Changes to the Giving Landscape

LILLY FAMILY SCHOOL OF PHILANTHROPY
INDIANA UNIVERSITY
Indianapolis
IUPUI

Vanguard Charitable

Acknowledgments

The Indiana University Lilly Family School of Philanthropy is dedicated to improving philanthropy to improve the world by training and empowering students and professionals to be innovators and leaders who create positive and lasting change. The School offers a comprehensive approach to philanthropy through its academic, research and international programs, and through The Fund Raising School, Lake Institute on Faith & Giving, and the Women's Philanthropy Institute.

Learn more at philanthropy.iupui.edu.

The analyses presented here are made possible by the work of many people, including the following at the Indiana University Lilly Family School of Philanthropy:

Chelsea Jacqueline Clark, Research Associate and Primary Author
Xiao Han, Primary Statistician
Una O. Osili, Associate Dean for Research and International Programs
Adriene Kalugyer, Manager of Public Affairs
Mark Ottoni-Wilhelm, Founding Director of the Philanthropy Panel Study
Amir Pasic, Eugene R. Tempel Dean
Patrick M. Rooney, Executive Associate Dean for Academic Programs

IN PARTNERSHIP WITH

Vanguard Charitable

RESEARCHED AND WRITTEN BY

IUPUI
LILLY FAMILY
SCHOOL OF PHILANTHROPY
INDIANA UNIVERSITY
Indianapolis

Indiana University Lilly Family School of Philanthropy
University Hall
301 University Blvd., Suite 3000
Indianapolis, IN 46202

The Dataset: Philanthropy Panel Study

The empirical analysis in this paper draws on a unique longitudinal data source – the Philanthropy Panel Study (PPS), a module within the University of Michigan's Panel Study of Income Dynamics (PSID). The PPS tracks the same 9,000+ families' charitable giving biennially. The PPS is the best resource for measuring charitable giving and volunteering by the general U.S. population, accurately representing households up to the 97th percentile of income and closely mirroring results from the U.S. Census Bureau for all other socio-demographic variables. To ensure that the sample remains representative, refresher samples of respondents have been added over time.

The data allow us to examine the influence of economic and demographic factors on generosity. The PPS is the only existing longitudinal dataset on philanthropy based on a nationally representative sample of U.S. households. To date, it is the critical resource that can illuminate how demographic shifts will influence generosity trends across generations now and in the future.

To collect these data, the Indiana University Lilly Family School of Philanthropy partners with the University of Michigan's Institute for Social Research, which directs the PSID. The present study uses nine waves of the PPS including information about giving during the following years: 2000, 2002, 2004, 2006, 2008, 2010, 2012, 2014, and 2016.

The sample for the present study consists of individuals who were heads of households or partners of heads of households in at least one wave of the sample. We used all sub-samples within the PSID: the nationally representative sub-sample, the low-income over-sample, and the 1997 and 2016 immigrant refresher sample. Previous studies show that the PSID sample remains nationally representative despite attrition (Fitzgerald, Gottschalk, & Moffitt, 1998; Schoeni et al., 2013). Our results use the PSID's weights. The data has been pooled from the 2001-2017 individual level PPS samples. The sample size for this study is thus 116,117 respondents, after dropping observations with missing values.

HOW DOES THE PHILANTHROPY PANEL STUDY DEFINE GIVING?

In the Philanthropy Panel Study, giving to charitable and nonprofit organizations is measured in gifts of money, assets, and property/goods to organizations whose primary purposes are one or more of the following:

- to religious congregations (e.g., churches, synagogues, mosques) and other organizations (e.g., TV and radio ministries) whose primary purpose is religious activity or spiritual development
- to help people in need
- to provide health care or conduct medical research (e.g., hospitals, cancer charities, telethons)
- to deliver education (e.g., schools, universities, PTAs, libraries)
- to provide youth and family services (e.g., boys' and girls' clubs, Big Brothers or Sisters, sports leagues)
- to promote arts and culture (e.g., museums, theatre, public broadcasting)
- to improve neighborhoods and communities (e.g., community associations, service clubs)
- to preserve the environment or advance sustainability
- to provide international aid (e.g., international children's funds, disaster relief, human rights)

Throughout this report, the term "combined purpose" giving refers to organizations like the United Way and other public-society benefit groups that collect donations for reallocation to a variety of causes. Additionally, the phrase giving to "secular" causes means combined giving for all of the aforementioned purposes EXCEPT for giving to religious congregations (which is referred to as giving to "religious" causes or congregations throughout the report).

The PPS definition of charitable giving does not include political contributions. Donations include any gifts of money, assets, property, or goods made directly to the organization, through payroll deduction, or collected by other means on behalf of the charity. The PPS questionnaire uses a threshold amount of $25; respondents must have given at least $25 to charity in order to be asked subsequent detailed questions about their giving.

To learn more, visit https://philanthropy.iupui.edu/research/current-research/philanthropy-panel-study.html.

The Indiana University Lilly Family School of Philanthropy thanks Atlantic Philanthropies for the initial funding to launch the PPS in 2001 and the donors whose recent contributions make continued waves of the PPS possible.

Recent institutional donors include:
- Bill & Melinda Gates Foundation
- Charles Stewart Mott Foundation
- John Templeton Foundation

To contribute, please contact Andrew Keeler (ackeeler@iupui.edu) or give online at www.philanthropy.iupui.edu/give-now and select "School of Philanthropy Fund."

PART I

Introduction: The State of Charitable Giving in America

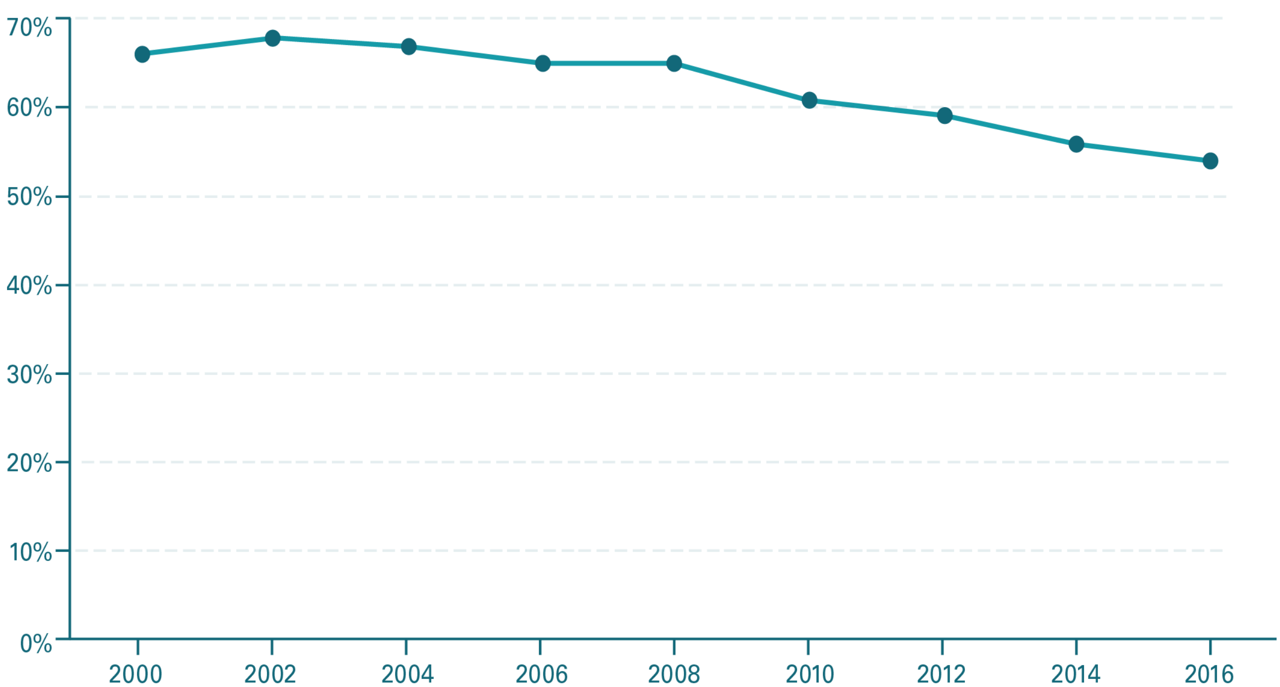
In 2018, Americans gave more than 400 billion dollars, amounting to 2 percent of GDP (Giving USA 2019). The most recent estimates show that the largest share of giving (68 percent) comes from Individuals. Although Americans continue to give hundreds of billions of dollars to charity, the charitable landscape also experienced major shifts in recent years. Economic, social, and technological forces have led to an expansion of what it means to be charitable, and what qualifies as a charitable endeavor. These changes have left the millions of American nonprofits and donors alike wondering how these shifts will impact individual giving in the years to come.

A number of socioeconomic and demographic factors influence an individual's likelihood of giving to charity and the amount given to charity by American households over time. While the business cycle can influence giving patterns, the recent Great Recession (December 2007–June 2009)[1] in particular exposed the sector's vulnerability to economic shocks, and many questions remain about the longevity of the aftereffects. At the same time, components of 21st century life such as globalization, demographic shifts, decreasing congregational affiliation and attendance, and increasing use of technology continue to alter and reshape future giving patterns.

New data from the Philanthropy Panel Study (PPS), a module within the University of Michigan's Panel Study of Income Dynamics (PSID) since 2001, allows unusually detailed analysis of these national trends. The Indiana University Lilly Family School of Philanthropy's research using PPS data examines the changes in American household giving since the Great Recession, examining different demographic groups to understand who is giving, how much, and how these factors have changed since 2008.

Following the Great Recession, there has been a downward trend in charitable giving participation rates, with fewer Americans making donations than in the past. The PPS shows a broad and consistent decline of over 13 percentage points in the share of households who gave in 2016 compared to 2000. This percentage equates to approximately 20 million Americans who are no longer giving to charitable institutions as of 2016, at least not in ways that are captured in this data set.

