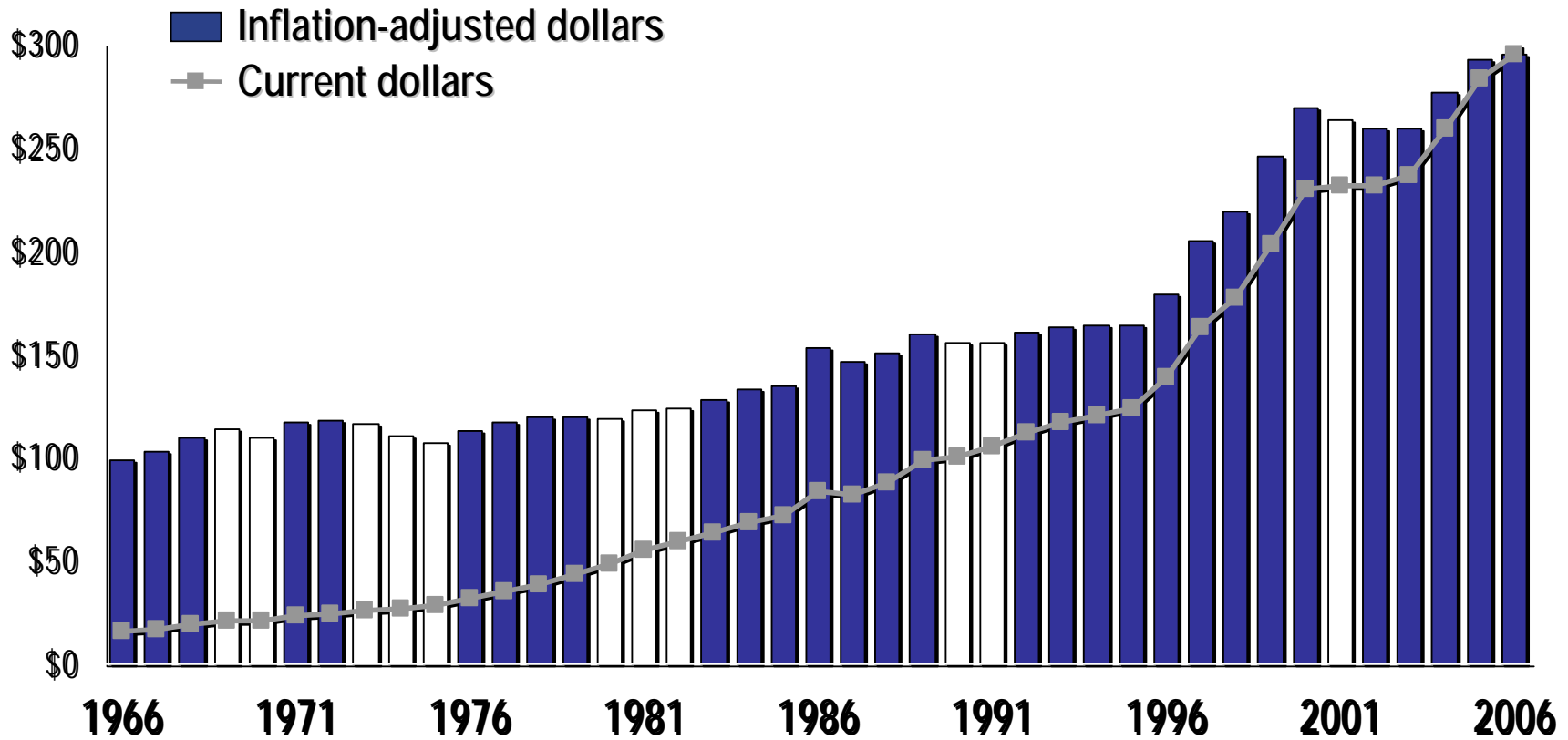


# The Impact of Economic Recessions on Philanthropy



**John J. Glier**  
President and Chief Executive Officer

# Total Giving, 1966–2006



Recessions in white: 1969–70; 1973–75; 1980; 1981–82; 1990–91; 2001

Source: Giving USA Foundation/*Giving USA 2007*

# Total Giving, Year-Over-Year % Change (in Current Dollars, 1966–2006)

Year	Total Amount in Current Dollars (in billions)	% Change from Previous Year
1966	\$15.79	---
1967	\$17.03	7.9%
1968	\$18.85	10.7%
<b>1969</b>	<b>\$20.66</b>	<b>9.6%</b>
<b>1970</b>	<b>\$21.04</b>	<b>1.8%</b>
1971	\$23.44	11.4%
1972	\$24.44	4.3%
<b>1973</b>	<b>\$25.59</b>	<b>4.7%</b>
<b>1974</b>	<b>\$26.88</b>	<b>5.0%</b>
<b>1975</b>	<b>\$28.56</b>	<b>6.3%</b>
1976	\$31.85	11.5%
1977	\$35.21	10.5%
1978	\$38.57	9.5%
1979	\$43.11	11.8%
<b>1980</b>	<b>\$48.63</b>	<b>12.8%</b>
