



World Food Programme

Global Growth in Individual Giving: Key Facts



Around the world, individual giving trends respond to many factors, from a country's economic growth to the emergencies capturing global attention. Overall, donations to domestic and international causes have grown significantly in recent years and is likely to continue because:

- Average value of donations are growing in mature fundraising markets
- Number of donors are growing in non-mature fundraising markets
- Growing global middle class are becoming "givers"

Growth in Mature Markets

In mature fundraising markets, the percentage of people who donate remains relatively consistent at about two-thirds of the population, but total

fundraising continues to climb as individual donors become more generous. The charts below show long-term data for giving in the United States and Germany, the two largest markets in the world for giving to international causes.

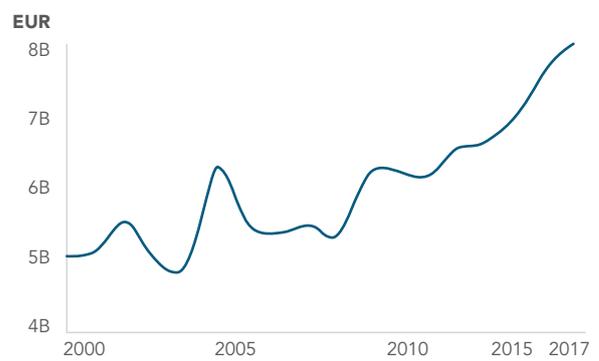
Four Decades of American Giving



In recent years, the United States has seen an inflation-adjusted annual growth rate in private fundraising of 3 percent, even with the percentage of people who donate remaining relatively steady at around 61 percent. On average donors in the United States give to over four organizations.

Chart: The Conversation, CC-BY-ND - Source: Giving USA Foundation/Indiana University Lilly Family School of Philanthropy

Almost Two Decades of German Giving



Likewise, Germany has experienced steady growth in private donations since 2000 while the total percentage of people donating has remained consistent at about 55 percent.

In mature markets like these, fundraising growth largely tracks the stock market and GDP growth.

Chart: DZI donation almanac 2018, German Central Institute for Social Issues

Growth in Non-Mature Markets

In other affluent markets with less developed histories of private fundraising, growth is coming more from an expansion of the donor base than the per-donor average gift. Engagement in these markets is leading to behavioural shifts that are moving more people to become donors to various causes over time.

Increase in Number of Donors Over Time

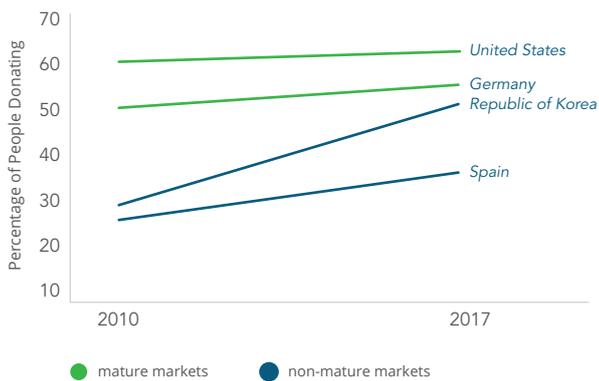


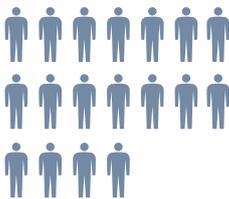
Chart: CAF World Giving Index 2010 & 2018

Growth Among the Growing Global Middle Class

Global growth in individual giving is also being driven by the rapidly expanding middle class. This overall trend of individuals joining the donor pool of their respective countries has increased dramatically in recent years as they gain disposable incomes.

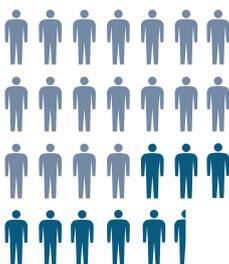
2018

3.6 billion people in the middle class



2030

5.3 billion people in the middle class



1 icon = 200,000,000 people

Source: Growth estimates from World Bank and World Data Lab

“Even during times of economic crisis, when income from corporations declined, the growth in the income from individual donors was not impacted. For example, income growth from the Spanish public increased from USD 3.7 million in 2007 to USD 9 million in 2009. Today, support from individual donors in Spain is unmatched, with over 500,000 donors expected to contribute more than USD 60 million in 2016.”

Private sector fundraising and partnerships (EC/67/SC/CRP.26), UNHCR, September 2016

“The large majority of nations report a rise in voluntary income over the last five years and predict continued growth throughout 2017. Increasing use of social media, technological developments, growing national economies and innovation are all cited as positive influencing factors for fundraising, together with growing professionalism.”

“Fundraising in Europe”, European Fundraising Association, December 2017



Digital Fundraising Cuts Across Markets

WFP’s digital-first approach will allow the organization to tap into each type of global growth in a flexible manner with minimal infrastructure needing to be created, enabling WFP to meet the needs of more hungry people around the world.