FRACTION OF DONOR HOUSEHOLDS OVER TIME



1 A recession is defined as any two successive quarters with a decline in gross domestic product (GDP) (Giving USA Spotlight, 2008). Or, as the National Bureau for Economic Research (NBER) puts it, a recession is "a significant decline in economic activity spread across the economy, lasting more than a few months, normally visible in production, employment, real income, and other indicators."

The news for non-profits is not all bad, however. In examining the giving behaviors of different demographic groups, only a few (those with lower levels of education, income, and/or wealth) showed declines in charitable giving that were statistically significant following the Great Recession. The economic shocks of the Great Recession that greatly impacted U.S. philanthropy were not felt uniformly by all donors. By examining donor characteristics like age, race, income, and education, we can better understand how giving changed from the pre- to post-Recession era.

THE REPORT

This report presents a detailed analysis of shifts in American household giving from the year 2000 to 2016, which includes information about giving behaviors from before (2000-2008) and after (2010-2016) the Great Recession (which occurred from December 2007-June 2009). Understanding changes in how American households are giving can provide useful insights for donors, leaders, and policy makers. This paper addresses the following questions:

a. How are patterns of giving changing over time in the U.S.?
b. What percent of their income do Americans give to charity?
c. How do economic and socio-demographic factors help explain the changing patterns of American giving from 2000-2016?

We begin with an examination of key factors that are currently affecting philanthropy in America (i.e., the economy and socio-demographic characteristics). Then we explore recent trends in U.S. household charitable giving (incidences and amounts) from 2000-2016. After providing this background information to set the context for the state of charitable giving in the U.S., the report provides a deeper dive into how the Great Recession affected the percent of income given to charity by various socio-demographic groups. In this section, we present the results of our analyses exploring how socio-economic and demographic factors help explain changing patterns of American giving. We begin by offering a table for the reader that provides all results from our analyses. Then we discuss results found to be statistically significant in the text immediately following the results table. Finally, the report culminates with a discussion of implications for the future.

At a time when needs continue to multiply, the importance of thinking anew about how to deepen and expand our relationships with past and future donors becomes more critical. To meet the complex challenges of such factors as changing tax laws, shifting demographics, and economic downturns, to name a few, we need to develop strategies for 21st century philanthropy. This report will supply the newest data and analysis toward this joint effort.

PART II

Current Forces Shaping Philanthropy in America

To understand patterns of charitable behaviors in America and encourage giving, it is important to be aware of the many different forces that are currently shaping the philanthropic landscape. This section depicts several forces that influence household giving, including economic factors, age-related factors, and other socio-demographic factors like gender, race, and religion.

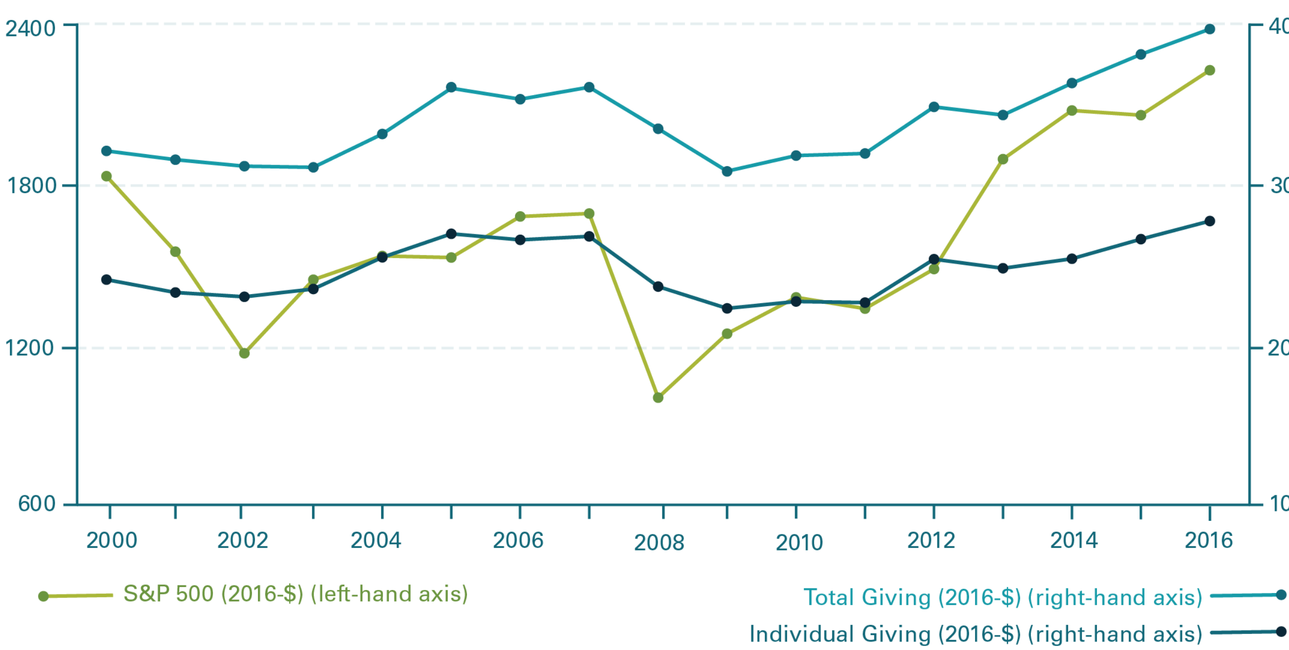
ECONOMIC FACTORS

The Great Recession (December 2007–June 2009) was the most significant economic downturn in America since the Great Depression. As such, it influenced American households in many ways. Real GDP fell by 3.1 percentage points, real personal income per capita fell by 8.3 percentage points, and the unemployment rate increased from 4.6 percent to 9.3 percent during the Great Recession (Moffitt, 2013). Following the Great Recession, wages, income, and employment rates were slow to recover, especially for certain demographic groups.

Research has long established that charitable giving is linked with national and regional economic trends (List and Peysakhovichc, 2011; Osili et al, 2019). During the Great Recession, Americans gave less, both in absolute and relative terms (*Giving USA*, 2018). In 2008, *Giving USA* reported an 11.7 percentage point drop in inflation-adjusted giving by individuals (*Giving USA*, 2019). Although the economic shocks associated with the Great Recession greatly influenced U.S. philanthropy, its effects were not felt uniformly by all donors.

The chart below shows aggregate giving trends, as reported by *Giving USA 2019*, compared to S&P 500 index growth from 2000-2016.

AGGREGATE TOTAL AND INDIVIDUAL GIVING COMPARED WITH THE S&P 500 INDEX (AMOUNTS IN BILLIONS)



Citation: Giving USA 2019 and S&P 500 Index. All figures inflation adjusted to 2016 dollars. Total giving includes giving from four sources: (1) Individuals, (2) Foundations, (3) Bequests, and (4) Corporations.[2]

2 Aggregate philanthropy is disproportionately affected by high net worth households. For this reason, individual giving data at a nationwide, aggregate level (as presented in the chart above) can differ markedly from average household giving amounts reported via PPS data, presented later in this report. PPS data is representative up to the 97th percentile of income and therefore does not capture giving by the highest income brackets.

SOCIO-DEMOGRAPHIC FACTORS

Income, education, homeownership, marital status, and religious affiliation once largely shaped the likelihood and amount of giving. Today, these categories intersect with national trends that include economic shifts, workforce diversity, changing gender roles, and shifting demographics to alter philanthropic giving patterns.

AGE, GENERATIONAL COHORT, AND LIFE CYCLE

The PPS data allow us to understand how present-day demographic shifts are influencing giving by closely examining how age, generational cohort, and life cycle affect donors' responses to the needs of their time through every era.

Of these categories, much of the public debate on giving patterns has focused on cohort differences. The "cohort effect," developed by Elder et al (2003) and Shanahan (2000), states that each generation's unique experiences—and resulting values and beliefs—shape distinct philanthropic identities. As the largest (Fry, 2016), most educated (Fry, Igielnik, & Patten, 2018), and most racially diverse generation yet (D'Vera & Caumont, 2016), Millennials have received significant attention. However, Pre-Boomers (born before 1946), Baby Boomers (born 1946-1964), Generation Xers (born 1965-1980), along with Millennials (born 1981-2000) may have distinct approaches to giving.

At one end, the Baby Boomer generation is rapidly approaching and entering retirement. At the other end, the Millennials are establishing their economic influence for the first time, but also getting married later, buying homes later, and giving less than previous generations at their age. These demographic shifts of two of America's largest cohorts have major implications for giving, as this report will show.

GENDER

A growing body of research emphasizes that men and women approach philanthropy in different ways. Some research also points to gendered preferences for the distribution of their charitable dollars differently. Women tend to disburse charitable support across a variety of causes, while men concentrate their donations (Andreoni, Brown, & Rischall, 2003; Piper & Schnepf, 2008; Women's Philanthropy Institute, 2010).

As women have gained prominence in the workforce and greater financial independence, their charitable decision-making power has strengthened. In 1970, only 43.3 percent of women participated in the labor force (Fullerton, 1999). This percentage increased in 2016 to 55.8 percent (Bureau of Labor Statistics, 2015). Women were the primary breadwinners in only 15 percent of households in 1970. They made up 40 percent in 2011 (Wang, Parker, & Taylor, 2013). Women's increasing prominence in the workplace coincides with their increasing decision-making power within the family. According to the *Women Give 2016* report, "Among GenX/Millennial married couples who give large amounts, women have more influence on decisions about giving than their pre-Boomer counterparts did four decades ago" (4).

RACE AND ETHNICITY

The ethnic and racial composition of our nation is also changing. According to Census Bureau estimates, by 2044, today's minorities will become the majority (Colby & Ortman, 2015). PPS data allow us to see trends within racial, immigrant, and ethnic communities that are often overlooked. Their traditions of philanthropy might look different, but they increasingly "give back" to various causes that are important to them (Women Give 2019).

