



Center *for*
Nonprofits & Philanthropy
THE BUSH SCHOOL • TEXAS A&M UNIVERSITY

How Philanthropy Is Evolving 1992-2022

Moderated by Angela Seaworth, Ph.D., ACFRE
Michael Moody, Ph.D.
Jeff Williams, M.A., MBA

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Center for Nonprofits and Philanthropy



Our Mission: The CNP supports a vibrant nonprofit and philanthropic sector in Texas and beyond, through high quality research, professional outreach and engaged learning.

Founded in 2017, the Center operates with the belief that that nonprofits are instrumental in creating opportunities for all. This happens through capable leadership, excellent governance, and engagement of stakeholders.



Educational Opportunities

- Master of Public Service & Administration
- Executive Master of Public Service & Administration
- Certificate in Nonprofit Management
- Continuing & Professional Education Courses



Welcome Our Speakers



**Michael Moody, Ph.D. - Frey Foundation Chair in Family Philanthropy
Johnson Center for Philanthropy at Grand Valley State University**

- Since 2010, has focused on applied research to lift up family philanthropy
- Co-author of *Understanding Philanthropy: Its Meaning and Mission*, *The Philanthropy Reader*, and *Generation Impact: How Next Gen Donors are Revolutionizing Giving*
- Degrees from Indiana University, University of Chicago, and Princeton



**Jeff Williams, M.A., MBA – Director, Community Data & Research Lab
Johnson Center for Philanthropy at Grand Valley State University**

- Leads team of researchers, database experts, and web developers to provide insights into nonprofit and philanthropic organizations and activities
- Passionate about connecting data to people to action, and serves on the board of various nonprofit organizations
- Degrees from Michigan State, University of Minnesota, & University of Michigan



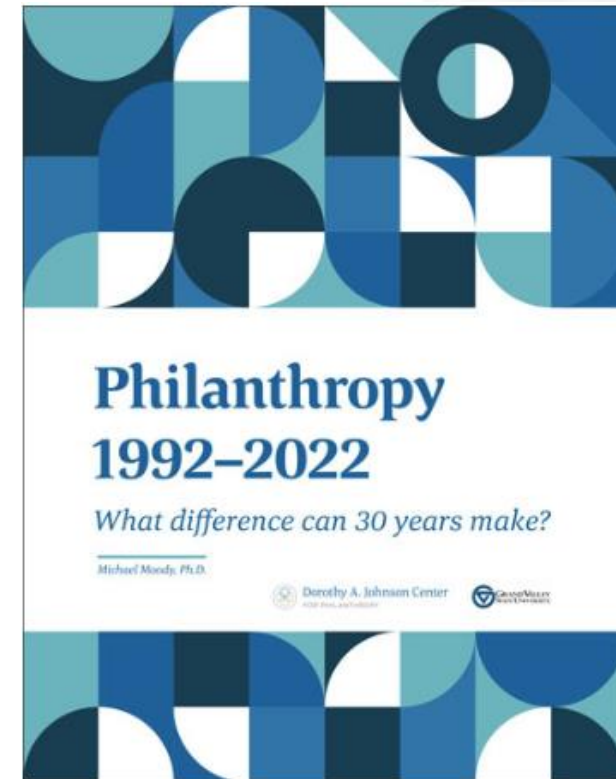
Philanthropy Is Evolving



History assures us that philanthropy is present, even in the darkest periods of our country, but it evolves to fit current conditions.

The Dorothy A. Johnson Center for Philanthropy at Grand Valley State is celebrating three decades of work, and Dr. Moody reflected on how the field has changed during that period.

Today, we are reflecting on some of the significant changes and considering data that might help us prepare for what is next in our field.



