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2025 Trends in Giving

Resilient Growth. **Big Opportunities.**

Presented by the Blackbaud Institute, in partnership with Microsoft Elevate

Meet Your Speakers



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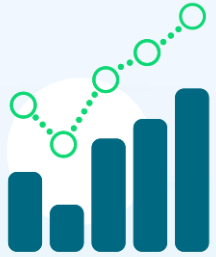
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Humanity*

Agenda



1. 2025 Trends in Giving: What the Data Says
2. Case Study: Fort Collins Habitat for Humanity
3. Recommendations

2025 Trends in Giving: What Did We Find?



Giving Grew

- **The typical organization* experienced a ~4.3% increase in giving in 2025.**
- Data is weighted and represents the median organization.



Opportunities

- **Mid and major gifts (>\$1k) grew ~4.7% YoY**, leading to growth for those organizations in the position to receive them.
- Midlevel and Corporate Giving offer pathways to resilience for small to midsize organizations.



Q4 Concentration

- **36% of all annual revenue arrived in Q4**
- December alone accounted for **~18%** of all giving in 2025.

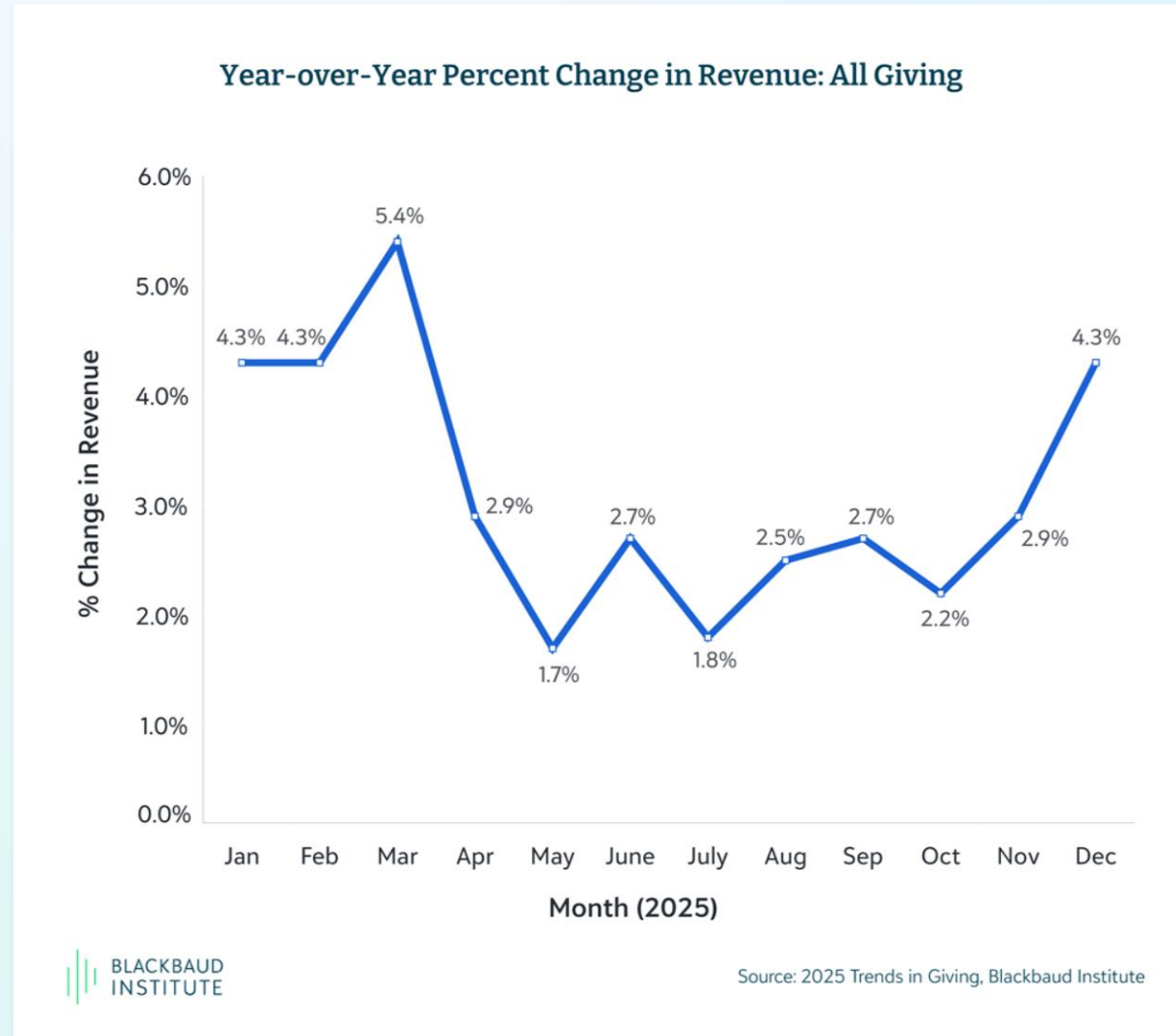


Digital Snapshot

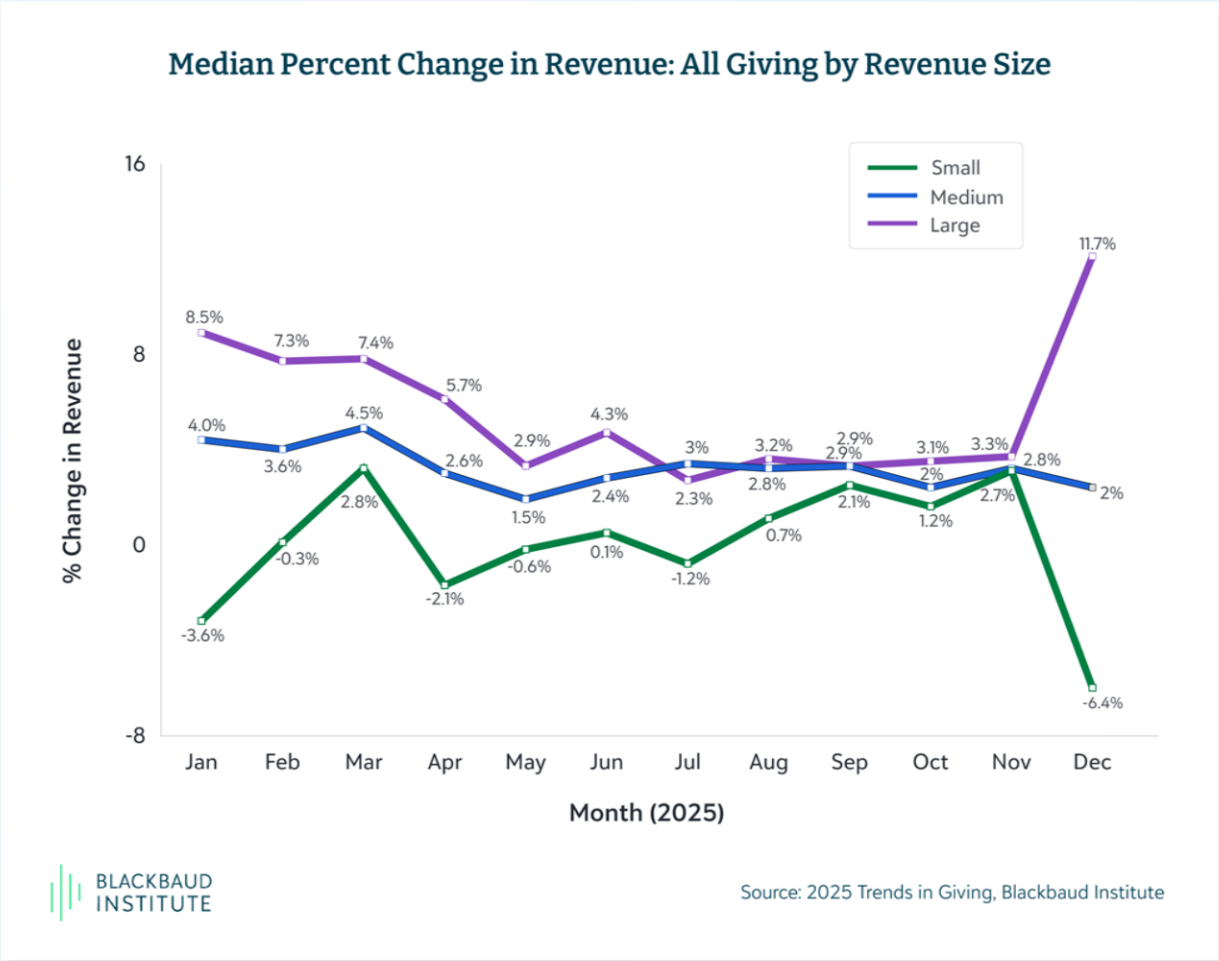
- **Online giving grew ~11% YoY**
- November saw a peak of **~15%** growth in Online giving.