RELIGION

There has been much discussion surrounding changes in the American religious landscape in recent years, in particular, the rise of the "Nones," or those individuals unaffiliated with any religious tradition. The Pew Research Center estimated that the percent of those unaffiliated with any religious tradition jumped from 16.1 percent in 2007 to 22.8 percent in 2014, while those identifying as Christian dropped from 78.4 percent to 70.6 percent (Pew Research Center, 2015). Religious attendance has also been declining over time, with individuals who indicated attending services at least once per month down from 55.9 percent in 2003 to 48.9 percent in 2017.

Religiosity is generally positively associated with an increased likelihood of donating to charity and the amounts donated. How this trend toward a less religious America will influence charitable giving over time, especially among younger households, has yet to be seen.

PART III Findings

This section presents the results from our analyses and addresses the three Key Questions originally posed in the Introduction. For tables with full results, see Appendices C-E of this report.

Key Question #1:

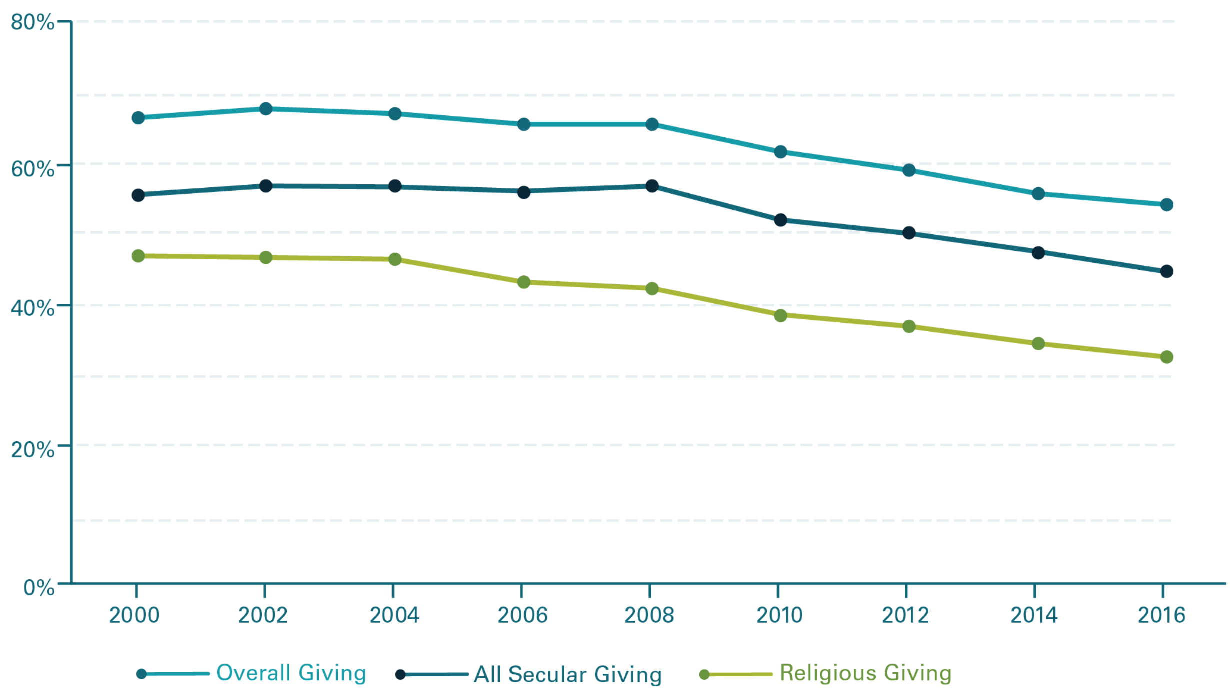
How are patterns of giving changing over time in the U.S. (2000-2016)?

Examining how the rate of giving and the amount given on average vary over time creates a baseline for assessing how other factors shaping donations have affected the sector over the past 16 years.

GIVING INCIDENCES OR RATES

While the generally accepted narrative of U.S. philanthropy assumes that roughly two-thirds of adults give to charity every year, the participation rate declined considerably between 2000-2016. From 2000 to 2008, the share of U.S. households donating to charity held relatively steady, dropping only from 66.22% to 65.41%. However, 2010 marked a turning point, as the share who gave declined to 61.11% following the Great Recession. The overall giving incidence was only 53.09% in 2016, the most recent year of data available. This represents a significant decrease of about 20 million donor households since 2000.

U.S. HOUSEHOLD GIVING RATES (2000-2016)



In general, a higher share of U.S. households donate to secular causes than to religious congregations.[3] Analyzing charitable giving to secular causes and religious congregations separately reveals similar declining trends during the same time period.

3 "Secular" causes include giving to help people in need, to provide health care or conduct medical research (e.g., hospitals, cancer charities, telethons), to deliver education (e.g., schools, universities, PTAs, libraries), to provide youth and family services (e.g., boys' and girls' clubs, Big Brothers or Sisters, sports leagues), to promote arts and culture (e.g., museums, theatre, public broadcasting), to improve neighborhoods and communities (e.g., community associations, service clubs), to preserve the environment or advance sustainability, to provide international aid (e.g., international children's funds, disaster relief, human rights).

"Religious" congregations include giving to religious congregations (e.g., churches, synagogues, mosques) and other organizations (e.g., TV and radio ministries) whose primary purpose is religious activity or spiritual development.

While the percent of households who gave declined for both religious and secular causes, the decline in giving to religious congregations was more striking and began sooner, from a high of 46.49% of Americans giving to religious congregations in 2000 compared to a low of 32.04% of Americans giving to religious congregations in 2016. The decline in giving to religious congregations may be more closely linked to the decline in patterns of religious affiliation and attendance in recent years than to the Great Recession.

When comparing rates of charitable giving in 2000 and in 2016, all declines in charitable giving incidence (overall, secular, and religious) were statistically significant.

GIVING AMOUNTS[4]

Although the average American donor household gave $2,584 overall in 2000 and $2,763 in 2016, this increase was not statistically significant. Therefore, the average amount donated by donor households (in 2016 dollars) has remained fairly constant over time.

While a lower percentage of U.S. households gave to religious congregations than to secular causes, the average dollar amount donated by donor households that gave to religious congregations exceeded the average dollar amount donated by donor households that gave to secular causes. In 2000, the average amount given to secular organizations by donor households who gave to secular organizations was $1,183. In 2016, this amount had increased to $1,406. In 2000, the average amount given to religious congregations by donor households who gave to religious congregations was $2,275. By 2016, this had increased to $2,638.

However, as with average overall donation amounts, these increases in religious and secular donation amounts were not statistically significant. Thus, both giving to religious congregations and secular causes also remained fairly constant in the period studied (2000-2016).

AVERAGE GIVING AMOUNTS IN DONOR HOUSEHOLDS (2000-2016)

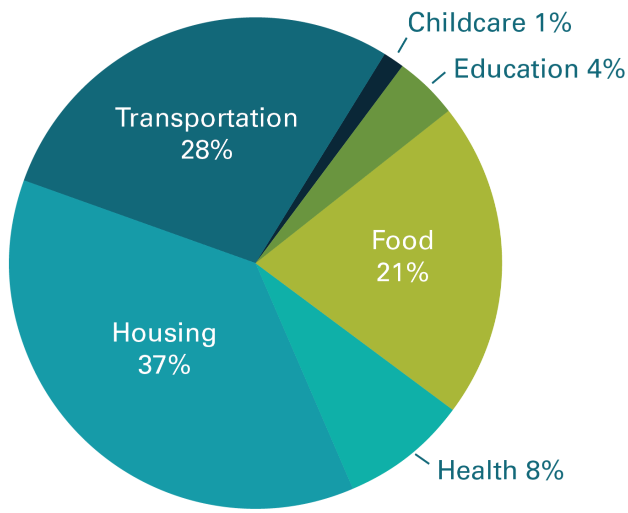
4 All amounts are inflation-adjusted to 2016 US dollars.

Key Question #2:

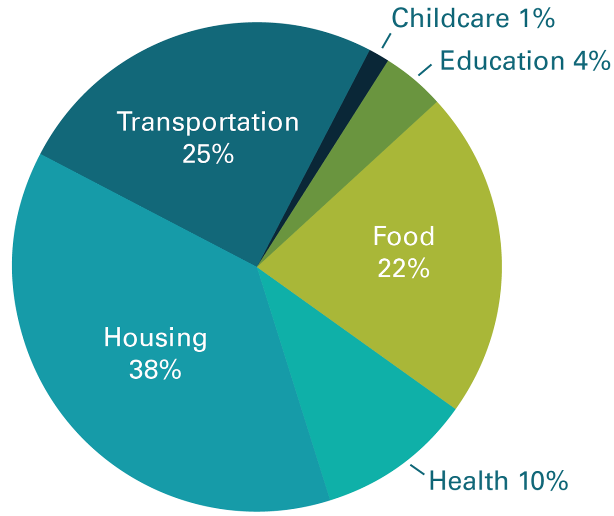
What percent of their income do Americans give to charity?

American households make numerous decisions about how to spend their incomes, with the largest percentage spent on housing, transportation, and food related expenses each year. Despite the effects of the Great Recession, we do not see significant shifts in the share of income spent in each category, including charitable giving.

