By The Numbers
2009 Giving in U.S.

Charitable giving in the United States fell an estimated 3.6 percent to $303.75 billion in 2009 from $315.08 billion in 2008, or 3.2 percent when adjusted for a slight price deflation in the economy, a new report says.

In the face of the recession, the inflation-adjusted decline was less severe than the drop of 5.5 percent in the recession year of 1974, state Giving USA Foundation and its research partner, the Center on Philanthropy at Indiana University.

Charitable giving in 2008 fell 2 percent, or 5.7 percent after adjusting for inflation.

Reflecting a long-standing pattern, individuals gave the biggest share of donations by far, and religious groups received the biggest share.

Giving to human services, health, international aid, environmental and animal-related groups all grew, while declines were posted in giving to education; religion; grant making foundations; arts, culture and humanities groups; and public-society benefit groups including freestanding donor-advised funds such as FJC.

Giving USA, which has reported on charitable giving in the United States since 1956, calculates estimated giving by over 75 million households, over one million companies, about 120,000 estates, and roughly 77,000 foundations which goes to over 1.2 million charities registered with the IRS and to another 350,000 religious congregations.

Types of recipients of contributions, 2009
Total = $303.75 billion

Source: Giving USA Foundation™ / GIVING USA 2010
The National Center for Family Philanthropy:  
We understand families, and we know philanthropy

Looking for creative strategies for raising charitable children? Need ideas for how to involve your children or other relatives in your family’s donor advised fund and other giving vehicles? Want to connect with other families that take giving as seriously as you do? Whether you’re seeking straightforward answers, guidance in complex situations, or connections with like-minded philanthropists, you’ll find expert advice, essential tools and extensive networks through the National Center for Family Philanthropy.

Mission and Values
The mission of the National Center for Family Philanthropy is to promote philanthropic values, vision, and excellence across generations of philanthropists and their families. The National Center’s work is based on our fundamental belief in the value of philanthropy and the ongoing participation of the donor and the donor’s family.

Featured Programs and Services
The National Center offers a broad range of publications, teleconferences, training symposiums and online tools and resources, including the following:

- **Family Giving News:** Our free monthly e-newsletter feature articles and family profiles on examining important issues in family giving, including general operating vs. program support, privacy and publicity, going beyond grant making, and raising charitable children.

- **Family Philanthropy Teleconference Series:** Our monthly teleconference series features presentations by experts and practitioners on a wide range of topics related to family dynamics, governance, grant making, and new trends in family philanthropy.

- **Pursuit of Excellence:** Pursuit of Excellence offers the first-ever research-based assessment tool specifically designed for family foundations. It was developed for trustees who wish to understand their strengths and discover opportunities for improvement.

- **Family Philanthropy Online:** is a subscription service to the world’s largest online library for giving families and our monthly Teleconference Series.

- **Friends of the Family:** National Center Friends include family foundations, funds, or individual philanthropists who share our commitment to the value of family philanthropy and our belief that it should be encouraged and sustained.

Featured Topics
The National Center’s many resources help discerning donors and families navigate the tough issues in family giving. Our Passages issue paper series features in-depth coverage of topics influencing family philanthropy, complete with expert advice, stories from giving families, tips, and resources. Examples of topics covered include

- **Family Dynamics and Family Governance:** Family is at the heart of family philanthropy, and all families must consider their history, patterns, and dynamics when determining a governance structure that works.

- **Giving in Difficult Times:** The 21st Century has brought its fair share of turmoil, and family philanthropy can play an important role in providing stability and reassurance to communities and populations in flux.

- **Strategic Family Philanthropy:** Tips, tools and techniques for family foundations seeking to make the most of their philanthropic investments.

- **Raising Charitable Children and Preparing the Next Generation:** Guidance, examples and stories of families who have successfully planned for and prepared future generations of philanthropic leadership

For more information about the programs and services of the National Center, visit our website: [www.ncfp.org](http://www.ncfp.org), or contact us at 202.293.3424.