Blackbaud Institute Spotlight: 2024 Trends in Giving

Giving Rose in 2024, Despite Uncertainty

We often talk about the “giving landscape,” a term to capture the myriad factors that contribute to the flow of generosity. Over the last 5 years, this landscape has been one of significant changes, and not without uncertainty. Despite this, fundraisers continue to be optimistic: in the fall of 2023, 53% of surveyed fundraisers predicted that fundraising revenue would increase in 2024. Looking at the data, this optimism was warranted, even against the backdrop of an election season some feared would divert energy and resources.

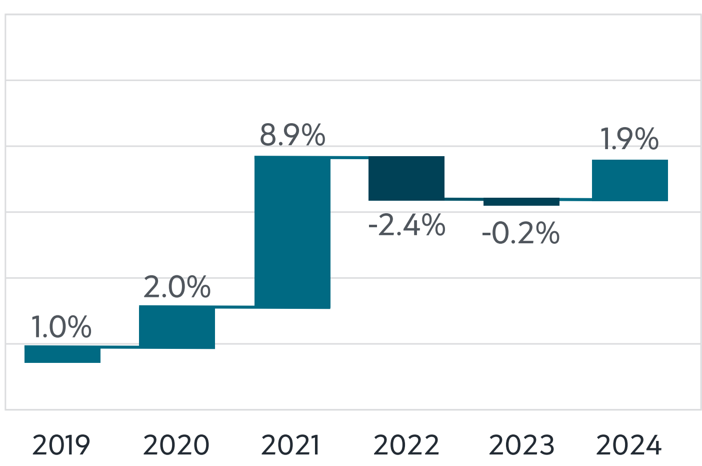
The sector regained stability in 2023, with giving remaining relatively flat. By contrast, 2024 saw a 1.9% increase in giving that brought the sector’s total accumulated growth over the last six years close to the record peak set during the COVID-19 pandemic (see waterfall chart to the right). During this time, the sector has seen a compound annual growth rate of 1.8%.

Online giving follows a similar trajectory from 2019 to 2024. While growth was accelerated during the pandemic, followed by relative decreases in 2022 and stability in 2023, 2024’s year-over-year (YoY) growth of 2.2% brought the accumulated growth above the 2021 peak.

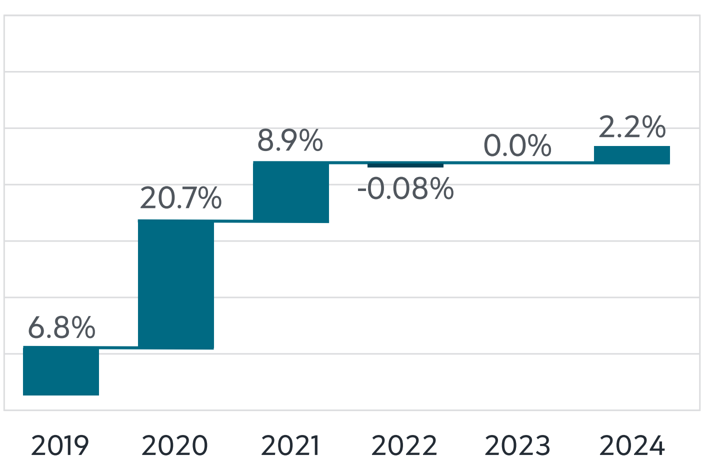
+1.9%
OVERALL GIVING
Year-Over-Year

+2.2%
ONLINE GIVING
Year-Over-Year

Percent Change of Overall Giving YoY



Percent Change of Online Giving YoY



Subsector Trends

Use this chart to benchmark: The following YoY changes reflect the experience of the average organization within each subsector, determined by NTEE code. Use the chart below to benchmark your organization's overall and online giving for 2024.

Organization Type	Overall YOY % Change	Organization Type	Online YOY % Change
★ **Animal Welfare**	**7.1%**	★ **Animal Welfare**	**6.5%**
Arts and Culture	3.4%	★ **Arts and Culture**	**3.6%**
★ **Environment**	**5.6%**	★ **Environment**	**3.5%**
Faith-based	0.7%	Faith-based	3.0%
★ **Healthcare**	**11.3%**	Healthcare	-0.2%
Higher Education	1.6%	Higher Education	1.7%
Human Services	2.0%	Human Services	1.1%
International Affairs	-8.5%	International Affairs	2.7%
K-12 Education	5.1%	K-12 Education	-0.1%
Medical Research	2.7%	Medical Research	-2.2%
Public & Society Benefit	-0.6%	Public & Society Benefit	-1.8%

★ **Top Performers**

The majority of subsectors saw growth in 2024, in both overall and online giving. International affairs organizations experienced the largest YoY decline in overall giving at -8.5%, this trend is a continuation of the year prior which saw a more significant decline of -12.8% in 2023. Turning our attention to online giving, however, we see an increase of 2.7% for these organizations. Spikes in online giving to International affairs organizations coincided with key moments in the conflicts in Gaza and the Ukraine, with 8.7% of online giving occurring in February of 2024 and 21.5% in October.