PERCENT OF INCOME SPENT PER CATEGORY[5]



Before Recession



After Recession

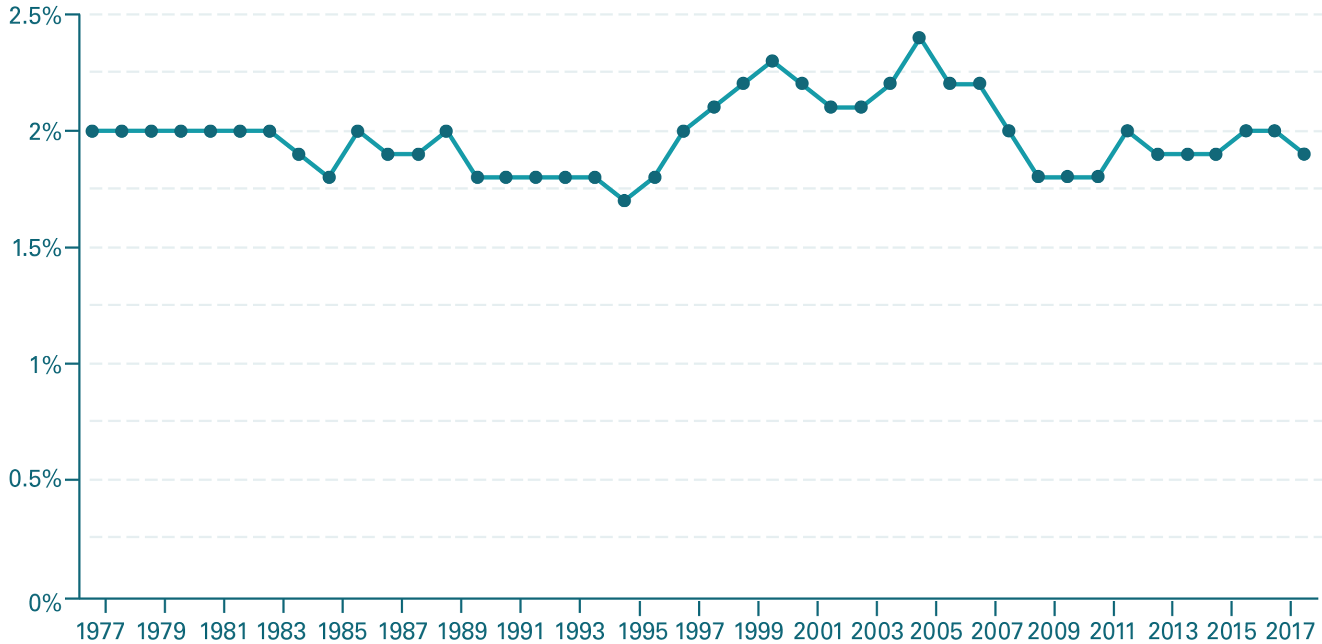
Osili, Clark, and Han (2019) recently explored changes in giving rates and dollar amounts throughout the first two decades of the 21st century, resulting from the Great Recession, finding that both overall giving incidence and amounts were significantly lower after the Great Recession, compared to before the Recession began. However, there has been limited work considering changes in percent of household income given to charity during and after the Great Recession era. As such, the remainder of this report focuses on understanding percentage changes in giving overall and within diverse socio-economic and demographic groups.

The analyses that follow compare the average percent of household income given before the Recession with the average percent of household income given after the Recession. These data help us understand how the Great Recession has impacted charitable giving broadly, but also within specific socio-economic and demographic groups.

A generally accepted narrative around American philanthropy involves the statistic that individual giving, as a percentage of disposable income, is generally around 2% (*Giving USA*, 2018). This report offers a much deeper context to that statistic, showing how it varies both over time and within specific demographic groups.

5 Before Recession = 2000-2006. After Recession = 2008-2016.

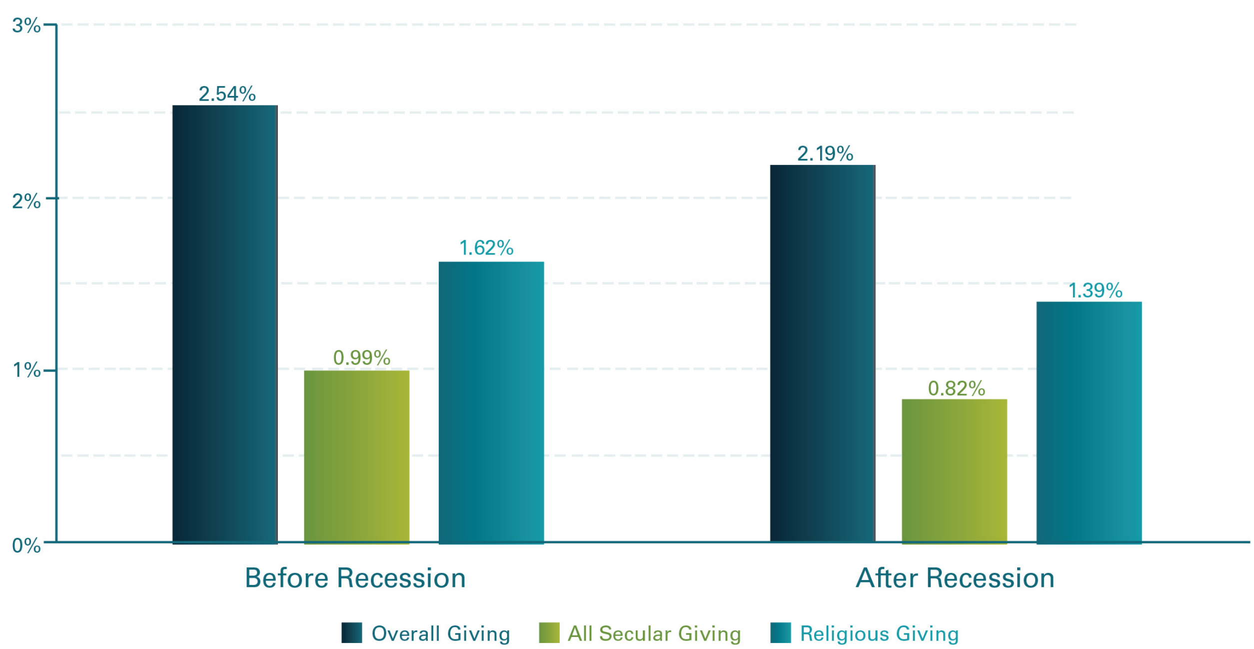
INDIVIDUAL GIVING AS A PERCENT OF INCOME



Citation: Giving USA 2018: The Annual Report on Philanthropy for the Year 2017. Researched and written by Indiana University Lilly Family School of Philanthropy. Sponsored by Giving USA Foundation, a public service initiative of The Giving Institute. ©

Looking at American households as represented in the PPS, the percent of annual household income given before the Recession was 2.54% compared to 2.19% after the Recession. In dollars, we saw an inflation adjusted decline from $1,714 to $1,529. This is a significant decline, representing an average $180 decline in the overall giving amount per household, adjusted for inflation – or about an 11% decrease in giving. Likewise, the percent of income given to both secular (0.99%) and religious (1.62%) charities was significantly higher before the Recession compared to after the Recession (0.82% and 1.39% respectively).

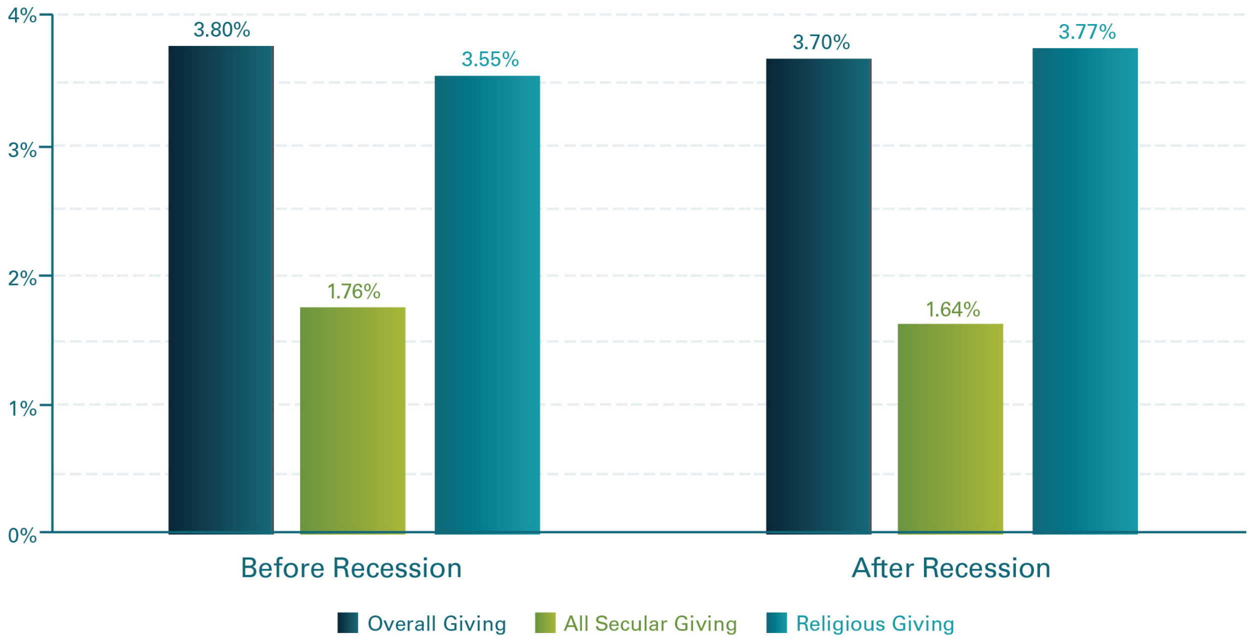
GIVING BY PERCENT OF INCOME – ALL HOUSEHOLDS



When overall giving is broken apart into its two constituent elements (secular and religious), the 2% story shifts a bit. The average household gave just under 1% to secular causes (0.99%) compared to 1.6% to religious causes before the

Recession. After the Recession, the average percent given to both secular and religious causes decreased to 0.82% and 1.39%, respectively.[6] These declines are statistically significant.

