



# Exploring Generosity Tools and Strategies

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## Session Topic

- Economic & Giving Landscape
- Generosity Tools
- Generosity Strategies



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Why the  
Changes in



Matter



# What's Changed | What Hasn't

	<u>2009-2021</u>	<u>AVG</u>	<u>Current</u>
Stock Market	9108 to 36,480	24,899	30,946
Unemployment	9.9% to 3.9%	6.2%	3.6%
30 Year Mortgage	5.7% to 3.25%	4.5%	5.7%
Inflation	2.7% to 7.0%	2.2%	9.06%
Med. HH Income	\$60.2k to \$67.5k	1.0%	\$67.5k
Avg. HH Income	\$35.6k to \$74.4k	3.0%	\$74.4k

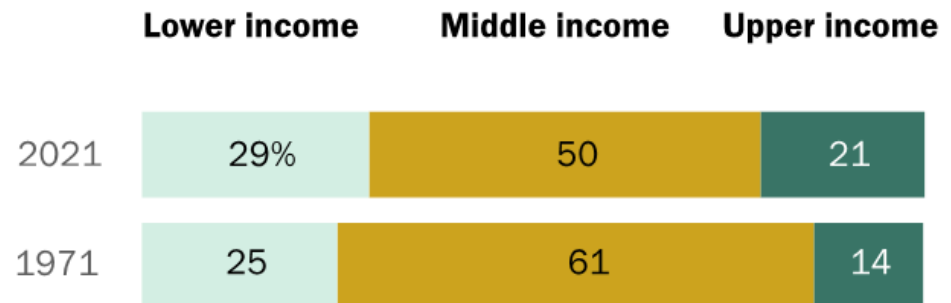
# What's Changed What Hasn't



## Share of Wealth Owned by the Middle Class

### Share of adults in U.S. middle class has decreased considerably since 1971

*% of adults in each income tier*



Note: Adults are assigned to income tiers based on their size-adjusted household incomes in the calendar year prior to the survey year. Shares may not add to 100% due to rounding.

Source: Pew Research Center analysis of the Current Population Survey, Annual Social and Economic Supplement (IPUMS).

