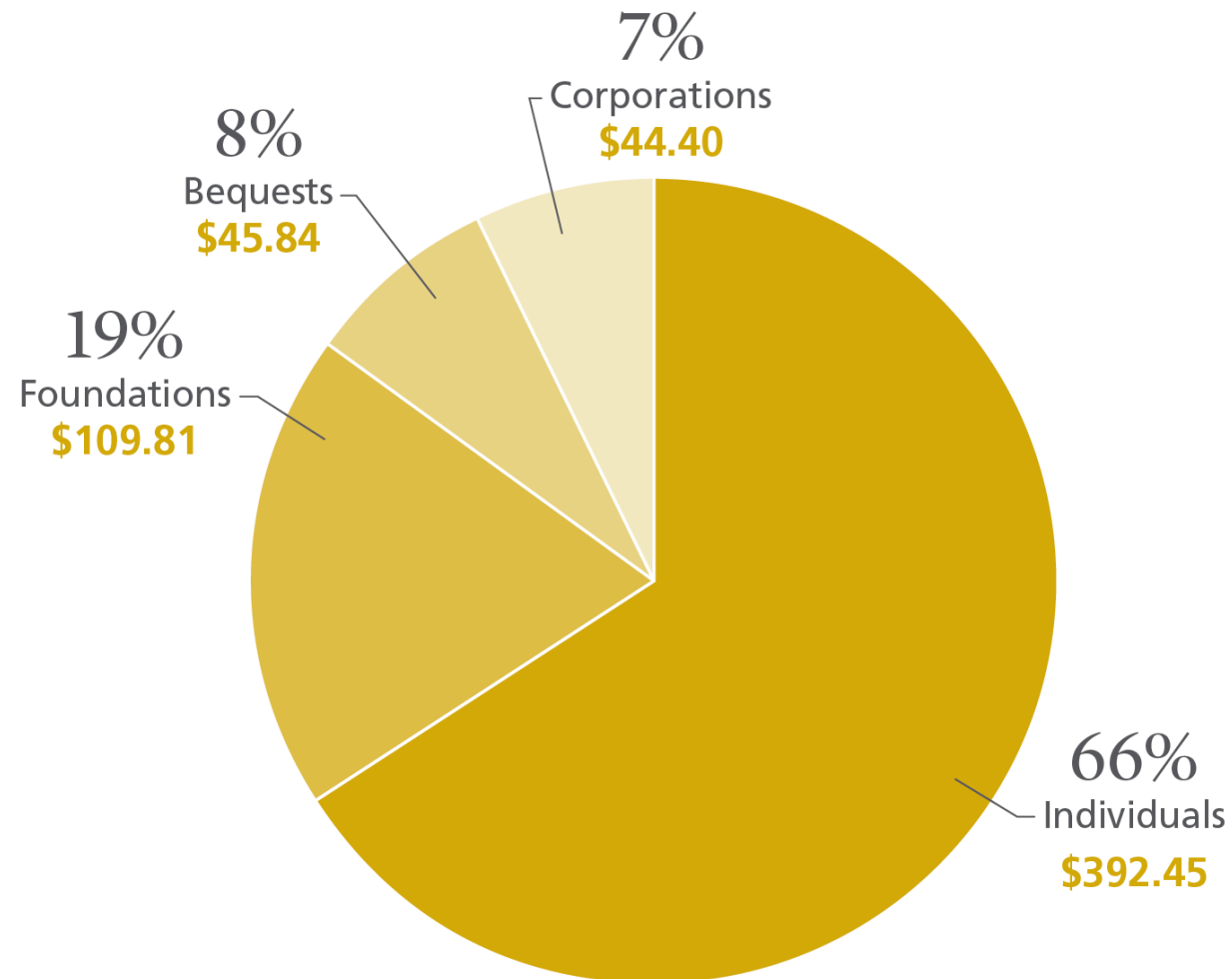


Lauren Frary
Director
SAX Strategic Business
Transformation

- Key giving trends and economic impact
- New tax law and impact to nonprofits
- Factors influencing donor behavior
- Real-world nonprofit strategies
- Practical tips to strengthen your development plan

