

Giving USA 2025

The Annual Report on Philanthropy
for the Year 2024

FINDINGS AT-A-GLANCE


In 2024, charitable giving in the U.S.
reached a record-breaking

\$592.50 Billion


6.3% increase from 2023


WHO GAVE & HOW MUCH?

Giving by
Individuals **\$392.45 billion**  **8.2%**




While mega-gifts — like Netflix co-founder Reed Hastings' \$1.1 billion donation to his family foundation — continue to grow, it's equally vital to engage younger donors. Nonprofits must offer meaningful volunteer experiences and smooth digital tools, as today's Gen Z and Millennials could be tomorrow's major philanthropists.

Giving by
Foundations **\$109.81 billion**  **2.4%**




In 2024, leading private and community foundations increasingly embraced impact investing and trust-based philanthropy. These approaches benefit nonprofits by streamlining grant cycles, easing reporting burdens, and allowing for extended timelines to foster greater impact.

Giving by
Bequests **\$45.84 billion**  **-1.6%**



Estates over \$10 million represented 56% of bequest giving in 2024, but smaller estates (under \$1 million) still contributed \$10.2 billion. This suggests many small and mid-size annual donors have significant bequest potential that could greatly impact your organization.

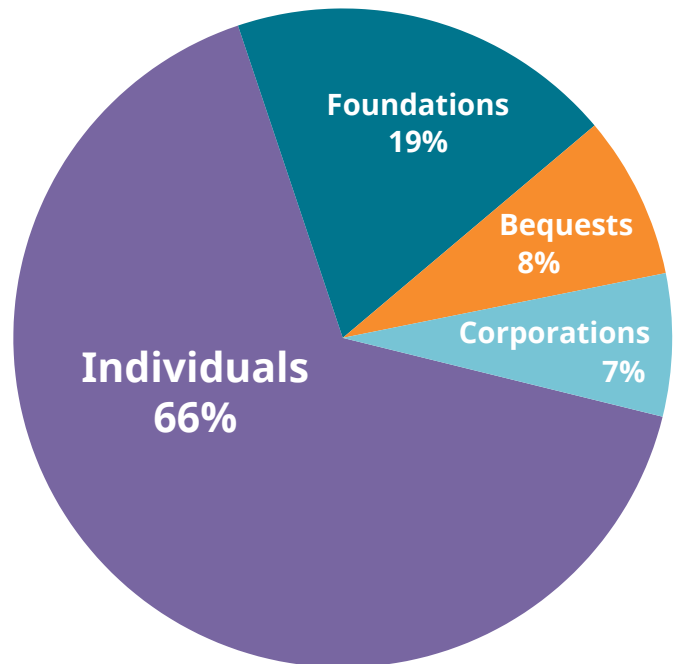
Giving by
Corporations **\$44.40 billion**  **9.1%**



Corporate giving climbed to an all-time high in 2024, rising to 7% of total charitable contributions. This increase was driven by strong economic indicators, including a 5.3% year-over-year increase in U.S. Gross Domestic Product (GDP) and an 11.4% rise in corporate pre-tax profits.

2024 Total Charitable Giving \$592.50 Billion by Source

Source: Giving USA Foundation™ / Giving USA 2025



Visit GivingUSA.org to learn more.

Source: Giving USA Foundation™ / Giving USA 2025
All figures are reported in current dollars, unless otherwise noted.

WHO RECEIVED & HOW MUCH?

Giving to Religion **\$146.54 billion**  **1.9%**



While religious giving rose modestly, this trend may accelerate as Millennials demonstrate stronger faith engagement than previous generations. According to Giving USA's Generations research, 43% of Millennials attend religious services weekly or bi-weekly, compared to 29% of Gen X.

Giving to Human Services **\$91.15 billion**  **5.0%**




Natural disasters like Hurricane Helene drove significant increases in human services giving. Donors responded exceptionally well to collaborative relief efforts, viewing organizational partnerships as a key strength and motivator for charitable giving.

