

Des Moines Philanthropic Landscape

2023



EDEN+

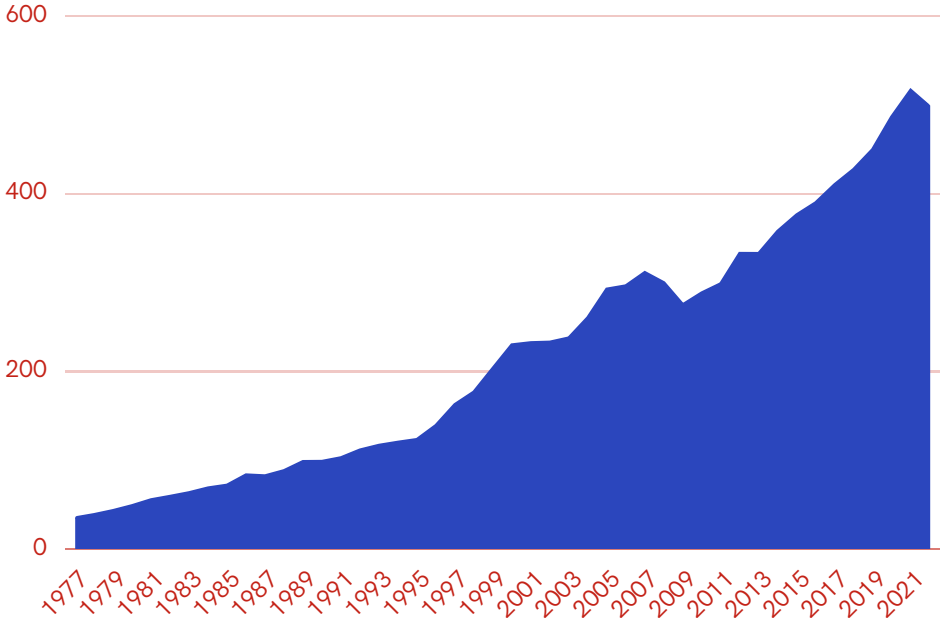
NONPROFIT FUNDRAISING CONSULTING



**IOWA
NONPROFIT
ALLIANCE**

NATIONAL PHILANTHROPIC LANDSCAPE

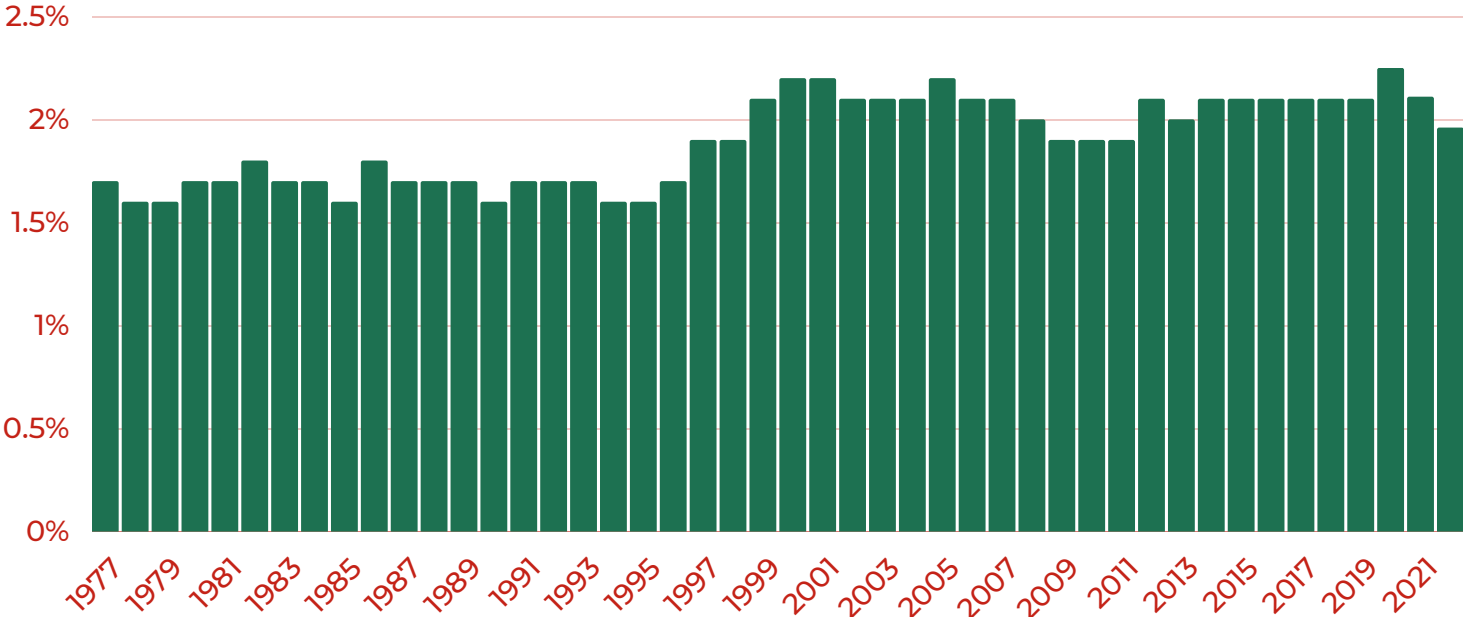
TOTAL US GIVING



**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

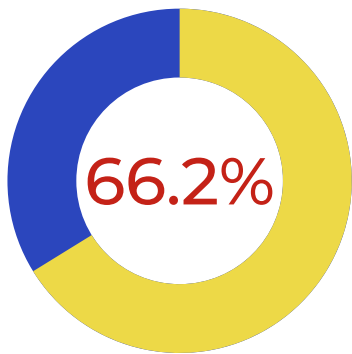


Giving as a percentage of GDP dropped to 1.96% in 2022 after rising to 2.25% in 2020.

