

Mission & Vision

Mission:

Community Health Charities exists to **empower** people to **take action** to **improve health and wellbeing**.

For over 60 years, we have been working to build healthier communities with our more than 2,000 charity partners.

Data Points



The overall rate of giving in the US (households) is 55.1%.

Average giving amount is \$2,539.

In 2017, 71% of that came from individuals, 16% from foundations, 9% from estates, and 5% from corporations.

All four segments are expected to grow in 2018 with the proportion from individuals declining slightly, foundations and estates increasing, and corporations flat (BTR).

Total giving went up 3.6 percent in 2017 and is projected increase 3.8 percent in 2018. Health causes are projected to increase by 8%.

All Good News?

55% of US households giving is good—but it was 68% in 2003 and has been declining steadily since then.

Both secular and religious giving show similar declines.

Health/Medical Research giving fell from 23% of household giving in 2005 to 19% in 2015.

All age segment giving incidences rates have declined as well over that time.

What Are the Implications of These Changes for Us?

Majority of giving still comes from individuals 49 years old and older.

Baby Boomers (49-67) contribute 43 percent, and “matures” (68 years and up) contribute 26 percent. 88 percent of matures give

GenX gives an average of \$732.

GenY - \$481.

Boomers - \$1,212.

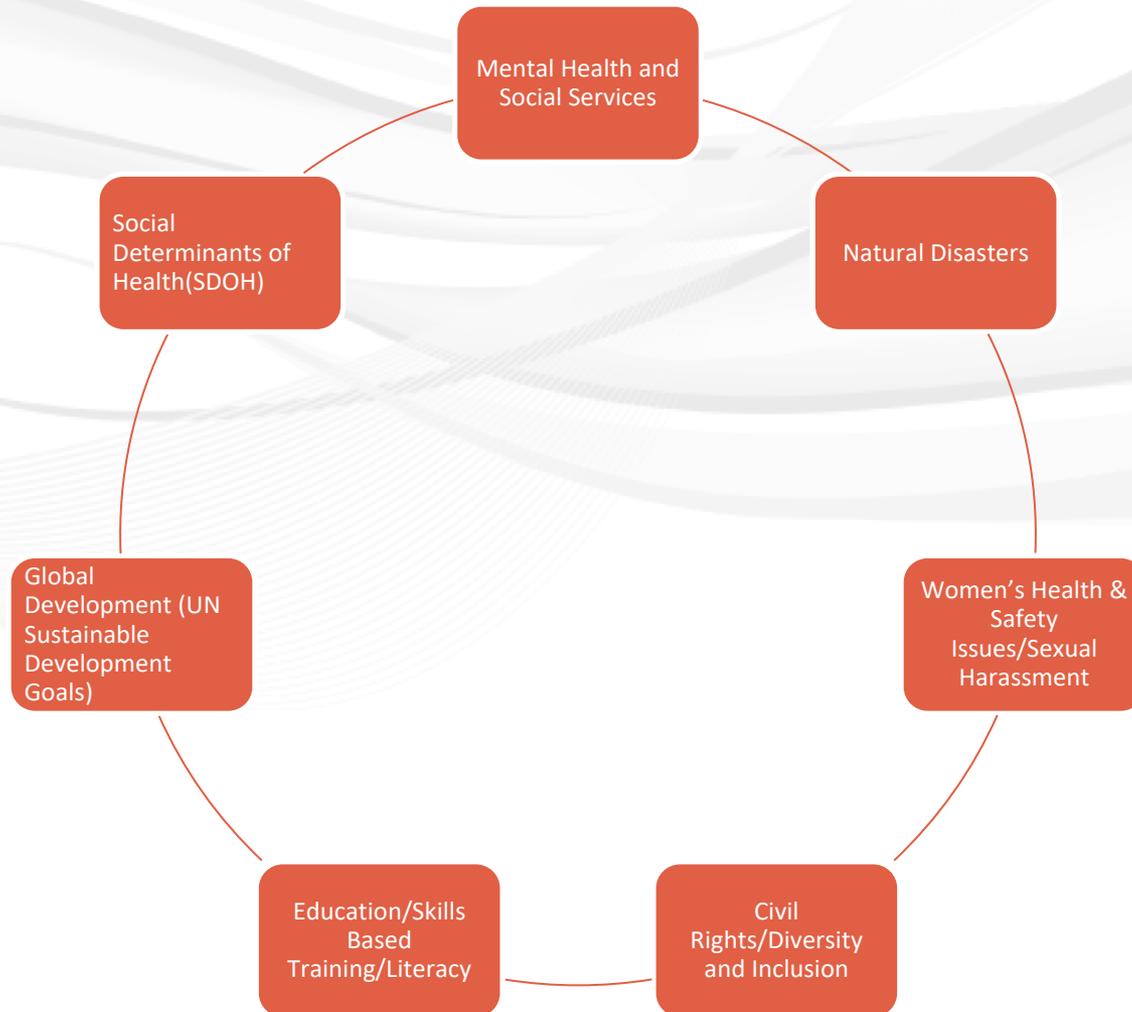
Matures - \$1,367.

Apply different engagement and cultivation strategies based on age and personal interests.

Top Line Trends

- Donors are not sure they **trust** us
- Showcasing **Impact**
- **Personalized** content
- **Donor Experience**
- Keep your eye on new philanthropists and social entrepreneurs
- More **Major Gifts** Will be Available
- **Generation Z** is joining the workforce
- **Donor-Advised Funds (DAF)**
- **Advocacy** becoming a new fundraising skill

Hot Topics For 2018 Are Predicted To Be:



2018 Tax Reform Impact

- The new tax bill will diminish the financial incentive for giving for 21 million taxpayers due to the doubling of the standard deduction for individuals and married couples.
- The study says that the number of itemizers will fall from 37 million to 16 million in 2018. Potentially the share of middle-income households claiming the charitable deduction will fall from about 17 percent to 5.5 percent.
- The new tax bill will diminish the incentive of charitable giving by reducing not only tax rates for individuals but also corporations.
- The average marginal tax benefit of charitable giving will fall from almost 31% to 15% - from \$63bn to \$42bn. Overall giving could be reduced by \$12 to \$20bn.

2018 Tax Reform Impact

- Increases from 50% to 60 % the share of adjusted gross income a taxpayer can write off with cash donations to charities. In most cases, it will be retirees over the age of 65 living partially or largely on tax-exempt sources of income like Social Security and bonds.
- Temporarily increases exemption from Gift and Estate Taxes through 2025 (\$11 million for individuals, \$22 million for married couples). For those planning a large charitable gift after death to reduce estate taxes, there's no longer a need to wait.
- Will result in increased tax savings that could result in an increase in charitable giving of between 2.5 and 4 percent.