<b>1981</b>	<b>\$55.28</b>	<b>13.7%</b>
<b>1982</b>	<b>\$59.11</b>	<b>6.9%</b>
1983	\$63.21	6.9%
1984	\$68.58	8.5%
1985	\$71.69	4.5%
1986	\$83.25	16.1%

Year	Total Amount in Current Dollars (in billions)	% Change from Previous Year
1987	\$82.20	-1.3%
1988	\$88.04	7.1%
1989	\$98.30	11.7%
<b>1990</b>	<b>\$100.52</b>	<b>2.3%</b>
<b>1991</b>	<b>\$104.92</b>	<b>4.4%</b>
1992	\$111.79	6.5%
1993	\$116.86	4.5%
1994	\$120.29	2.9%
1995	\$123.68	2.8%
1996	\$139.10	12.5%
1997	\$162.99	17.2%
1998	\$176.80	8.5%
1999	\$202.74	14.7%
2000	\$229.71	13.3%
<b>2001</b>	<b>\$231.08</b>	<b>0.6%</b>
2002	\$231.54	0.2%
2003	\$236.28	2.0%
2004	\$259.02	9.6%
2005	\$283.05	9.3%
2006	\$295.02	4.2%

Note: Recessionary years are highlighted grey.

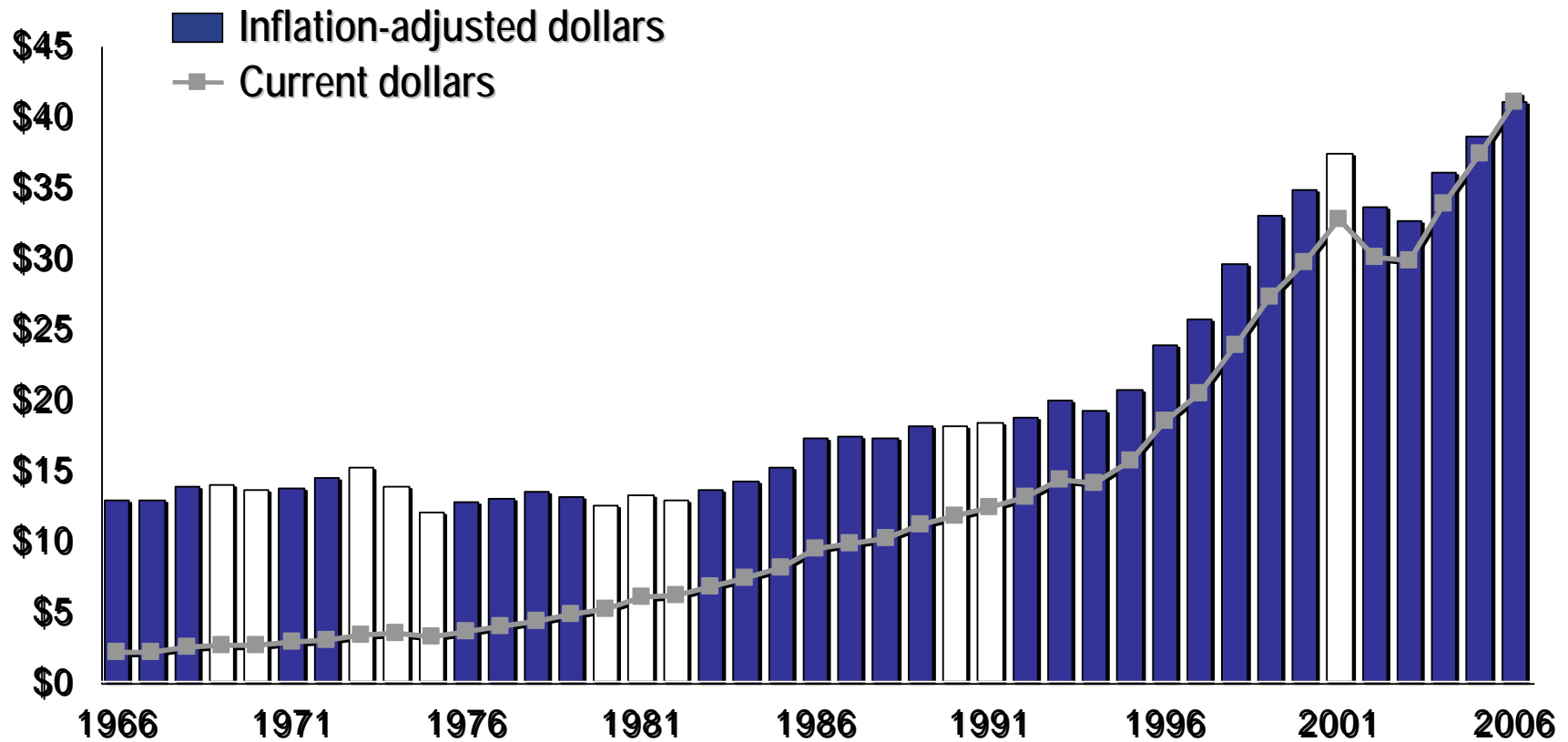
# Total Giving, Year-Over-Year % Change (in Inflation-Adjusted Dollars, 1966–2006)

