2013
Assessment of U.S. Giving to International Causes
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   Page 10: Dan Chung for African Medical and Research Foundation; Back cover: ChildFund International
Global Impact works with more than 80 U.S.-based international nonprofits that provide aid, development and relief programs worldwide. Global Impact’s partners include groups such as CARE, Doctors Without Borders, Heifer International, the U.S. Fund for UNICEF and World Vision. Since its inception in 1956, Global Impact has raised $1.6 billion on behalf of its nonprofit partners to help the world’s most vulnerable people. With this focus and history, Global Impact has a unique vantage point to the evolution of international giving.

Though many believed international giving was insulated from the recession, recent data from the 2013 Giving USA report and Foundation Center shows this is not the case. This information sheds light on the depth of the recession and how it marred the international giving landscape. More detail on this data is presented in the following pages.

International giving overall was down or flat in 2012; this includes both private and public sources. Funding from private sources (individuals, foundations and corporations) is more significant in this sector because U.S.-based nonprofits receive most of their support from private sources. Though giving from private sources took a slight downturn recently, the decade-long trend is positive and shows overall growth.

Historically, individuals account for more than half of giving to the international sector. Individual giving to the international sector has gone through turbulent times in recent years. In particular, million-dollar gifts to the sector have been down since 2008. In addition, economic troubles in the U.S. and domestic natural disasters have drawn the focus of many individual donors, contributing to their decision to give fewer dollars to the international sector.

Giving by U.S. foundations to the international sector is still recovering from the recession. Though at first, glance foundation giving appears to be doing well, this is largely due to investments from the Bill and Melinda Gates Foundation, which tripled its funding to the international sector between 2010 and 2011. Otherwise, giving from foundations is largely flat.

Corporate giving to the international sector is hard to quantify, as data are not readily available across the sector. However, there is information about the factors influencing the corporate decision-making process. As companies become more global, their corporate giving strategies reflect where their employees, customers and other stakeholders are located. Notably, corporations prefer to give to U.S.-based international non-government organizations (NGOs) that have a record of efficient and results-oriented programming and whose missions align with corporate priorities.

Lastly, according to “Trends and Strategies to Engage Employees in Greater Giving,” a report by America’s Charities, workplace giving campaigns provide an estimated $3 billion annually to nonprofit groups in the United States. The report indicates that “... giving programs are broadening to facilitate engagement.” Notably, for the first time in Global Impact’s nearly 60-year history, private sector workplace giving campaigns exceeded the revenue of public sector workplace campaigns in 2012. These facts offer a compelling basis for charities to focus on workplace giving revenue, and to cultivate dynamic relationships with current and potential corporate donors.
Funding from Private Sector is Essential for Addressing Global Challenges

Private giving in the U.S. was a $316.2 billion dollar industry in 2012 (this includes charitable giving from individuals, bequests, corporations and foundations).\(^2\) Within this, giving to the international sector represents $19.1 billion. Though international giving represents only 6 percent of total giving, the international sector has grown substantially in the last decade, from $8.4 billion in 2000 to $19.1 billion in 2012.

Over the past decade, Global Impact has seen an increasing demand among international nonprofits for private funding. This demand has likely been sparked by the nature of the larger issues international giving seeks to resolve, as well as changes in the giving pipeline. These issues in the international affairs sector (such as food security, climate change, water shortages, pandemic diseases and unemployment) are highly complex; they can't be resolved in a vacuum. International nonprofits find it necessary to partner with government and business to address these global issues on a larger scale. As previously mentioned, the international giving pipeline is also changing.\(^3\) New delivery mechanisms and new players are becoming a part of the aid system.

Whereas at one time government funding was the major player in this field, private funding is becoming increasingly important. More and more, government funding is being channeled through specialized agencies dedicated to particular targets such as HIV/AIDS or malaria, instead of through traditional agencies like the World Bank's International Development Association\(^4\) and other NGOs.

