

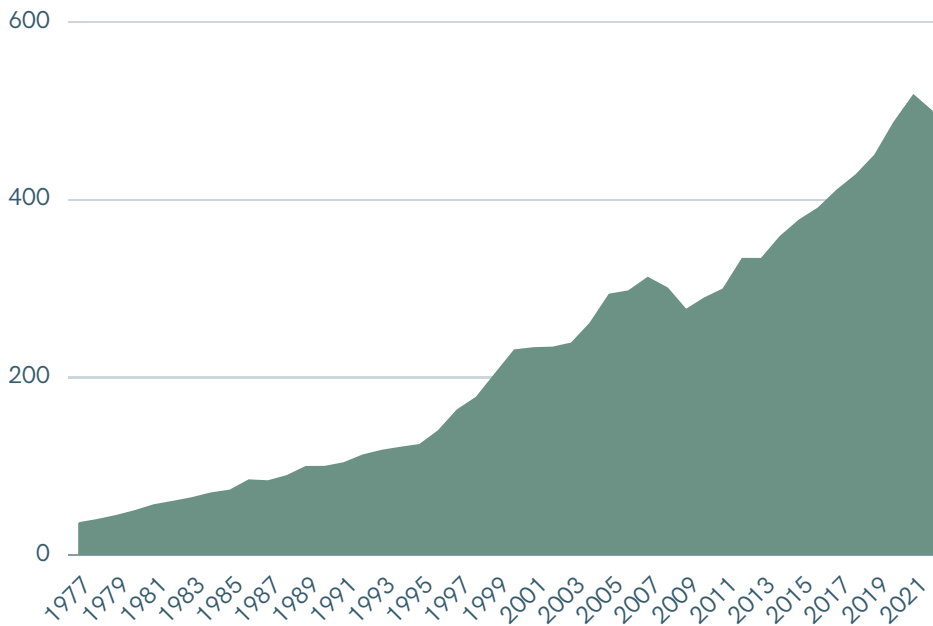
# Iowa Philanthropic Landscape

2023



# NATIONAL PHILANTHROPIC LANDSCAPE

## TOTAL US GIVING

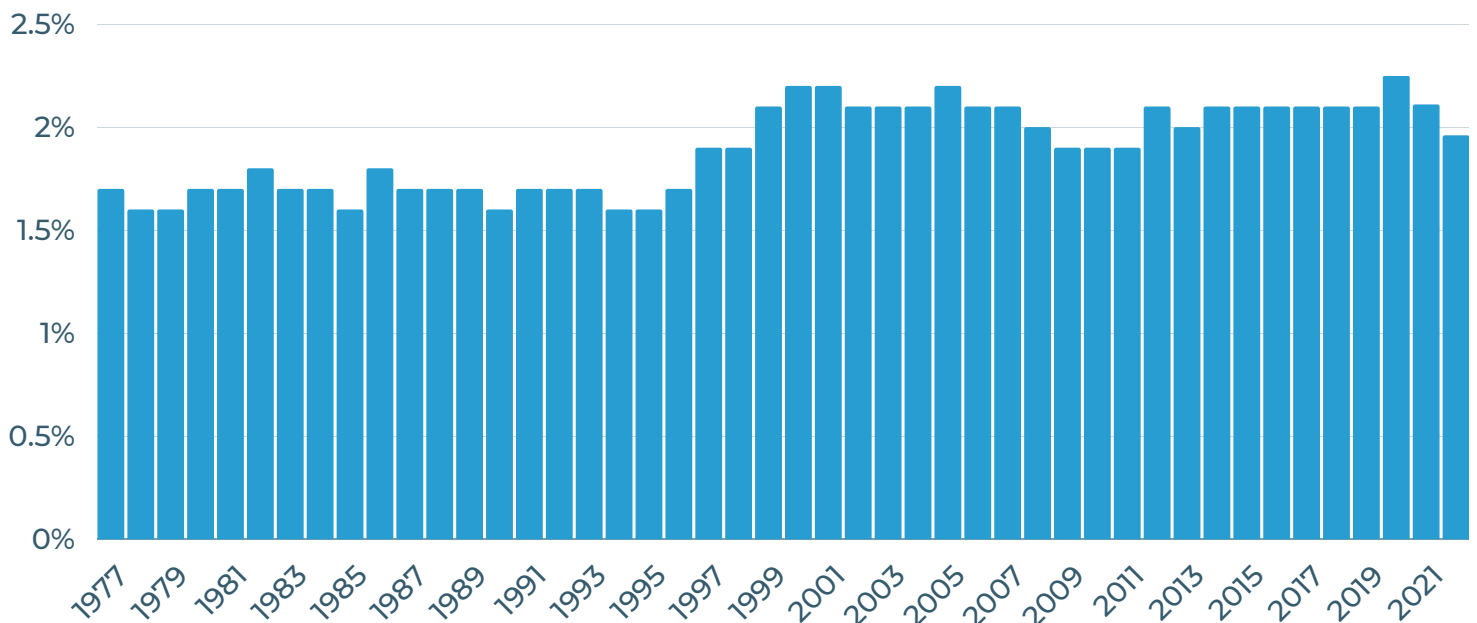


## TOTAL US GIVING IN 2022:

**\$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.

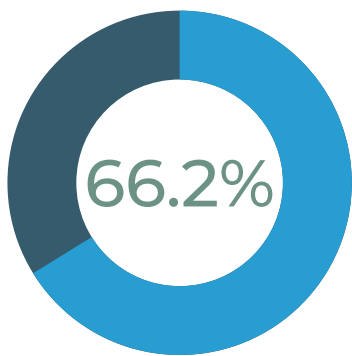
## US GIVING AS A PERCENTAGE OF GDP



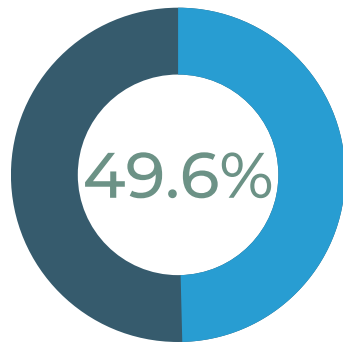
Giving as a percentage of GDP dropped to 1.96% in 2022 after rising to 2.25% in 2020.