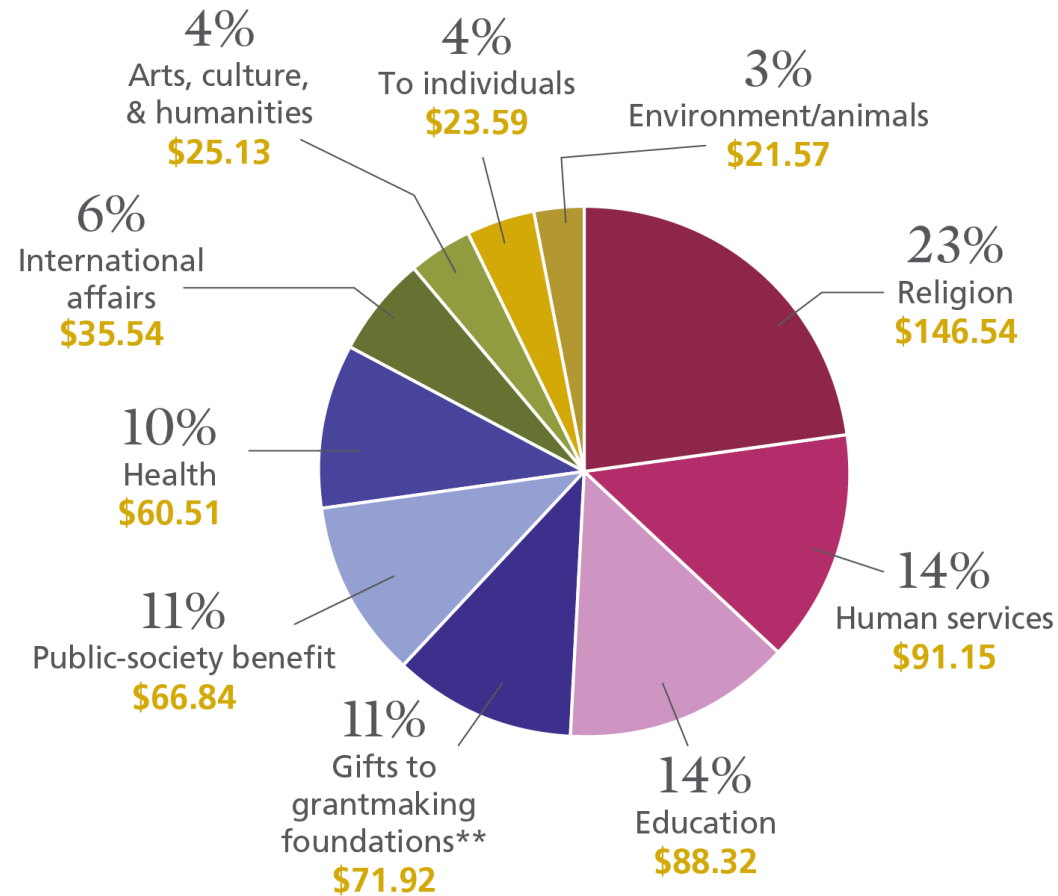
2024 contributions: \$592.50 billion by source of contributions

(in billions for dollars – all figures are rounded)



2024 contributions: \$592.50 billion by type of recipient organization*

(in billions for dollars – all figures are rounded)