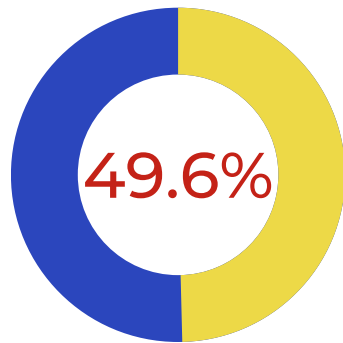
Source: Giving USA, 2023

SOURCES AND RECIPIENTS OF GIFTS

HOUSEHOLDS MAKING CHARITABLE GIFTS

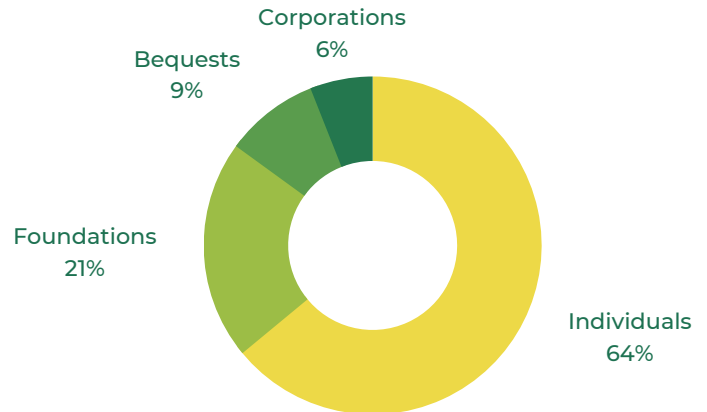


2000



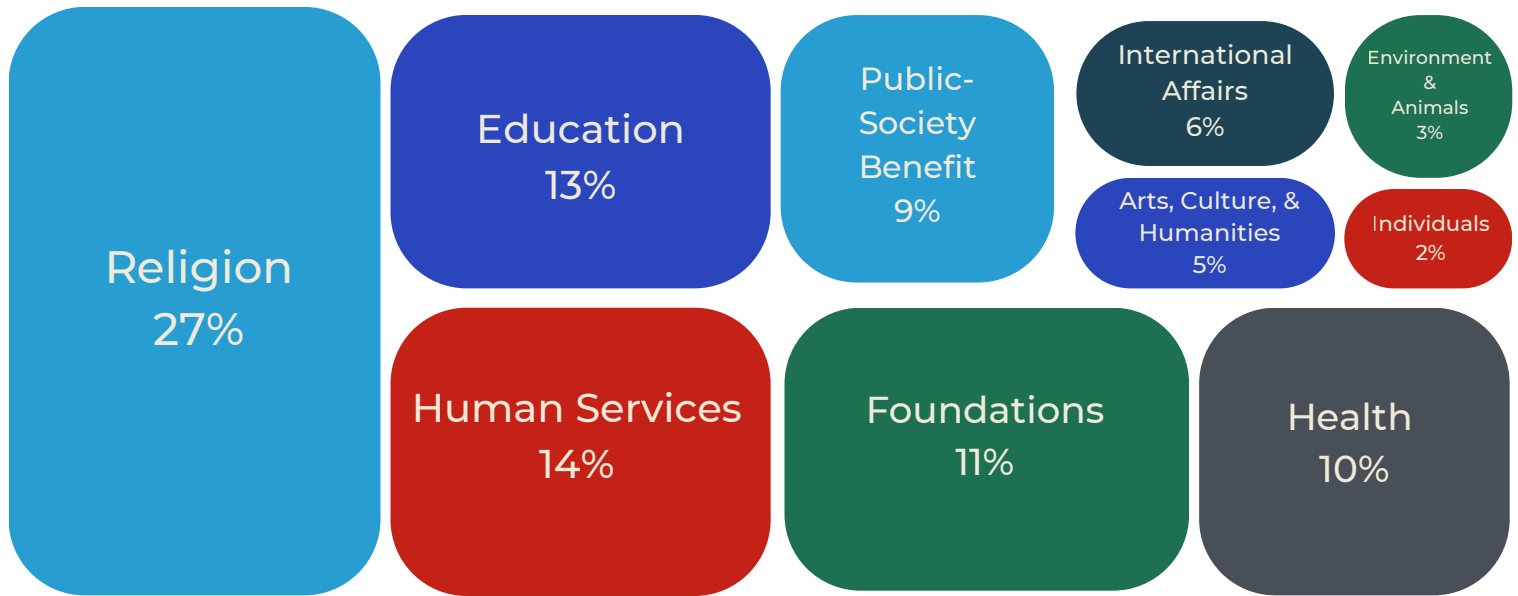
2018

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.