# SOURCES AND RECIPIENTS OF GIFTS

## HOUSEHOLDS MAKING CHARITABLE GIFTS

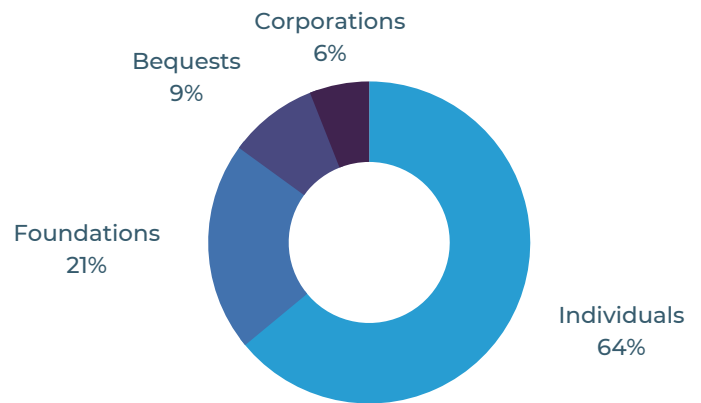


2000



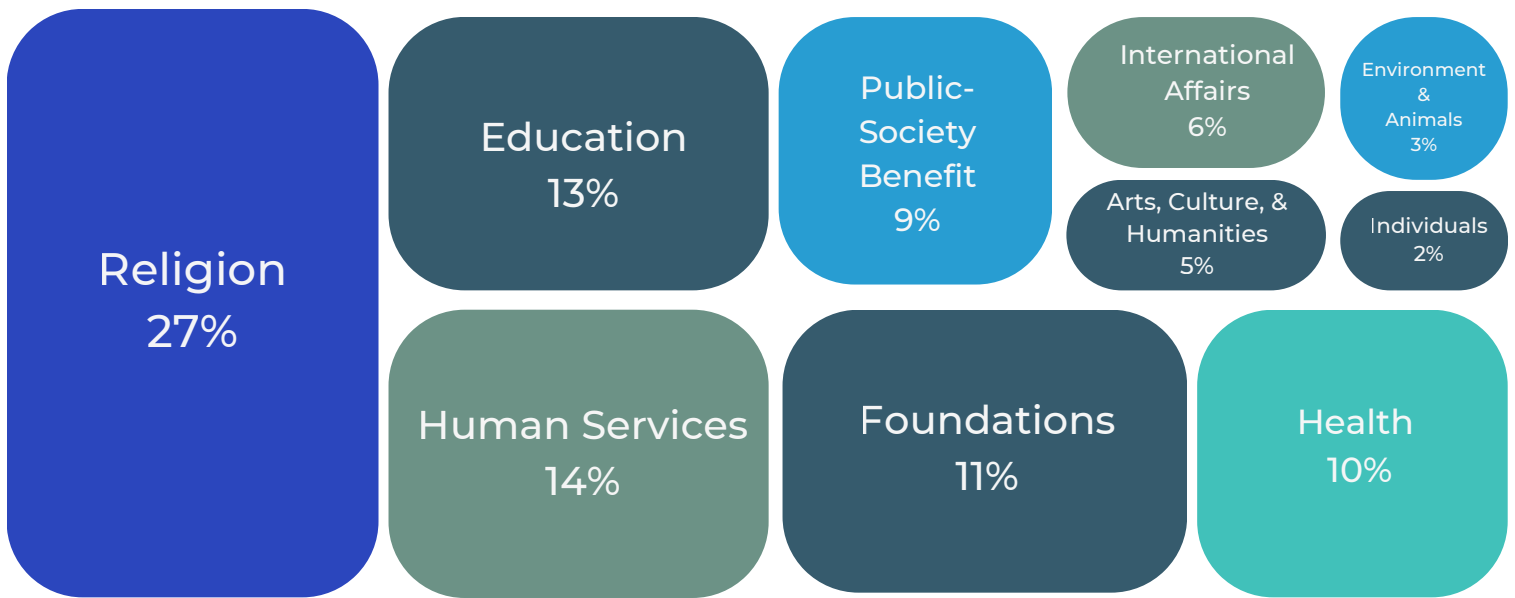
2018

## 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

## DONOR