Overall Giving

Giving Grew **+4.3% YoY**, Despite a Cooling Economy

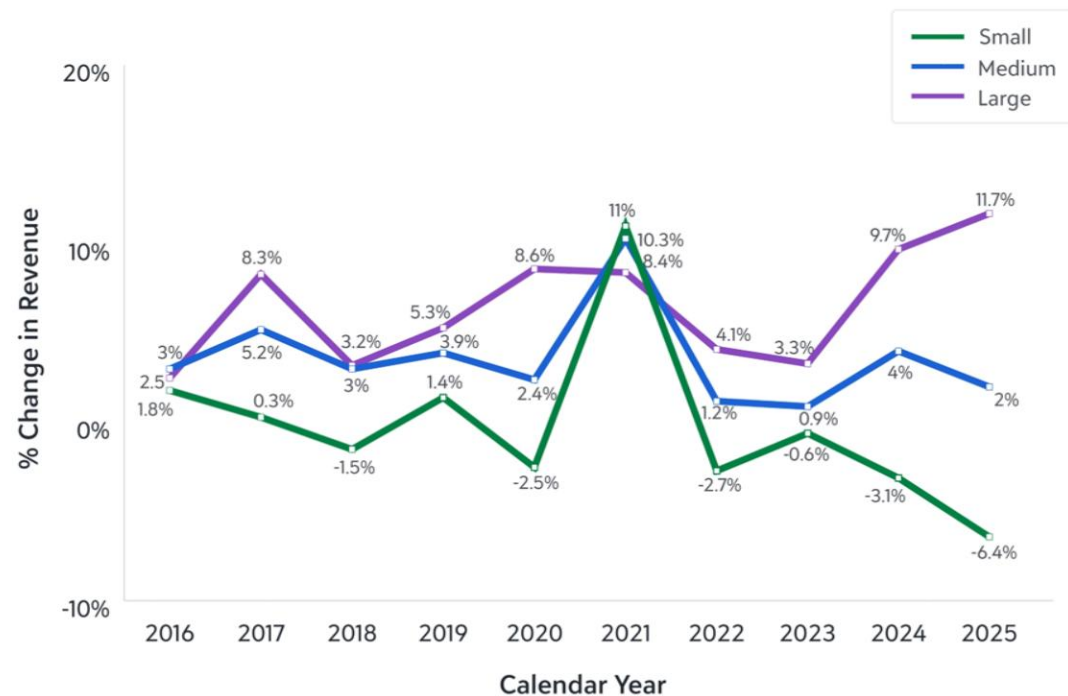


But Growth Wasn't Even...



The Wide View: 10 Years of Giving

Ten Year Percent Change in Revenue: All Giving by Revenue Size



The **average gift size has nearly doubled** from 2016 to 2025 from \$727 (2016) to \$1,346 (2025).

Giving has been on an upward trajectory for the past decade, but divisions appear when we look at organization size.

Revenue Composition Varies Sharply by Organization Size

Percentage of Calendar Year Giving by Gift Type: Revenue Size

Revenue Size	Small Level	Mid Level	Major
Small	17.4%	30.9%	51.7%
Medium	9.9%	17.6%	72.5%
Large	6.7%	8.8%	84.5%



Source: 2025 Trends in Giving

Growth increasingly accrues to organizations best positioned to **secure and steward major gifts.**

Small and mid-size organizations can strengthen their revenue through investment in mid-level and major giving.