Source: Giving USA, 2023

NATIONAL PHILANTHROPIC TRENDS

ONLINE GIVING

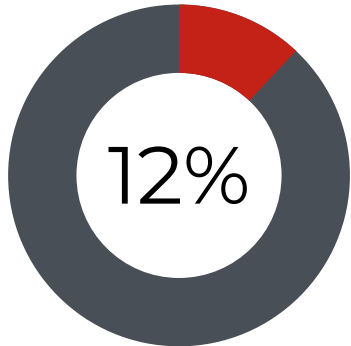
DONOR RETENTION

29%

First-year donor retention rate

60%

Multi-year donor retention rate

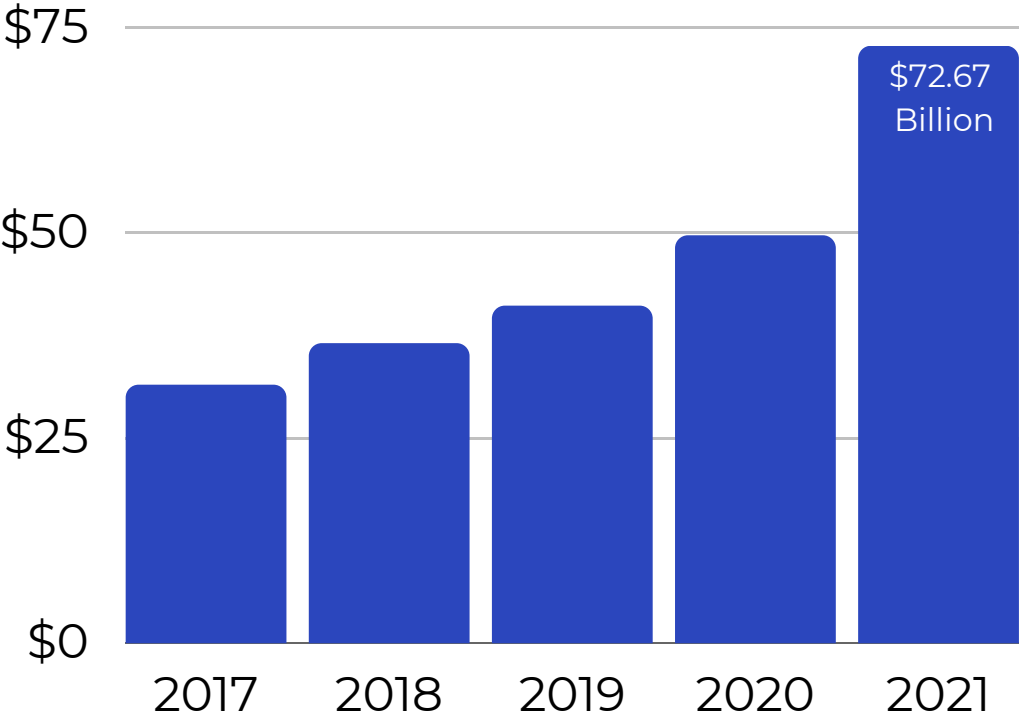


12% of giving came from online sources.