RETENTION

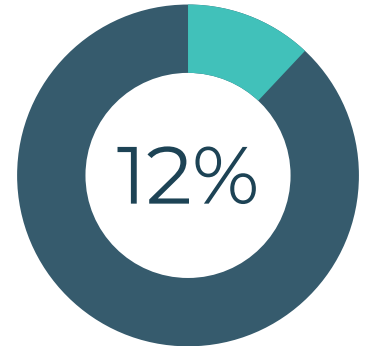
**29%**

First-year donor retention rate

**60%**

Multi-year donor retention rate

## ONLINE GIVING

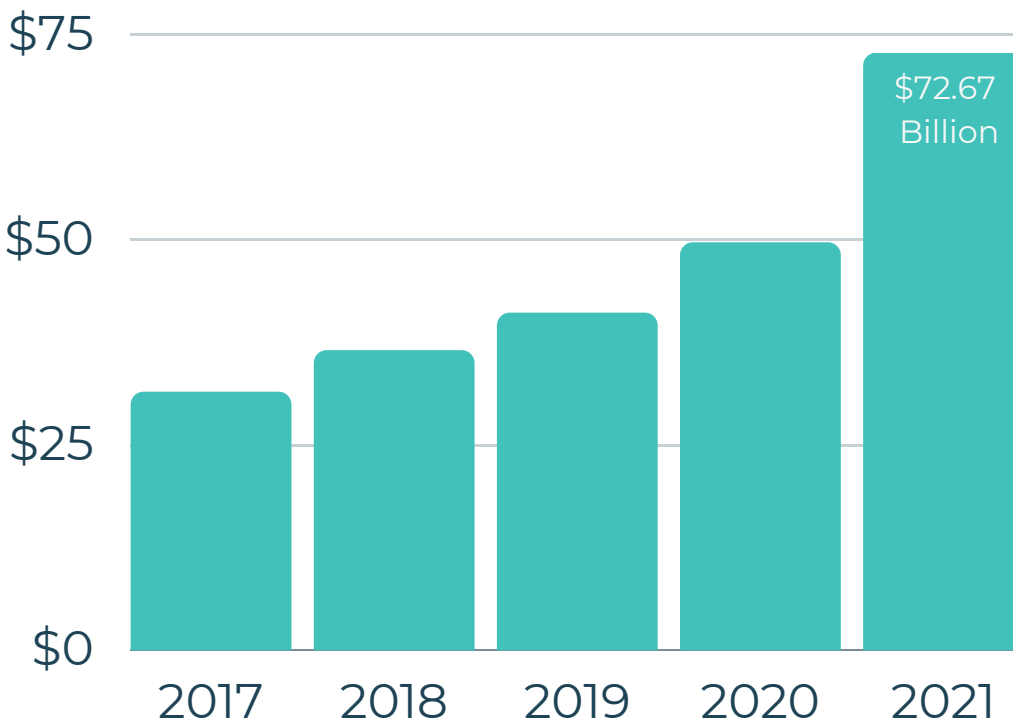


12% of giving came from online sources.