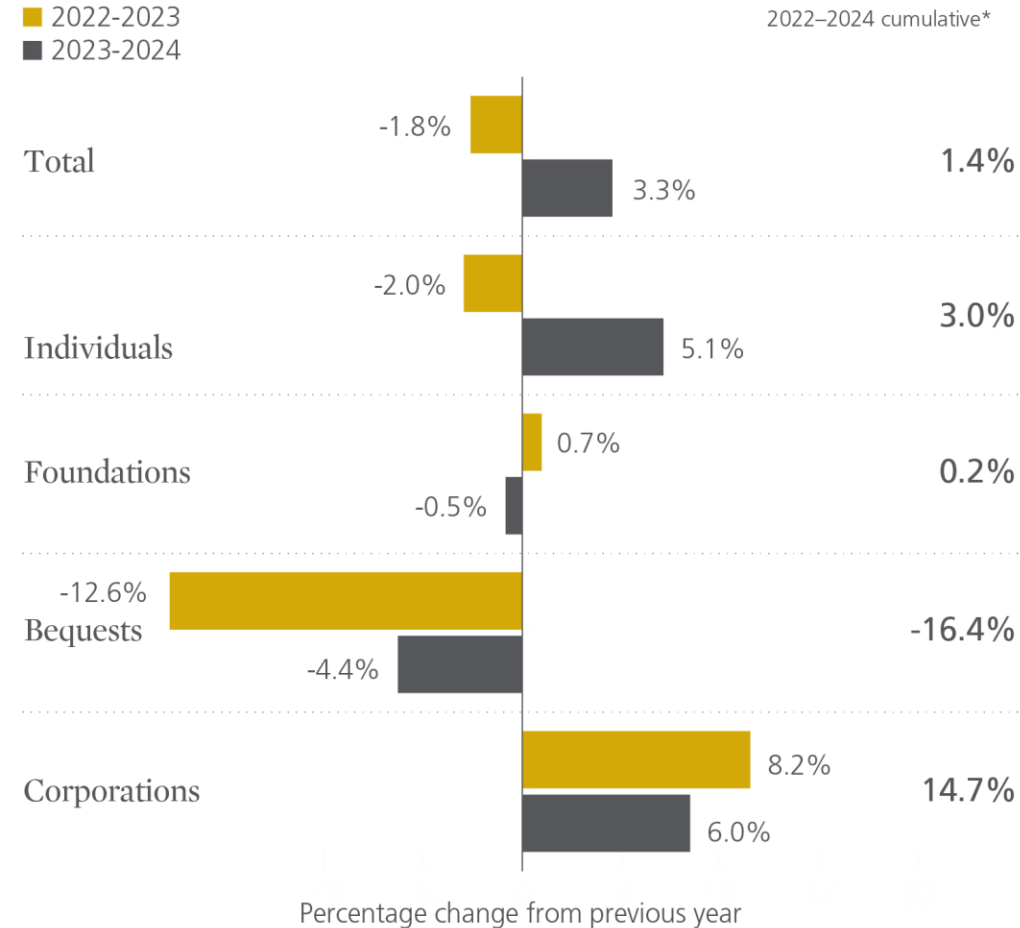
* Total includes unallocated giving, defined as the difference between giving by source and recipient categories. Unallocated giving totaled -\$38.60 billion in 2024.

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



Changes in giving by source: 2022–2023 and 2023–2024, 2022–2024 cumulative

(in inflation-adjusted dollars, 2024 = \$100)