Giving to Education **\$88.32 billion**  **13.2%**



The dramatic increase in giving to education was fueled primarily by two transformational billion-dollar gifts: Michael Bloomberg's donation to Johns Hopkins University, and Ruth Gottesman's historic contribution to make the Albert Einstein College of Medicine in the Bronx tuition-free.

Giving to Foundations **\$71.92 billion**  **3.5%**



Giving to foundations continues to grow, fueled by major gifts to private foundations, like Warren Buffett's \$716 million donation to the Susan Thompson Buffett Foundation. Donor-advised funds have steadily increased over the past decade and are among the fastest growing forms of giving.

Giving to Public-Society Benefit **\$66.84 billion**  **19.5%**



The dramatic increase in donations to this sector likely stems from the October 2023 Hamas attack on Israeli citizens. In the months that followed, U.S. donors contributed billions to Israel relief efforts, funding critical on-the-ground operations and addressing urgent humanitarian needs.

Giving to Health **\$60.51 billion**  **5.0%**



The increase in giving to health was fueled by a wave of mega-gifts. Highlights include the Kinder Foundation's \$150 million donation to Texas Children's Hospital, Comcast CEO Brian Roberts' \$125 million gift to Children's Hospital of Philadelphia, and Herb Chambers' \$100 million gift to Massachusetts General Hospital.

Giving to International Affairs **\$35.54 billion**  **17.7%**




International giving surged in 2024, largely fueled by the ongoing wars in Ukraine and Israel-Hamas, which drew heightened attention from U.S. donors. According to the Lilly Family School of Philanthropy, this marks a broader shift toward crisis-driven global philanthropy that is likely to persist.

Giving to Arts, Culture & Humanities **\$25.13 billion**  **9.5%**



In 2024, arts organizations saw a notable increase in engagement, with 60% reporting higher visitation and participation. This reflects a growing public interest in the arts and presents strong potential for future philanthropic support.

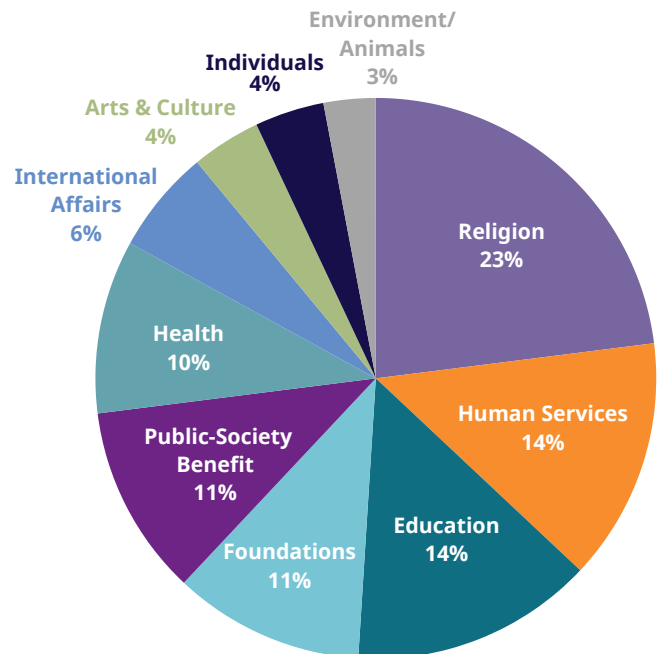
Giving to Environment/Animals **\$21.57 billion**  **7.7%**



Giving to environment/animals has steadily grown, driven in part by digital fundraising and frequent engagement. Organizations in this sector send an average of 89 emails per subscriber annually, demonstrating a strong commitment to sustaining donor relationships.

2024 Total Charitable Giving \$592.50 Billion by Subsector

Source: Giving USA Foundation™ / Giving USA 2025



Source: Giving USA Foundation™ / Giving USA 2025



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