> The Blackbaud Philanthropic Dataset *estimates the experience of an average nonprofit organization by using giving data from over 8,500 nonprofit organizations, totaling over $55 billion in fundraising revenue. Nonprofit data available from the IRS and Giving USA are used to weight the data of the sample organizations to give a representative snapshot of the sector.*

While we can't say for certain what drove these increases, we encourage International affairs organizations to continue to engage with spontaneous donors who are more likely to give online in response to critical moments. As the needs of these organizations continue to evolve in 2025, we recommend a closer look at digital outreach to spontaneous givers.

Trends by Organization Size

Online giving represents 13.4% of all giving to small organizations, in contrast to 8.3% for medium orgs and 4.1% for large orgs. This is despite the fact that small organizations saw the lowest percentage of growth in overall giving YoY at .04%. Small organizations, with revenue of less than $1M, continue to see steady growth in their online giving, with a 3.3% increase YOY.

Overall Giving

+.04%
SMALL
(Less than $1M)

+4.0%
MEDIUM
($1M–$10M)

+1.1%
LARGE
($10M+)

Online Giving

+3.3%
SMALL
(Less than $1M)

+1.8%
MEDIUM
($1M–$10M)

+1.8%
LARGE
($10M+)

End-of-Year Giving

Political giving related to the 2024 election does not seem to have resulted in a decrease in year-end generosity to nonprofit organizations. 34% of all giving in 2024 occurred in the last three months of the year, in keeping with trends of the past decade, including the past two election cycles.

The Animal Welfare, K–12 Education, and Healthcare subsectors received the largest percentage of their giving in the last three months of the year.

Top Performing Subsectors

Overall Giving at Year-End (October–December)

38.3%
ANIMAL WELFARE ORGANIZATIONS

36.7%
K–12 EDUCATION

36%
MEDICAL RESEARCH

Top Performing Subsectors

Online Giving at Year-End (October–December)

