

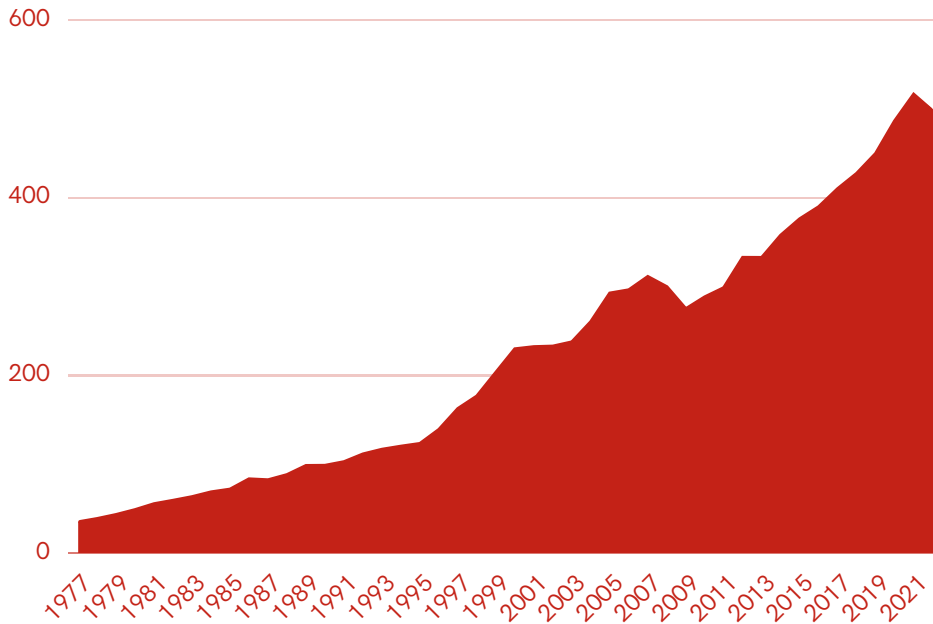
# Corridor Philanthropic Landscape

2023



# NATIONAL PHILANTHROPIC LANDSCAPE

## TOTAL US GIVING

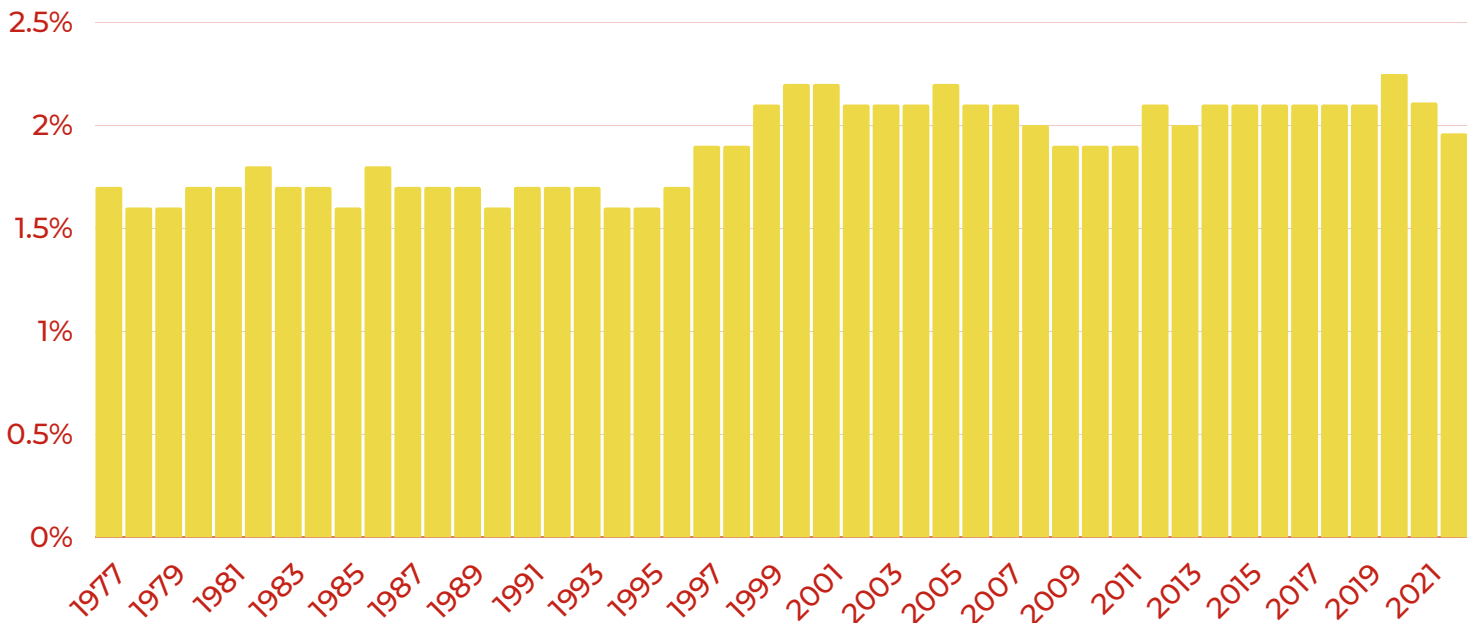


## TOTAL US GIVING IN 2022:

**\$499.33 BILLION**

Overall giving fell for just the third time in the last 40 years. Adjusted for inflation, total giving fell by 10.5% in 2022.

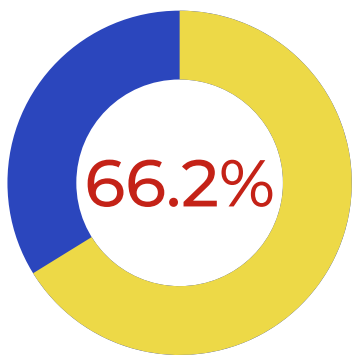
## US GIVING AS A PERCENTAGE OF GDP



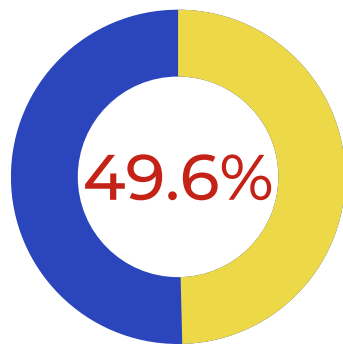
Giving as a percentage of GDP dropped to 1.96% in 2022 after rising to 2.25% in 2020.