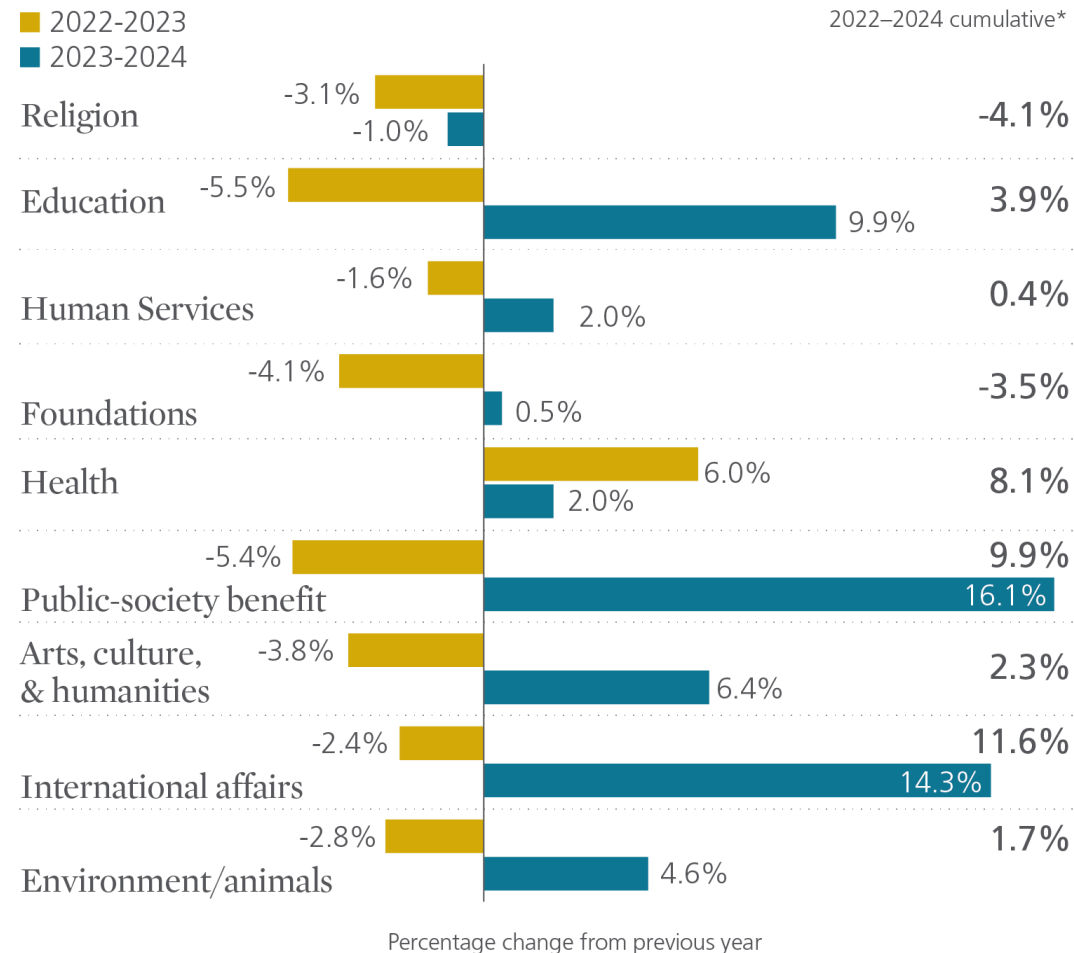


*The two-year change is calculated separately and is not the sum of the changes in the two years.



Changes in giving by type of recipient organization: 2022–2023 and 2023–2024, 2022–2024 cumulative

(in inflation-adjusted dollars, 2024 = \$100)

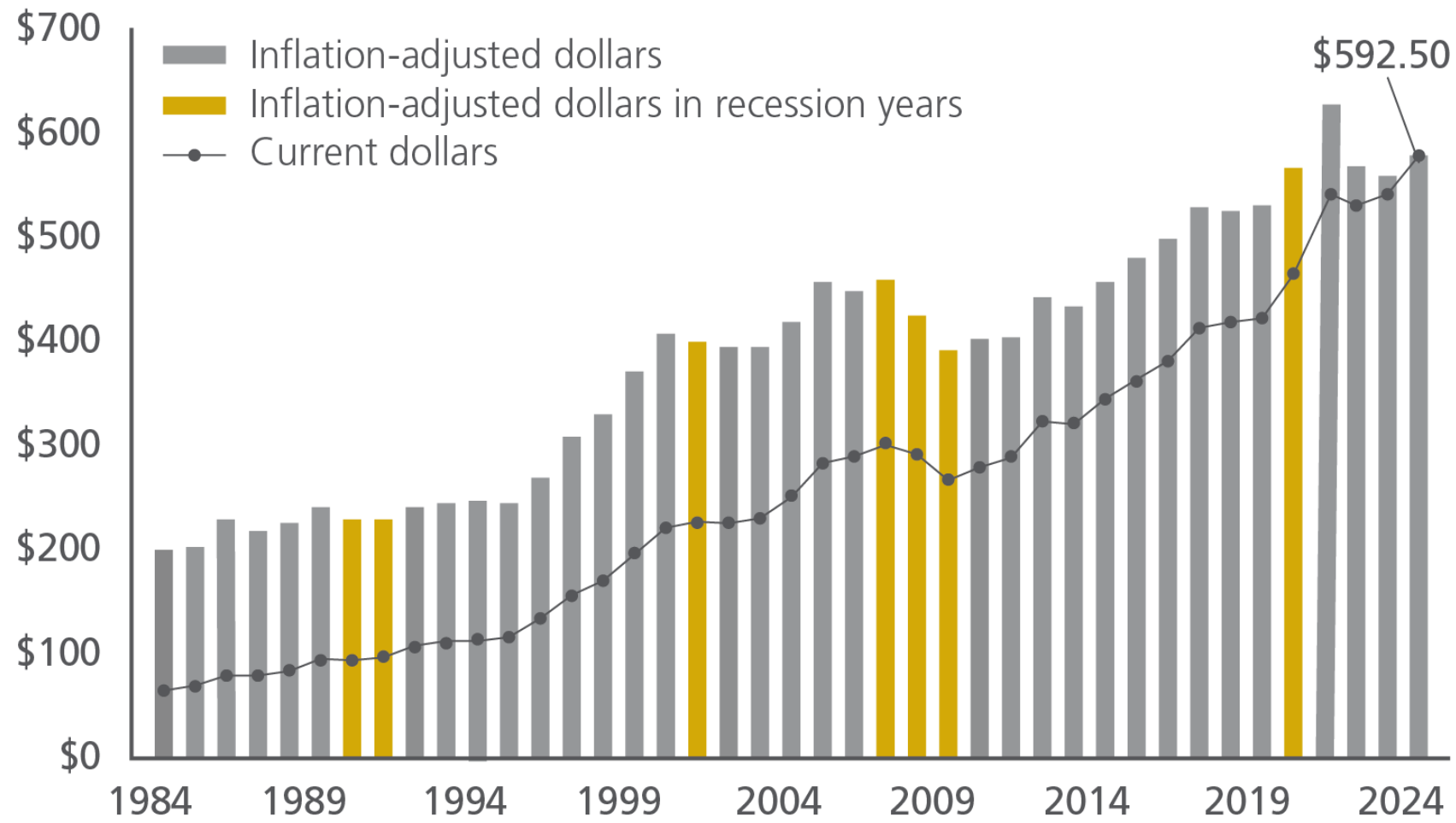


*The two-year change is calculated separately and is not the sum of the changes in the two years.