Giving Has Changed



- Mega donors have increased, and for the past decade we have seen fewer donors giving more money. Mega donor are becoming more mega.
- Individuals donors used to make up 82% of all giving, but that has dropped to 68% per Giving USA 2022.
- Most significant changes in giving have come from increased foundation giving and gifts through vehicles such as donor advised funds

Giving Type	Trend
Individual	↓
Foundation	↑
Donor Advised Funds	↑



Foundation Giving & Power Increased



Table 1. Sources of charitable donations in 1992 and 2021

	1992	2021	% Change
Individuals	\$101.83 (81.9%)	\$326.87 (67.4%)	- 14.5%
Foundations	\$8.33 (6.7%)	\$90.88 (18.7%)	+ 12.0%
Bequests	\$8.15 (6.6%)	\$46.01 (9.5%)	+ 2.9%
Corporations	\$6.00 (4.8%)	\$21.08 (4.3%)	- 0.5%
TOTAL	\$124.31	\$484.85	

NOTE: All figures in billions of nominal dollars.

Moody, M. (2022). Philanthropy 1992–2022: What difference can 30 years make? Dorothy A. Johnson Center for Philanthropy at Grand Valley State University, p 5.



Nonprofits Grew, Especially Their Budgets



- The number of charities grew steadily. There were nearly two-and-a-half times more nonprofits in 2020 than there were 25 years prior.
- Overall income of US nonprofits expanded at more than double the growth rate of US GDP, and even more than that for nonprofit assets.

Table 3. Increase in Income and Assets of 501(c)(3) Public Charities from 1995 to 2020

	1995	2020	% Change
Income of all public charities	\$707.19	\$3,209.32	354%
Income of top 100 public charities	\$194.64	\$1,023.30	426%
Assets of all public charities	\$751.65	\$4,345.92	478%
Assets of top 100 public charities	\$137.48	\$961.59	599%

NOTE: All dollar figures in billions of nominal dollars.

SOURCE: IRS Business Master Files; calculations by the Johnson Center

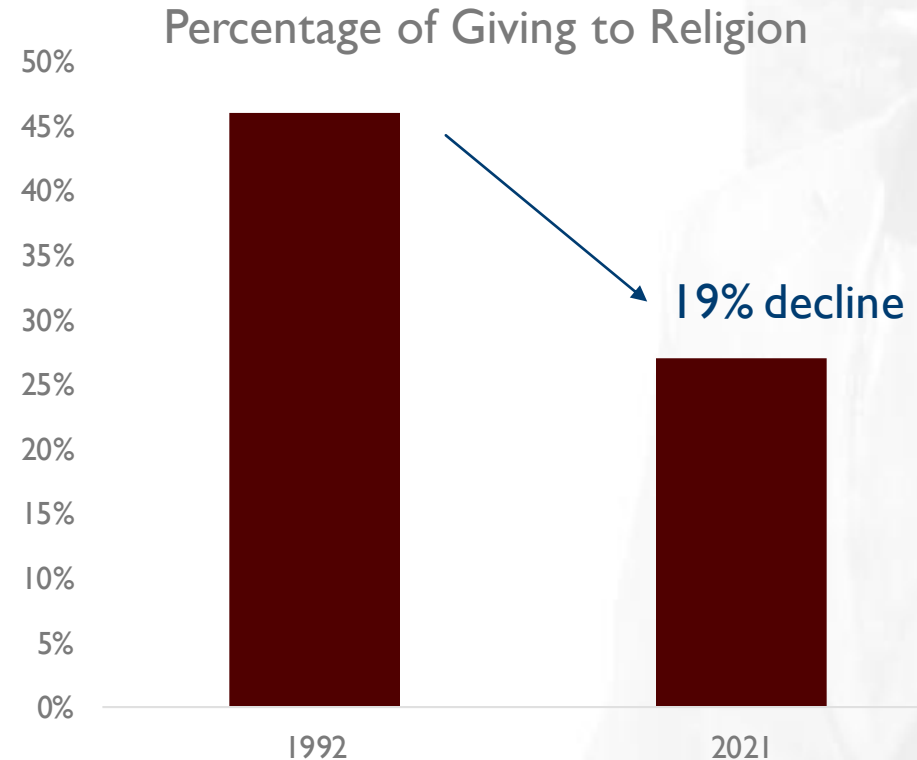
Moody, M. (2022). Philanthropy 1992–2022: What difference can 30 years make? Dorothy A. Johnson Center for Philanthropy at Grand Valley State University, p 5.