Large organizations would benefit from **diversification into midlevel giving.**



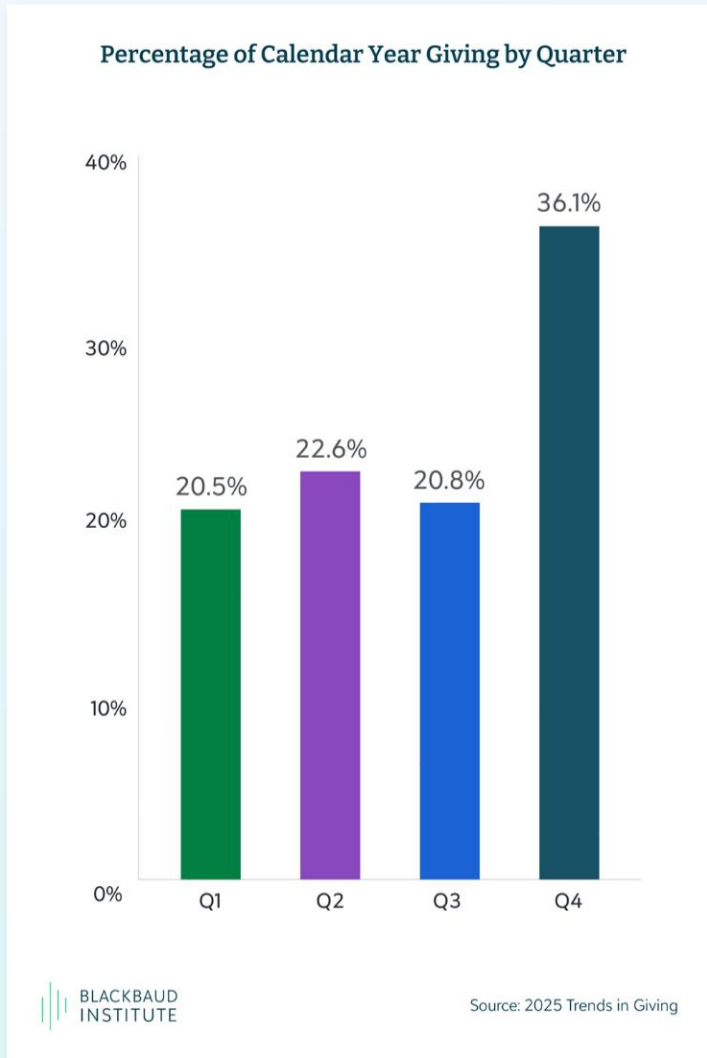
Q4 Concentration

A Disproportionate Share of Giving Continues to Arrive in Q4

36% of all annual revenue arrived in Q4 in keeping with trends of the past decade.

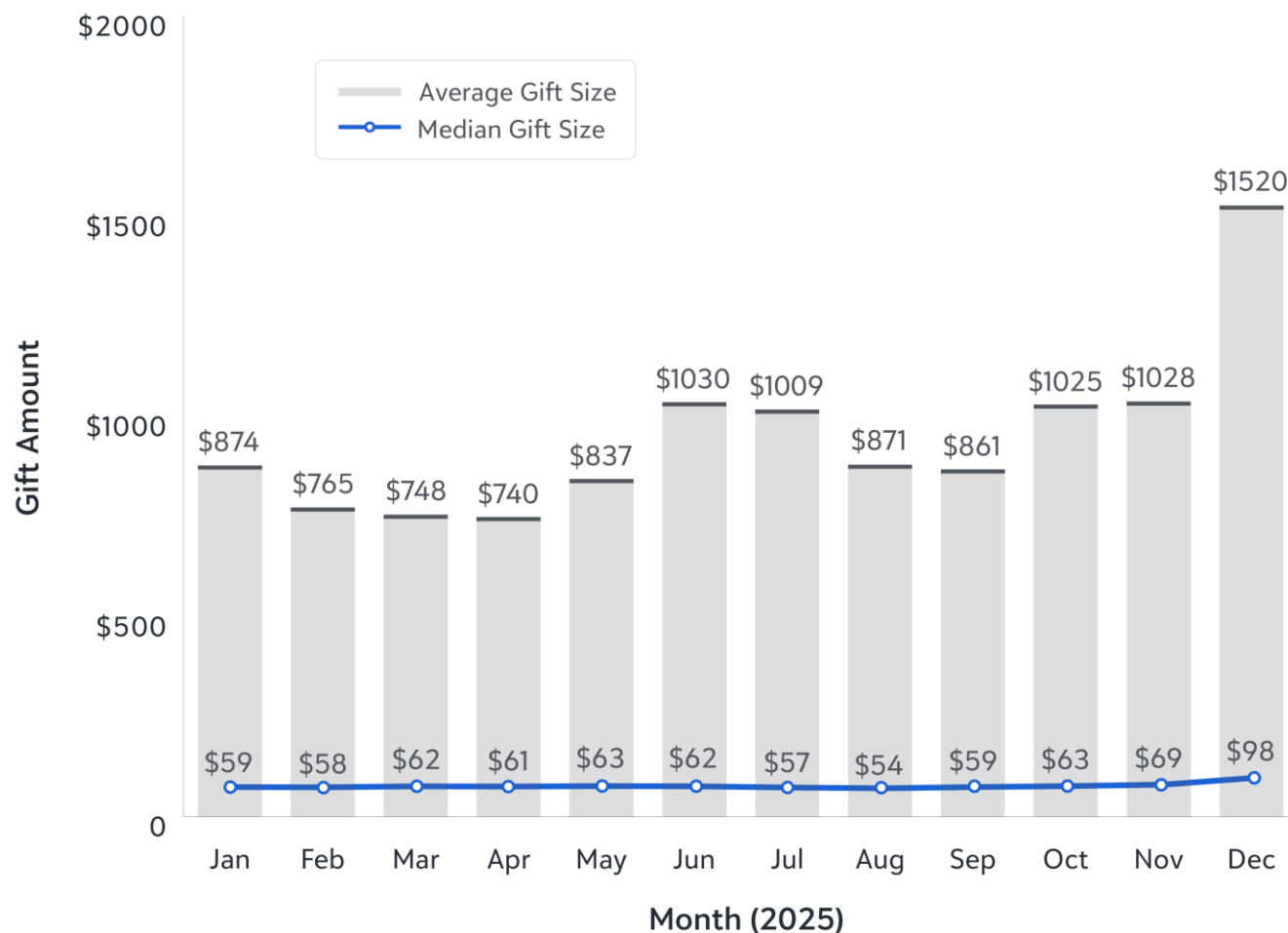
- December alone accounted for **~18%** of all giving in 2025.