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

TOTAL VALUE OF CONTRIBUTIONS TO DONOR-ADVISED FUNDS

\$ in Billions



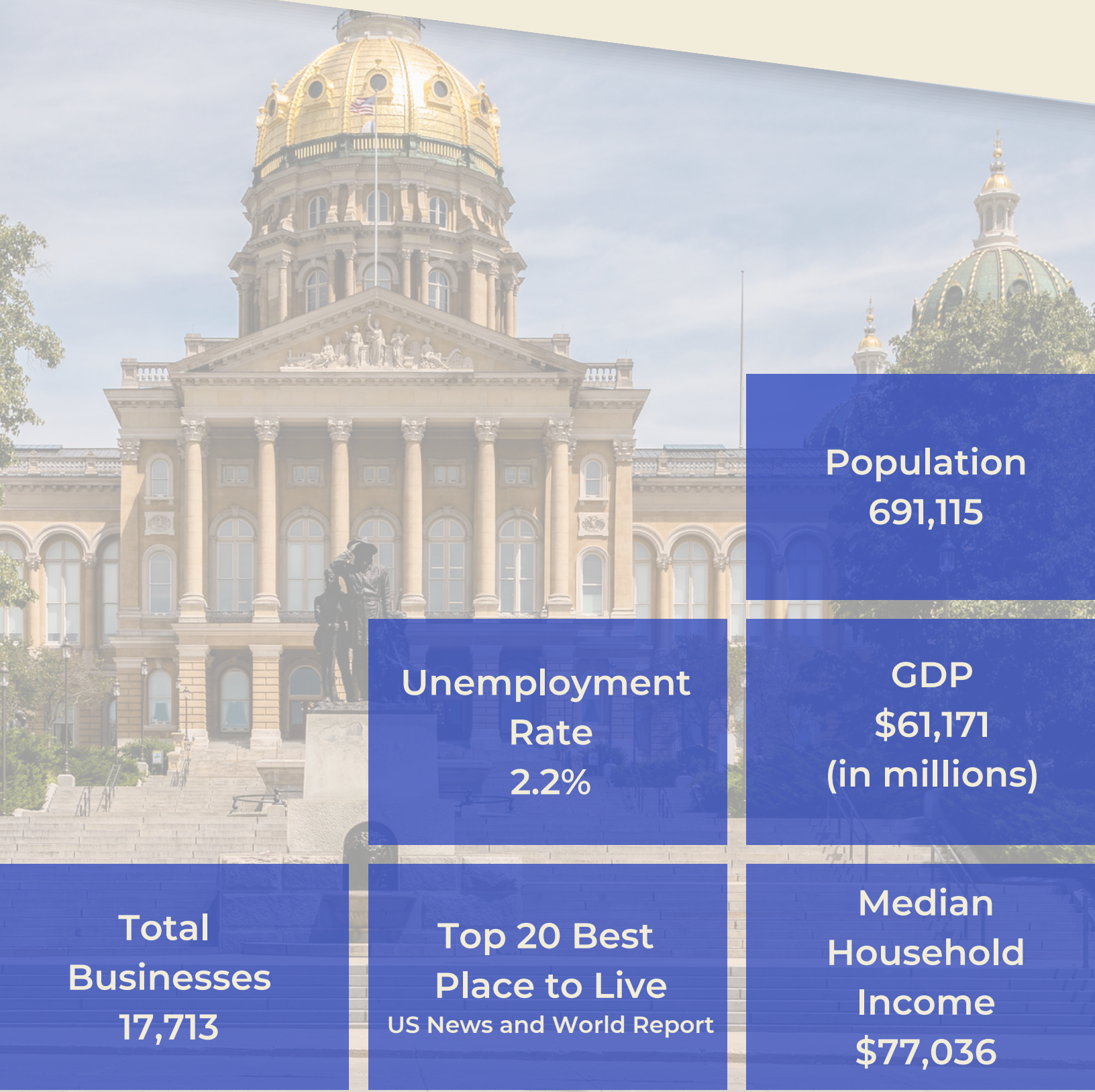
27%

Annual Payout Rate of Donor Advised Funds

1,285,801

Total Number of Donor Advised Fund Accounts

DES MOINES PROFILE



Population
691,115

**Unemployment
Rate**
2.2%

GDP
\$61,171
(in millions)

**Total
Businesses**
17,713

**Top 20 Best
Place to Live**
US News and World Report

**Median
Household
Income**
\$77,036

DES MOINES NONPROFIT SECTOR

MOST INFLUENTIAL NONPROFITS

1. Food Bank of Iowa
2. Big Brothers Big Sisters of Central Iowa
3. ChildServe
4. Des Moines Area Religious Council (DMARC)
5. Variety - The Children's Charity
6. Easter Seals Iowa
7. Animal Rescue League of Iowa Inc.
8. EveryStep
9. United Way of Central Iowa
10. Planned Parenthood of North Central States
11. Make-A-Wish Foundation of Iowa
12. Meals from the Heartland
13. Boys and Girls Clubs of Central Iowa
14. Children and Families of Iowa
15. Greater Des Moines Habitat for Humanity

LARGEST NONPROFITS (BY CENTRAL IOWA BUDGET)

1. ChildServe
2. IMPACT Community Action Partnership
3. LifeServe Blood Center
4. Four Oaks Family and Children Services
5. Iowa Donor Network
6. EveryStep
7. Luthern Services of Iowa
8. Des Moines Performing Arts
9. United Way of Central Iowa
10. Orchard Place
11. Greater Des Moines Habitat for Humanity
12. Goodwill of Central Iowa
13. Planned Parenthood North Central States
14. YSS
15. On With Life, Inc.

