



STATE OF GIVING

INTRO

Across all sectors and throughout our society, there is a greater awareness of the role that giving has in shaping our world. Charitable giving is on the rise in both the for-profit and nonprofit sectors.

According to the latest Giving USA Report, in 2018, charitable giving surpassed the \$425 billion mark. This number is due in part to a record-breaking year in giving from foundations, which accounted for 18% of total giving in 2018.





FOUNDATIONS PLAY A KEY ROLE IN GIVING

Foundation collaboration and leadership set the stage for giving in many sectors. Unlike spontaneous donations from individual donors, foundation grants are the outcome of diligent research conducted by grant and program managers focused on making broad social and economic impact.

»» GRANTMAKING IS OFTEN CONNECTED TO **YEARS-LONG INITIATIVES** ON THE PART OF BOTH THE FUNDER AND GRANTEE AND THUS CAN GIVE US INSIGHT INTO LARGER GIVING TRENDS.

DATA & APPROACH

For this report, we wanted to see how foundation giving varied by location and category. In which states did organizations receive the most or the least grants? Which categories of philanthropy received the most and least grant funding?

Our analysis looked at giving from foundations who use the Fluxx Grantmaker platform to grant funds for social and economic change.

The data set analyzed comprised \$3.6 billion in grants given using Fluxx Grantmaker during 2018 to charities, nonprofits and individuals in the 50 U.S. States, the District of Columbia and Puerto Rico.

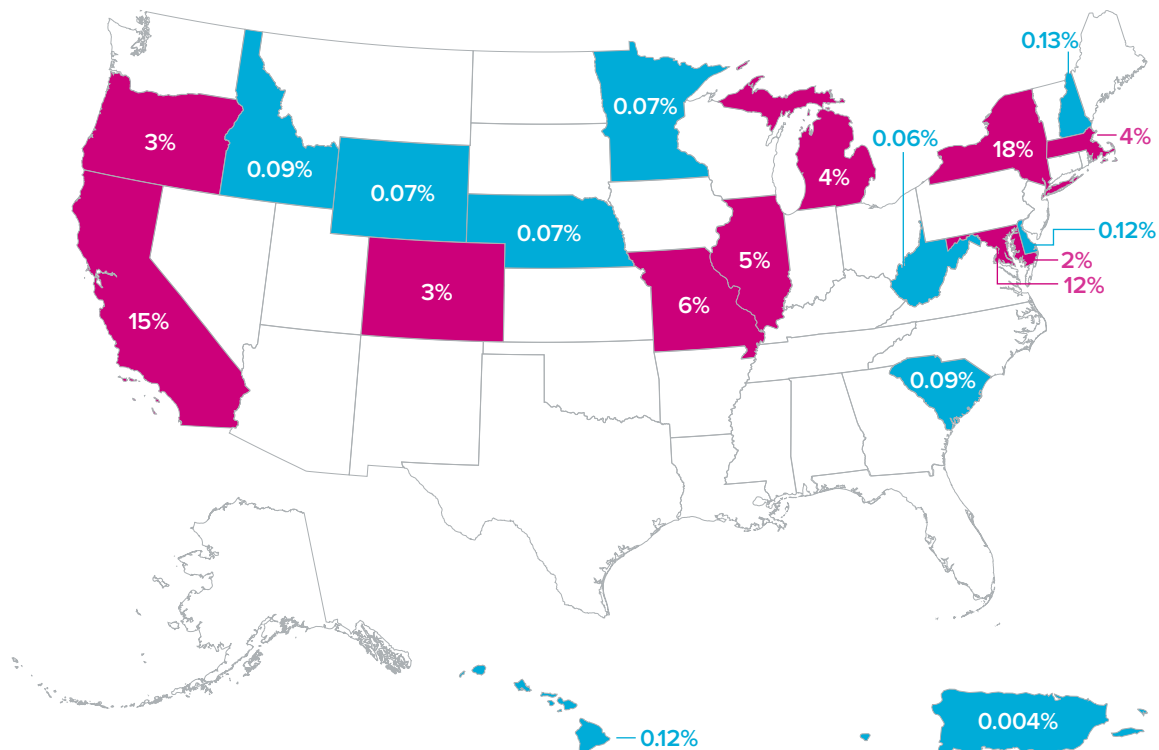
»» TO UNDERSTAND GIVING AT THE TOP AND BOTTOM OF THE SCALE, WE DETERMINED IN WHICH STATES THE MOST AND LEAST GRANTS WERE RECEIVED AND WHICH CHARITABLE AREAS OF FOCUS WERE FUNDED THE MOST, AND THE LEAST THROUGH THE **FLUXX GRANTMAKER PLATFORM**.