GIVING BY PERCENT OF INCOME – DONOR HOUSEHOLDS ONLY[7]



Importantly, however, these declines did not impact donor households in the same way that they affected all households combined. Among donating households, the percent of income donated overall, to secular, or to religious organizations after the Recession was about the same as the percent of income donated to such causes before the Recession. The average overall percent of income given before the Recession was 3.80%, down slightly to 3.70% after the Recession. Secular giving held fairly stable from the pre- to post-Recession era, dropping from 1.76% to 1.64%, respectively (this decline was not significant). The average percent of income given to religious causes actually increased from 3.55% before the Recession to 3.77% after the Recession.

This is an important finding that shows that the Great Recession had a differential impact on giving by all Americans compared to donor households only. Among donating households, the percent of income donated after the Recession was about the same as the percent of income donated before the Recession, but more non-donor households emerged following the Great Recession. This brought down the average percent of income given to charity by all Americans.

This finding points to an important fact for charities: during recessions, many donors continue giving and nonprofits can continue raising funds. Clear and focused requests to donors from charitable organizations can help ensure the continued ability to effectively fundraise during recessions (Giving USA Spotlight, 2008). Nonprofits should also consider a variety of fundraising sources, including giving vehicles such as private and community foundations and donor-advised funds (Heist & Vance-McMullen, 2019). Grants recommended by donors to these vehicles are not captured in the data on individual giving, but represent increasingly important opportunities for nonprofits to diversify their funding and to connect with donors in new ways (*Giving USA*, 2018).

Concerned donors can leverage their personal relationships to promote the work of non-profits they support through social media and other technology platforms.

6 Although the dot-com crash affected many Americans between 2000 to 2004, the only period during that timeframe of actual economic recession was in 2001 (March 2001-November 2001). None of the analyses in this report were intentionally conducted to study the effects of that brief recession, for two reasons: (1) The recession in 2001 was much smaller in scope compared to the Great Recession, and (2) The PPS dataset does not go back in time far enough to allow exploration of trends around the 2001 recession (the first wave of PPS data was in the field being collected during the same time frame that this short recession was occurring in 2001).

7 Unlike the previous chart which includes data from all households participating in the PPS regardless of whether they made charitable donations, this chart only includes data from households that made donations during the years studied.

Key Question #3:

How do economic and socio-demographic factors help explain the changing patterns of American giving from 2000-2016?

Economic shocks and periods of instability have been shown to differentially impact individuals and households based on various socio-demographic characteristics like age, gender, and race (Osili et al., 2019). Households more strongly affected by the recent Great Recession experienced a slower recovery since it ended, and have, predictably, experienced larger declines in their charitable giving compared to households less affected by the Recession.

While the choice to donate is influenced by several socio-economic and demographic factors, some key elements such as household income, wealth, educational attainment, marriage, and religious affiliation and attendance, have been found to be associated with an increased likelihood of donating to charity (Rooney, Brown, and Wu, 2008).

As wealth and/or income increase, so do participation rates in overall charitable giving (Schervish and Havens, 1995; Wilhelm et al, 2006; and others). Education is a key variable shown to have a positive association with charitable giving in several empirical studies (Bekkers, 2006; Rooney et al, 2001; Wilhelm et al, 2006; and others). Another important positive relationship exists between religious attendance, values, beliefs, and overall charitable giving (Schervish, O'Herlihy and Havens, 2006; Mesch et al, 2006; Wilhelm et al, 2007; Zech, 2000).

This report reveals that these factors are closely related to changes in percent of income given over time. Not all households made changes in their giving patterns between 2000 and 2016, but some clear trends emerge within specific socio-economic and demographic groups, specifically related to levels of income and education.

The remainder of this section explores trends in percent of income given by levels of education, income, wealth, employment, generation, gender and marital status, race and ethnicity, religious affiliation, and across geographic regions.[8] All results are presented below in Table 1. Statistically significant findings are then discussed in the text that follows.[9]

Table 1: OVERALL GIVING BY ECONOMIC AND SOCIO-DEMOGRAPHIC FACTORS[10]

Group	Subgroup	Before Recession	After Recession	Trend	Significant?
Generation	Millennial	0.65%	0.90%	Positive	not significant
Generation	Gen X	1.21%	1.26%	Positive	not significant
Generation	Boomer	2.11%	2.16%	Positive	not significant
Generation	Silent	3.63%	3.92%	Positive	not significant
Generation	Great	6.94%	8.80%	Positive	not significant
Gender/Marital Status	Single Men	1.84%	1.51%	Negative	not significant
Gender/Marital Status	Single Women	2.96%	2.40%	Negative	not significant
Gender/Marital Status	Cohabited	0.50%	0.46%	Negative	not significant
Gender/Marital Status	Married	2.68%	2.50%	Negative	not significant
Race	White	2.83%	2.52%	Negative	not significant

8 Individuals were categorized by economic and socio-demographic groupings based on their status at the time the survey was conducted. As such, respondents may have changed categories (e.g., education, income, and/or wealth level) from the before to after Recession era.

9 Findings referred to as "significant" are statistically significant at the p<.05-level, meaning that there is a less than 5% likelihood of the result occurring by chance alone.

10 See Appendices C and D for similar results for analyses regarding Religious and Secular giving.

Race	Black	1.85%	1.40%	Negative	not significant
Race	Hispanic	0.94%	0.89%	Negative	not significant
Race	Other Race	1.82%	1.93%	Positive	not significant
Education	**Less than High School**	**1.82%**	**1.04%%**	**Negative**	**significant**
Education	High School	2.37%	2.07%	Negative	not significant
Education	Some College	2.43%	2.11%	Negative	not significant
Education	College	2.97%	2.52%	Negative	not significant
Education	Graduate Degree	4.01%	3.21%	Negative	not significant
Annual Income	**<=$50,000**	**3.21%**	**2.48%**	**Negative**	**significant**
Annual Income	$50,001-$99,999	2.08%	1.92%	Negative	not significant
Annual Income	$100,000+	2.01%	1.97%	Negative	not significant
Permanent income[11]	<=$50,000	2.66%	2.13%	Negative	not significant
Permanent income	$50,001-$99,999	2.47%	2.13%	Negative	not significant
Permanent income	$100,000+	2.44%	2.37%	Negative	not significant
Wealth	**<=$50,000**	**1.70%**	**1.44%**	**Negative**	**significant**
Wealth	$50,001-$199,999	3.08%	2.65%	Negative	not significant
Wealth	$200,000 +	4.58%	4.01%	Negative	not significant
Employment status			1.83% (Didn't lose job during Recession) 1.68% (Lost job during Recession)	N/A	not significant
Religion	Roman Catholic	1.77%	1.60%	Negative	not significant
Religion	All other Christian/ Protestant	3.02%	2.75%	Negative	not significant
Religion	Jewish	5.81%	2.89%	Negative	not significant
Religion	All Other	2.19%	1.86%	Negative	not significant
Religon	None	1.21%	1.19%	Negative	not significant
Region	North Central	2.40%	2.08%	Negative	not significant
Region	North East	2.27%	2.19%	Negative	not significant
Region	South	2.90%	2.25%	Negative	not significant
Region	West	2.41%	2.25%	Negative	not significant

Note: Groups that significantly changed their percent of income given to charity from the pre- to post-Recession are bolded and labeled "significant".

11 In this study, permanent income is defined as average family income from the past three waves of the PSID.

PERCENT OF INCOME GIVEN TO CHARITY

BY EDUCATION LEVEL

We know that educational attainment is associated with charitable giving: college-educated households are more likely to donate compared to those households with an incomplete high school education. The percent of income given to charity also increases with level of educational attainment.

In terms of overall giving, individuals with graduate degrees gave the largest percent of income both before and after the Recession, followed by individuals with college degrees, although both groups saw declines. Individuals with less than a high school education gave the smallest percent of income both before and after the Recession. The decline in the percent of income given from the pre- to post-Recession era was only significant for individuals with less than a high school level of education (1.82% to 1.04%).

This finding is not surprising as previous research has shown that less educated workers are more negatively impacted by economic downturns, like the Great Recession, and experience sharper rises in unemployment (Elsby et al., 2010), which could in turn affect their ability to give to charitable organizations.

Significant changes in giving based on educational achievement are important, as "individuals who … donate build their community's social capital by working together with their neighbors, finding ways to cooperate and compromise, and becoming more aware and understanding of each of our differences" (Dietz & Grimm, 2019, 38). Declines in giving within specific segments of the population could indicate a decrease in community connectedness for that segment of the population.

BY ANNUAL AND PERMANENT INCOME

In a growing number of studies, it has been well documented that those who earn more are more likely to give to charity, and give larger amounts. However, when looking at the percent of household income given within a single year, we found the reverse holds true: households at the lowest end of the income spectrum give a higher percent of their overall income. However, this finding has some limitations, as will be shown below when permanent income is discussed.

Overall percent of annual income given by households earning less than $50,000 per year (the bottom income bracket in the study) declined significantly from the pre- to post-Recession era (3.21% to 2.48%), while the percent of income given by the other income brackets was unchanged.

Because a household's annual income can vary dramatically year to year (e.g., because of raises, bonuses, or losing one's job), we also look at permanent income, which is a long-term average of all resources used in a household. Permanent income involves calculating the average household income over multiple years, compared to looking at only a single year of data, which can mask a lot of change. This determines how much a household can reasonably consume on average per year according to a long-term average. While it appeared above that households at the lower end of the income spectrum gave the largest percent of their income to charity during our time frame, this difference goes away when permanent income is considered. Instead, we find that all income groups gave about the same percent of their permanent income to charity before and after the Recession.

BY WEALTH

Unlike the percent of income given by level of annual income, the percent of income given by level of wealth clearly reveals that overall giving increases as level of wealth increases.

The percent of overall income given by households in the lowest wealth bracket (less than $50,000) declined significantly from the pre- to post-Recession era, while the percent of income given by households in higher wealth brackets remained stable despite the Recession.