Business Record

DES MOINES PHILANTHROPIC INFLUENCERS



**7,886
NONPROFIT
BOARD
MEMBERS**



**608
TRUSTEES**



**14,653
BUSINESS
EXECUTIVES**



**27,589
BUSINESS
OWNERS**



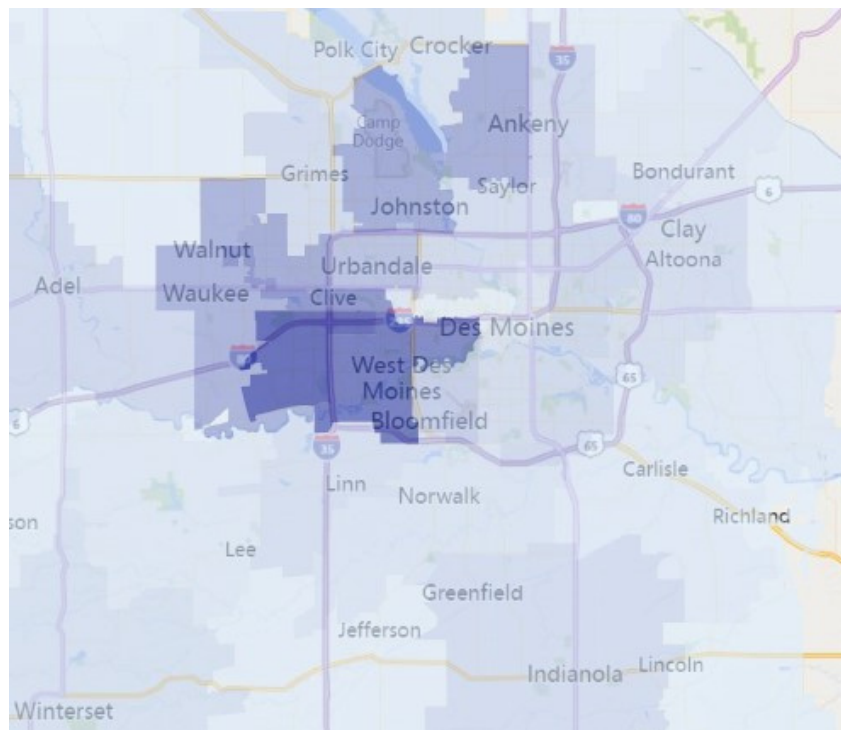
**332 HOUSEHOLDS
WITH NET WORTH
> \$10 MILLION**



**507
HOUSEHOLDS
THAT MANAGE
A PRIVATE
FOUNDATION**

WEALTH IN DES MOINES

CONCENTRATION OF HIGH NET WORTH HOUSEHOLDS (>\$5M) IN THE DES MOINES METRO



Lower Concentration



Higher Concentration

52

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

2,489

Charitable Giving Funds at the Community Foundation of Greater Des Moines

INDIVIDUAL GIVING IN DES MOINES

RECENT MILLION DOLLAR GIFTS FROM CENTRAL IOWANS

DONOR(S)	RECIPIENT	AMOUNT
Albaugh LLC	Food Bank of Iowa	\$2 Million
Reichardt Family	Des Moines North Side Recreation Center	\$1.2 Million
Patty and Jim Cownie	Des Moines North Side Recreation Center	\$1 Million
Larry and Kathleen Zimpleman	Drake University - College of Business	Multi-Million
Weiler Foundation	Knoxville Hospital and Clinics	\$5 Million