While the strength of Q4 in charitable giving mirrors prior years, monthly gift data highlights **opportunity outside year-end**, particularly during the summer, when average and median gift sizes soften.



While U.S. economic growth slowed in Q4 2025 amid decelerating consumer spending, charitable giving remained resilient driven increasingly by major donors reinforcing a widening gap between organizations built for major gifts and those reliant on smaller individual gifts.

Monthly Average and Median Gift Sizes: All Giving



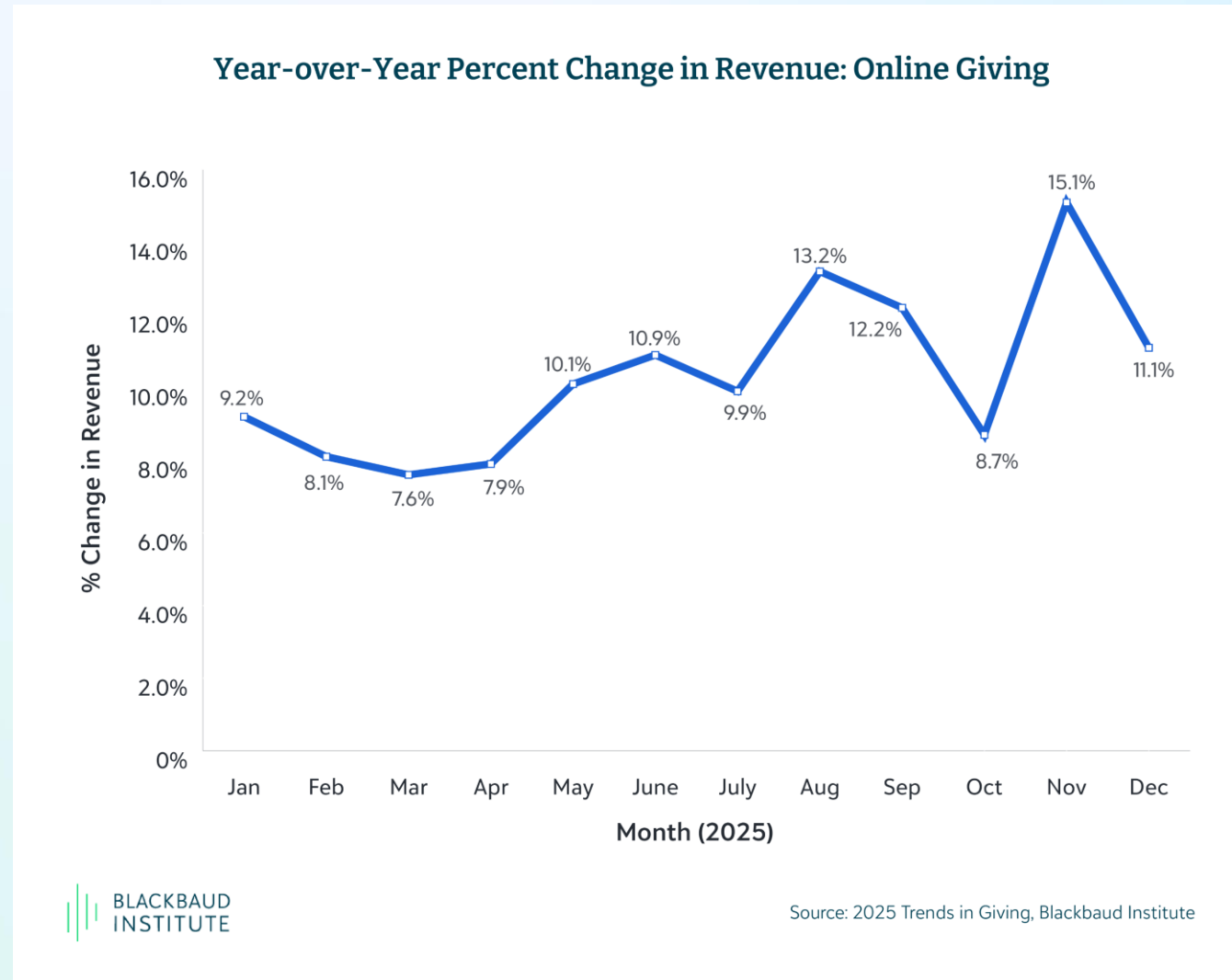
Q4 dependence varies by subsector. **Foundations (~40.8%), Public & Society Benefit (~39.6%), and Environment (~38.9%)** organizations relied most heavily on year-end giving, while other sectors showed a more even distribution across the year.

