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Ten Fundraising Facts About Year End Giving

We have been collecting statistics about year end giving for more than ten years. Here are the latest we have found from various online sources.

1. In 2017, an estimated \$410.02 billion was raised from Americans giving to charity. – *Giving USA*.¹
2. Giving increased 5.2% from 2016 to 2017 when giving was \$389.64 billion. – *Giving USA*.²
3. Seventy percent (70%) of all gifts came from individuals, an increase of 5.2% this year. -- *Giving USA*.³
4. Overall online revenue increased by 23% in 2017, and monthly giving increased by 40%. *M&R Benchmark Study for 2018*.⁴
5. The proportion of transactions from mobile users increased by 50% between 2016 and 2017. - *M&R Benchmark Study for 2018*.⁵
6. Thirty percent (30%) of nonprofits raise 26-50% of their annual fundraising in November and December – when folks are feeling their most grateful and generous. *Network for Good*⁶
7. Nearly a third of all annual giving happens in the single month of December, and 12% of all giving happens in the last three days of that month *Network for Good* ⁷
8. Online donors gave 38% more to charity and made 18.2% more gifts during the last week of 2017 than in the final week of 2016, according to an analysis by [The Chronicle of Philanthropy](#) in partnership with [Network for Good](#), an online giving platform. ⁸
9. Online contributions reached their 2017 peak on New Year's Eve, with some 61,000 donations in the U.S. bringing in \$14.4 million.⁹
10. Sixty four percent (64%) of donations to charity come from women, 69% of the population gives to charity-- *Nonprofit Source*.¹⁰

Updated 8-17-2018.

¹ <https://givingusa.org/giving-usa-2018-americans-gave-410-02-billion-to-charity-in-2017-crossing-the-400-billion-mark-for-the-first-time/> The executive summary is free, but the whole report is \$29.95.

² Ibid.

³ Ibid. <https://nonprofitssource.com/online-giving-statistics/> notes that individual giving was 72% of total giving in 2017

⁴ [https://mrbenchmarks.com/From their Benchmark 2018 study](https://mrbenchmarks.com/From%20their%20Benchmark%202018%20study)

⁵ Ibid.

⁶ <https://www.networkforgood.com/nonprofitblog/year-end-nonprofit-fundraising-get-ducks-row/>

⁷ Ibid.

⁸ <http://www.thinkadvisor.com/2018/01/12/online-charity-gifts-spiked-on-new-years-eve-analy#.WI0QzLMRr1U.email>

⁹ Ibid.

¹⁰ <https://nonprofitssource.com/online-giving-statistics/>