BY GENERATION[12]

The Great Recession affected every generation of Americans, but the way in which each generation was impacted differs:

- When evaluating overall giving by generational cohorts, it is clear that older generations give larger percents of their income to support philanthropy in America (Percent of income given after the Recession by generational cohort: Great 8.80%; Silent 3.92%; Boomer 2.16%; Gen X 1.26%; Millennial 0.90%).
- Many Baby Boomers began entering retirement during the Great Recession era, while key assets such as homes, retirement savings, and investments declined in value.
- For younger Americans (age 40 and under) who lost a job during the Recession, there was a significant decline in the overall percent of income they gave to charity after the Recession.
- Millennials have had the misfortune of entering the workforce during the worst economic downturn since the Great Depression. When previous generational cohorts (e.g., Baby Boomers, Gen X) entered the workforce, the percent of their income given to charity increased. So far, we have not seen similar increases in the percent of income given by Millennials, likely a result of coming of age during the Great Recession, when wage growth was slower than normal and unemployment was higher than normal.
- Younger Americans (age 30 and under) are also spending a significantly larger percent of their incomes on education costs after the Great Recession, compared to before it began.
- In terms of giving rates and amounts, Osili et al. (2019) found a decline by Millennial households from the pre to post-Recession era.

Many nonprofits and the donors who support them are concerned that the Millennial generation will not catch up to their older counterparts, due both to socio-economic factors and having missed out on developing a habit of giving early in life (Meer, 2013). Past research indicates that charitable giving is a habit that can be reinforced by sharing giving traditions across generations (Osili, Clark, Bergdoll, 2016), and donors from older generations can encourage younger family members by including them in giving.

Millennials are less likely to identify with a specific religious tradition or attend religious services (Pew Research Center, 2010). They may also be more likely to utilize new giving platforms and technologies than older generations. Given that religiosity is generally associated with an increased likelihood of donating to charity (Rooney, Brown, and Wu, 2008) this trend toward secularism among younger households may have implications for the future of philanthropy in America.

12 The generational analysis presented here includes all available individuals, whether they were interviewed before, after, or before and after the Recession. With the oldest (Great) generational cohort, there were many individuals interviewed during the pre-Recession period who were not re-interviewed during the post-Recession era as they had already died. Likewise, with the youngest (Millennial) generational cohort, there were many individuals interviewed in the post-Recession period who were not previously interviewed in the pre-Recession period as they had not yet reached adulthood (age 18). To account for such shifts in participants, we conducted a follow-up subgroup analysis that only included participants who had been interviewed in at least one year of the study before the Recession and one year of the study after the Recession. All results of this follow-up analysis were insignificant. As such, we only present the original full analysis in the paper.

PART IV

Implications

The Great Recession had a differential impact on giving based on various criteria, including donor status and socio-demographic category. Among donating households, the percent of income donated overall, to secular, or to religious organizations after the Recession was about the same as the percent of income donated to such causes before the Recession. However, there were more non-donor households after the Great Recession compared to before the Great Recession began.

When demographic groups were analyzed separately, the Great Recession did not significantly impact the percent of income Americans gave to charity, with a few notable exceptions. Only households at the lowest levels of educational attainment (less than a high school degree), annual income (<$50,000), and/or wealth (<$50,000) gave a smaller percent of their income after the Recession compared to before, mirroring the slow recovery of this group post-Recession. This is an important reminder to charities that many households continue giving during recessions, and nonprofits can continue raising funds for many causes during periods of economic downturn.

These findings have important implications for stakeholders across the American giving landscape.

IMPLICATIONS FOR CHARITIES

With nearly 1.3 million registered 501(c)(3) nonprofits in the U.S., the nonprofit sector is the third largest workforce in America, representing a $1.5 trillion charitable economy (*Giving USA*, 2019). Major shifts in giving to charitable entities can greatly impact the nonprofit sector as a whole, including the $634 billion contributed in wages and salaries through the sector, equaling nearly 10 percent of total wages and salaries paid in the U.S. in recent years (*Giving USA*, 2019).

While the lack of significant declines in charitable giving in most demographic groups is a positive finding, the uncertainties created by tax reform in 2017 are not yet fully understood given currently available data. Nonprofits should work to develop a deep understanding of the changing landscape of charitable giving. Donors are evolving the ways they give their time, talent, and treasure, particularly by using technology platforms and giving vehicles like donor-advised funds. For savvy fundraisers, these new platforms can represent new opportunities to connect with donors where they are and reach them more effectively.

IMPLICATIONS FOR DONORS

After the Great Recession, donor households notably maintained stable levels of giving as a percent of income, yet approximately 20 million fewer households gave in 2016 than when the Indiana University Lilly Family School of Philanthropy at IUPUI began collecting PPS data in 2000. Concerned donors can leverage their personal relationships to promote the work of nonprofits they support, and many are already doing so on social media and other technology platforms. Research has shown that sharing traditions of giving across generations, both in terms of charitable donations and volunteering, can have a lasting impact and bring families closer together (Osili, Clark, Bergdoll, 2016).

IMPLICATIONS FOR POLICY MAKERS

The *Tax Cuts and Jobs Act* (TCJA), passed in December 2017, is expected to affect charitable giving by individuals. Over the term of TCJA (2018-2025), charitable giving could be up to $19.1 billion less each year than had TCJA not become law (Indiana University Lilly Family School of Philanthropy, 2019). In addition, the law could exacerbate declining donor rates. Recent estimates suggest up to 2.6 million fewer households could donate each year between 2018 and 2025 (Indiana University Lilly Family School of Philanthropy, 2019). Various policy options have been proposed to address these potential declines. For example, extending the charitable deduction to non-itemizers could bring in up to $26.2 billion in charitable giving in 2021, more than the projected difference between current law (TCJA) and previous law ($18.4 billion in 2021). Moreover, it could bring up to 7.3 million American households back to charitable giving (Indiana University Lilly Family School of Philanthropy, 2019).

IMPLICATIONS FOR RESEARCH

Following the Great Recession, there has been a downward trend in charitable giving participation rates, with approximately 20 million fewer Americans giving to charitable institutions as of 2016 compared to in 2000, at least not in ways that are captured in the data set. Future research should consider new and emerging ways households may be giving that differ from the traditional charitable route. New methods need to be developed to measure giving that is outside of the traditional tax return data and responses to surveys about charitable giving, like the PPS. Private transfers, crowdfunding, and supporting social enterprises are several ways that Americans today may be behaving philanthropically while their giving goes unmeasured by traditional methods.

PART V Looking Forward...

Philanthropy continues to play a key role in America, amidst economic volatility, demographic shifts, and changing ideas about religious beliefs. A range of shared problems and needs as a society necessitate new approaches to meet multifaceted challenges. Factors that traditionally influenced one's likelihood of giving such as income, education, homeownership, marital status, and religious affiliation dynamically interact with national economic trends and societal forces of increasing diversity and changing gender roles. Together, all these factors create a progressively more complex picture of American philanthropy.

James (2008) concluded that the tendency toward generosity was affected by an individual's feelings of optimism about the future. This is something that is unique to each generation and relates to how each generation reacts to social and economic trends—and how each generation expects the trends to continue into the future. Taking this valuable insight into consideration, understanding how Americans experienced the Great Recession is essential to the future of American philanthropy.

Another important factor to consider is the role of technological innovations, such as social media and sophisticated electronic platforms and websites. These changes may have had a large impact on philanthropy within the last decade. Technology has greatly expanded the donor-nonprofit relationship through enhancing nonprofit transparency, engaging donors and other constituents, leveraging peer-to-peer fundraising, and providing greater ease in giving and philanthropic involvement. Moreover, mobile platforms, peer-to-peer fundraising, crowdfunding, text-to-give campaigns, and social media have reduced barriers to giving and have the potential to make philanthropy more democratic and inclusive.

It is easy to take for granted these technologies as they are now such a part now of our daily lives, but they are still relatively new mechanisms to engage donors and provide a means for giving. We know that online contributions are about 8 percent of overall giving (Blackbaud, 2017), but we do not yet know whether these donors are new donors or whether they are the same donors using a new method to give. We must also keep in mind the amount of offline giving that might be catalyzed by digital interfaces, like social media and other websites.

Unfortunately, because there are so many different online tools and platforms in operation and nonprofits do not have to report how they raise money, it is difficult to know just how much of an impact on the whole nonprofit sector these tools are having. This is why it is so important to collect data consistently and over the long term.

Looking ahead, philanthropy has a pivotal role to play in maintaining and enhancing the state of American society. With demographic shifts becoming more pronounced, fundraising professionals should experiment with new models of engagement that reflect the motivations and interests of diverse donors, including women and people of color. Embracing diversity and inclusion in order to reflect the values of a pluralistic society is critical to the success of 21st century philanthropy. Political polarization also deepens the need for a robust civil society to represent the voices of all Americans.

Expanded fundraising tools, such as impact investing, online campaigns, and cause marketing, may become increasingly valuable to fundraising professionals and donors alike. New vehicles and platforms, such as donor-advised funds, are attracting more interest in philanthropy due to their scalability and potential to reach younger and previously untapped audiences.

The Great Recession exposed the philanthropic sector's vulnerability to economic shocks, as evidenced by the 13 percent decline in the percent of households who gave from the year 2000 to 2016 and the significant declines in the percent of income given within a few socio-demographic cohorts detailed throughout this report. Taken together, large-scale demographic shifts, economic and fiscal uncertainty, external societal forces, and the growing role of technology promise to shape future charitable giving. Understanding how to adapt to an ever-changing environment will mean developing new models of relationship-building that sustain and enhance interest in philanthropy by current donors and inspire new interest in philanthropy among potential donors over time.