U.S. Official Development Assistance Decreased in 2011 and 2012

In recent years, international NGOs have found that there is less funding available from the U.S. and European governments, because many of these countries have had to reduce their development aid budgets to address economic turmoil at home. In fact, according to the Organization for Economic Cooperation and Development (OECD), development aid from OECD member countries fell, in real terms, by 2 percent in 2011—and an additional 4 percent in 2012.\(^5\) Excluding 2007, the drop in development aid in 2012 is the largest since 1997. This is also the first
time since 1996–1997 that aid has fallen for two successive years.

U.S. Official Development Assistance (ODA) is estimated at $30.5 billion in 2012, which is 1 percent lower in real terms than the $30.9 billion estimated for 2011 (Table 1). Adjusted for inflation, this means U.S. ODA funding has decreased for two consecutive years, in 2011 and 2012 (Table 1). By sector, education/health/population receives the largest share of U.S. ODA funding, followed by social infrastructure and humanitarian aid (Graph 1). By country, Afghanistan, Iraq, Pakistan, the Democratic Republic of the Congo and Haiti were the top-five countries to receive U.S. ODA funding in fiscal years 2010–2011.

**Funding from Private Philanthropy Surpassed U.S. Government Funding**

The Hudson Institute\(^6\) estimated the total U.S. net economic engagement with developing countries to be $326.4 billion in 2010 (Table 2). Of this, ODA funding represented only 9 percent, and the rest came from private engagements, including private philanthropy (12 percent), remittances (29 percent) and private capital flows (49 percent).

These data are significant, revealing that funding from private philanthropy surpassed U.S. ODA in 2010. In the private philanthropy segment (representing $39.0 billion of U.S. economic engagement in 2010), international nonprofits, referred to as Private and Voluntary Organizations (PVOs) in Table 2, accounted for more than one-third of all contributions made to developing countries (Graph 2).

The United States Agency for International Development (USAID) stated in its Voluntary Agency report (an annual report that tracks the funding sources of international nonprofits)

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### Table 1: United States Net Official Development Assistance (in billions of dollars)

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
<th>2011</th>
<th>2012*</th>
<th>Change 2011/2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current (USD)</td>
<td>30.4</td>
<td>30.8</td>
<td>30.5</td>
<td>-1.0 %</td>
</tr>
<tr>
<td>Constant (2011 USD)</td>
<td>31.0</td>
<td>30.7</td>
<td>29.9</td>
<td>-2.8 %</td>
</tr>
</tbody>
</table>


### Table 2: U.S. Total Net Economic Engagement with Developing Countries, 2010 (in billions of dollars)

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>Change 2011/2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S. Official Development Assistance</td>
<td>30.4</td>
<td>9%</td>
<td>30.8</td>
<td>9%</td>
</tr>
<tr>
<td>U.S. Private Philanthropy</td>
<td>39.0</td>
<td>12%</td>
<td>39.5</td>
<td>12%</td>
</tr>
<tr>
<td>Foundations</td>
<td>4.6</td>
<td>12%</td>
<td>4.7</td>
<td>12%</td>
</tr>
<tr>
<td>Corporations</td>
<td>7.6</td>
<td>19%</td>
<td>7.7</td>
<td>19%</td>
</tr>
<tr>
<td>Private and Voluntary Organizations</td>
<td>14.0</td>
<td>36%</td>
<td>14.3</td>
<td>36%</td>
</tr>
<tr>
<td>Volunteerism</td>
<td>3.7</td>
<td>9%</td>
<td>3.9</td>
<td>9%</td>
</tr>
<tr>
<td>Universities and Colleges</td>
<td>1.9</td>
<td>5%</td>
<td>2.0</td>
<td>5%</td>
</tr>
<tr>
<td>Religious Organizations</td>
<td>7.2</td>
<td>18%</td>
<td>7.6</td>
<td>18%</td>
</tr>
<tr>
<td>U.S. Remittances</td>
<td>95.8</td>
<td>29%</td>
<td>96.5</td>
<td>29%</td>
</tr>
<tr>
<td>U.S. Private Capital Flows</td>
<td>161.2</td>
<td>49%</td>
<td>163.7</td>
<td>49%</td>
</tr>
<tr>
<td>U.S. Total Economic Engagement</td>
<td>326.4</td>
<td>100%</td>
<td>330.7</td>
<td>100%</td>
</tr>
</tbody>
</table>

Source: The index of Global Philanthropy and Remittances 2012, Hudson Institute, Center for Global Prosperity. Due to rounding, percents may not add to 100 percent.