Percentage of Calendar Year Giving by Quarter: All Giving by Subsector

SUBSECTOR	Q1	Q2	Q3	Q4
Arts and Culture	23.2%	22.5%	21.9%	32.4%
Animal Welfare	20.3%	18.9%	22.7%	38.1%
K-12	19.5%	27.6%	17.6%	35.4%
Environment	17.6%	23.3%	20.2%	38.9%
Healthcare	19.9%	19.8%	21.6%	38.7%
Human Services	21.1%	21.3%	20.7%	36.9%
International	22.6%	24.9%	21.9%	30.6%
Medical Research	21.8%	23.0%	24.0%	31.2%
Public and Society Benefit	20.2%	20.7%	19.6%	39.6%
Faith Communities and Religious	23.9%	22.7%	21.6%	31.8%
Higher Education	18.8%	23.0%	21.3%	36.9%

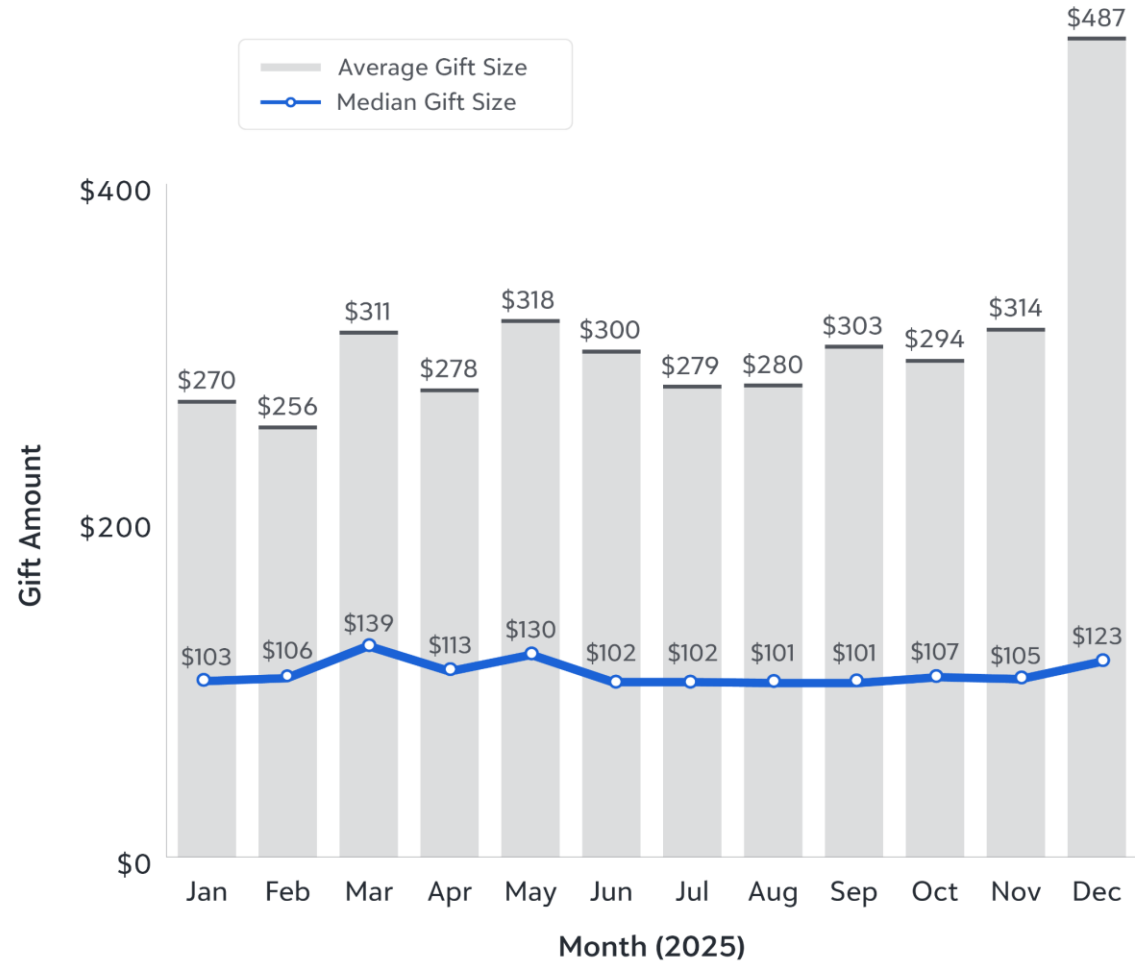
Online Giving

Online Giving Outpaced Overall Growth at **+11% YoY**



As with total giving, digital revenue was heavily **concentrated in Q4**, with November and December driving the strongest gains.

