

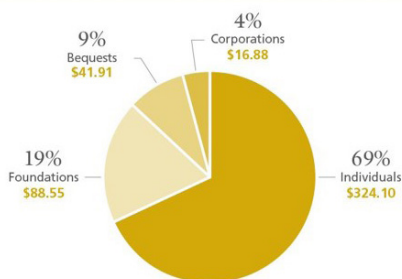
Giving USA Annual Report Results Are In

GIVING USA 2021: The Annual Report on Philanthropy for the Year 2020, released in June, reports that individuals, bequests, foundations and corporations gave an estimated \$471.44 billion to U.S. charities in 2020.

Total charitable giving grew 5.1% measured in current dollars over the revised total of \$448.66 billion contributed in 2019. 2020 was unique in that it bucked the multi-year trend of fewer donors giving, instead we saw an overall increase in both donors and dollars.

While total charitable giving was up, some cause areas, organizations and donor categories saw significant gains while others suffered reductions. Charitable giving grew in three of the four sources of giving and increased for seven of the nine major types of recipient charitable organizations in 2020.

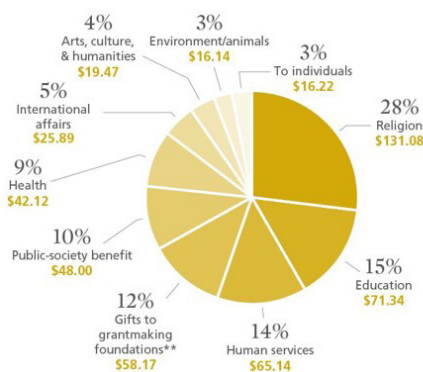
2020 contributions: \$471.44 billion
by source of contributions
(in billions of dollars - all figures are rounded)



HIGHLIGHTS AND NUMBERS FOR 2020 CHARITABLE GIVING BY SOURCE:

- Giving by individuals totaled an estimated \$324.10 billion, rising 2.2% in 2020 and achieving its highest total dollar amount to date.
- Giving by bequest was an estimated \$41.91 billion in 2020 and grew 10.3% from 2019.
- Giving by corporations is estimated to have declined by 6.1% in 2020 to \$16.88 billion. This type of giving is highly responsive to changes in corporate pre-tax profits and GDP, both of which declined in 2020.

2020 contributions: \$471.44 billion
by type of recipient organization*
(in billions of dollars - all figures are rounded)



HIGHLIGHTS AND NUMBERS FOR 2020 CHARITABLE GIVING TO RECIPIENTS:

- Giving to religion grew slightly by 1.0% between 2019 and 2020, with an estimated \$131.08 billion in contributions.
- Giving to education is estimated to have increased 9.0% to \$71.34 billion. Education giving includes contributions to K-12 schools, higher education and libraries.
- Giving to human services increased by an estimated 9.7% in 2020, totaling \$65.14 billion.

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- Meet Virginia
- Food Bank Raises Nearly Three Times its Goal
- Register for our Upcoming Seminar

Winged Words

WITH
ALICIA LIFRAK, CFRE
EXECUTIVE VICE PRESIDENT



Friend,

IT'S HARD TO BELIEVE THAT SUMMER IS COMING TO AN END — Whether the cue for you is school starting, vacations ending or just getting back into a routine, we are reminded that fall and year-end is coming. As a fundraiser, we don't need to remind you what year-end means for you and your organization. With nearly a third of your annual donations still to come, it's time to buckle down and get intentional about every aspect of your fundraising goals — planned giving included. Following are a few areas of focus you should be considering through the remainder of 2021.

- 1 **REMINDE YOUR DONORS OF THEIR SIMPLE PLANNED GIVING OPTIONS.** Committing to planned giving inherently seems complicated ... change the conversation by highlighting some quick, easy opportunities for your supporters to participate. A great go-to to hone in on is the option to list your organization as a beneficiary. Many forget that life insurance, retirement plans and bank accounts can be a great way to give back a portion (or even all, if you're lucky) of their funds to an organization they're passionate about.
- 2 **DON'T SKIMP ON THE STORYTELLING OF YOUR DONOR RELATIONSHIPS.** Naturally, your best planned giving prospects will always be your donors who have supported you the longest and most loyally. Use that to your advantage by encouraging those select givers to take the next step of including you in their planned giving strategy. Sending a highly personalized mailing that includes giving history, event participation and specific moments in time when individuals have made a distinct difference will ensure that your donors feel heard, seen and acknowledged.
- 3 **AND, OF COURSE, OUTLINE EVERY SINGLE TAX BENEFIT YOU CAN.** As we all know, there have been some downfalls to tax benefits over the past few years. Despite this, planned giving's outlook for the future remains strong — don't miss out on the chance to let your donors know what they're getting from their generosity by making you a part of their legacy. Advantages such as charitable deductions and the avoidance of capital gains taxes when donating appreciated assets can really matter to the right people ... just make sure you're finding them. (GG's Donor Insight Survey is a great place to start!)

