


Utah Society of Fund Raisers USFR

October 6, 2010
Keynote Address

Kay Sprinkel Grace, Presenter



Giving USA

2010 Report for 2009

Total Giving: Methodology

- Total giving was \$303.75 billion (- 3.6% from 2008 adjusted figures)
- Gifts went to 1.2+ million IRS registered organizations and 350,000 American religious organizations
- Survey included:
 - 75 million households
 - 1 million companies
 - 120,000 estates
 - 77,000 foundations

3

Analysis by Source

| | <u>Amount</u> | <u>% of total</u> | <u>Change</u> |
|--|-------------------|-------------------|---------------|
| • Individuals | | | |
| ◦ Outright gifts | \$ 227.41 billion | 75% | - .4% |
| ◦ Bequests | 23.8 billion | 8% | - 23.6% |
| • Foundations | 38.44 billion | 13% | - 8.9% |
| • Corporations | 14.1 billion | 4% | + 5.5% |
| ◦ Corporate giving was boosted by a rise of 13% in in-kind giving – corporate giving in 2009 was within 1% of pre-recession levels | | | |

4

Key Data for Stewardship: Why Donors Stopped Giving

- (From 2008 B/A US Trust Study): In 2007, nearly 38% of high net worth donors stopped supporting organizations they had previously supported, and 26% stopped supporting at least two organizations they had previously supported.
- The principal reason they gave for stopping their support was:
 - 57% said they no longer felt personally connected

5

Effective Philanthropic Engagement: The True Innovation

- The most powerful innovation is in attitude about community resource development (people and money)
 - Knowing that people give to you because you meet needs, not because you have needs (they invest in results)
 - A gift to you is really a gift through you into the community
 - Fundraising is not about money, it is about relationships
 - 21st century philanthropy is viewed by increasing numbers of donors as social investment

6



Seven Ways to Engage Your Board

1. Grow their leadership
2. Engage them more deeply than ever
3. Instruct them to be impatient
4. Get them involved in stewardship
5. Encourage them to listen
6. Tell them to risk
7. Ask them to dream

Closing Thought

- “Piglet sidled up to Pooh from behind.
- ‘Pooh!’ he whispered.
- ‘Yes, Piglet?’
- ‘Nothing,’ said Piglet, taking Pooh's paw. ‘I just wanted to be sure of you.’”

9

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