This data does not represent all giving in philanthropy – we are only looking at grants given in the U.S. using our platform and for which location and category data was made available. However, as a leader in grants management solutions, Fluxx has a unique vantage point from which to view foundation giving. Not only do we find that giving on our platform is directionally aligned with broader giving patterns in the U.S., we believe the data is a valuable asset to share with the community at large.

KEY FINDINGS

- There is a significant disparity in giving amounts going to the top and bottom 10 receiving locations. The top 10 received 73% or \$2.6B of grant dollars analyzed while the bottom 10 received only 0.82% or \$29M.
- Funded categories also varied with the bottom 10 locations focusing grants more on shelter and food and the top 10 locations focusing on the environment and arts.
- Education is a top funded category and an area of common ground, surfacing as a critical priority in states that rank in both the top and bottom 10 for grant funding.

SHARE OF TOTAL U.S. GRANTS AWARDED

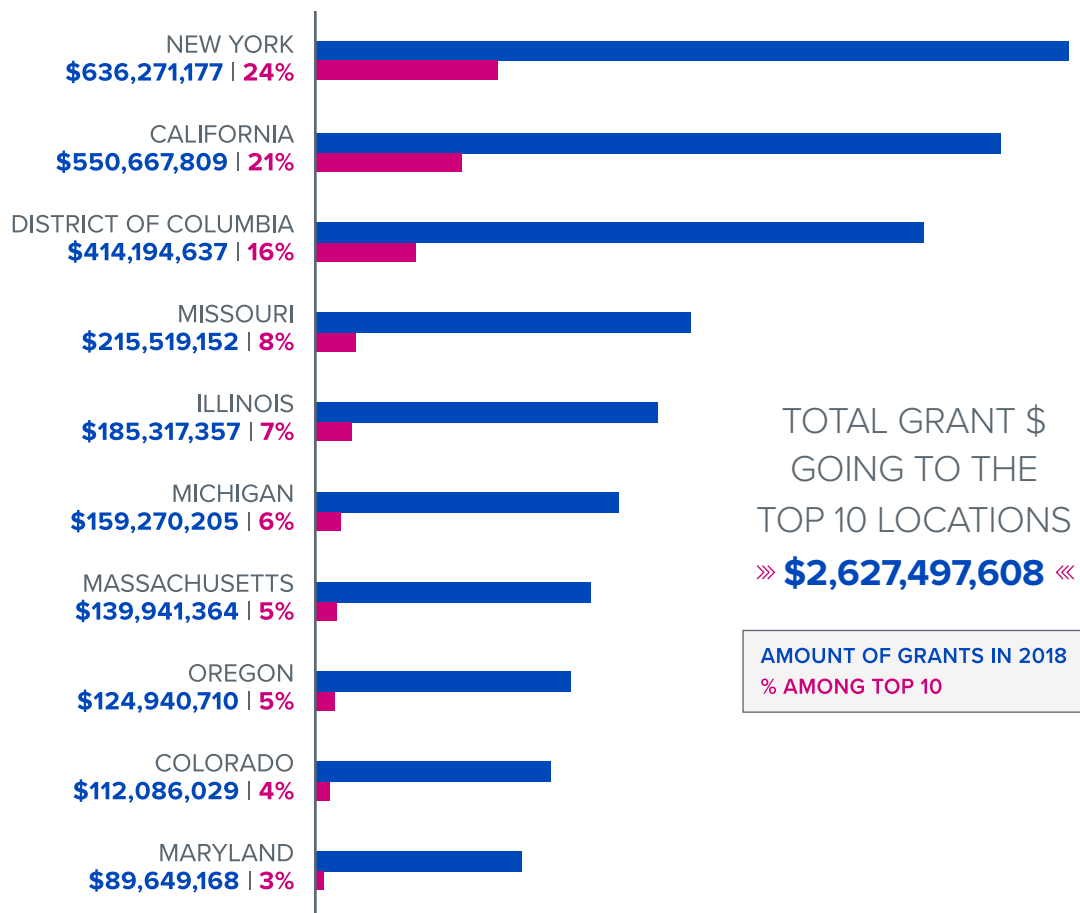


TOP 10 LOCATIONS
BOTTOM 10 LOCATIONS

THE TOP 10: THE LOCATIONS RECEIVING THE MOST GRANT \$ VIA FLUXX IN 2018

- The highest 10 locations received 73% of all 2018 grants awarded.
- In the highest 10 locations, the most grant dollars (65%) were given to Education (\$459M, 45%), the Environment (\$169M, 17%) and Philanthropy, Voluntarism & Grantmaking Foundations (\$131M, 13%).
- New York, California and the District of Columbia were the top three grant receiving locations and received \$1.6B (45% of grant dollars).