Whether it's a short and sweet social media campaign, a sincere stewardship piece or even just a personal phone call or two — now is the time to find and encourage your planned giving prospects. As always, let us know how we can help you achieve your goals today, tomorrow and throughout the rest of the year (and next!).

Best,
Alicia
Alicia

God's Pantry Food Bank and Gabriel Group "Faces of Hunger" Challenge Exceeds Goal by Nearly 300%

LOOKING FOR A WAY to address the need to feed more Kentuckians than ever following devastating ice storms and historic flooding in Central and Eastern Kentucky in early 2021, God's Pantry Food Bank and Gabriel Group created a \$62,500 — 500,000 meal "Faces of Hunger" challenge campaign to donors and prospects.

The effort included an initial appeal focusing on increased food shortage faced by many people throughout Kentucky with an emphasis on the reality that hunger can affect anyone. The theme "Faces of Hunger" was designed to show what hunger really looks like — that it is young, old, black, white, families, veterans — that the "faces" are the faces of our friends and neighbors, classmates and colleagues. An ambitious — yet achievable — challenge goal of \$62,500 was set to provide a half million meals to feed neighbors in need throughout the 50 counties served by God's Pantry. The campaign also included a follow-up mailing and email, which thanked donors for their generosity and reminded them again of the increased food insecurity so many people in their hometowns were facing. An additional thank you postcard was sent to first time and active current donors showing the impact of their support.

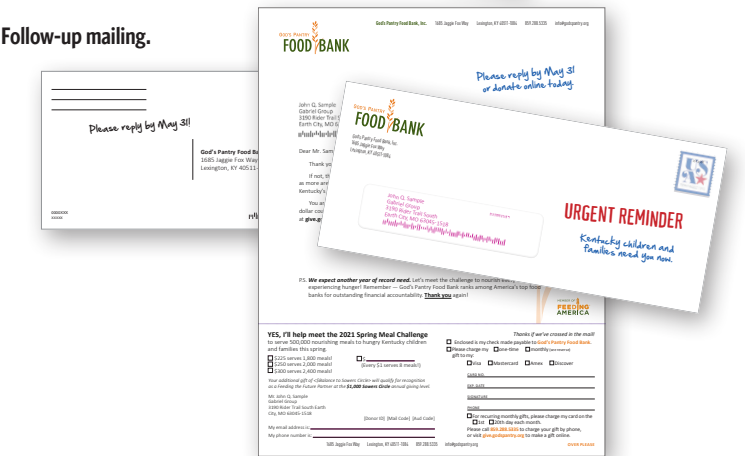
God's Pantry donors are, indeed, generous. **The campaign generated almost three times the challenge goal and provided for the distribution of not 500,000 but more than 1.3 million meals to fellow Kentuckians.** Development Officer Tammy Taylor was thrilled with the results and expressed her appreciation for the partnership the Food Bank and Gabriel Group have enjoyed over the past three years. She also commented on how Gabriel Group helps the Food Bank stretch its direct mail dollars, enabling them to feed more people.

We're always here to help you and your organization bounce back in times of crisis. ▶

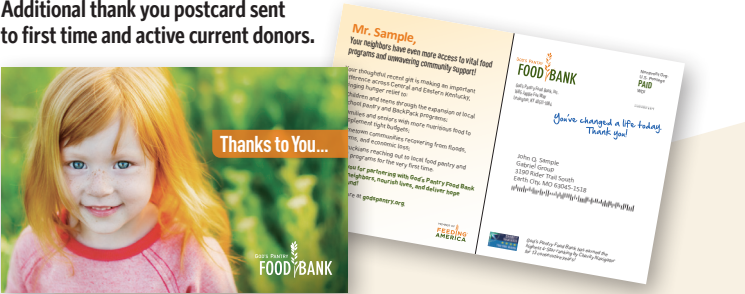
Initial "Faces of Hunger" mailing.



Follow-up mailing.



Additional thank you postcard sent to first time and active current donors.