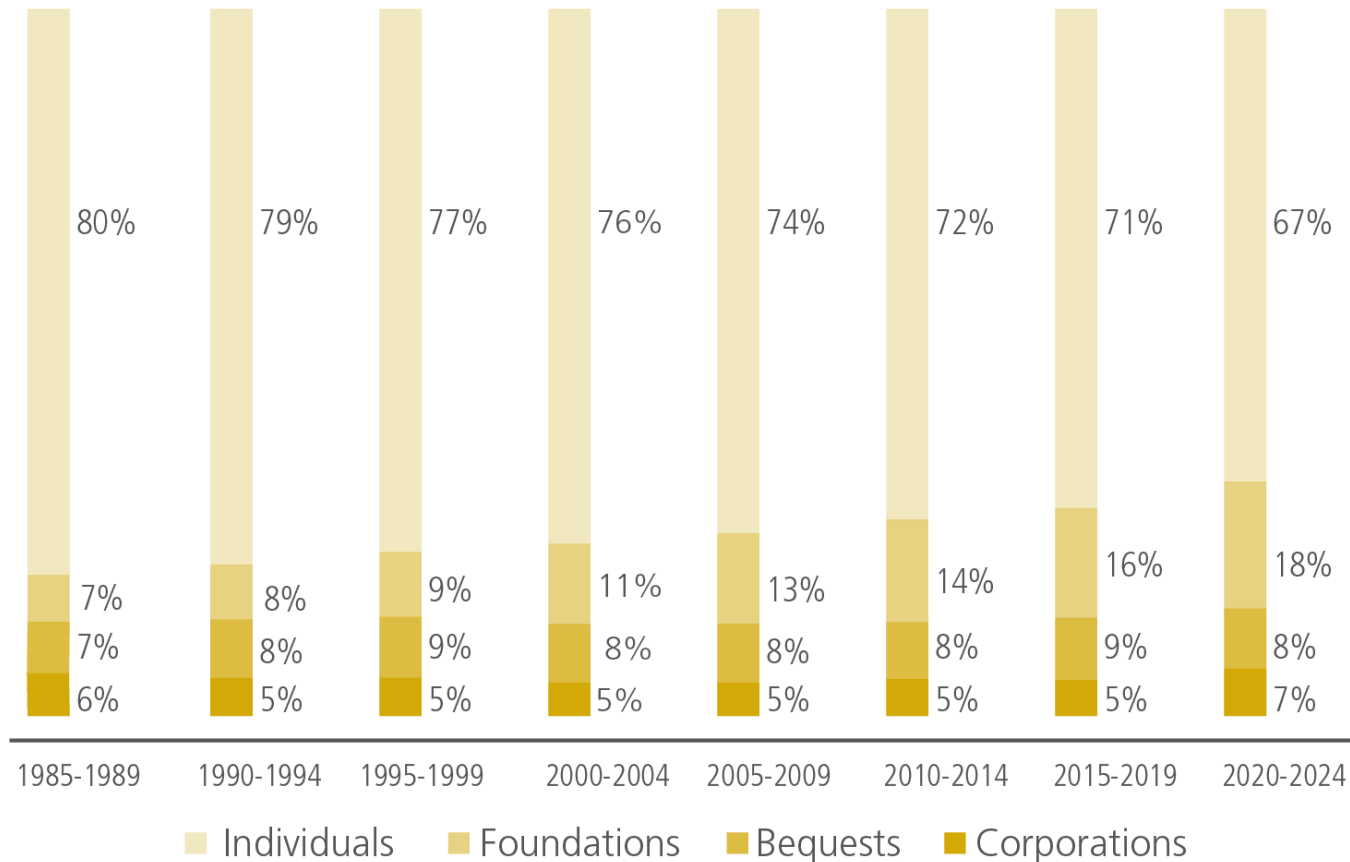
Total giving, 1984–2024

(in billions of dollars)



Giving by source: Percentage of the total in five-year spans, 1985–2024*

(in inflation-adjusted dollars, 2024 = \$100)

