

An illustration featuring a target with concentric circles and a dashed line extending from its center. The dashed line leads to a green arrow pointing right, which is followed by three stars: a small blue star, a planet with a ring, and a large yellow star.

# BEYOND THE BUDGET

# 2020

Americans gave \$471.44 billion to charity  
( 5.1% increase over 2019 )

69% came from 'Individuals'

28% within the sector of 'Religion'

– Giving USA

# \$471.44 billion

In 2020, Americans gave \$471.44 billion to charity, a 5.1% increase over 2019.

## Where did the generosity come from?

### Contributions by source

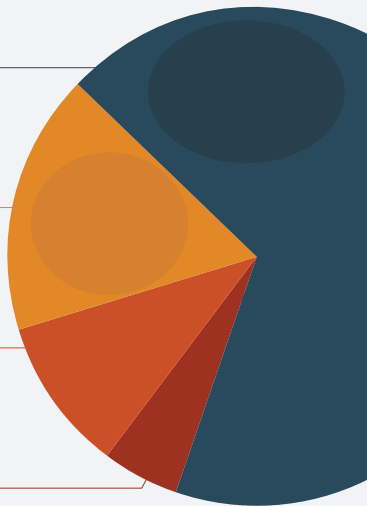
By percentage of the total

**Giving by  
Individuals** **69%** ↑2.2%  
\$324.10 billion  
increased 2.2 percent over 2019.

**Giving by  
Foundations** **19%** ↑17.0%  
\$88.55 billion  
increased 17.0 percent over 2019.

**Giving by  
Bequest** **9%** ↑10.3%  
\$41.91 billion  
increased 10.3 percent over 2019.

**Giving by  
Corporations** **4%** ↓6.1%  
\$16.88 billion  
declined 6.1 percent from 2019.



\*All figures on this infographic are reported in current dollars unless otherwise noted.



Giving by  
**INDIVIDUALS**  
has grown in four of  
the last five years.

Gifts to Religion  
were almost equal  
to gifts to  
Education and  
Human Services  
combined.

## Where did the charitable dollars go? Contributions by destination



# Thinking Beyond The Budget



# Core or Discretionary

IDENTITY vs. CHANGE OPPORTUNITY



# Purpose of Income, Assets & Expenses

OPERATING vs. GIFTS  
EARNED vs. DISCRETIONARY  
SHORT TERM vs. PERPETUAL



# Intent & Engagement

The goal is not to win the donors money – but rather their hearts!





## Intent & Engagement

7 Ministry Areas

1 Pastor

\$ 456,000 Mortgage

12 Confirmation Students

# Beyond the Budget