Year	Total Amount in Inflation-Adjusted Dollars (in billions)	% Change from Previous Year
1966	\$98.26	---
1967	\$102.78	4.6%
1968	\$109.21	6.3%
1969	\$113.52	3.9%
1970	\$109.29	-3.7%
1971	\$116.67	6.8%
1972	\$117.90	1.1%
1973	\$116.20	-1.4%
1974	\$109.94	-5.4%
1975	\$107.01	-2.7%
1976	\$112.86	5.5%
1977	\$117.12	3.8%
1978	\$119.27	1.8%
1979	\$119.71	0.4%
1980	\$119.00	-0.6%
1981	\$122.60	3.0%
1982	\$123.48	0.7%
1983	\$127.95	3.6%
1984	\$133.06	4.0%
1985	\$134.33	1.0%
1986	\$153.12	14.0%

Year	Total Amount in Inflation-Adjusted Dollars (in billions)	% Change from Previous Year
1987	\$145.88	-4.7%
1988	\$150.04	2.9%
1989	\$159.82	6.5%
1990	\$155.04	-3.0%
1991	\$155.30	0.2%
1992	\$160.64	3.4%
1993	\$163.04	1.5%
1994	\$163.64	0.4%
1995	\$163.60	0.0%
1996	\$178.73	9.2%
1997	\$204.74	14.6%
1998	\$218.67	6.8%
1999	\$245.33	12.2%
2000	\$268.92	9.6%
2001	\$263.03	-2.2%
2002	\$259.45	-1.4%
2003	\$258.89	-0.2%
2004	\$276.43	6.8%
2005	\$292.15	5.7%
2006	\$295.02	1.0%

Note: Recessionary years are highlighted grey.

# Giving to Education, 1966–2006



Recessions in white: 1969–70; 1973–75; 1980; 1981–82; 1990–91; 2001

Source: Giving USA Foundation/*Giving USA 2007*

# Total Giving to Education, Year-Over-Year % Change (in Current Dollars, 1966–2006)

Year	Total Amount in Current Dollars (in billions)	% Change from Previous Year
1966	\$2.06	---
1967	\$2.13	3.4%
1968	\$2.38	11.7%
<b>1969</b>	<b>\$2.54</b>	<b>6.7%</b>
<b>1970</b>	<b>\$2.60</b>	<b>2.4%</b>
1971	\$2.75	5.8%
1972	\$2.98	8.4%
<b>1973</b>	<b>\$3.33</b>	<b>11.7%</b>
<b>1974</b>	<b>\$3.38</b>	<b>1.5%</b>
<b>1975</b>	<b>\$3.19</b>	<b>-5.6%</b>
1976	\$3.59	12.5%
1977	\$3.89	8.4%
1978	\$4.32	11.1%
1979	\$4.70	8.8%
<b>1980</b>	<b>\$5.07</b>	<b>7.9%</b>
<b>1981</b>	<b>\$5.93</b>	<b>17.0%</b>
<b>1982</b>	<b>\$6.14</b>	<b>3.5%</b>
1983	\$6.71	9.3%
1984	\$7.27	8.3%
1985	\$8.05	10.7%
1986	\$9.38	16.5%