### Graph 1: USA Gross ODA by Sector, 2010-2011 Average

![Graph 1: USA Gross ODA by Sector, 2010-2011 Average](source: OECD, www.oecd.org/dac/stats.)

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that U.S.-based international nonprofits received $27.8 billion in total support and revenue in 2010 (Graph 3). The vast majority of that support (75 percent) came from private sources, while only 12 percent came from USAID; the remaining 13 percent was derived from other sources (including other U.S. government grants and contracts, non-U.S. governments and international organizations). This level of support from private sources has remained consistent throughout the years, as depicted in Graph 4. These data underscore the vital role private entities play (corporations, individuals, foundations, etc.) as a funding resource for the international aid, development and relief sector.
SECTION 2

Trends in International Giving

Giving to International Sector Slowed Down in 2012

Private giving (giving from individuals, bequests, corporations and foundations) to the international affairs sector continues to be strong (Graph 5), despite slowed growth in 2012 due to slow economic recovery in the U.S., significant contributions from Americans to local communities and U.S.-based disasters, and fewer international disasters in 2012.

Though earlier estimates by the Giving USA (2011 and 2012) indicated that giving to the international

Graph 5: International Giving Trend (In billions of inflation-adjusted dollars)

Source: Giving USA 2013.
sector appeared to be recession-proof, more accurate data released by Giving USA in 2013 reveals a reduction in international giving between 2008 and 2009 (from $21.9 billion to $17.6 billion), coinciding with the U.S. economic downturn.

Although giving to the international sector does appear to be making a recovery, the progress is slow and the numbers have yet to return to pre-2008 levels. The longer-term trend in international giving, however, continues to be very impressive as the inflation-adjusted numbers show 127 percent growth for the sector between 2000 ($8.4 billion) and 2012 ($19.1 billion).

The 2012 slowdown is confirmed by Blackbaud's 2012 Charitable Giving Report. The report points out that nonprofits with an international affairs focus saw an overall drop in funding of 4.7 percent in 2012 over 2011. The sector, however, saw an 11.8 percent increase in online giving, as compared to 7 percent for all the nonprofits in the sample (Table 3). In the international sector, donors were particularly active in December and November of 2012. One out of five gifts (20 percent) was pledged in December, and one out of ten (10 percent) in November; the rest were nearly evenly spread throughout the year.

### Table 3: Online Charitable Giving Increase by Sector

<table>
<thead>
<tr>
<th>Sector</th>
<th>Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Healthcare</td>
<td>14.2%</td>
</tr>
<tr>
<td>International Affairs</td>
<td><strong>11.8%</strong></td>
</tr>
<tr>
<td>Environment and Animal Welfare</td>
<td>6.8%</td>
</tr>
<tr>
<td>Human Services</td>
<td>6.1%</td>
</tr>
<tr>
<td>Arts and Culture</td>
<td>5.9%</td>
</tr>
<tr>
<td>Public/Society Benefit</td>
<td>5.3%</td>
</tr>
<tr>
<td>Education</td>
<td>4.5%</td>
</tr>
<tr>
<td>Total Increase</td>
<td><strong>7.0%</strong></td>
</tr>
</tbody>
</table>