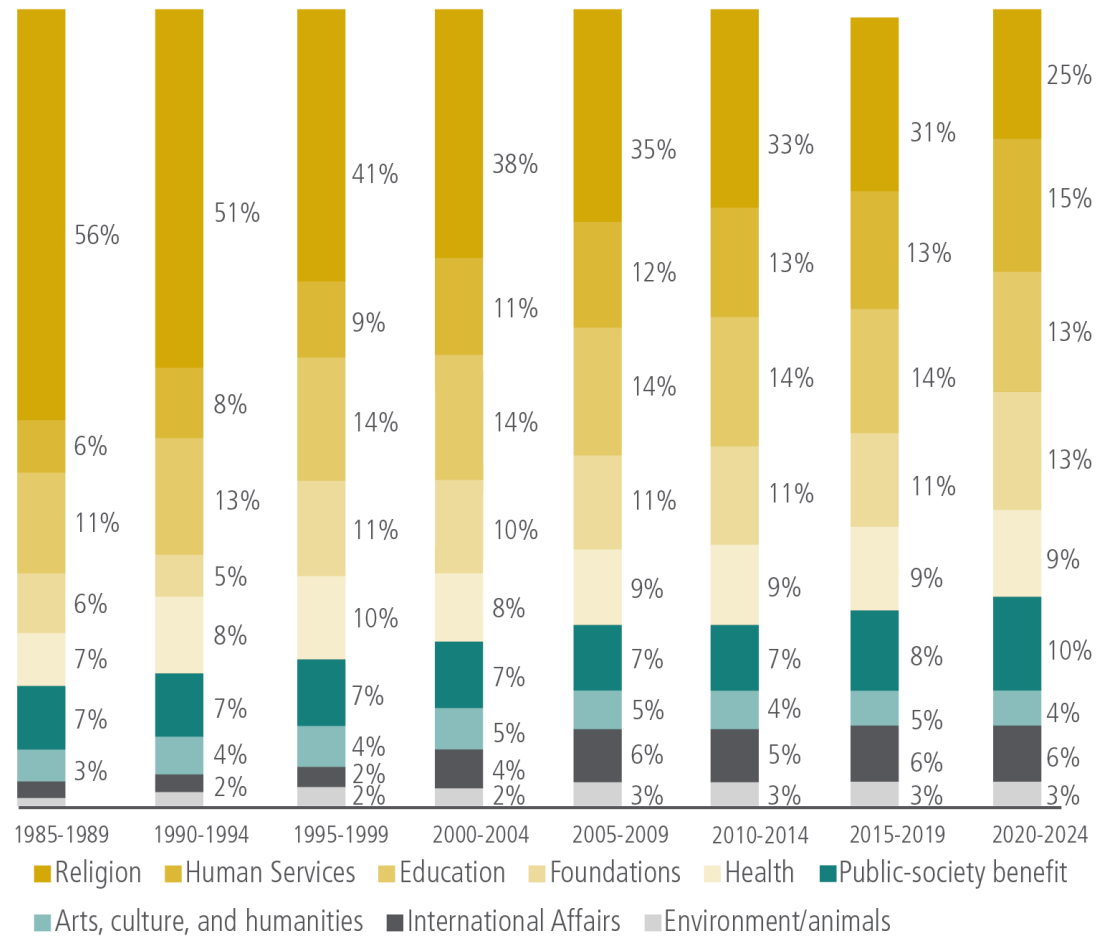


*Totals may not add to 100% due to rounding.



Giving by type of recipient: Percentage of the total in five-year spans, 1985–2024*

(adjusted for inflation, 2024 = \$100)



* Does not include "unallocated" or "giving to individuals"



GIVING USA 2025 REPORT SUMMARIZED

- Total giving hit a new high at \$592.5 billion – 6.3% increase from 2023 (3.3% increase after inflation)
- Individuals drove the growth – individuals make up 66% of total giving. Growth driven by stock market performance and GDP (Note: Family Foundations are included under Foundations, so Individuals make up an even higher percentage than what is being shown)
- Corporate giving surged – rose by 9.1% to \$44.4 billion. This was the fastest growing source of giving but will the new tax law effect corporate giving in the future?
- Religion still receives the most charitable giving, but growth was flat. Religion received 23% of all giving but, after adjusting for inflation, giving to religion declined 1%
- Big gains were seen within Education (13.2% increase; 9.9% after inflation), International Affairs (17.7% increase; 14.3% after inflation), and Public-Society Benefit (the largest increase at 19.5%; 16.1% after inflation)
- Four sectors hit all-time highs: Education, Health, Arts/Culture/Humanities, and Environment/Animals

