

THE FUNDRAISING ECOSYSTEM

UNDERSTAND THE STORY BEHIND THE DATA

GETTING PERSONAL

Contrary to popular belief, the **donating public**—not corporations—is responsible for the bulk of annual donations in the U.S.



REACH FOR THE STARS

There are **1.56 million** nonprofits in the U.S. How much do Americans give to charities annually?

\$427.7B

Last year, \$427.7 billion was given to charitable organizations.

Which, if stacked in \$100 bills, would reach past the International Space Station — 254 miles away?

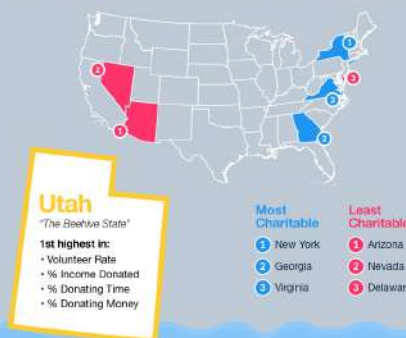
CONCERNING CAUSE

So where does the \$427.7 billion go? Here are the **largest nonprofit causes** by category.



WHERE IT'S AT

From amber waves of grain to purple mountain majesties, what are the **most and least charitable states** in America?



TIMING IS EVERYTHING

When does the most giving occur? As you'd guess, the **year-end giving season** is huge!