SECTION 3

Individual Giving to the International Sector

Individuals Contribute Largest Share of Donations to the International Sector

Historically, individuals account for more than half of all giving to the international sector. Although there are no data on the proportion of individual giving to the international sector in 2011 or 2012, there are some indications that domestic economic hardships led many individual donors to contribute more to their local communities than to international organizations in those years. According to Philanthropic Landscape, 40 percent of Americans shifted a larger percentage of their support to nonprofits working locally to benefit their own communities in 2012. In addition, the Indiana University Lilly Family School of Philanthropy points to a decreasing number of million-dollar-plus gifts given to the international sector since 2008. In 2008, million-dollar-plus gifts to the sector totaled 97; there were 53 in 2009, 67 in 2010, and only 42 in 2011. The dollar amount of gifts fell in the same period as well, dropping from $822 million in 2008 to $772 in 2009, $595 in 2010, and $199 million in 2011. These data show that individual giving to the international sector has not yet recovered post-recession. This makes it more difficult for nonprofits to fundraise and creates a highly competitive environment among international NGOs fundraising in the U.S.

Majority of Donors to International Sector Traveled Outside the U.S.

A DonorPulse International report by Campbell Rinker provides some significant insight into individual donors in the U.S. who give charitably to the international sector. The report explains that most donors in this sector (86 percent) have traveled outside the U.S., and more than half (53 percent) have volunteered with a charity for at least eight hours in the past year. On average, each household donated to 10 organizations (the report found that wealthier donors tend to support more charities than those who are less wealthy). The majority of donors (63 percent) gave through the mail; many donors (58 percent) had given through automatic scheduled withdrawal from a bank account, credit card or paycheck; and 53 percent of donors had done their giving over the Internet (Graph 6). Donation method preferences directly correlate with donor age: most donors who were under the age of 39 submitted their donations...
through automatic payments, while the great majority (84 percent) of those 75 and older submitted their donations through the mail.

For individuals, charitable giving is both personal and emotional. According to the report, the three primary motivations for donors included, “so many are less fortunate than I am,” “I am interested in what nonprofits can accomplish” and “the positive feeling that it gives me.” Younger donors are particularly interested in donating to nonprofits that allow them to play an active role in an organization’s activities (80 percent among 39-year-olds and younger and 49 percent across the total population). The most popular causes that are supported by individuals are children, health and medical problems, clean water and sanitation, and education.
SECTION 4

Foundation Giving to the International Sector

International Foundation Giving Was Up in 2011

In the U.S., foundation giving continues to slowly recover after the recession. Private, independent foundations are traditionally the largest donors to international affairs (Table 4). The Foundation Center reports that giving to the international sector by a sample of larger U.S. foundations increased to $6.7 billion in 2011 after two straight years of decline (Graph 7). If giving from the Bill and Melinda Gates Foundation (BMGF) is excluded from this calculation, giving between 2010 and 2011 would have been flat. This is significant to point out because BMGF has been a pioneer in the international development field since 2006, when its annual grants outside the U.S. first exceeded 1 billion dollars (Graph 8). BMGF tripled its international funding between 2010 and 2011 (from $759.9 million to $2.5 billion, Graph 8) and represented more than a third (38 percent) of all international funding from the larger U.S. foundations in 2011. This may prove to be indicative of where U.S. foundation contributions will go in the future.

Foundation Assets Recovery Is Key in Restoring Pre-Recession Level of Giving

A foundation’s giving is closely tied to its assets. In fact, government regulations require all private, non-operating foundations to distribute at least 5 percent of their previous year’s net investment assets. This is significant because, as markets ebb and flow, so too does funding from most foundations. The Ford Foundation, the second-largest contributor of grants outside the U.S., is a good example of how assets and giving are connected. The foundation’s assets plummeted in 2008 and 2009; in 2012, its assets were still below 2007 levels (Table 5). The Ford Foundation’s giving outside the U.S. in 2011 was $121.0 million, which is still lower than the $188.7 million it provided to the same sector in 2007.