Religious Impact Giving & Volunteering



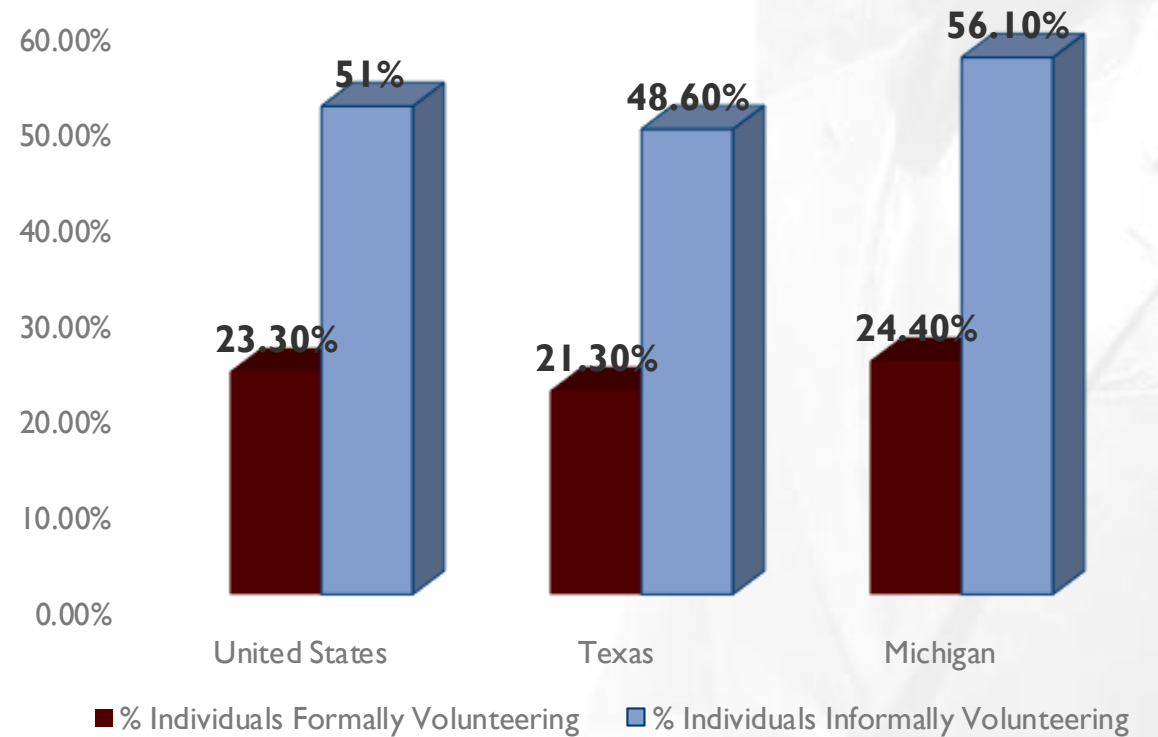
- Religion has, and still is, the largest recipient of philanthropic giving in the United States
- Historically, many individuals have learned about giving through religious organizations and churches
- If churches are no longer a primary introduction to giving, how will we educate individuals about giving and volunteering?



Volunteering in Decline



- Volunteering is a primary source of service delivery in the nonprofit sector and antecedent to giving
- Volunteerism has been in decline over the past two decades in the U.S.
- Built for Texas Report indicated Texas lags the national average
- The Do Good Institute and the Initiative for Strategic Volunteer Engagement's [recent report](#) noted 46.8% of nonprofit CEOs say “recruiting volunteers is a big problem,” which is up 30% from 2 decades ago



AmeriCorps. 2022. *Volunteering and Civic Life in America*.



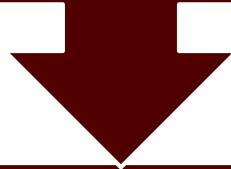
What do the numbers tell us about Texas nonprofits?



Texas Nonprofits by the Numbers



As of December 2021, Texas contains 7.3% of all the nonprofits in the USA.



Nonprofits can be grouped in two big clumps:

501c3

501c “everything else”

Texas has 7.6% of all 501c3 nonprofits in the nation ... but only 6.2% of 501c “everything else” in the nation.