Monthly Average and Median Gift Sizes: Online Giving



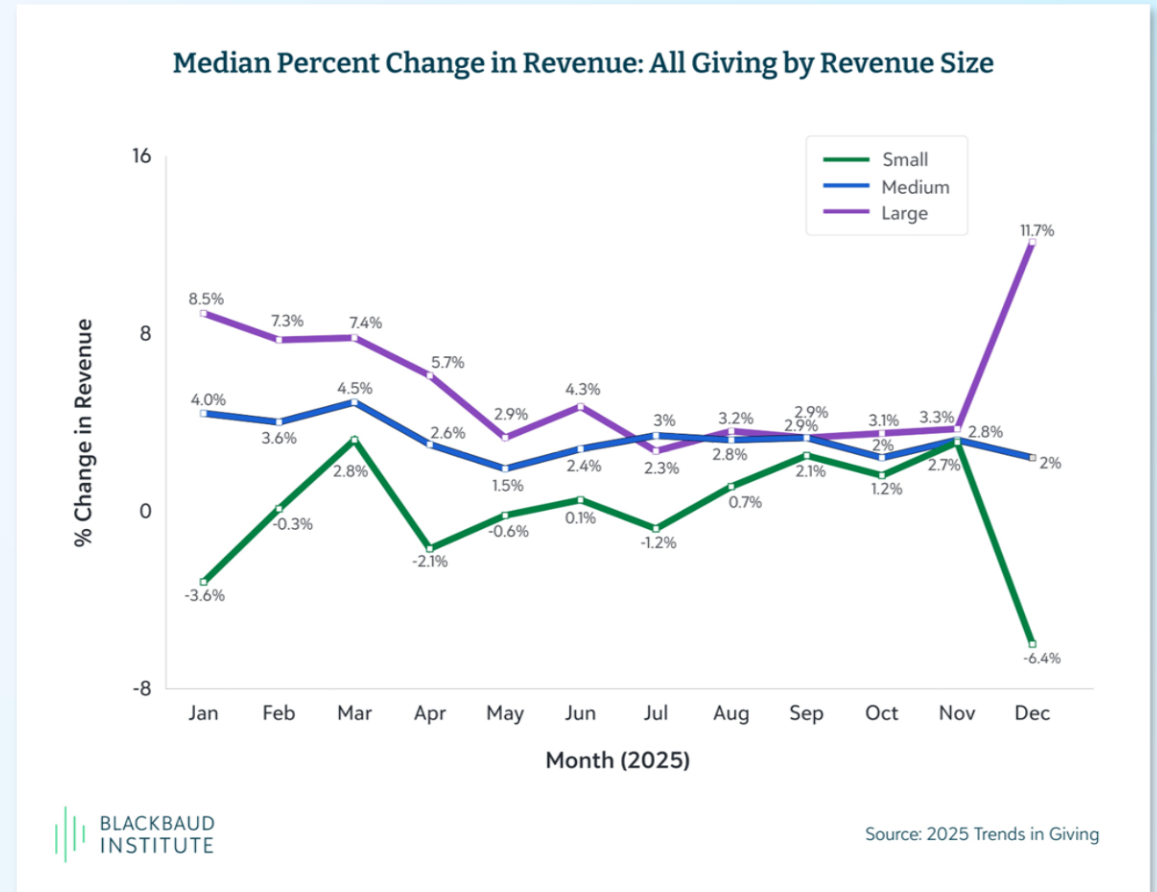
In Summary.....

The 2025 Trends in Giving report tells us:

- Timing matters more than ever
- Giving remains resilient
- There are opportunities across organization size for revenue sustainability
- This is exactly the environment where **focus, prioritization, and donor intelligence** separate resilient organizations from the rest.

Opportunities

- **Large organizations:** Diversify revenue beyond major gifts
- **Medium organizations:** Invest in midlevel giving and deepen major-donor stewardship
- **Small organizations:** Identify and steward major donors earlier

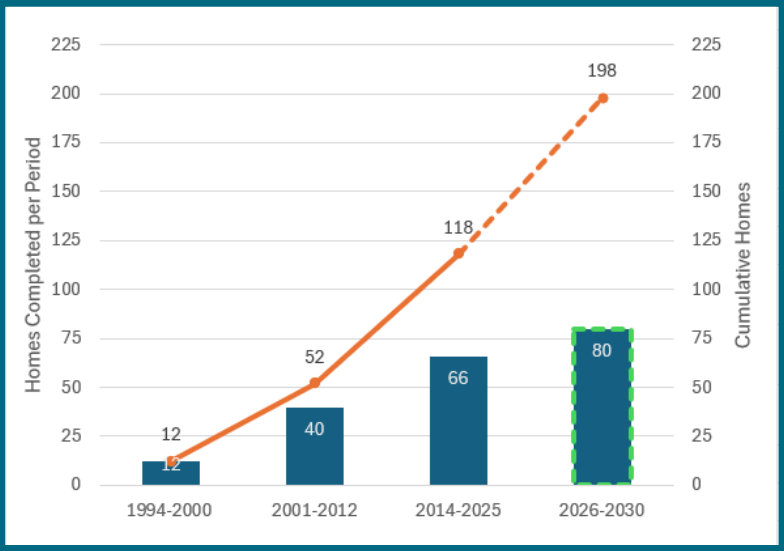




Fort Collins
Habitat
for Humanity®



Personal engagement to show donors the impact they have helped create



YOU built this!