A January 2013 Chronicle of Philanthropy survey of 87 of the nation’s largest foundations reveals the slow recovery of U.S. foundations’ assets. The survey showed foundation assets in 2012 were 21.8 percent lower than in 2007, after adjusting for inflation. The assets of surveyed foundations totaled $167.6 billion in 2012, compared with $214.2 billion in 2007. Consistent with asset recovery trends revealed by
### Table 4: Top 15 U.S. Foundations Awarding Grants Outside the U.S. in 2011

<table>
<thead>
<tr>
<th>Foundation Name</th>
<th>Foundation Type</th>
<th>Dollar Amount</th>
<th>No. of Grants</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Bill &amp; Melinda Gates Foundation, WA</td>
<td>IN</td>
<td>2,542,830,917</td>
<td>296</td>
</tr>
<tr>
<td>2. Ford Foundation, NY</td>
<td>IN</td>
<td>121,027,531</td>
<td>583</td>
</tr>
<tr>
<td>3. The Rockefeller Foundation, NY</td>
<td>IN</td>
<td>56,312,529</td>
<td>159</td>
</tr>
<tr>
<td>4. The John D. and Catherine T. MacArthur Foundation, IL</td>
<td>IN</td>
<td>35,465,003</td>
<td>101</td>
</tr>
<tr>
<td>5. Gordon and Betty Moore Foundation, CA</td>
<td>IN</td>
<td>33,532,270</td>
<td>72</td>
</tr>
<tr>
<td>6. The Coca-Cola Foundation, Inc., GA</td>
<td>CS</td>
<td>31,923,850</td>
<td>83</td>
</tr>
<tr>
<td>7. New Mighty Foundation, DC</td>
<td>OP</td>
<td>29,869,254</td>
<td>72</td>
</tr>
<tr>
<td>8. The William and Flora Hewlett Foundation, CA</td>
<td>IN</td>
<td>28,678,000</td>
<td>52</td>
</tr>
<tr>
<td>9. The AVI CHAI Foundation, NY</td>
<td>IN</td>
<td>26,404,339</td>
<td>4</td>
</tr>
<tr>
<td>10. The Andrew W. Mellon Foundation, NY</td>
<td>IN</td>
<td>26,162,700</td>
<td>80</td>
</tr>
<tr>
<td>11. The Susan Thompson Buffett Foundation, NE</td>
<td>IN</td>
<td>25,623,055</td>
<td>19</td>
</tr>
<tr>
<td>12. The David and Lucile Packard Foundation, MI</td>
<td>IN</td>
<td>16,636,732</td>
<td>68</td>
</tr>
<tr>
<td>13. Charles Stewart Mott Foundation, MI</td>
<td>IN</td>
<td>16,468,853</td>
<td>116</td>
</tr>
<tr>
<td>15. Carnegie Corporation of New York, NY</td>
<td>IN</td>
<td>12,919,900</td>
<td>22</td>
</tr>
</tbody>
</table>

Source: Foundation Center 2013. Based on all grants of $10,000 or more awarded by a national sample of 1,122 larger U.S. foundations (including 800 of the 1,000 largest ranked by total giving). For community foundations, only discretionary grants are included. Grants to individuals are not included in the file. IN = Independent Foundation; CS = Corporate Foundation; OP = Operating Foundation.

### Table 5: Ford Foundation Assets and Giving

<table>
<thead>
<tr>
<th></th>
<th>Total Assets</th>
<th>Total Giving</th>
<th>International Giving</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>$10,984,721,000</td>
<td>$478,286,000</td>
<td>N/A</td>
</tr>
<tr>
<td>2011</td>
<td>$10,498,932,621</td>
<td>$427,625,656</td>
<td>$121,027,531</td>
</tr>
<tr>
<td>2010</td>
<td>$10,880,830,407</td>
<td>$463,879,690</td>
<td>$121,256,224</td>
</tr>
<tr>
<td>2009</td>
<td>$10,373,847,207</td>
<td>$476,173,989</td>
<td>$168,848,737</td>
</tr>
<tr>
<td>2008</td>
<td>$11,184,655,197</td>
<td>$528,823,692</td>
<td>$199,714,788</td>
</tr>
<tr>
<td>2007</td>
<td>$13,798,807,066</td>
<td>$617,071,969</td>
<td>$188,721,299</td>
</tr>
</tbody>
</table>