Texas Nonprofits by the Numbers



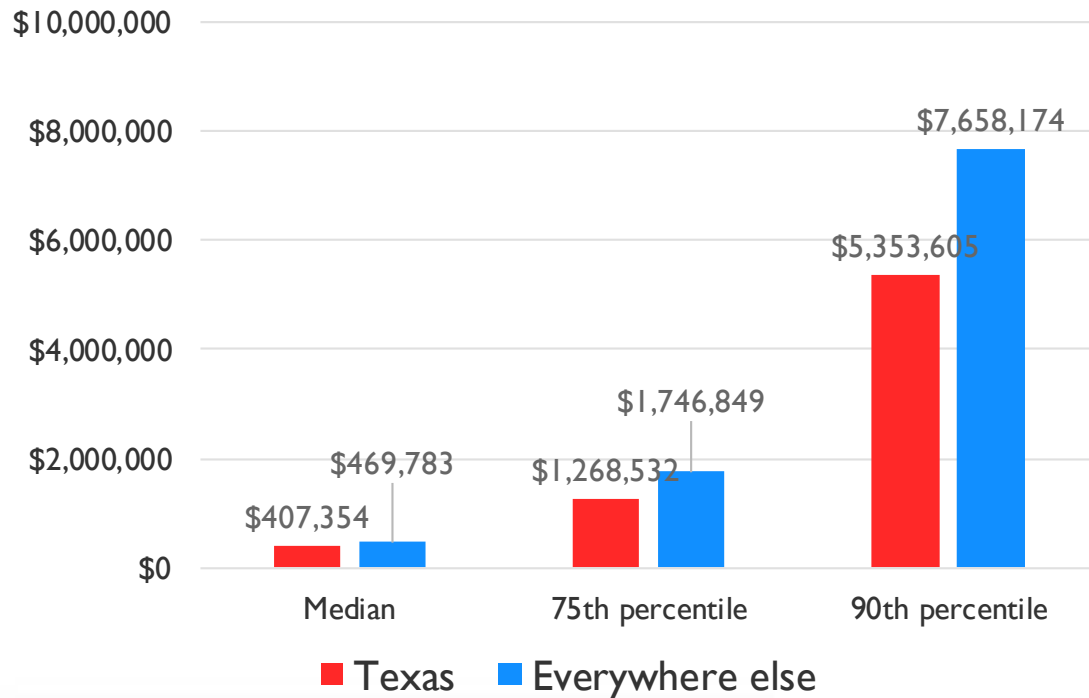
- On a per capita basis, Texas has **44.7 nonprofits per 10,000 residents**.
 - The national average is 54.0.
- Texas has fewer nonprofits than we would generally expect.
- Roughly one in six nonprofits files the IRS Form 990—and these 990 filers are where the bulk of nonprofit employment, revenue, and assets are found.
- Texas 990 filers are smaller, by revenue and staff size, than their national peers.