Interested in understanding how your generosity compares with others? Check out the Give-O-Meter, available at http://generosityforlife.org/generosity-data/data-tools/give-o-meter/

Appendices

APPENDIX A: ADDITIONAL TECHNICAL DETAILS ABOUT THE DATASET

The underlying data for this paper is drawn from the Philanthropy Panel Study (PPS), the generosity module of the Panel Study of Income Dynamics (PSID). The PSID is the longest running longitudinal household survey in the world. The study began in 1968 with a nationally representative sample of over 18,000 individuals living in 5,000 families in the United States. The PSID tracks the same families' charitable giving biennially. In order to keep the PSID representative of the U.S. population, a refresher sample of post-1968 immigrant families was introduced in 1997. The PSID is based at the Institute of Survey Research at the University of Michigan and the data are publicly available to researchers and analysts.

The PPS module was added in the year 2000 and, to date, includes eight waves of data measuring giving in the previous calendar years (2000-2016). The PPS module used in this study is unique because it provides high-quality data on charitable giving comparable to the U.S. Individual Taxpayer Return data (Wilhelm, 2006).[13] In addition, the PSID also contains high quality data on income and wealth, which are typically unavailable within existing data sets on philanthropic behavior, allowing us to more fully control for the household's economic resources.

In the PPS, giving to charitable and nonprofit organizations is measured in gifts of money, assets, and property/goods to organizations with disparate goals and purposes. These include giving to religious congregations (e.g., churches, synagogues, mosques) and other organizations (e.g., TV and radio ministries) whose primary purpose is religious activity or spiritual development. The secular category encompasses helping people in need, providing health care or conducting medical research (e.g., hospitals, cancer charities, telethons), delivering education (e.g., schools, universities, PTAs, libraries), providing youth and family services (e.g., boys' and girls' clubs, Big Brothers or Sisters, sports leagues), promoting the arts and culture (e.g., museums, theatre, public broadcasting), improving neighborhoods and communities (e.g., community associations, service clubs), preserving the environment or advancing sustainability, and providing international aid (e.g., international children's funds, disaster relief, human rights). Throughout this paper, the term "combined purpose" giving refers to organizations like the United Way and other public-society benefit groups that collect donations for reallocation to a variety of causes. Giving to all of these purposes, except religious activity or spiritual development, is referred to as giving to "charitable organizations" or secular giving.

The PPS definition of charitable giving includes any gifts of money, assets, property, or goods made directly to the organization, through payroll deduction, or collected by other means on behalf of the charity. It does not include political contributions. The PPS questionnaire uses a threshold amount of $25, meaning respondents must have given at least $25 to charity in order to be asked subsequent detailed questions about their giving.

The sample for the present study consists of individuals who were heads of households or partners of heads of households in at least one wave of the sample. We used all three sub-samples within the PSID: the nationally-representative sub-sample, the low-income over-sample, and the 1997 immigrant refresher sample. Previous studies show that the PSID sample remains nationally-representative despite attrition (Fitzgerald, Gottschalk, & Moffitt, 1998; Schoeni et al., 2013). Our results use the PSID's weights. The data have been pooled from the 2001-2017 individual level PPS samples. After dropping obvious outliers and observations with missing values, the sample size for this study is 116,117 responses, representing 22,055 unique individuals.

13 The PSID philanthropy module is the only data set on giving comparable to the IRS taxpayer data in coverage. However, we should note that the IRS taxpayer database provides a more accurate picture of charitable giving at and above the 90th percentile of charitable giving. The IRS tax data is less suitable for this study because immigrant status and experience is not recorded, and immigrants may be less likely to itemize their deductions.

APPENDIX B: PHILANTHROPY PANEL STUDY (PPS) SUMMARY STATISTICS (ALL YEARS: 2000-2016)

		Proportion	Standard Error
Age	Mean =49.90		
Age	<=30	15.83%	0.0027
Age	31-40	17.39%	0.0026
Age	41-50	19.02%	0.0027
Age	51-60	19.61%	0.0028
Age	61+	28.15%	0.0049
Gender	Single Women	30.42%	0.0057
Gender	Single Men	18.95%	0.0049
Gender	Cohabited	3.66%	0.0009
Gender	Married	46.98%	0.0052
Race/Ethnicity	White	74.56%	0.0049
Race/Ethnicity	African American	14.78%	0.0041
Race/Ethnicity	Hispanic	7.33%	0.0028
Race/Ethnicity	Other Race	3.33%	0.0019
Education	Less than High School	14.28%	0.0038
Education	High School	29.95%	0.0049
Education	Some College	24.86%	0.0045
Education	College	17.51%	0.0038
Education	Graduate Degree	13.40%	0.0037
Family Income	Mean = $81,630		
Family Income	<=$50,000	43.91%	0.0048
Family Income	$50,001-$99,999	9.97%	0.0020
Family Income	$100,000-$199,999	12.23%	0.0023
Family Income	$200,000-$299,999	32.15%	0.0046
Family Income	$300,000+	1.74%	0.0012
Family Wealth	Mean = $380,635		
Family Wealth	<=$50,000	43.91%	0.0048
Family Wealth	$50,001-$199,999	22.20%	0.0032
Family Wealth	$200,000 - $500,000	16.22%	0.0029
Family Wealth	$500,000 - $1 million	9.18%	0.0022
Family Wealth	$1 million - $2 million	5.03%	0.0017
Family Wealth	$2 million +	3.46%	0.0018
Region	North East	17.89%	0.0046
Region	North Central	26.91%	0.0050
Region	South	33.35%	0.0052
Region	West	21.33%	0.0046
Region	Foreign	0.52%	0.0006
Religon	None	13.11%	0.0037
Religon	Roman Catholic	23.62%	0.0049
Religon	Jewish	3.07%	0.0021
Religon	All other Christian/Protestant	55.48%	0.0056
Religon	All Other	2.42%	0.0015
Religon	Don't know/No answer	2.32%	0.0015

APPENDIX C: SECULAR GIVING BY ECONOMIC AND SOCIO-DEMOGRAPHIC FACTORS

Group	Subgroup	Before Recession	After Recession	Significant?
Generation	Millennial	0.30%	0.41%	not significant
Generation	Gen X	0.50%	0.51%	not significant
Generation	Boomer	0.85%	0.86%	not significant
Generation	Silent	1.39%	1.44%	not significant
Generation	Great	2.48%	2.05%	not significant
Gender/ Marital Status	Single Men	0.81%	0.74%	not significant
Gender/ Marital Status	Single Women	1.27%	0.93%	not significant
Gender/ Marital Status	Cohabited	0.29%	0.31%	not significant
Gender/ Marital Status	Married	0.93%	0.83%	not significant
Race	White	1.16%	0.96%	not significant
Race	Black	0.50%	0.45%	not significant
Race	Hispanic	0.25%	0.27%	not significant
Race	Other Race	0.61%	0.73%	not significant
Education	**Less than High School**	**0.40%**	**0.28%**	**significant**
Education	High School	0.95%	0.62%	not significant
Education	Some College	0.88%	0.73%	not significant
Education	College	1.41%	1.04%	not significant
Education	Graduate Degree	1.71%	1.55%	not significant
Annual Income	**<=$50,000**	**1.36%**	**0.87%**	**significant**
Annual Income	$50,001-$99,999	0.67%	0.71%	not significant
Annual Income	$100,000+	0.78%	0.84%	not significant
Permanent income	<=$50,000	1.07%	0.71%	not significant
Permanent income	$50,001-$99,999	0.94%	0.84%	not significant
Permanent income	$100,000+	0.93%	0.98%	not significant
Wealth	<=$50,000	0.54%	0.49%	not significant
Wealth	$50,001-$199,999	1.10%	0.88%	not significant
Wealth	$200,000 +	2.24%	1.70%	not significant
Employment status			0.68% (Didn't lose job during Recession) 0.6% (Lost job during Reces-sion)	not significant
Religion	Roman Catholic	0.81%	0.74%	not significant
Religion	All other Christian/ Protestant	0.98%	0.80%	not significant
Religion	Jewish	3.20%	1.83%	not significant
Religion	All Other	1.27%	0.79%	not significant
Religion	None	0.75%	0.79%	not significant
Region	North Central	0.75%	0.65%	not significant
Region	North East	0.92%	0.99%	not significant
Region	South	1.11%	0.71%	not significant
Region	West	1.18%	1.06%	not significant

Note: Groups that significantly changed their percent of income given to charity from the pre- to post-Recession are bolded and labeled "significant".

APPENDIX D: RELIGIOUS GIVING BY ECONOMIC AND SOCIO-DEMOGRAPHIC FACTORS

Group	Subgroup	Before Recession	After Recession	Significant?
Generation	Millennial	0.35%	0.54%	not significant
Generation	Gen X	0.71%	0.74%	not significant
Generation	Boomer	1.29%	1.33%	not significant
Generation	Silent	2.49%	2.48%	not significant
Generation	Great	4.48%	6.74%	not significant
Gender/Marital Status	Single Men	1.03%	0.80%	not significant
Gender/Marital Status	Single Women	1.70%	1.50%	not significant
Gender/Marital Status	Cohabited	0.21%	0.15%	not significant
Gender/Marital Status	Married	1.88%	1.68%	not significant
Race	White	1.77%	1.56%	not significant
Race	Black	1.35%	1.00%	not significant
Race	Hispanic	0.68%	0.62%	not significant
Race	Other Race	1.22%	1.20%	not significant
Education	**Less than High School**	**1.42%**	**0.76%**	**significant**
Education	High School	1.59%	1.51%	not significant
Education	Some College	1.55%	1.38%	not significant
Education	College	1.66%	1.47%	not significant
Education	Graduate Degree	2.30%	1.66%	not significant
Annual Income	<=$50,000	2.02%	1.64%	not significant
Annual Income	$50,001-$99,999	1.41%	1.21%	not significant
Annual Income	$100,000+	1.23%	1.13%	not significant
Permanent Income	<=$50,000	1.72%	1.46%	not significant
Permanent income	$50,001-$99,999	1.58%	1.28%	not significant
Permanent income	$100,000+	1.51%	1.39%	not significant
Wealth	<=$50,000	1.16%	0.96%	not significant
Wealth	$50,001-$199,999	1.98%	1.77%	not significant
Wealth	$200,000 +	2.68%	2.35%	not significant
Employment status			1.15% (Didn't lose job during Recession) 1.09% (Lost job during Re-cession)	not significant
Religion	Roman Catholic	0.96%	0.86%	not significant
Religion	All other Christian/ Protestant	2.16%	1.97%	not significant
Religion	Jewish	2.61%	1.06%	not significant
Religion	All Other	0.91%	1.07%	not significant
Religion	None	0.46%	0.40%	not significant
Region	North Central	1.65%	1.43%	not significant
Region	North East	1.35%	1.20%	not significant
Region	South	1.95%	1.57%	not significant
Region	West	1.32%	1.23%	not significant

Note: Groups that significantly changed their percent of income given to charity from the pre- to post-Recession are bolded and labeled "significant".