Source: Foundation Center online database and 990s for Ford Foundation from 2007 to 2011.
Graph 7: Estimated International Giving by U.S. Foundations
(in billions, adjusted for inflation)

Source: Foundation Center 2013. Based on all grants of $10,000 or more awarded by a national sample of 1,384 larger
U.S. foundations in 2011 (including 800 of the 1,000 largest ranked by total giving), 1,330 in 2010, 1,384 in 2009, 1,490 in 2008,
only discretionary grants are included. Grants to individuals are not included.

Graph 8: The Bill & Melinda Gates Foundation Awards Outside the U.S.
(Dollar amounts in millions, unadjusted for inflation)

the *Chronicle of Philanthropy*, the Foundation Center reported a 42 percent decrease in independent foundation funding to international affairs from 2008 to 2010.16

**International Foundation Giving by Subject**

By region, Sub-Saharan Africa and Asia-Pacific received the largest shares of funding from foundations in 2012. By subject, international health consistently captures the largest share of support. In 2011, the health sector received 57 percent of its funding specifically for public health and research (Graph 9); that is much higher than the 41 percent it received for the same category in 2010. Again, the significant increase in health sector funding is the result of BMGF increasing its global health funding by 25 percent between 2010 and 2011 ($1.5 billion and $1.9 billion, respectively).

The other large categories (international development and relief, environment, and education) all received smaller shares of funding as compared with 2010.
SECTION 5

Corporate Giving to the International Sector

Corporate Giving to the International Sector Is Difficult to Quantify

Corporations giving to the international sector is difficult to quantify, as many corporate contributions are not accounted for in the U.S. and there are significant variations in reporting by corporations. (Giving USA Foundation and the Committee Encouraging Corporate Philanthropy (CECP), organizations that measure total corporate giving in the U.S., offered key insight into the overall giving in this sector.) According to Giving USA's estimate, overall corporate giving reached $16.2 billion in 2011 and $18.8 billion in 2012; CECP estimated $19.9 billion in contributions from corporations in 2011. CECP reports that, on average, companies give between 7 percent and 22 percent of their charitable contributions to international end-recipients. Using CECP measures, this would indicate that giving to the international sector would have totalled somewhere in the range of $1.4–$4.4 billion in 2011. This is only a rough estimate and does not include everything that U.S. corporations invested internationally for social and community programs.

Companies’ Financial Performance Affects Charitable Giving

There are numerous research studies that explore the factors influencing corporate international giving. CECP consistently reports that corporate giving to international end-recipients is relative to the percentage of revenue that a corporation generates abroad. The companies that gave more than 20 percent of total contributions to international end-recipients, generated, on average, 51 percent of total revenue abroad.

A recent study commissioned by Global Impact and performed by the Indiana University Lilly Family School of Philanthropy supports CECP’s findings. The study analyzes how financial performance affects charitable giving among FORTUNE 100 companies. Results show that a company’s assets and profitability have a positive effect on total donations, cash contributions and million-dollar-plus gifts, in general, and specifically support the international sector. Financial risk has a negative effect on giving.

Further, the researchers surveyed corporations about their decision process for international giving and factors influencing giving overseas. The report shows...
that decision-making tends to be less centralized regarding international giving; regional and local offices have more autonomy in decision-making for international giving than for overall charitable giving (Graph 10).

**Needs of the Local Communities Are Driving Corporate Investments Overseas**

When companies were asked about factors that influence their decision to give in a host country, they identified “local communities’ needs” as the top influencing factor (Graph 11).