TOP 10 GRANT RECEIVING LOCATIONS



MOST FUNDED CATEGORIES IN TOP 10 GRANT RECEIVING LOCATIONS



EDUCATION
45%



ENVIRONMENT
17%



PHILANTHROPY
13%



ARTS & CULTURE
9%



COMMUNITY IMPROVEMENT
7%



SOCIETAL BENEFIT
4%



HUMAN SERVICES
2%



HEALTH CARE
2%



HOUSING & SHELTER
1%

% OF TOP FOCUS AREAS IN HIGHEST 10 LOCATIONS

MOST FUNDED CATEGORIES IN TOP 10 LOCATIONS

NEW YORK



EDUCATION
ENVIRONMENT
ARTS & CULTURE

CALIFORNIA



EDUCATION
ENVIRONMENT
PHILANTHROPY

DISTRICT OF COLUMBIA



ENVIRONMENT
EDUCATION
SOCIETAL BENEFIT

MISSOURI



EDUCATION
COMMUNITY
IMPROVEMENT
HOUSING & SHELTER

ILLINOIS



EDUCATION
ARTS & CULTURE
COMMUNITY
IMPROVEMENT

MICHIGAN



EDUCATION
COMMUNITY
IMPROVEMENT
ENVIRONMENT

MASSACHUSETTS



EDUCATION
COMMUNITY
IMPROVEMENT
ARTS & CULTURE

OREGON



PHILANTHROPY
HUMAN SERVICES
EDUCATION

COLORADO



HEALTH CARE
COMMUNITY
IMPROVEMENT
HUMAN SERVICES

MARYLAND

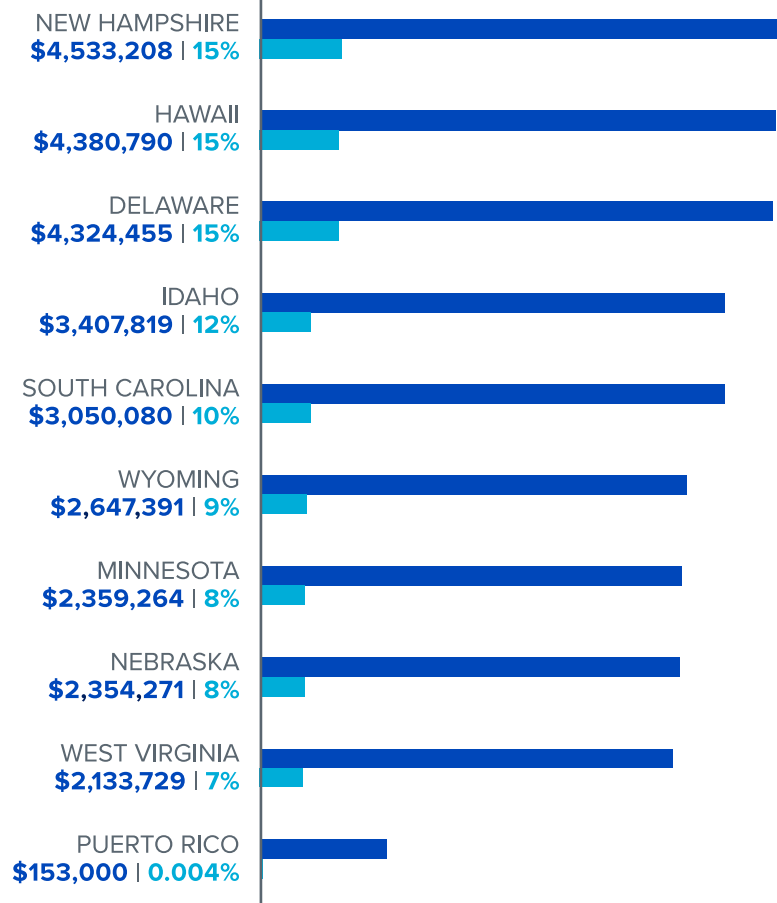


EDUCATION
HUMAN SERVICES
PHILANTHROPY

THE BOTTOM 10: THE LOCATIONS RECEIVING THE LEAST GRANT \$ VIA FLUXX IN 2018

- The Bottom 10 Locations were awarded less than 1% of all 2018 grants – just 0.82%.
- 68% of grant dollars in the bottom 10 locations were given in the areas of: Housing & Shelter (\$8M; 50%), Education (\$1.4M; 9%) and International, Foreign Affairs & National Security (\$1.4M; 9%).
- Nebraska, West Virginia and Puerto Rico received the lowest amount of grant funding with just \$4.6M (16% of grant dollars).