44.6%
HUMAN SERVICES ORGANIZATIONS

43%
ANIMAL WELFARE ORGANIZATIONS

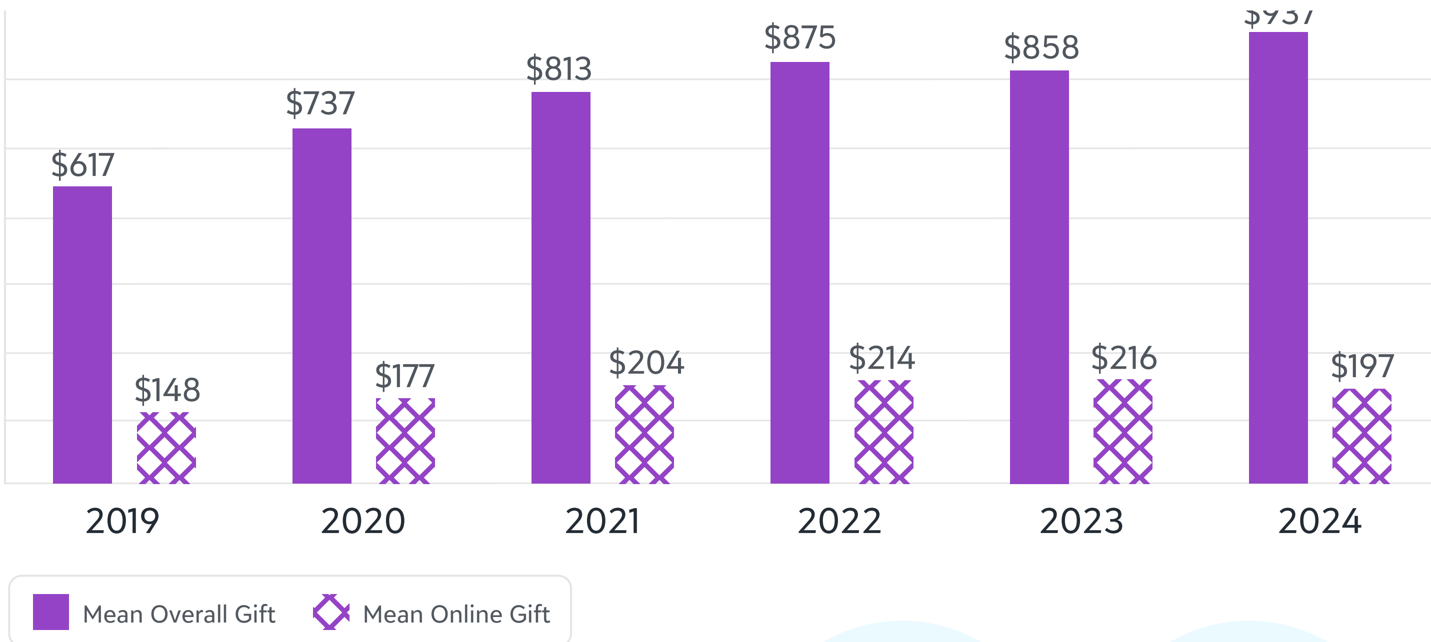
38.3%
ENVIRONMENTAL ORGANIZATIONS

As anticipated, Human Services and Environmental organizations saw a large percentage of online donations at year-end in response to Hurricane Helene and other natural disasters. Animal Welfare organizations also benefitted from an influx of giving that began in October. Notably, these three subsectors received over a quarter of all online gifts for the year in December alone.

Individual Gift Trends

Individual givers set a record for mean gifts in 2024, with a mean overall gift of $937 across all subsectors. While the mean online gift was slightly less than years past at $197, it remains within a stable range that exceeds pre-pandemic giving.

Mean Gifts (2019—2024)



$937
MEAN OVERALL GIFT

$197
MEAN ONLINE GIFT

Conclusion

While individual giving strengthened following the post-pandemic dip, 2025 kicked off with with more changes to the nonprofit landscape. We will be closely monitoring the changing landscape, including the potential for changes in tax law as well as decreases in government funding, each of which has the potential to support increased giving from individuals.. We will be watching policy changes that impact federal funding, tax law, and fund disbursement closely as the fundraising landscape continues to evolve. Fundraisers have stretched their creativity and resiliency in the last few years, facing crises head on. Looking back at 2024 shows the scope of this resiliency of the sector, a promising reminder as we prepare for the year ahead.

About the Blackbaud Philanthropic Dataset

The US index tracks giving data from 8674 nonprofit organizations, totaling over $55 billion in fundraising revenue. The online fundraising findings are based on data from 5,151 nonprofit organizations and over $3.4 billion in online fundraising revenue. In addition to the US Index, we track giving data from Canada, the United Kingdom, and Australia/New Zealand. For our Canadian Index, we analyze approximately 167 Canadian organizations, with over $180 million in giving. We track over £73 million from approximately 176 organizations in UK-based charitable giving. And, we track approximately $83 million from close to 64 organizations in Australian and New Zealand-based charitable giving.

Organizations are grouped into three size categories: total annual fundraising less than $1 million (small), total annual fundraising between $1 million and $10 million (medium), and total annual fundraising exceeding $10 million (large). It is based on recorded giving in each organization's fundraising system, reported fundraising in IRS Form 990 data, and matching completed through the National Center for Charitable Statistics.

To be included in the analysis, these organizations needed to have at least 27 months of complete giving data without gaps or missing information. Organizations that did not meet all the research criteria have been excluded. Organizations based outside of the United States have also been excluded from the US findings. We have not included the unfulfilled portion of pledge gifts or recurring gifts processed offline in our research. Giving USA® figures are used to weight the data to ensure that no individual organizations or subsectors are overrepresented in the analysis.
Each organization in The Blackbaud Institute Index is categorized by one of 12 subsectors using its National Taxonomy of Exempt Entities—or NTEE—code as reported on Form 990. These subsectors are Animal Welfare, Arts and Culture, Environment, Faith Communities, Healthcare, Higher Education, Human Services, International Affairs, K–12 Education, Medical Research, and Public and Society Benefit. If you are unsure which subsector your organization falls under, you may refer to your 990 to find your NTEE code. Visit the National Center for Charitable Statistics for a complete list of subsectors. The Index also includes giving to Foundations, but this data is not currently used to calculate giving trends to avoid the potential of double-counting revenue.

About Blackbaud

Blackbaud unleashes the potential of the people and organizations who change the world. As the leading software provider exclusively dedicated to powering social impact, Blackbaud expands what is possible across the nonprofit and education sectors, at companies committed to social responsibility, and for individual change makers. Built specifically for fundraising, nonprofit financial management, digital giving, grantmaking, corporate social responsibility and education management, Blackbaud's essential software accelerates impact through unmatched expertise and powerful data intelligence. Millions of people across more than 100 countries connect, give, learn, and engage through Blackbaud platforms.

About Blackbaud Institute

The Blackbaud Institute develops leading-edge research and convenes expert voices to equip the social impact community knowledge, insight, and confidence. The Blackbaud Institute draws from Blackbaud's data set, the most comprehensive in the social impact community. In addition, the Institute facilitates public research studies to drive original qualitative and quantitative insight. Our research agenda is grounded in a commitment to topics that social impact organizations can apply immediately to better understand, benchmark, and improve their essential business operations. We are guided by our commitment to the social impact sector to provide timely, transparent, and well-rounded research that is free to access. From how organizations run to how donors give, we're 100% focused on research and resources for this sector.