The next most prevalent influential factors were “company’s financial performance” and “local nonprofits’ accountability.” Companies most frequently donated internationally through U.S.-based nonprofit organizations (93 percent), but also directly to foreign organizations that are equivalent to U.S. nonprofit organizations (63 percent) and through U.S. friends’ initiatives (26 percent). The Global Impact/Indiana University study explored the factors important to companies when selecting nonprofits and what leads to successful business-nonprofit partnerships. Corporations seek nonprofit partners whose missions, geographic footprints and focus areas are in alignment with their own philanthropic and business goals (Graph 12). When companies talked about attributes of nonprofits that make a sustainable business-nonprofit partnership, they explained that they value a nonprofit’s effectiveness and efficiency in producing results the most (68 percent), but also their accountability (25 percent), reputation (17 percent), and size and capacity (6 percent).

For Global Impact, an alliance composed of exclusively international charities, it is extremely...
revealing that, in 2012, charitable revenue from private sector workplace giving campaigns actually exceeded the revenue generated by public sector campaigns for the first time in the organization’s nearly 60-year history. While there may be numerous variables that have contributed to this phenomenon, it does suggest that the opportunity for international NGOs to tap into the estimated $3 billion in annual workplace giving revenue may be increasing in the private sector.
As the funding landscape for international nonprofits evolves, NGOs should learn to adapt their funding strategies accordingly. As government funding shrinks, private funding is slowly increasing and presents more opportunities. However, this continues to be a highly competitive market, so nonprofits must be prepared to seek the appropriate audience, diversify their funding sources, demonstrate their value and quantify their impact.

With individual donors, it is important to find and build relationships with high-net-worth donors who provide significant support to all charitable causes. For the general population, it is important to identify a segment that has some link to the international sector (either through travel or for professional reasons), as these people are more likely to give globally. Engaging individual donors in nonprofit activities is important for long-term financial support.

Another increasingly important element in an NGO’s fundraising portfolio is independent foundations. These foundations are essential, because they are the leaders in giving to the international sector. Although it may take some time for their funding levels to recover from the recession, nonprofits would be wise to cultivate stronger relationships with these foundations now, better positioning themselves for more funding as budgets stabilize to pre-2008 levels.

In terms of corporate dollars, nonprofits need to show that their goals, causes and geographic footprints align with those of potential corporate partners. Nonprofits also need to make the case that they offer efficient and results-oriented programming that benefits local communities and provides sustainable solutions to social challenges.
Endnotes


4. Ibid.


6. The Index of Global Philanthropy and Remittances 2012, Hudson Institute, Center for Global Prosperity.

7. Giving USA’s estimate of giving to the international affairs subsectors includes giving to organizations working in international aid, development, or relief; those that promote international understanding; and organizations working on international peace and security issues. It also includes research institutes devoted to foreign policy and analysis, as well as organizations working in the domain of international human rights.

8. The 2012 Charitable Giving Report, Blackbaud; the report includes 24 months of overall giving data from 3,144 nonprofit organizations representing $7.9 billion in total fundraising. The report also includes online giving data from 2,581 nonprofits representing $512 million in online fundraising.


11. A Decade of Million-Dollar Gifts, CCS and the Indiana University Lilly Family School of Philanthropy, April 2013.

12. Donor Pulse International 2011 Edition, Campbell Rinker; the report based on a survey of 2,676 donors who donated at least $25, conducted in November-December 2011. The survey was administered online (94%), by phone (3%), and via mail (3%). The list of donors was provided by five international relief/development/child sponsorship charities.

13. The data are based on all the grants of $10,000 or more reported by a sample of 1,122 larger U.S. Foundations in 2011.

14. The data in Graph 7 are based on a different sample size for each year from 2001 to 2011; therefore the data should be taken with caution.


17. Giving in Numbers 2012 edition, Committee Encouraging Corporate Philanthropy; an in-depth analysis of 2011 corporate giving data from 214 leading companies, including 62 of the top 100 companies in the FORTUNE 500.

18. Ibid.

19. The measure should be taken with great caution, as it is an estimated guess based on the research from the Committee Encouraging Corporate Philanthropy.


21. It was a multiple response question, and the results don’t add to 100 percent.

22. It was a multiple response question, and the results don’t add to 100 percent.