# SOURCES AND RECIPIENTS OF GIFTS

## HOUSEHOLDS MAKING CHARITABLE GIFTS

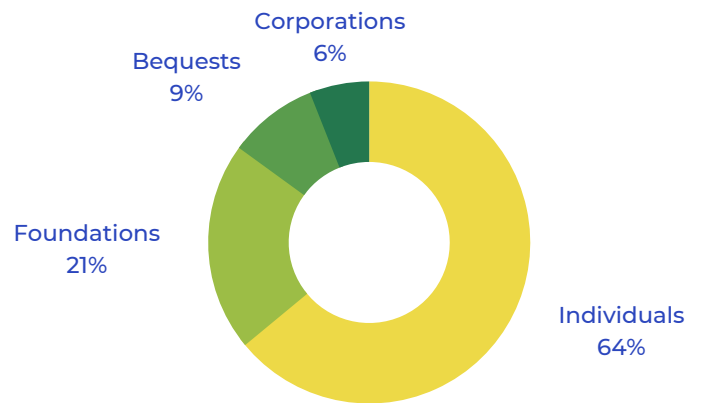


2000



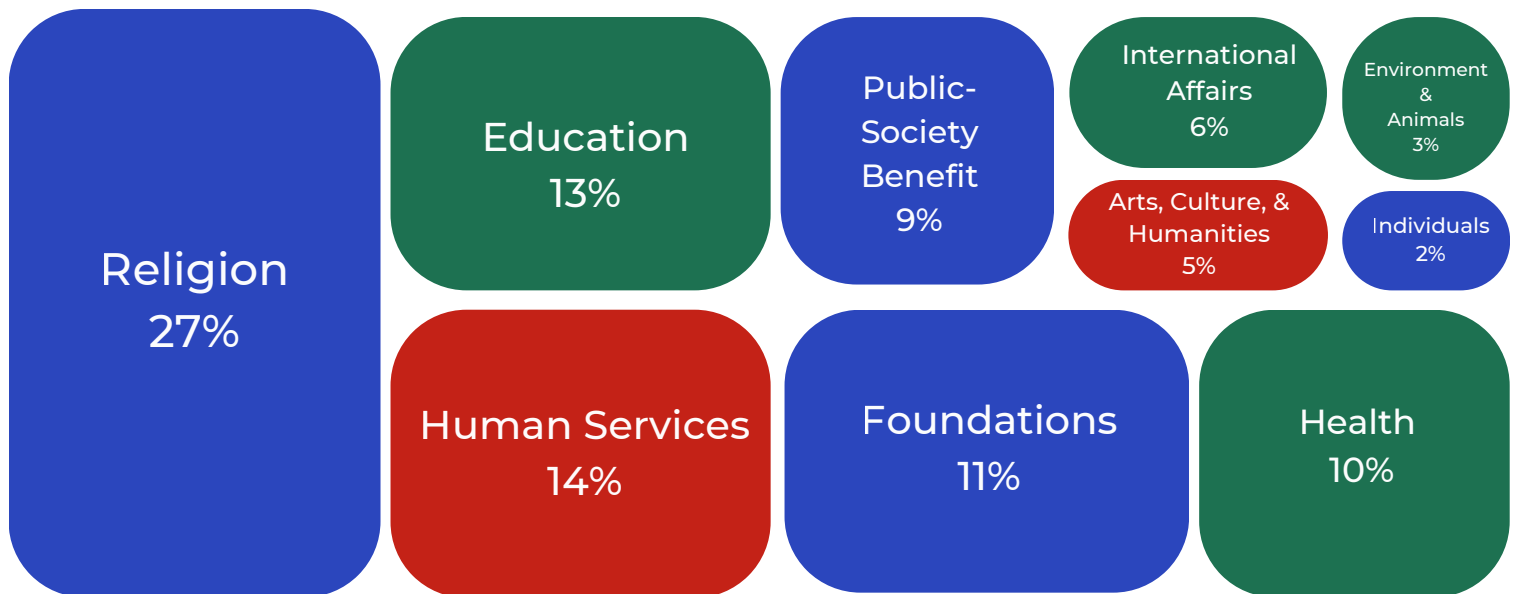
2018

## US GIVING BY SOURCE



Giving from individuals decreased by 6.4% in 2022, while corporate giving saw the largest increase at 3.4%.

## US GIVING BY RECIPIENT



Giving to Foundations (10.1% increase) and International Affairs (10.9% increase) saw the largest gains in 2022. Gifts to Public-Society Benefit organizations (-8.4%) and Education (-3.6%) saw the most significant decreases.