BOTTOM 10 GRANT RECEIVING LOCATIONS



TOTAL GRANT \$
TO THE BOTTOM
10 LOCATIONS
» **\$29,344,007** «

AMOUNT OF GRANTS IN 2018
% AMONG BOTTOM 10

MOST FUNDED CATEGORIES IN BOTTOM 10 GRANT RECEIVING LOCATIONS



HOUSING
& SHELTER
50%



EDUCATION
9%



FOREIGN
AFFAIRS
9%



YOUTH
DEVELOPMENT
8%



HEALTH
CARE
8%



ARTS &
CULTURE
6%



COMMUNITY
IMPROVEMENT
3%



NUTRITION
3%



HUMAN
SERVICES
2%



ANIMAL
RELATED
2%



RECREATION
& SPORTS
1%



CIVIL
RIGHTS
0.4%

% OF TOP FOCUS AREAS IN BOTTOM 10 LOCATIONS

MOST FUNDED CATEGORIES BY BOTTOM 10 LOCATIONS

NEW HAMPSHIRE



HOUSING & SHELTER
COMMUNITY
IMPROVEMENT
RECREATION & SPORTS

HAWAII



FOREIGN AFFAIRS
HOUSING & SHELTER
ARTS & CULTURE

DELAWARE



HOUSING & SHELTER
EDUCATION
HUMAN SERVICES

IDAHO



EDUCATION
HOUSING & SHELTER
FOREIGN AFFAIRS

SOUTH CAROLINA



EDUCATION
YOUTH
DEVELOPMENT
ANIMAL-RELATED

WYOMING



YOUTH
DEVELOPMENT
HOUSING & SHELTER
NUTRITION

MINNESOTA



HEALTH CARE
ARTS & CULTURE
CIVIL RIGHTS

NEBRASKA



EDUCATION
NUTRITION
COMMUNITY
IMPROVEMENT

WEST VIRGINIA



HOUSING & SHELTER
HUMAN SERVICES
YOUTH
DEVELOPMENT

PUERTO RICO



ANIMAL RELATED

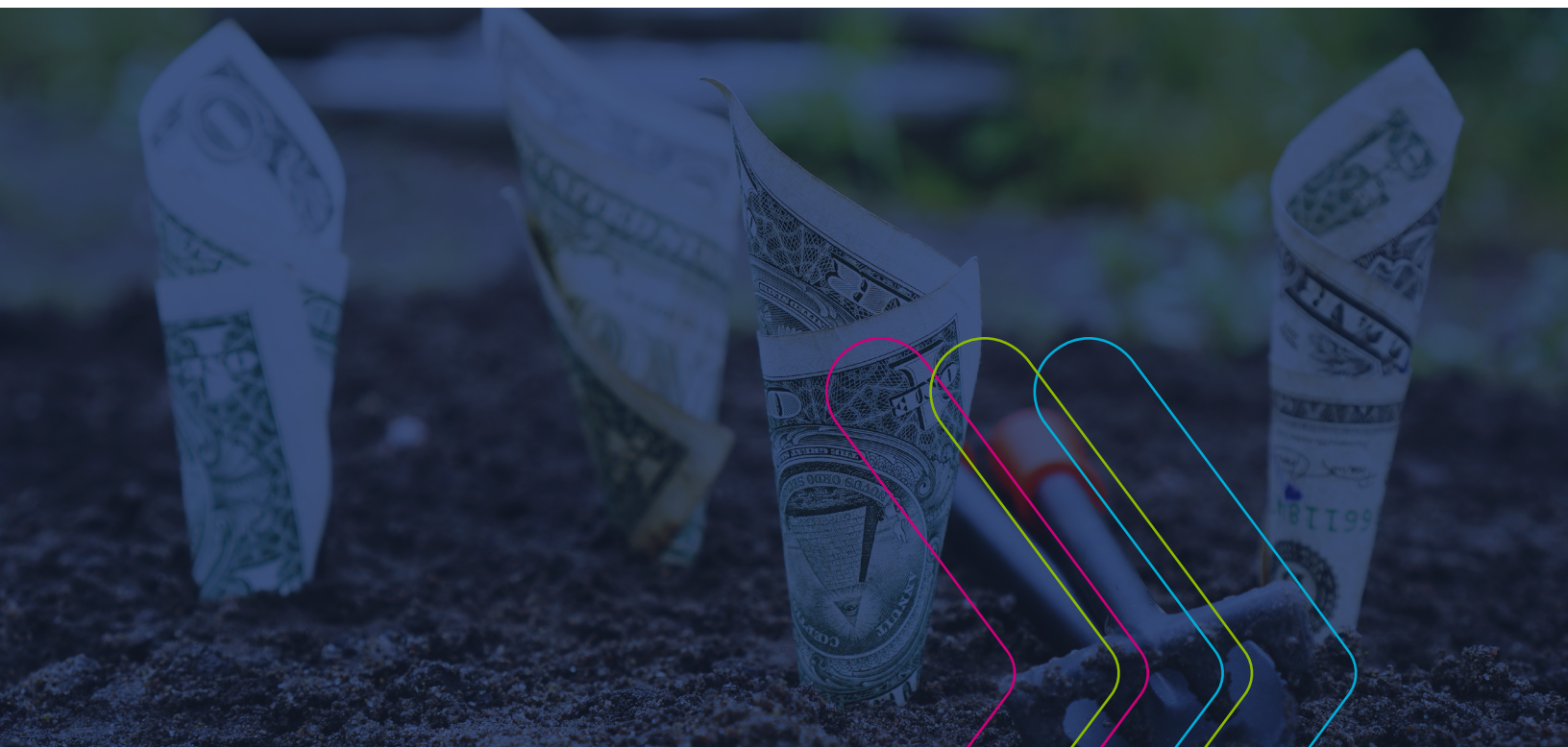
SUMMARY

As is clear from this report, grant funding can vary widely across regions in terms of amounts and areas of interest. While education is a common funding focus across regions, the data shows that more basic needs, such as housing and food, are being supported by grant funding in locations receiving fewer grants. Conversely, locations with more funding are receiving more grant dollars in areas such as philanthropy and the arts. No matter where grant dollars go, however, they are a much needed component of addressing social needs.

If you're interested in expanding your giving and increasing your impact, then you're invited to learn more about our tools for grantseekers and grantmakers.

For givers, learn more about Fluxx Grantmaker by visiting <https://www.fluxx.io/products/>.

For doers, take the tour of Fluxx Grantseeker or begin using Grantseeker for free, today by visiting <https://grantseeker.fluxx.io/>.



ABOUT FLUXX

Fluxx is the cloud platform that powers giving and impact in philanthropy. Fluxx connects givers and doers, creating capacity, increasing visibility, and improving collaboration for organizations throughout the philanthropy ecosystem. Hundreds of the world's largest foundations and tens of thousands of nonprofits rely on Fluxx to streamline their funding processes, get data-driven insights, and drive more impact.

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