

THE GIVING ENVIRONMENT

GIVING TRENDS

BY RACE AND ETHNICITY

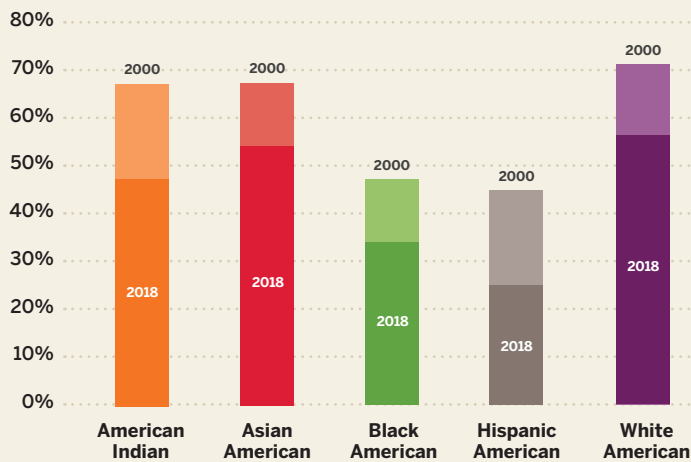
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This report expands previous research about declining donors in the United States from the years 2000 to 2018 by answering two questions:

- How do long-term giving rates vary across different racial and ethnic groups?
- How do economic factors, demographics, religious participation and affiliation, and trust help explain giving rates among different racial and ethnic groups?

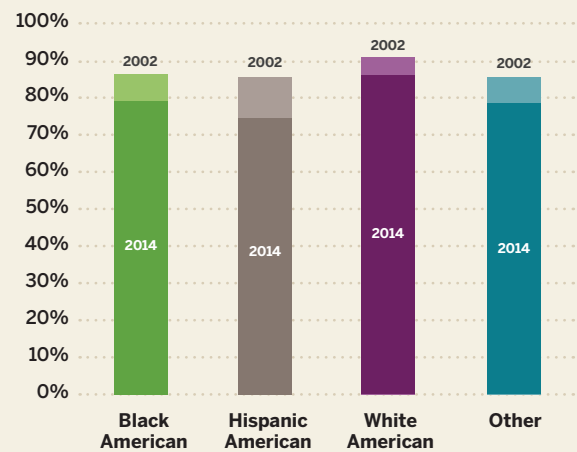
DATASETS USED » PHILANTHROPY PANEL STUDY (PPS) AND GENERAL SOCIAL SURVEY (GSS)

OVERALL GIVING RATE
(2000, 2018)



Data Source: Philanthropy Panel Study, Indiana University Lilly Family School of Philanthropy

OVERALL GIVING RATE
(2002, 2014)



Data Source: General Social Survey, NORC at the University of Chicago

KEY FINDINGS

- 1 Giving rates decreased among all racial and ethnic groups**, but there were variations in the timing and extent depending on **race, ethnicity, age, education, gender, marital status, income, and wealth.**
- 2 Economic and non-economic factors** such as the Great Recession of 2008, changes in religious affiliation, engagement in informal giving, and a decrease in interpersonal trust have all **helped explain the decline in giving rates.**
- 3 Giving patterns varied** according to the diverse **cultural, social, and economic context** across racial and ethnic groups.

FUTURE DIRECTIONS AND IMPLICATIONS

- 1 Philanthropy does not conform to a one-size-fits-all approach, which means communities of color may have a broader notion of philanthropy that goes beyond monetary giving.
- 2 The Great Recession and COVID-19 pandemic widened wealth gaps across communities.
- 3 Political and social movements like the calls for racial, social and environmental justice may have impacted both interpersonal and institutional trust leading to an increase in giving circles, mutual aid, and private transfers.
- 4 Nonprofits need to improve their understanding of philanthropic practices within communities of color and work closely with donors of color to tackle the issues that matter most to their communities.
- 5 The rise of digital fundraising and recurring giving, especially among younger donors, presents an opportunity for nonprofits to reach a diverse donor base through the utilization of technology-driven fundraising solutions.
- 6 The data presented in this report has demographic limitations and predates the COVID-19 pandemic.

Report features a Black philanthropy spotlight and case studies on Tribal giving, giving circles, and the power and potential of Black philanthropy.



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