SELECTED NRC FINDINGS
Individual and Institutional Donors

Individuals Consistently Largest Source of Contributions

Percentage of responding organizations by percentage of total charitable receipts from each donor type

- individuals: 42%
- foundations: 17%
- corporations: 12%
- bequests: 11%
- none: 31%

- 1-10%: 0.2%
- 10-24%: 3%
- 25-49%: 18%
- 50-74%: 21%
- 75-89%: 19%
- 90%+: 12%

Share of all philanthropic funds received from donor type

How to read this chart:
0.2% of responding organizations receive no contributions from individuals, whereas 12% receive 50-100% of their gifts from individuals

Individuals:
Contribute 50-100% of gifts at 53% of responding organizations

Foundations and Corporations:
Contribute less than 25% of gifts at a majority of responding organizations

Bequests:
Account for less than 10% of gifts at 73% of responding organizations

FOR MORE INFO, VISIT:
nonprofitresearchcollaborative.org
A PROJECT BY:
Nonprofit Research Collaborative

© Nonprofit Fundraising Survey, Copyright April 2015
For permission to cite or reproduce, please contact Melissa Brown at Melissa@NPResearch.org
This report and links to earlier reports can be found at www.NPResearch.org

Source: NRC Nonprofit Fundraising Study Winter 2014