



CHARITABLE GIVING FACTS

- In 1970, wealthy nations agreed to a goal of spending **0.7 percent** of their gross national product on assistance to developing countries. In 2004, these countries spent on average just 0.25 percent.
- **More than 91 percent** of Americans participate at some level of charitable giving.
- Lower-income Americans are among the nation's most generous givers, with **48 percent** of households earning less than \$25,000 per year giving **at least \$100** per year.
- The average annual contribution for contributors is **\$1,620**.
- Top five reasons why people give:
 1. Because they are asked or are presented a giving opportunity
 2. Compassion for those in need
 3. Personally believe in the cause
 4. Affected by the cause
 5. To give back to their community
- Total giving to charitable organizations increased to **\$260.3 billion** in 2005, up **2.7 percent** from 2004 (when adjusted for inflation).
- **Thirty-two percent** of U.S. adults have less than positive feelings toward America's charitable organizations. And only **one in 10** strongly agrees that charitable organizations are honest and ethical in their use of donated funds.
- Younger adults are more likely than older adults to have positive feelings toward charitable organizations.

Sources: www.one.org, www.freelanthy.com, www.nptrust.org, www.charitynavigator.org, www.about.com