DES MOINES HOUSEHOLDS WITH \$1 MILLION+ GIVING CAPACITY

8 are veterans

4 have a pool

18 have kids

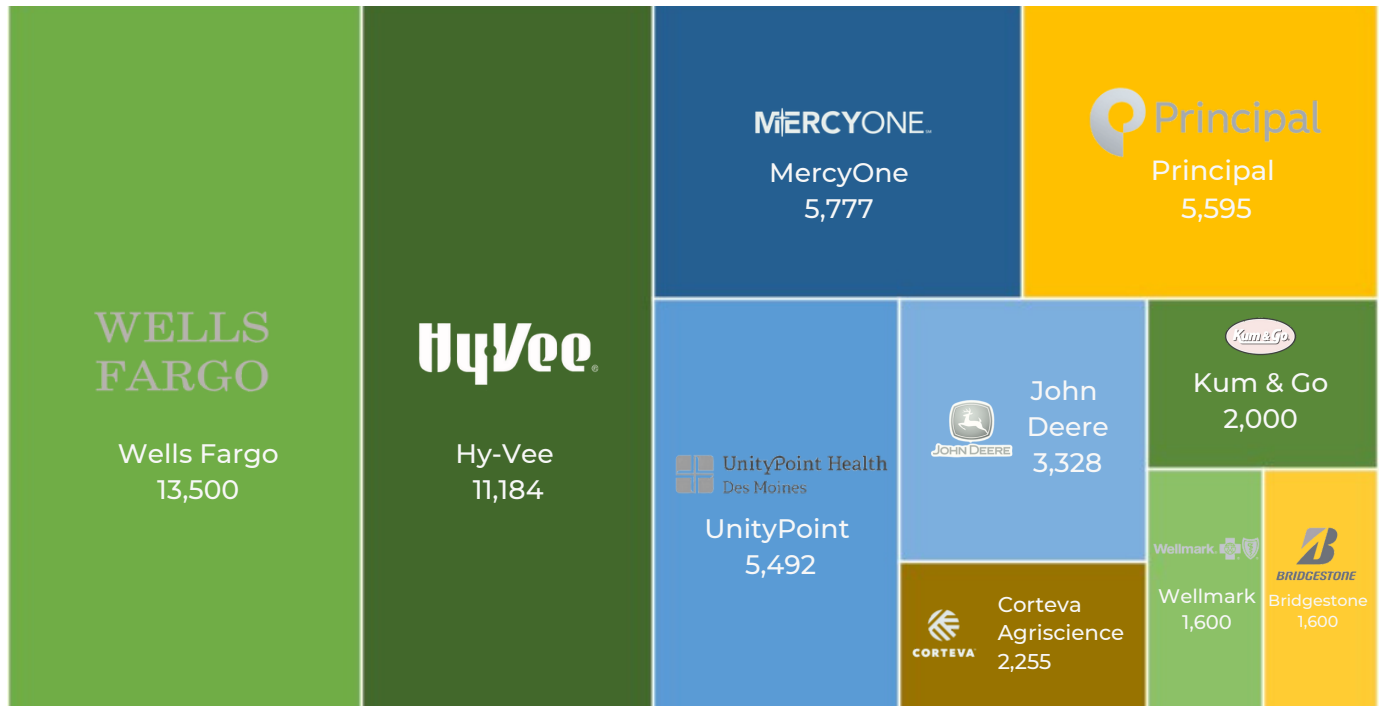
30 enjoy golf

**9 support animal
welfare**

**19 give to health
organizations**

CORPORATE GIVING IN DES MOINES

LARGEST EMPLOYERS IN DES MOINES



CENTRAL IOWA ASSOCIATION OF FUNDRAISING PROFESSIONALS CORPORATE PHILANTHROPY HONOREES

Anderson Erickson Dairy
 Athene
 Banker's Trust
 Central Iowa
 Building and Construction Trades Council
 EMC Insurance Companies
 Holmes Murphy & Associates
 Hubbell Realty Company
 Hy-Vee
 Iowa Farm Bureau
 ITA Group
 John Deere
 Kemin Industries
 Krause Gentle Corp./Kum & Go
 McGill Junge Wealth Management
 Merchants Bonding Company

Meredith
 Nationwide
 NCMIC
 Pella Rolscreen
 DuPont Pioneer
 Prairie Meadows Racetrack and Casino
 Principal
 Rasmussen Group
 Sammons Financial Group
 The Graham Group, Inc.
 The Principal Charity Classic
 US Bank
 Wellmark
 Wells Fargo
 Willis Auto Campus

FOUNDATION GIVING IN DES MOINES



**26 PRIVATE FOUNDATIONS
WITH ASSETS OVER \$10M**

LARGEST GRANTMAKING FOUNDATIONS IN DES MOINES BY ASSETS

FOUNDATION	ASSETS
Community Foundation of Greater Des Moines	\$ 756,930,676
Principal Financial Group Foundation	\$ 228,486,960
John Ruan Foundation Trust	\$ 117,991,090
The Wellmark Foundation	\$ 84,611,630
World Food Prize Foundation	\$ 70,060,000
Berkshire Hathaway Energy Foundation	\$ 64,248,366
Sehgal Foundation	\$ 54,060,488
Telligen Community Initiative	\$ 44,005,034
Thomas and Linda Koehn Foundation	\$ 35,392,372
Bright Foundation	\$ 34,336,186

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NONPROFIT FUNDRAISING CONSULTING

edenplus.org

515-705-3336



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