*You're invited to a build site tour at the Harmony Cottages.
See your gift in action!*



JOIN ME!

Date:
Time:

RSVP to Cortney Moore at
cmoore@fortcollinshabitat.org or
970-488-2613

BUILDERS CLUB COMMUNITY

Builders Club members are dedicated supporters who give \$2,500+ annually to help provide affordable housing in partnership with hardworking Fort Collins families. These valued supporters enjoy unique insider opportunities, Habitat-led neighborhood tours, special event invites, and so much more.

While Habitat for Humanity's vision of enabling "a world where everyone has a decent place to live" has provided homes to over 100 homebuyers in Fort Collins, our affiliate has also blessed us in countless ways. Staff and volunteer roles have afforded us opportunities to fulfill Habitat's vision and experience the joy alongside homebuyers worldwide.

The Builders Club represents a new opportunity to work alongside other generous Habitat supporters to fulfill the next 100 homebuyers' dreams of a place to call home.



Opportunities for Engagement

- Habitat Partner Family Meet 'n' Greet
- Insider Habitat Neighborhood Vision Tour with FCHF Leadership
 - Including Bloom, Tapestry, and Heartside Hill
 - Learn more about product mix and solutions to right-size homeownership opportunities
- Special Builders Club Seating at Annual Events
- Behind the Scenes Visit to Habitat Build Sites
- Recognition on the Builders Club Member List
 - Posted on the website, in the Annual Report, and at the Annual We Build Breakfast
- Presale Access to Tickets for the Habitat Homecoming Event
- Invitation to Coffee with the CEO Events
 - Join a small group to hear about current topics impacting our organization directly from our Executive Director and CEO, Kristin Candella, and other members of the FCHF Leadership Team
- Invitation to a Minimum of 2 Habitat Insider Events Each Year
 - These exclusive events, held for this dedicated community of supporters, offer a chance to connect with other Habitat partners. Examples include the new office open house, Brick Builder VIP reception at Hammer 'n' Ale Handcrafted, groundbreaking at upcoming neighborhoods, etc.
- Builders Club Welcome Packet





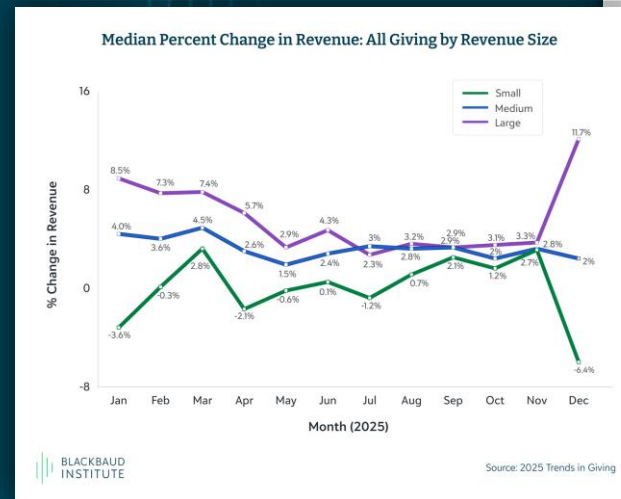
Questions?

What You Can Do To Capitalize on the Trends

- ❑ Lock in Q4 Now
- ❑ Scale Major Gift Readiness
- ❑ Rebuild Broad Base Giving
- ❑ Bolster Your Small Organization
- ❑ Optimize Digital Capture

2025 was a year of resilient growth and big opportunities...

- ◆ The typical organization* experienced a ~4.3% increase in giving in 2025.
- ◆ Online giving grew ~11% YoY
- ◆ 36% of all annual revenue arrived in Q4
 - ◆ December alone accounted for ~18% of all giving in 2025
- ◆ Mid and major gifts (>\$1k) grew ~4.7% YoY, leading to growth for those organizations in the position to receive them.
 - ◆ Midlevel and Corporate Giving offer pathways to resilience for small to midsize organizations.



The **2025 Trends in Giving** report tells us, in this environment, **focus, prioritization, and donor intelligence** separate resilient organizations from the rest.

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Thank you!

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