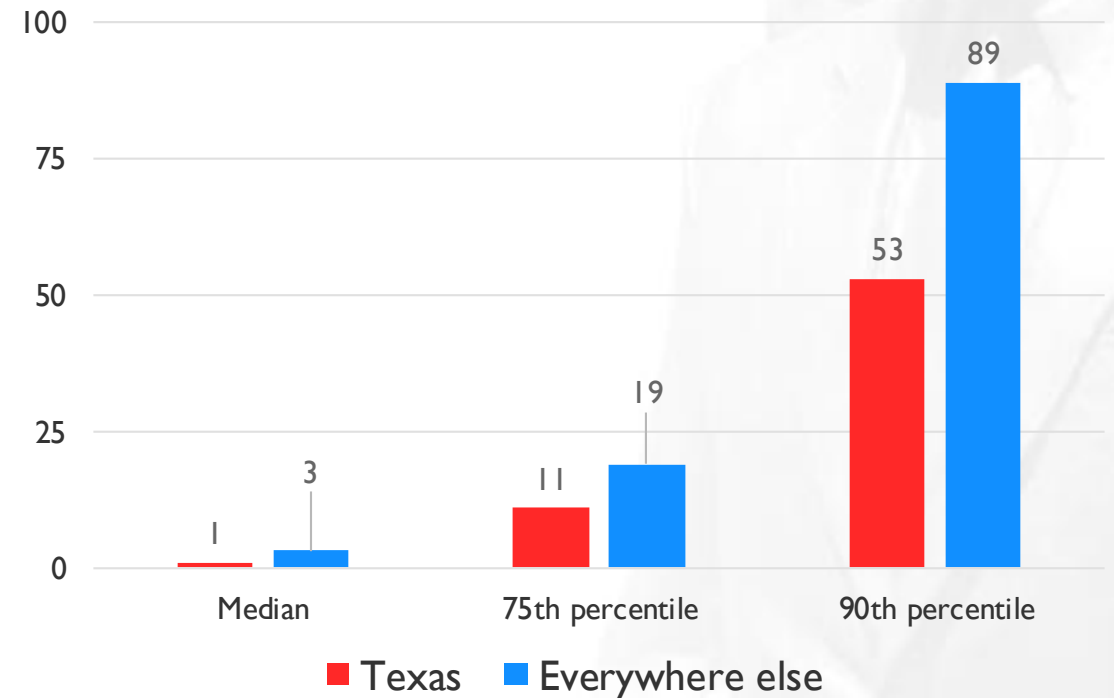
Texas Nonprofits by the Numbers: 990 Filers



Revenue



Staff size



Texas Nonprofits by the Numbers



On a per capita basis, Texas has 44.7 nonprofits per 10,000 residents.

- The national average is 54.0.

If Texas had the same number of nonprofits per 10,000 residents as the nation,

Texas would have

- **27,265 more nonprofits,**
- **with ~\$30 billion more in revenue,**
- **and ~90,000+ more employees.**