NEW TAX LAW CHANGES

- New Tax Deduction for Non-Itemizers
 - Individuals will be able to deduct \$1,000 and married couples filing jointly can deduct up to \$2,000 per year (Estimated to generate \$74 billion over 10 years for nonprofit organizations)
 - This does not apply to contributions to DAFs
- Itemized Deduction Changes
 - Permanent 60% AGI limit on charitable contributions
 - Itemizers can only deduct charitable contributions that exceed 0.5% of their AGI
 - Maximum charitable tax write-off for high income donors has been reduced to 35% from 37%
 - Changes are estimated to reduce charitable giving between \$41 to \$61 billion over 10 years)

NEW TAX LAW CHANGES

- Corporate Changes
 - Corporations can now only deduct charitable contributions that exceed 1% of their taxable income (Estimated to reduce charitable giving by \$45 billion over the next 10 years)
 - No change to 10% annual cap on corporate charitable contributions
- Based on the changes to individuals and corporations, estimated change to nonprofits over the next 10 years is a decrease in charitable giving of between \$12 billion to \$32 billion
- New tax credit for scholarship donations with individuals able to claim a tax credit up to \$1,700 for contributions to organizations providing private school scholarships
- Nonprofits will now face a 21% excise tax on any salary that exceeds \$1 million for any employee
- Higher endowment taxes for private colleges and universities with endowments above \$500,000 per student. Rates are now as high as 8% for schools with endowments above \$2 million per student

- Medicaid Changes
 - CBO estimates that nearly 16 million people could lose insurance due to the legislation. As coverage declines, nonprofits that rely on Medicaid to serve vulnerable populations such as low-income individuals, people with disabilities, seniors, and those experiencing homelessness may be forced to reduce or eliminate programs, even as demand for services increases.
- SNAP Changes
 - SNAP has been significantly cut, with an estimated 22 million families losing some or all of their benefits. As more people lose access to this essential nutrition support, food banks, pantries, and community-based nonprofits will face rising demand while also dealing with financial strain as states absorb more of the program's costs, potentially diverting funds from other critical services.

DONOR ADVISED FUNDS – CHALLENGES

Donor advised funds need to be updated due to the following regarding DAFs:

- DAF accounts are increasing dramatically
- Sponsors of DAFs are doing away with minimum requirements to make it even more accessible
- However, there is currently no minimum payout requirement
- As such Billions of dollars are sitting in DAFs and not getting into the nonprofit sector

PHILANTHROPY PROJECT PROPOSED REFORM FOR DAF'S

- Adjust the “timing of the tax deduction” for donations to DAFs to better match when the funds are available for active use for charitable purposes.
- Change the private foundation-to-DAF transfer rules in connection with the 5% payout requirement.
- Close loopholes in the definition of “qualified distribution.”
- Tighten transparency requirements for philanthropy and financial services to philanthropy, and enforce reporting compliance — uses of funds, intermediaries, payments to financial advisors, joint ventures, and effective control.

GENERATIONAL GIVING

TRADITIONALS	BABY BOOMERS	GEN X	MILLENNIALS
27.1 million donors in the U.S.	51.0 million donors in the U.S.	39.5 million donors in the U.S.	32.8 million donors in the U.S.
88% give	72% give	59% give	60% give
6.2 charities supported on average per person	4.5 charities supported on average per person	3.9 charities supported on average per person	3.3 charities supported on average per person
LIKELY TO SUPPORT: <ul style="list-style-type: none"> • their chosen place of worship • local social services • troops/veterans • emergency relief efforts 	LIKELY TO SUPPORT: <ul style="list-style-type: none"> • their chosen place of worship • local social services • troops/veterans • emergency relief efforts 	LIKELY TO SUPPORT: <ul style="list-style-type: none"> • their chosen place of worship • local social services • troops/veterans • emergency relief efforts 	LIKELY TO SUPPORT: <ul style="list-style-type: none"> • their chosen place of worship • local social services • troops/veterans • emergency relief efforts

Source: Bridgeworks: *Four Generations for Charity: Who Really Gives a Buck?* Accessed April 2022.