# NATIONAL PHILANTHROPIC TRENDS

## ONLINE GIVING

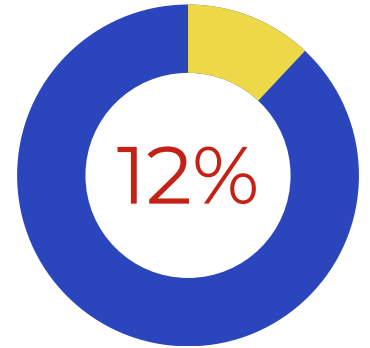
### DONOR RETENTION

**29%**

First-year donor retention rate

**60%**

Multi-year donor retention rate

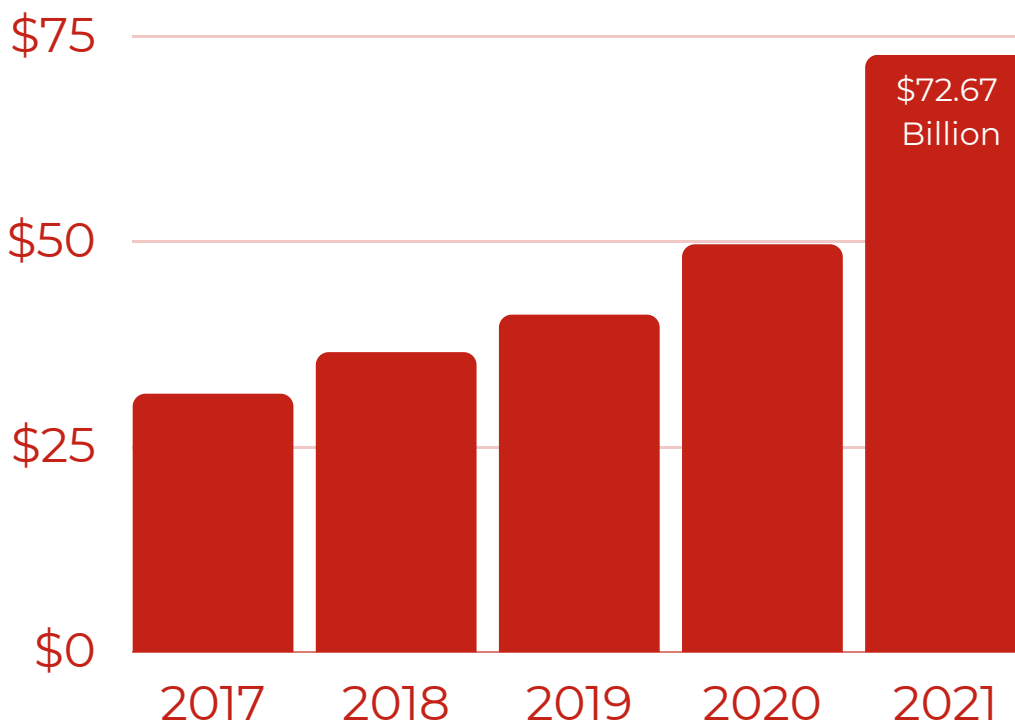


12% of giving came from online sources.

This is a 42% increase over the past three years.

### TOTAL VALUE OF CONTRIBUTIONS TO DONOR-ADVISED FUNDS

\$ in Billions



**27%**

Annual Payout Rate of Donor Advised Funds

**1,285,801**

Total Number of Donor Advised Fund Accounts



# CORRIDOR PROFILE



Population  
451,939

Median Age  
36.2  
(National Average 38.5)

#4 Best Midwest  
City for  
Millennials  
(Cedar Rapids)

Mean Commute  
19.6 minutes

#13 Happiest City  
in the US  
(Iowa City)

Median  
Household  
Income Growth  
Rate 10.3%

# CORRIDOR NONPROFIT SECTOR

## MOST INFLUENTIAL NONPROFIT LEADERS



Pat Airy	Goodwill
Lisa Barnes	Summer of the Arts
Karyl Bohnsack	Greater IC Home Builders Assoc.
Jeff Capps	Iowa Children's Museum
Lanisha Cassell	African American Museum of IA
Jane Drapeaux	HACAP
Les Garner	Greater CR Community Fdn.
Katie Hallman	Theatre Cedar Rapids
Timothy Hankewich	Orchestra Iowa
David Janssen	Brucemore
Julie Johnson	Hall-Perrine Foundation
John Kenyon	IC UNESCO City of Literature
Shelly Maharry	Community Fdn. of Johnson Co.
John Myers	Indian Creek Nature Center
Tiffany O'Donnell	Women Lead Change
Mary Beth O'Neill	Four Oaks
Okpara Rice	Tanager
Kristin Roberts	United Way of E. Central IA
Cecilia Rokusek	National Czech & Slovak Museum
John Schickedanz	Englert Theatre
Karol Shepherd	CR Freedom Festival

## LARGEST NONPROFITS (BY REVENUE)

1. Hawkeye Area Community Action Program (HACAP)
2. Four Oaks
3. Systems Unlimited
4. Goodwill Industries of the Heartland
5. Iowa Donor Network
6. Meth-Wick
7. Tanager
8. Abbe Center for Community Mental Health
9. Discovery Living
10. Area Substance Abuse Council (ASAC)
11. Boys and Girls Club of the Corridor
12. Prelude Behavioral Services
13. Community Crisis Services and Food Bank
14. Waypoint
15. Foundation 2 Crisis Services

List does not include major hospitals and educational institutions.