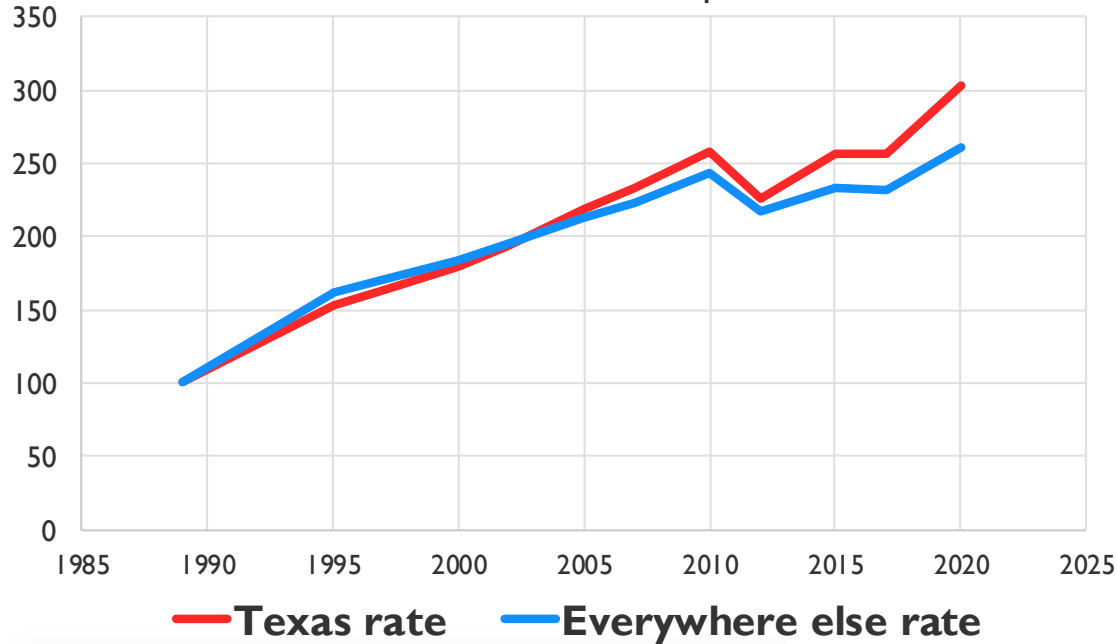


A 30 Year Perspective

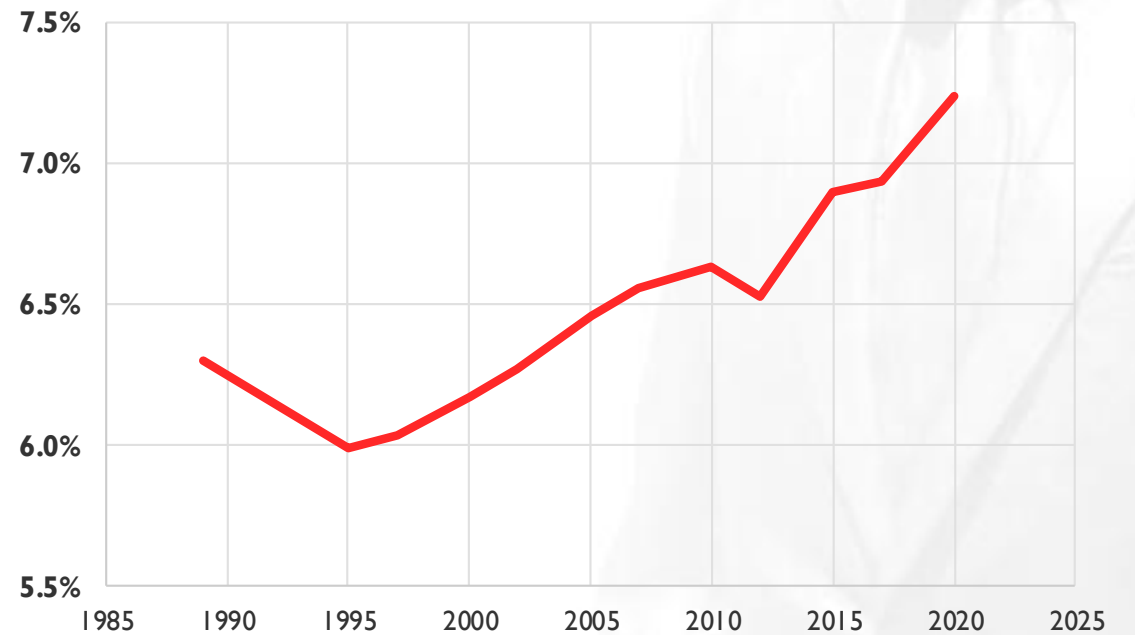


Nonprofits in Texas are growing faster than the national average.

Growth Rate, Total Number of Nonprofits, 1989 = 100



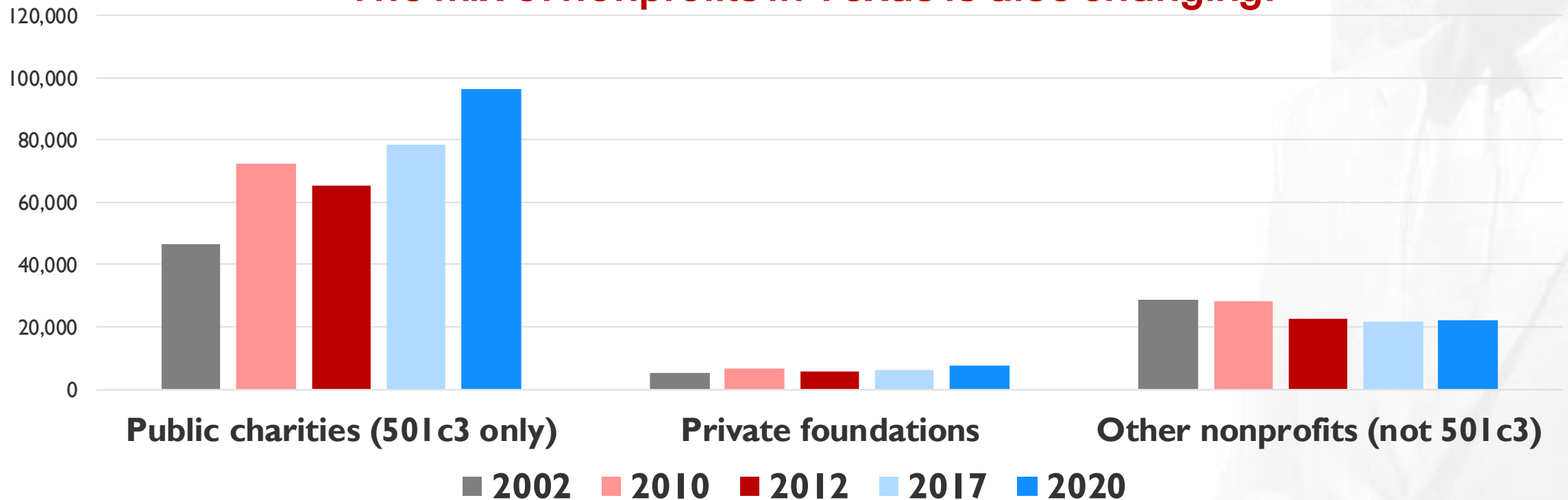
Texas Nonprofits as a Percent of the USA