Year	Total Amount in Current Dollars (in billions)	% Change from Previous Year
1987	\$9.78	4.3%
1988	\$10.12	3.5%
1989	\$11.13	10.0%
<b>1990</b>	<b>\$11.68</b>	<b>4.9%</b>
<b>1991</b>	<b>\$12.36</b>	<b>5.8%</b>
1992	\$13.00	5.2%
1993	\$14.23	9.5%
1994	\$14.08	-1.1%
1995	\$15.63	11.0%
1996	\$18.46	18.1%
1997	\$20.35	10.2%
1998	\$23.84	17.1%
1999	\$27.22	14.2%
2000	\$29.65	8.9%
<b>2001</b>	<b>\$32.73</b>	<b>10.4%</b>
2002	\$29.96	-8.5%
2003	\$29.77	-0.6%
2004	\$33.75	13.4%
2005	\$37.31	10.5%
2006	\$40.98	9.8%

Note: Recessionary years are highlighted grey.

# Total Giving to Education, Year-Over-Year % Change (in Inflation-Adjusted Dollars, 1966–2006)

Year	Total Amount in Inflation-Adjusted Dollars (in billions)	% Change from Previous Year
1966	\$12.82	---
1967	\$12.85	0.2%
1968	\$13.79	7.3%
1969	\$13.96	1.2%
1970	\$13.51	-3.2%
1971	\$13.69	1.3%
1972	\$14.38	5.0%
1973	\$15.12	5.1%
1974	\$13.82	-8.6%
1975	\$11.95	-13.5%
1976	\$12.72	6.4%
1977	\$12.94	1.7%
1978	\$13.36	3.2%
1979	\$13.05	-2.3%
1980	\$12.41	-4.9%
1981	\$13.15	6.0%
1982	\$12.83	-2.4%
1983	\$13.58	5.8%
1984	\$14.11	3.9%
1985	\$15.08	6.9%
1986	\$17.25	14.4%

Year	Total Amount in Inflation-Adjusted Dollars (in billions)	% Change from Previous Year
1987	\$17.36	0.6%
1988	\$17.25	-0.6%
1989	\$18.09	4.9%
1990	\$18.02	-0.4%
1991	\$18.29	1.5%
1992	\$18.68	2.1%
1993	\$19.85	6.3%
1994	\$19.15	-3.5%
1995	\$20.67	7.9%
1996	\$23.72	14.8%
1997	\$25.56	7.8%
1998	\$29.49	15.4%
1999	\$32.94	11.7%
2000	\$34.71	5.4%
2001	\$37.26	7.3%
2002	\$33.57	-9.9%
2003	\$32.62	-2.8%
2004	\$36.02	10.4%
2005	\$38.51	6.9%
2006	\$40.98	6.4%

Note: Recessionary years are highlighted grey.

# 30 Years of Fundraising Growth in North American Public Institutions

## Cash Gift Receipts, 1977-2007

Insitution Name	1976/77	1986/87	1996/97	2006/07	30 Year Increase	30 Year CAGR
Pennsylvania State University	\$6,594,614	\$48,838,160	\$94,914,778	\$182,857,999	2673%	12.1%
University of California, Irvine	\$2,278,511	\$18,585,692	\$26,726,016	\$74,237,001	3158%	12.8%
College of William & Mary	\$3,181,760	\$12,629,215	\$22,676,119	\$48,970,727	1439%	9.9%
SUNY-Stony Brook	\$613,098	\$4,982,915	\$10,876,836	\$25,223,514	4014%	13.7%
University of California, Los Angeles	\$18,630,400	\$58,467,963	\$197,807,413	\$364,779,738	1858%	10.8%
University of California, San Diego	\$4,794,645	\$21,007,029	\$88,113,717	\$134,094,192	2697%	12.2%
University of Iowa	\$10,390,548	\$41,539,801	\$80,827,602	\$115,483,697	1011%	8.7%
University of Washington	\$12,386,037	\$77,687,223	\$150,000,480	\$300,199,601	2324%	11.6%
<b>All Higher Education Institutions in America</b>	<b>\$2,131,943,000</b>	<b>\$7,323,056,000</b>	<b>\$13,800,825,000</b>	<b>\$25,246,650,000</b>	<b>1084%</b>	<b>8.9%</b>
<b>All Public Higher Education Institutions in America</b>	<b>\$562,405,000</b>	<b>\$2,456,598,000</b>	<b>\$5,760,266,000</b>	<b>\$11,566,237,000</b>	<b>1957%</b>	<b>11.0%</b>

Note: CAGR is the Compound Annual Growth Rate

Source: Council for Aid to Education (CAE)