# CORRIDOR PHILANTHROPIC INFLUENCERS



**4,847  
NONPROFIT  
BOARD  
MEMBERS**



**397  
TRUSTEES**



**8,856  
BUSINESS  
EXECUTIVES**



**17,190  
BUSINESS  
OWNERS**



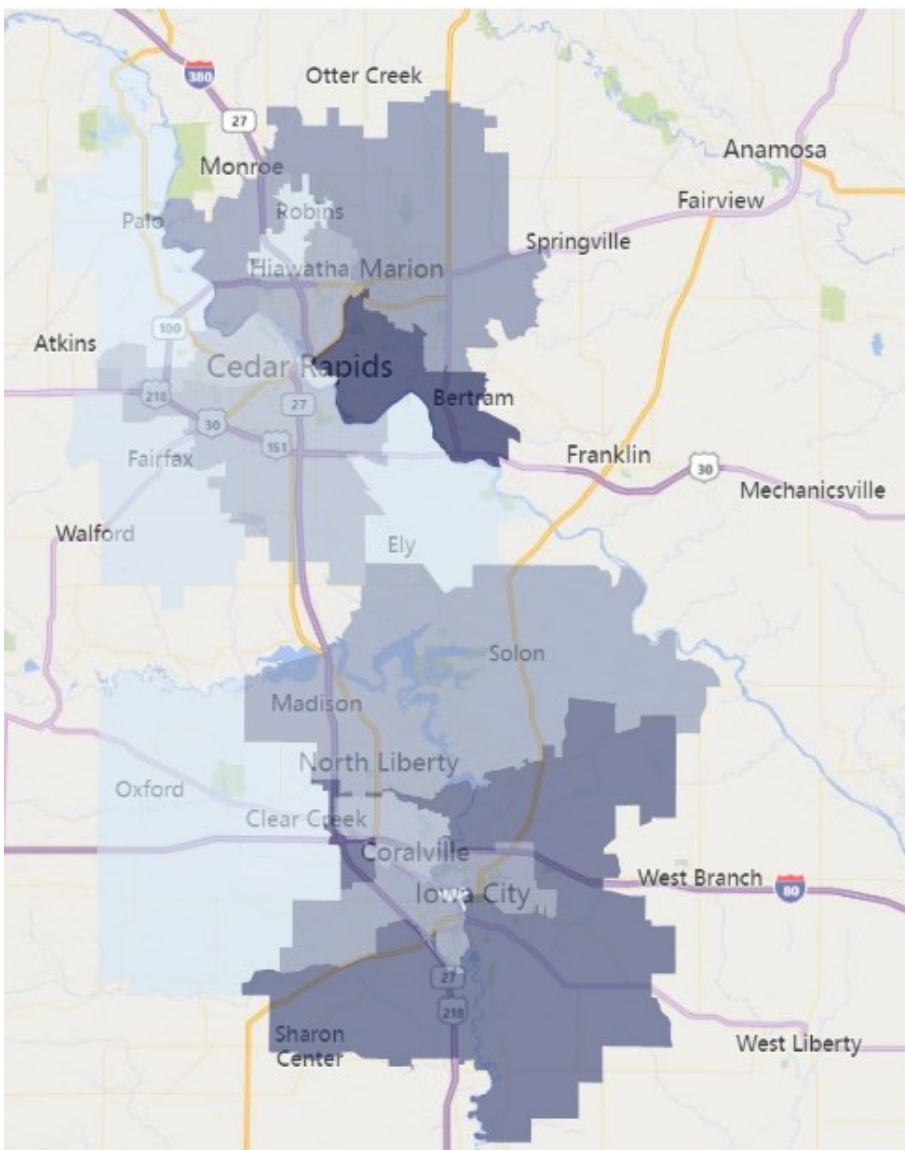
**234 HOUSEHOLDS  
WITH NET WORTH  
> \$10 MILLION**