References

American Family Survey (2018). "What Americans Think about Marriage and Family." Retrieved from https://www.deseretnews.com/american-family-survey/2018

Andreoni, J., Brown, E., and Rischall, I. (2003) "Charitable Giving by Married Couples Who Decides and Why Does it Matter?" *Journal of Human Resources* 38(1): 111-133.

Bekkers R. (2006). "Keeping the faith: origins of confidence in charitable organizations and its consequences for philanthropy." NCVO/VSSN Researching the Voluntary Sector Conference 2006, Coventry, UK.

Blackbaud. (2017). "Charitable Giving Report: How Fundraising Performed in 2017." https://institute.blackbaud.com/asset/2017-charitable-giving-report/

Bureau of Labor Statistics [BLS]. (2015). "Labor force projections to 2024: the labor force is growing, but slowly." *Monthly Labor Review*. Retrieved from http://www.bls.gov/opub/mlr/2015/article/labor-force-projections-to-2024-1.htm.

Colby, S.L. and Ortman, J.M. (2015). "Projections of the Size and Composition of the U.S. Population: 2014 to 2060." *Population Estimates and Projections Current Population Reports*. Retrieved from https://www.census.gov/content/dam/Census/library/publications/2015/demo/p25-1143.pdf

Dietz, N. and Grimm, R.T. (2019). "A Less Charitable Nation: The Decline of Volunteering and Giving in the United States." Retrieved from http://cppp.usc.edu/wp-content/uploads/2019/03/Grimm-Robert-Dietz-and-Grimm_A-Less-Charitable-Nation_March-2019-USC-Conference-Paper.pdf

D'Vera, C., and Caumont, A. (2016). "Demographic Trends That are Shaping the U.S. and the World." Pew Research Center. Retrieved from http://www.pewresearch.org/fact-tank/2016/03/31/10-demographic-trends-that-are-shaping-the-u-s-and-the-world/

Elder, G.H, Johnson, M.K., and Crosnoe, R. (2003). "The Emergence and Development of Life Course Theory." *Handbook of the Life Course* 3-19.

Elsby, M.W., Hobjin, B., and Sahin, A. (2010). "The Labor Market in the Great Recession." *Brookings Papers on Economic Activity*. Retrived from https://www.brookings.edu/bpea-articles/the-labor-market-in-the-great-recession/.

Fitzgerald, J., Gottschalk, P., and Moffitt, R. (1998). "An Analysis of Sample Attrition in Panel Data: The Michigan Panel Study of Income Dynamics." *NBER Technical Working Paper* 220.

Fry, R. (2016). "Millennials overtake Baby Boomers as America's largest generation." *Pew Research Center*. Retrieved from http://www.pewresearch.org/fact-tank/2016/04/25/millennials-overtake-baby-boomers/

Fry, R., Igielnik, R., and Patten, E. (2018). "How Millennials today compare with their grandparents 50 years ago." *Pew Research Center*. Retrieved from http://www.pewresearch.org/fact-tank/2015/03/19/how-millennials-compare-with-their-grandparents/

Fullerton, H. N., Jr. (1999). "Labor force participation: 75 years of change, 1950-98 and 1998-2025." *Monthly Labor Review*. Retrieved from http://www.bls.gov/mlr/1999/12/art1full.pdf

Giving USA Foundation. (2018). "Giving USA: The Annual Report on Philanthropy for the Year 2017." Chicago.

Giving USA Foundation. (2019). "Giving USA: The Annual Report on Philanthropy for the Year 2018." Chicago.

Giving USA Spotlight (2008). "Giving during recessions and economic slowdowns." *Giving USA Foundation and the Center on Philanthropy at Indiana University*.

Heist, H.D. and Vance-McMullen, D. (2019). "Understanding Donor-Advised Funds: How Grants Flow During Recessions." *Nonprofit and Voluntary Sector Quarterly*. Retrieved from https://journals.sagepub.com/doi/full/10.1177/0899764019856118

Indiana University Lilly Family School of Philanthropy. (2019). "Charitable giving and tax incentives: Estimating changes in charitable dollars and number of donors for five policy proposals." Retrieved from http://hdl.handle.net/1805/1951

James, R.N. (2008). "Health, Wealth, and Charitable Estate Planning: A Longitudinal Examination of Testamentary Charitable Giving Plans." *Nonprofit and Voluntary Sector Quarterly* 38(6): 1,026-1,043.

List, J. and Peysakhovichc, Y. (2011). "Charitable donations are more responsive to stock market booms than busts." *Natural Field Experiments* 00473.

Meer, J. (2013). "The Habit of Giving." *Economic Inquiry* 51(4): 2002-2017.

Mesch, D.J., Rooney, P.M., Steinberg, K.S., and Denton B. (2006). "The effects of race, gender, and marital status on giving and volunteering in Indiana." *Nonprofit and Voluntary Sector Quarterly* 35(4): 565–587.

Moffitt, R.A. (2013). "The Great Recession and the Social Safety Net." *Annals of the Academy of Political and Social Science* 650(1): 143-166.

National Bureau for Economic Research (NBER). (2008) "The NBER'S Recession Dating Procedure." *Business Cycle Dating Committee, National Bureau of Economic Research*.

Osili, U.O., Clark, C.J., and Bergdoll, J. (2016). "A tradition of giving." Retrieved from https://scholarworks.iupui.edu/handle/1805/9599

Osili, U.O., Clark, C.J., Han, X. (2019). "Heterogeneity and Giving: Evidence From U.S. Households Before and After the Great Recession of 2008." *American Behavioral Scientist*.

Pew Research Center (2015). "America's Changing Religious Landscape." Retrieved from https://www.pewforum.org/2015/05/12/americas-changing-religious-landscape/

Pew Research Center. (2010). "Religion Among the Millennials." Retrieved from https://www.pewforum.org/2010/02/17/religion-among-the-millennials/

Piper, G. and Schnepf, S.V. (2008). "Gender Differences in Charitable Giving in Great Britain." *Voluntas* 19: 103-124.

Rooney, P.M., Brown, M. and Wu, K. (2007). "Donor Stability." Paper presented at the 37 Annual Meeting of the Association for Research on Nonprofit Organizations and Voluntary Action, Atlanta, November 15-17.

Schervish, P.G. and Havens, J.J. (1995). "Wherewithal and beneficence: Charitable giving by income and wealth." *New Directions for Philanthropic Fundraising* 8: 81-109.

Schervish, P.G., O'Herlihy, M.A., and Havens, J.J. (2006). "Charitable giving: how much, by whom, to what, and how?" In *The Nonprofit Sector: A Research Handbook*, Powell W, Steinberg R (eds). Yale University Press: New Haven, CT.

Schervish, P.G., O'Herlihy, M.A., and Havens, J.J. (2002). "Charitable giving: How much, by whom, to what, and how?" *The Non Profit Sector: A Research Handbook*.

Schoeni, R.F., Stafford, F., McGonagle, K.A., and Andreski, P. (2013). *Annals of the American Academy of Political and Social Science* 645(1): 60-87.

Shanahan, M. J. (2000). "Pathways to adulthood in changing societies: Variability and mechanisms in life course perspective." *Annual Review of Sociology* 26: 667-692.

Wang, W., Parker, K., and Taylor, P. (2013). "Breadwinner Moms." Washington: Pew Research Center.

Wilhelm, M. (2006). "New Data on Charitable Giving in the PSID." *Economic Letters* 92: 26-31.

Wilhelm, M.O., Rooney, P.M., and Tempel, E.R. (2007). "Changes in religious giving reflect changes in involvement: age and cohort effects in religious giving, secular giving, and attendance." *Journal for the Scientific Study of Religion* 46: 217–232.

Wilhelm, M.O., Brown, E., Rooney, P.M., and Steinberg, R. (2008). "The Intergenerational Transmission of Generosity." *The Journal of Public Economics* 92(10-11): 2,146-2,156.

Women's Philanthropy Institute. (2010). "Women Give 2010 Part 2: Causes Women Support New Research About Women and Giving." Retrieved from https://scholarworks.iupui.edu/bitstream/handle/1805/6338/women_give_2010_-_part_2_-_causes_women_support.pdf?sequence=1&isAllowed=y

Women's Philanthropy Institute. (2016). "Women Give 2016: Giving in young adulthood: Gender differences and changing patterns across the generations." Retrieved from https://scholarworks.iupui.edu/bitstream/handle/1805/11446/WomenGive16%20Final%20Single%20Pages%5b1%5d.pdf?sequence=1&isAllowed=y

Women's Philanthropy Institute. (2019). "Women Give 2019: Intersection of race, giving and gender." Retrieved from https://philanthropy.iupui.edu/institutes/womens-philanthropy-institute/research/women-give19.html

Zech, C. E. (2000). "Generational differences in the determinants of religious giving." *Review of Religious Research*, 41(4), 545-559.