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Changes in the

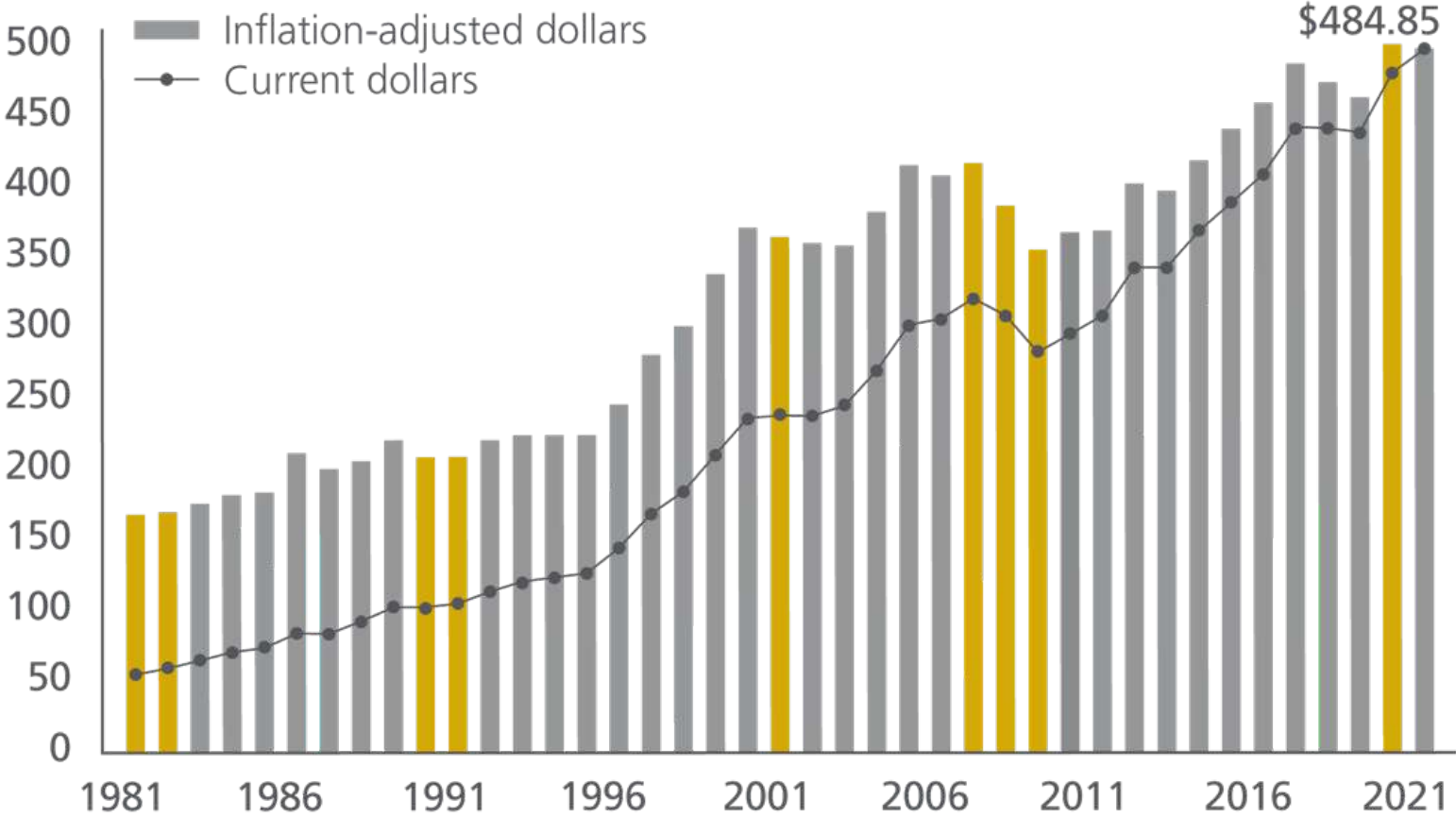


Source:  
Giving USA 2021



# Total giving, 1981-2021

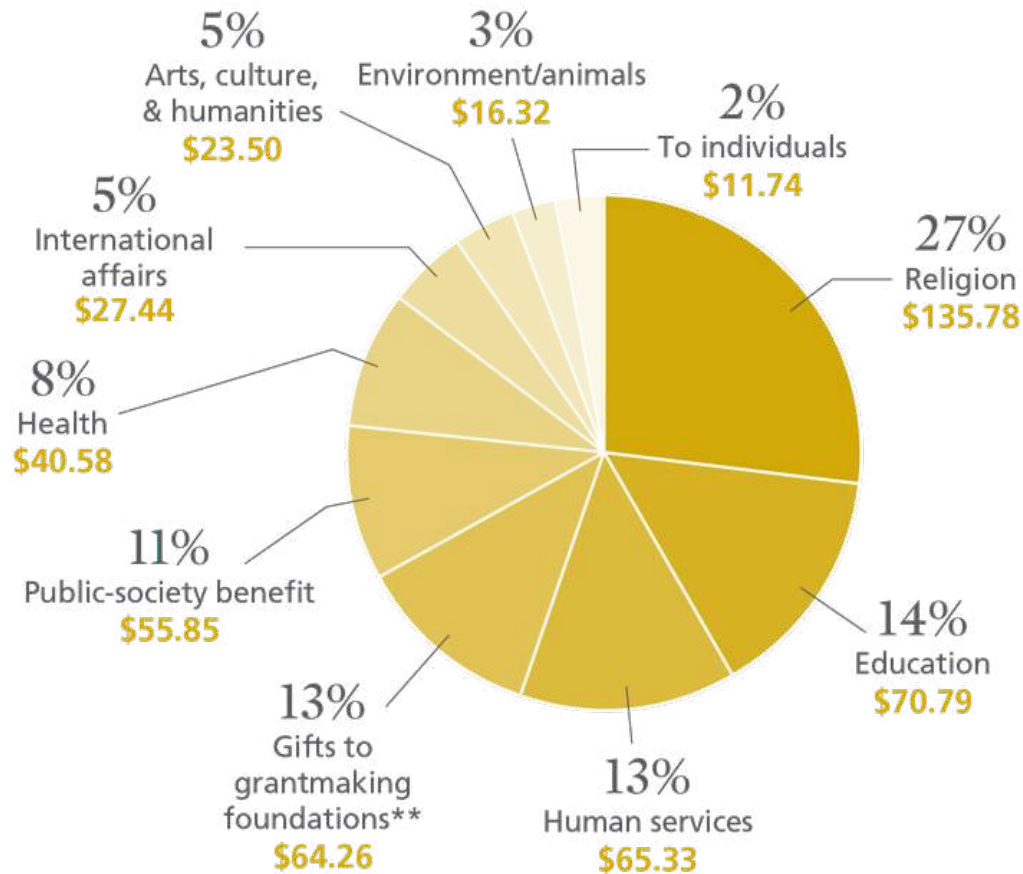
(in billions of dollars)



Source: Giving USA 2021

# 2021 contributions: \$484.85 billion by type of recipient organization\*

(in billions for dollars – all figures are rounded)



\* Total includes unallocated giving, which totaled -\$26.75 billion in 2021.

\*\* Estimates developed by the Indiana University Lilly Family School of Philanthropy using data provided by Candid.



Source: Giving USA 2021