

## Special Spotlight on International Giving

The philanthropic field in the U.S. and around the world experiences many changes. Technology, innovative financing and a new generation of donors all change the giving landscape. The U.S. continues to be one of the most generous nations globally<sup>1</sup>, and its wealthy citizens and institutions contribute significant resources to address world challenges such as poverty, disease, climate change, peace, equality and many others.

**2015 was a record-breaking year for philanthropy in the U.S.**, reflecting positive growth in many sectors of the economy. According to Giving USA<sup>2</sup>:

- Americans gave an estimated \$373.25 billion, a record high for the second consecutive year.
- Giving grew across all categories: individuals, bequests, foundations and corporations.
- Individuals are responsible for more than 80 percent of all gifts.
  - » Many large gifts in 2015 came from young executives in the technology sector.

**International organizations received \$15.75 billion in 2015<sup>3</sup>**

- Giving to the international sector surpassed all other sectors in 2015.
- It reversed the negative growth in giving that the sector had experienced in 2013 and 2014.
- Giving has not, however, returned to the pre-recession level of \$22.64 billion seen in 2008.

**A majority of giving to international causes came from individuals**

- Americans gave a substantial amount to disaster relief efforts in Nepal and Syria in 2015.
- Crowdfunding and advances in technology such as Facebook's "donate button" made the response to international disasters especially successful.
- Many international organizations built strong online campaigns, and the sector saw big gains in online giving.
- Educated women are especially strong supporters of the international sector.

**U.S. corporations continue to expand their international giving**

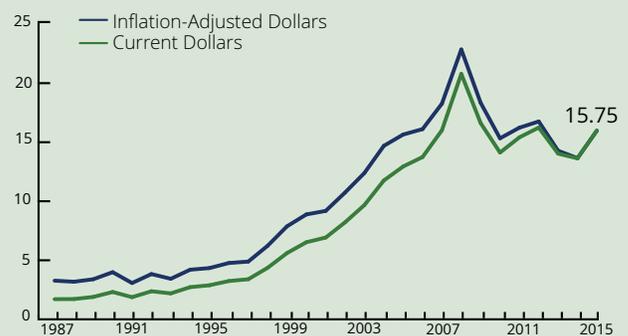
Global Impact's survey of 30 corporations in 2015 revealed that the most successful international employee giving programs are around disaster relief and employee assistance.

According to CECP's Giving in Numbers 2015<sup>4</sup>:

- Corporations, on average, allocate about 20 percent of their total giving to international causes.
- Community & Economic Development and the Environment are the most supported international causes.
- Corporations continue to grow the number of international volunteer program offerings.
- Corporate headquarters offices are most frequently in charge when deciding contribution budgets; regional and local offices have more authority to approve grants and select implementing partners.

### Giving to International Affairs, 1974-2015

(in billions of dollars)



Source: Giving USA Foundation/Giving USA 2016

## Changing Global Landscape and Social Impact Investing

In the next decade, philanthropists and foundations from the U.S. and around the world will play an important role in addressing global challenges. With the adoption of the United Nations Sustainable Development Goals (SDGs) in 2015, the U.N. is looking at global philanthropists, foundations and private sector actors to participate in policy-making and achieving of the SDGs by 2030.

There is growing interest from philanthropists in Europe, Asia and the Middle East<sup>5</sup> to become more involved in global issues such as health, education and the environment.

- These philanthropists are driven by a sense of duty and a desire to give back to society.
- They see crowdfunding, crowd evaluation and promotion via social media as top technology tools for their philanthropic agenda.
- They are especially interested in collaborative models and impact investing as a means to fund programs to address global challenges.
  - » 52 percent believe impact investing holds the most promise for investing<sup>6</sup>.

It is not only philanthropists who are excited about impact investing; 23 percent<sup>7</sup> of global ultra-high net worth entrepreneurs 35 and younger (*Millennipreneurs*) use impact investing as an important investment vehicle.

- They put investment in corporate social responsibility high on the list of important factors determining business success.
  - » Women *Millennipreneurs* put social impact among the top three priorities for their business success.

In the U.S., private foundations and universities are pioneers in the field of impact investing:

- 24 percent of U.S. foundations are now engaging in impact investing<sup>8</sup>.
- 27 percent of U.S. universities are integrating impact investing into their endowments<sup>9</sup>.
- Few U.S. corporations practice impact investing, but there is a growing interest in the field.

The challenges that the world faces are greater than ever, but there is also a growing understanding that collaborative efforts, technology and innovation are the tools that lead to progress in the achievement of the Sustainable Development Goals.

## Global Impact is Your Partner for Global Solutions

Global Impact brings customized consulting services to NGOs and the private sector through a full suite of services, including strategy, implementation and ongoing organizational support to meet social impact goals, via:

- Resource development and partnerships.
- Corporate citizenship programs.
- Implementation and backbone services.

Global Impact offers specific services related to the SDGs:

- Advice on integrating the SDGs into corporate social responsibility programs.
- Analysis of current corporate investments in citizenship programs and mapping them to the SDGs.
- Mapping individual employee donations and volunteer time to the SDGs.

---

<sup>1</sup> CAF World Giving Index 2015

<sup>2</sup> Giving USA Foundation/Giving USA 2016

<sup>3</sup> Giving USA Foundation/Giving USA 2016

<sup>4</sup> Committee Encouraging Corporate Philanthropy, "Giving in Numbers: 2015 Edition"

<sup>5</sup> 2015 BNP Paribas Individual Philanthropy Index, a survey of 400 philanthropists that have more than \$5 million in investable assets

<sup>6</sup> 2015 BNP Paribas Individual Philanthropy Index, a survey of 400 philanthropists that have more than \$5 million in investable assets

<sup>7</sup> 2016 BNP Paribas Global Entrepreneur Report, the study surveyed 2,594 entrepreneurs globally

<sup>8</sup> 2016 Council on Foundations-Commonfund Study of Responsible Investing

<sup>9</sup> 2016 Council on Foundations-Commonfund Study of Responsible Investing

**For questions, please contact Global Impact at [solutions@charity.org](mailto:solutions@charity.org) or (703) 717-5234.**