A 30 Year Perspective



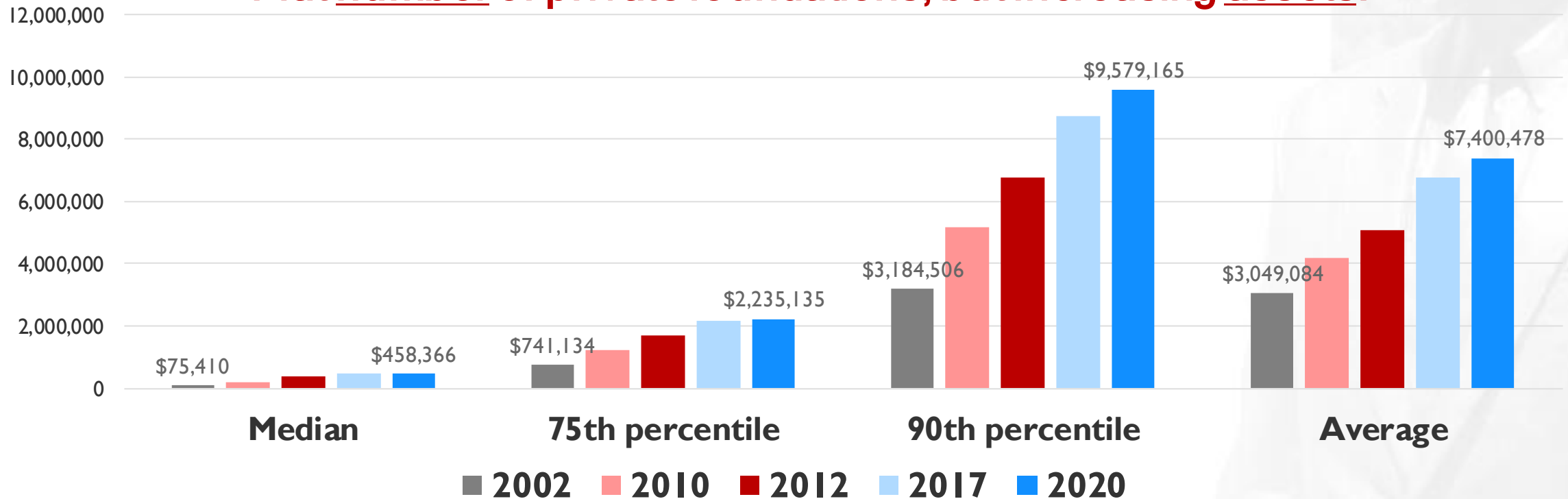
The mix of nonprofits in Texas is also changing.



A 30 Year Perspective



Flat number of private foundations, but increasing assets.



What else do we know from the 30-year perspective?



Resources



- [Giving USA](#)
- [Fundraising Effectiveness Project](#)
- [Philanthropy 1992-2022: What a Difference 30 years Makes](#)
- [Volunteering and Civic Life in America - AmeriCorps](#)



Learn More About Our Center



Our Center's team is committed to strengthening the nonprofit sector, so please contact us to learn how we may help your organization or help you advance your nonprofit career.

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