**208  
HOUSEHOLDS  
THAT MANAGE  
A PRIVATE  
FOUNDATION**

# WEALTH IN THE CORRIDOR

## CONCENTRATION OF HIGH NET WORTH HOUSEHOLDS (>\$5M) IN THE CORRIDOR



Lower Concentration  Higher Concentration

**1,022**

Charitable Giving Funds  
at the Greater Cedar  
Rapids Community  
Foundation

---

**23**

Households with 5-year  
giving capacity greater  
than \$1,000,000



# INDIVIDUAL GIVING IN THE CORRIDOR

## RECENT MILLION DOLLAR GIFTS FROM EASTERN IOWANS

DONOR(S)	RECIPIENT	AMOUNT
Von Maur Family	Ronald McDonald House Charities of Eastern Iowa & Western Illinois	\$1 Million
Jewel and Jim Plumb Estate	Plumb Heart Center (Mercy)	Multi-Million
Mike and Ester Wilson	Herbert Hoover Presidential Library and Museum	\$1 Million
Dr. Jo Ann Benda and Dr. Charles Platz	University of Iowa Department of Pathology	\$1.75 Million

## CORRIDOR HOUSEHOLDS WITH \$1 MILLION+ GIVING CAPACITY

**11 serve on a nonprofit board**

**7 give to religious organizations**

**6 have kids**

**16 enjoy golf**

**2 support animal welfare**

**7 give to health organizations**

# CORPORATE GIVING IN THE CORRIDOR

## MAJOR BUSINESS EMPLOYERS IN THE CORRIDOR

ACT

ADM

Alliant Energy

BAE Systems

Cargill

Collins Aerospace

CRST

Geico

General Mills

Hibu

IFF

Ingredion

International Paper

Kraft Heinz

Lesaffre

Nordstrom Direct

PMX Industries

Proctor & Gamble

Quaker Oats

Raining Rose

TATA

Transamerica

TreeHouse

UFG Insurance

Whirlpool

## COMPANIES HONORED AS OUTSTANDING PHILANTHROPIC ORGANIZATION BY EASTERN IOWA ASSOCIATION OF FUNDRAISING PROFESSIONALS

- ACT, Inc.
- Transamerica
- Alliant Energy Foundation
- Bradley & Riley, PC
- Brandt Heating & Air Conditioning
- Cargill
- Cedar Memorial Funeral Home
- Cedar Rapids Bank & Trust
- Creative Management
- CRST International
- Diamond V
- Fairfax State Savings Bank
- Farmers State Bank
- First National Bank of Iowa City
- General Mills
- GreatAmerica Leasing Corporation
- Greater Cedar Rapids and Marion Home Builders Association
- Hills Bank and Trust
- HNI Charitable Foundation
- Hy-Vee Food Stores
- IES Industries
- Intermec Foundation/Intermec Technologies
- Iowa State Bank and Trust Company
- Lil' Drug Store Products
- M.C. Ginsberg & Room Service
- Marketing & Communication Strategies Inc.
- Mergen Orthodontics
- MODE
- Musco Lighting
- OPN Architects
- Paulson Electric & PEC Communications
- Pleasant Valley Garden Center & Golf Course
- Procter and Gamble Manufacturing Company
- Rockwell Collins
- Shuttleworth & Ingersoll, P.C.
- SLB of Iowa/Panera Bread of Iowa
- SOKO Outfitters
- Streb Construction
- Toyota-Scion of Iowa & Abra Auto Body
- TrueNorth Companies
- U.S. Bank
- UFG Insurance
- Green State Credit Union
- ValuCon, Inc.
- Van Meter



# FOUNDATION GIVING IN THE CORRIDOR



## 12 PRIVATE FOUNDATIONS WITH ASSETS OVER \$5M

### LARGEST GRANTMAKING FOUNDATIONS IN THE CORRIDOR

FOUNDATION	ASSETS
Greater Cedar Rapids Community Foundation	\$ 175,755,186
Aegon TransAmerica Foundation	\$ 190,245,485
The Hall-Perrine Foundation	\$ 140,581,654
Wallace Research Foundation	\$ 70,317,475
Gerdin Charitable Foundation	\$ 65,078,286
Community Foundation of Johnson County	\$ 37,424,668
Alliant Energy Foundation	\$ 29,197,035
John and Cindy Family Foundation	\$ 17,741,075
Lavern T. Busse & Audrey Busse Foundation	\$ 14,260,428

# EDEN+

NONPROFIT FUNDRAISING CONSULTING

[edenplus.org](http://edenplus.org)

515-705-3336



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ALLIANCE

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