5 EASY WAYS TO ENGAGE DONORS OF ALL GENERATIONS

- Tell stories that reach across generations
- Learn about the values held by each generation
- Tailor campaign messages for each generation
- Build ties with Donors Families, children and networks
- Offer events that appeal to young people

TRENDS TO WATCH

Diversifying Fundraising
Strategy

Using AI Correctly For
Personalized Fundraising

Appealing To Individual
Donors

A Focus on Donor Retention

Recurring Gift Programs

Impact Driven Giving-showing
donors the tangible results of
their contribution

DIVERSIFYING FUNDRAISING STRATEGY OR PLAN

An annual Fundraising plan should include:

- Concrete fundraising Goals
- Events (identify target donors for each event)
- Choose appropriate fundraising channels (major gifts, events, online fundraising, annual appeals)
- Retention and recruitment strategies
- Researching Strategic Partnerships
- Cultivation and Stewardship programs and events

USING AI FOR PERSONALIZED FUNDRAISING

- Have a “responsible use of AI” policy
- Use AI for enhanced donor segmentation(create groups of donors with similar characteristics)
- Use predictive AI to determine which donors are most likely to give a major gift
- Use AI to generate personalized emails, templated social media posts, and other communications
- AI can automate data entry, report generation, and email correspondence to free up time for one-on-one cultivation and stewardship

APPEALING TO INDIVIDUAL DONORS

- Focus on building genuine relationships
- Tailor your message to THEIR interests
- Talk about how you can support THEIR philanthropic goals
- Demonstrate the impact of their contribution
- Make the donation process easy and meaningful

FOCUS ON DONOR RETENTION

- Focus on building strong relationships
- Demonstrate the impact of their contribution
- Personalized communications (birthday/holiday greetings) - involve board members
- Provide regular updates on how their donations are used
- Ask to attend/speak at events
- Celebrate donors through donor recognition/acknowledgement events

RECURRING GIFT PROGRAMS

- Create a well-written, compelling case for support
- Offer multiple giving options
- Make the program easily accessible
- Emphasize the benefit of a recurring gift
- Outline the long-term impact of recurring gifts

- Donors want to focus on maximizing the positive social or environmental change resulting from their contribution.
- Understand the causes of the problem you are trying to address
- Provide information on measurable outcomes and tangible results of donations
- Outline the collaborations that you are engaged in that amplify the impact of your work
- Use data and evidence to track progress towards your mission

CRYPTOCURRENCY OVERVIEW

- Cryptocurrency donations to nonprofits organizations exceeded \$1 billion in 2024
- Average donation was \$10,978
- Crypto donors tend to be wealthy, tech savvy donors in their 20's and 30's
- 64.3% of all donations were in Bitcoin (the most frequently used crypto)
- 70% of the top 100 nonprofits on the Forbes Top Charities list now accept crypto donations

- Create a crypto donation policy that outlines:
 - How crypto is accepted
 - How crypto is managed
 - How crypto is reported
 - How the organization maintains compliance with the IRS and transparency to donors
- Determine if the crypto will be converted immediately
- Be prepared to submit required forms to the IRS
- Ensure you acknowledge donors
- Implement appropriate security measures to protect the organizations cryptocurrency wallets and transactions.

The logo for SAX, featuring the letters 'SAX' in a bold, white, sans-serif font. The letter 'X' is stylized with a blue-to-purple gradient, and a blue-to-purple gradient bar extends from the top right of the 'X' across the top right corner of the image.

SAX

QUESTIONS?

Accounting for the future.



Adam Holzberg

Partner

SAX Nonprofit

E: aholzberg@saxllp.com



Lauren Frary

Director

SAX Strategic Business
Transformation

E: lfrary@saxllp.com

"SAX" IS THE BRAND NAME UNDER WHICH SAX LLP AND SAX ADVISORY GROUP LLC AND ITS SUBSIDIARY ENTITIES PROVIDE PROFESSIONAL SERVICES. SAX LLP AND SAX ADVISORY GROUP LLC (AND ITS SUBSIDIARY ENTITIES) PRACTICE AS AN ALTERNATIVE PRACTICE STRUCTURE IN ACCORDANCE WITH THE AICPA CODE OF PROFESSIONAL CONDUCT AND APPLICABLE LAW, REGULATIONS AND PROFESSIONAL STANDARDS. SAX LLP IS A LICENSED INDEPENDENT CPA FIRM THAT PROVIDES ATTEST SERVICES TO ITS CLIENTS, AND SAX ADVISORY GROUP LLC AND ITS SUBSIDIARY ENTITIES PROVIDE TAX AND BUSINESS CONSULTING SERVICES TO THEIR CLIENTS. SAX ADVISORY GROUP LLC AND ITS SUBSIDIARY ENTITIES ARE NOT LICENSED CPA FIRMS.