Virginia Canavan Announced as Customer Success Vice President Strategic Accounts

VIRGINIA CANAVAN
CUSTOMER SUCCESS VICE PRESIDENT
STRATEGIC ACCOUNTS



THE NONPROFIT ENGAGEMENT SERVICES

team has worked closely with Virginia Canavan since Gabriel Group was acquired by OSG in 2019 and are proud to welcome her as an official team leader. In her new role, Virginia manages the Customer Success commercial and nonprofit teams with a vision of being strategic, creative and data driven for successful outcomes, which meet and exceed projected performance metrics and overall goals.

Drawing from 20+ years of experience leading direct marketing and digital campaigns for domestic and international targets and working with best-in-class brands, she offers a unique blend of B2B, B2C and nonprofit thought leadership perspectives that are fresh and grounded in media know-how, best practices and performance outcomes. Stitching together technology, data, brand and the customer journey, Virginia helps customers unlock growth for lead generation, retention, cross sell and win-back strategies.

Virginia is committed to our clients' success, budgets and deadlines. Some of her clients include, Morris Animal Foundation, EngenderHealth, Stanford Graduate School of Business, University of Minnesota Foundation and Moose International.

Virginia graduated with honors with a B.S. in Marketing and a Minor in Corporate Communications from Northern Illinois University. Her work has been recognized for outstanding achievement in the industry through a number of awards: CADM's Tempo Award, Communicators Awards and International Davey Awards. Virginia is currently a Board Member of Hope for Haitians.

When she is not in the office, Virginia enjoys watching movies, the great outdoors and spending time with her husband, boys and her big extended family, and let's not forget her three fur babies Copper, Harley and Gracie. ▶

Connect with us!

@GabrielGroup



Giving USA Annual Report Results Are In Continued from page 1

- Giving to health is estimated to have declined by 3.0% to \$42.12 billion. In addition to large, nonprofit hospitals, health organizations include those that focus on addressing specific diseases. Many in-person walks, runs and other fundraising events that disease-specific health organizations host as major fundraisers saw a decline in participation and charitable revenue due to the pandemic.
- Giving to arts, culture, and humanities is estimated to have declined 7.5% to \$19.47 billion.
- Giving to international affairs is estimated to be \$25.89 billion in 2020, growing by 9.1% over 2019.
- Giving to environmental and animal organizations is estimated to have increased 11.6% to \$16.14 billion.

SO WHAT DID WE LEARN? Despite initial forecasts of a significant drop in fundraising, we ended up faring far better than some originally assumed. Organizations shouldn't shy away from engaging their supporters, even when times are tough. We know that people are motivated to give, but they need to be given the opportunity to do so. Even with the volatility in the giving landscape, we are encouraged that so many donors responded to the overwhelming need in 2020 with generosity of all types, including financial support. We see an opportunity to continue to build on that for increased giving, stronger communities and a more resilient social sector. ▶

Don't miss out on our next Membership Marketing Strategic Planning Success virtual seminar!

JOIN US as we put on our *Membership Marketing Strategic Planning Success* virtual seminar to learn the latest tips, tricks and trends for managing a thriving membership program both during COVID-19 and after.



- When:** Wednesday, October 13 – Friday, October 15, 2021
From 12:30 – 4:30 pm CDT each day
- Where:** Your computer
- Topics:** Membership Planning, Acquisition, Retention, Analysis, Processing and Marketing Strategies
- Registration:** \$445 \$150
- Registration with a copy of *Membership Marketing in the Digital Age* by Dana Hines:** \$195
- To register, visit:** <http://bit.ly/mcseminars>
- Questions? Contact Karen Mariani at karen.mariani@gabrielgroup.com. ▶

Gabriel Group, An OSG Company | 3190 Rider Trail South | Earth City, MO 63045
314.743.5700 | Toll Free 888.576.6145 | gabrielgroup.com

We look forward to hearing from you!

Please update any of your information that may have changed.

John Q. Sample
Gabriel Group
3190 Rider Trail South
Earth City, MO 63045-1518

- ☐ I would like more information about Gabriel Group's following service offerings:
- ☐ Full-service Fundraising
 - ☐ Membership Services
 - ☐ Planned Giving Lead Generation
 - ☐ Newsletters

Call Kelsey at 314.743.5736 or email hello@gabrielgroup.com to talk to us about how we can help your nonprofit thrive.

NAME	ORGANIZATION		
POSITION	ADDRESS		
CITY	STATE	ZIP	
PHONE			
EMAIL			