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

# IOWA PROFILE

## Top Industries in Iowa

Life Insurance & Annuities

Corn, Wheat, Soybeans

Meat, Beef, Poultry

Property, Casualty, and Direct Insurance

Gas Stations and Convenience Stores

Hospitals

Commercial Banking

**Population**  
**3,200,517**

**84.9% of  
households have  
broadband  
internet**

**Median Household  
Income  
\$65,429**

**18.3% of  
population over  
the age of 65**

**Mean Commute  
19.6 minutes**

**Best State for  
Retirement  
(Bankrate)**

**29.7% have  
bachelors degree  
or higher**

# IOWA NONPROFIT SECTOR

14,988  
501c3 Organizations

147,936  
Nonprofit Employees  
(11% of workforce)

\$14.7 Billion  
Annual Nonprofit (501c3) Revenue

## ENDOW IOWA

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Since its inception in 2003, the Endow Iowa tax credit program has generated over \$359 million in giving to Iowa Community Foundations through 45,592 donations.

# IOWA PHILANTHROPIC INFLUENCERS



**35,938  
NONPROFIT  
BOARD  
MEMBERS**



**2,446  
TRUSTEES**



**65,027  
BUSINESS  
EXECUTIVES**



**139,299  
BUSINESS  
OWNERS**



**1,458 HOUSEHOLDS  
WITH NET WORTH  
> \$10 MILLION**



**1,752  
HOUSEHOLDS  
THAT MANAGE  
A PRIVATE  
FOUNDATION**

# VOLUNTEERISM IN IOWA

**743,813**  
formal volunteers

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**48,500,000**  
hours of service

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**\$1.3 billion**  
value to nonprofits



**29.9%**  
of Iowa residents  
formally volunteered



**58.2%**  
of Iowa residents  
donated \$25 or more  
to a charity





# INDIVIDUAL GIVING IN IOWA

## RECENT MILLION DOLLAR GIFTS FROM IOWANS

DONOR(S)	RECIPIENT	AMOUNT
Dr. James McCullagh Estate	Univ. of Northern Iowa - Social Work	\$1.1 Million
Doug and Ann Goschke	Univ. of Iowa - Wrestling	\$7 Million
Mike and Esther Wilson	Herbert Hoover Presidential Library and Museum	\$1 Million
Dr. Jo Ann Benda and Dr. Charles Platz	Univ. of Iowa Department of Pathology	\$1.75 Million
Reichardt Family	Des Moines North Side Recreation Center	\$1.2 Million

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

**32 serve on a nonprofit board**

**58 give to religious organizations**

**60 have kids**

**113 enjoy golf**

**28 support animal welfare**

**66 give to health organizations**

# CORPORATE GIVING IN IOWA

## MAJOR EMPLOYERS ACROSS IOWA



## CORPORATE FOUNDATIONS WITH > \$1M IN ANNUAL DONATIONS

(BASED ON MOST RECENT FORM 990)

The Principal Financial Group Foundation  
 AEGON Transamerica Foundation  
 Meredith Corporation Foundation  
 MidAmerican Energy Company  
 John Deere Foundation

EMC Insurance Foundation  
 The Wellmark Foundation  
 Vermeer Charitable Foundation  
 Pella Rolscreen Foundation

# FOUNDATION GIVING IN IOWA



## 65 PRIVATE FOUNDATIONS WITH ASSETS OVER \$10M

### LARGEST GRANTMAKING FOUNDATIONS IN IOWA

<b>FOUNDATION</b>	<b>CITY</b>	<b>ASSETS</b>
Community Foundation of Greater Des Moines	Des Moines	\$ 756,930,676
Iowa West Foundation	Council Bluffs	\$ 531,828,155
Roy J. Carver Charitable Trust	Muscatine	\$ 235,043,756
Greater Cedar Rapids Community Foundation	Cedar Rapids	\$ 223,368,352
Principal Financial Group Foundation	Des Moines	\$ 217,742,870
Aegon TransAmerica Foundation	Cedar Rapids	\$ 190,245,485
Charles E. Lakin Foundation	Council Bluffs	\$ 146,415,136
The Hall-Perrine Foundation	Cedar Rapids	\$ 140,581,654
John Ruan Foundation Trust	Des Moines	\$ 110,876,833
Wallace Research Foundation	Cedar Rapids	\$ 70,317,475

# EDEN+

NONPROFIT FUNDRAISING CONSULTING

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

515-705-3336



IOWA  
NONPROFIT  
ALLIANCE

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