

**APRIL 2025**

# BNY Annual Charitable Gift Report

*Northern California Planned Giving Conference – 2025*

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# Charitable Gift Report Year over Year Trends

## HIGHLIGHTS FROM PRIOR YEAR GIFT ACTIVITY

- Charitable gift annuity activity increased to highest level in ten years
- Median gift annuity remained near \$50,000
- Number new charitable trusts increased 41% YOY and average value increased by 10%
- Donor Advised Fund contributions increased 42% YOY
- 92% of new DAFs funded with non-cash assets

## ORGANIZATIONS REPRESENTED IN THIS REPORT:

Education:	<b>58%</b>
Faith-Based:	<b>19%</b>
Social Services/Other:	<b>13%</b>
Cultural:	<b>6%</b>
Health Care:	<b>4%</b>

BNY Wealth's 2025 Charitable Gift Report assesses the philanthropic landscape, levels of giving over the past five years and donor behavior to provide insights, context and benchmarks.

This report provides analytics and observations on the charitable gift annuity (CGA) and charitable remainder trust (CRT) activity during the calendar year 2024 for 103 nonprofit organizations and the BNY Charitable Gift Fund.<sup>1</sup>

<sup>1</sup>Data for the report is based on completed gift records in our database as of February 13, 2025.

# The World Around Us – Economic Impact & Philanthropic Landscape

## **ECONOMIC IMPACT**

- Tariffs & Trade
- Lingering Inflation
- Geopolitical Turmoil
- Market Volatility

## **PHILANTHROPIC LANDSCAPE**

- Shrinking Donor Pool
- Estate Giving
- Policy Uncertainty
- Lack of Fundraising Resources

# 01

## Charitable Gift Annuity

# Gift Annuity Activity At Highest Level This Decade

	2020	2021	2022	2023	2024
<b>Number of Gifts</b>	460	507	390	605	677
<b>Total Gift Amount</b>	\$43,313,022	\$55,086,888	\$34,168,640	\$55,612,035	\$69,977,609
<b>Annual Payments</b>	\$2,786,756	\$3,399,369	\$2,550,294	\$4,217,101	\$5,761,120
<b>Median Gift Size</b>	\$25,000	\$25,000	\$25,000	\$49,572	\$50,000
<b>Avg. Gift Size</b>	\$94,159	\$108,653	\$87,612	\$91,921	\$103,364
<b>Median Donor Age</b>	79	79	79	78	78
<b>Avg. Donor Age</b>	79	79	79	78	78

# Gifts Greater Than \$50k Make Up 90% of Total Gift Amount <sup>6</sup>

Category	Number of Gifts	Gift %	Gift Amount \$	Gift Amount %
1) Gifts < \$10,000	25	4%	\$148,097	<1%
2) Gifts \$10,000 - \$49,999.99	293	43%	\$6,089,711	9%
3) Gifts \$50,000 - \$99,999.99	185	27%	\$10,228,942	15%
4) Gifts \$100,000 - \$499,999.99	143	21%	\$23,778,781	34%
5) Gifts \$500,000 - \$999,999.99	16	2%	\$10,105,097	14%
6) Gifts >= \$1,000,000	15	2%	\$19,626,981	28%
	677		\$69,977,609	

# Deferred and Flexible Gift Annuities Remain Underutilized

Type	2020	2021	2022	2023	2024
Standard	85%	87%	84%	86%	86%
Deferred/Flexible	15%	13%	16%	14%	14%

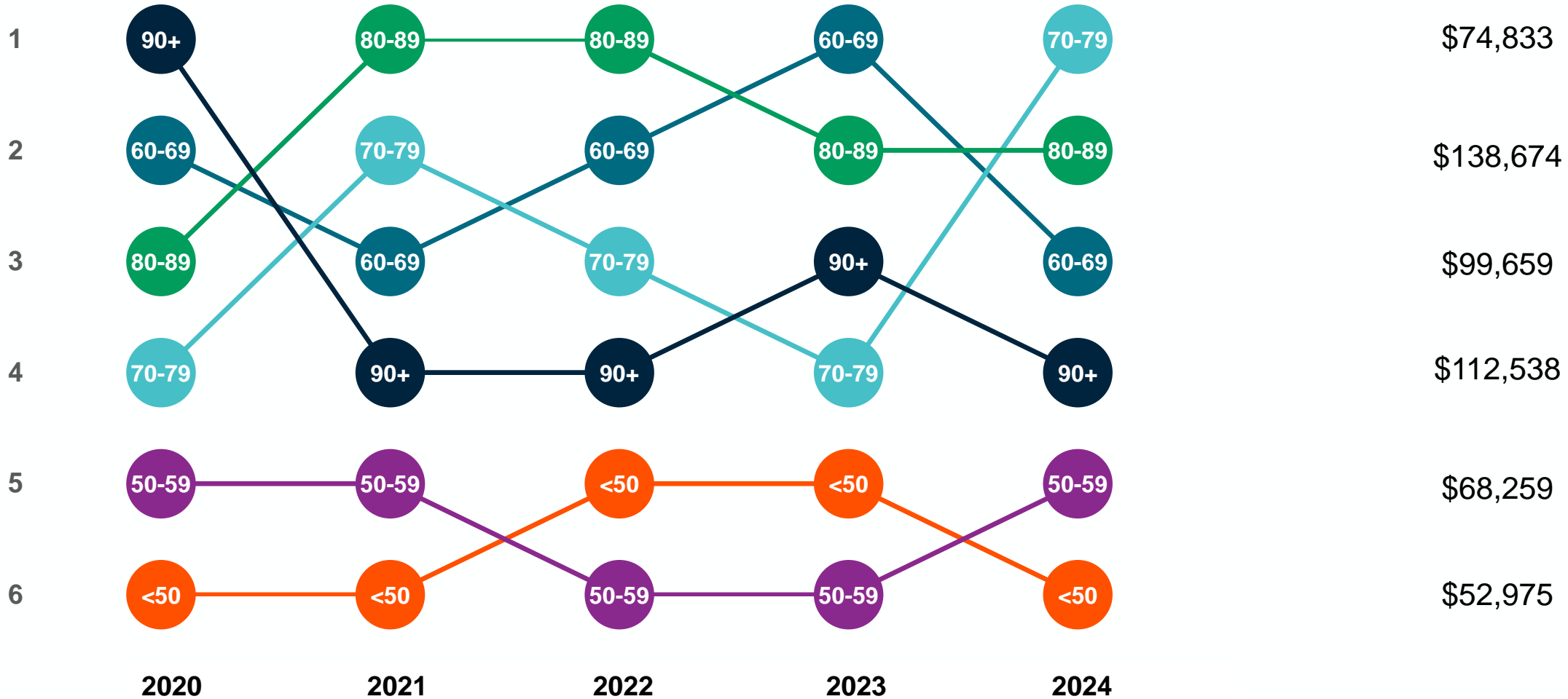
**DID YOU KNOW?**

- Deferral length of only 3 years mitigates sequence of returns risk and leads to higher charitable remainder on average.

# Number of Gifts for 70 to 79 Year-Old Cohort Increases

Number of Gifts by Age Cohort  
(Ranked by number given each year)

Average Gift Amount





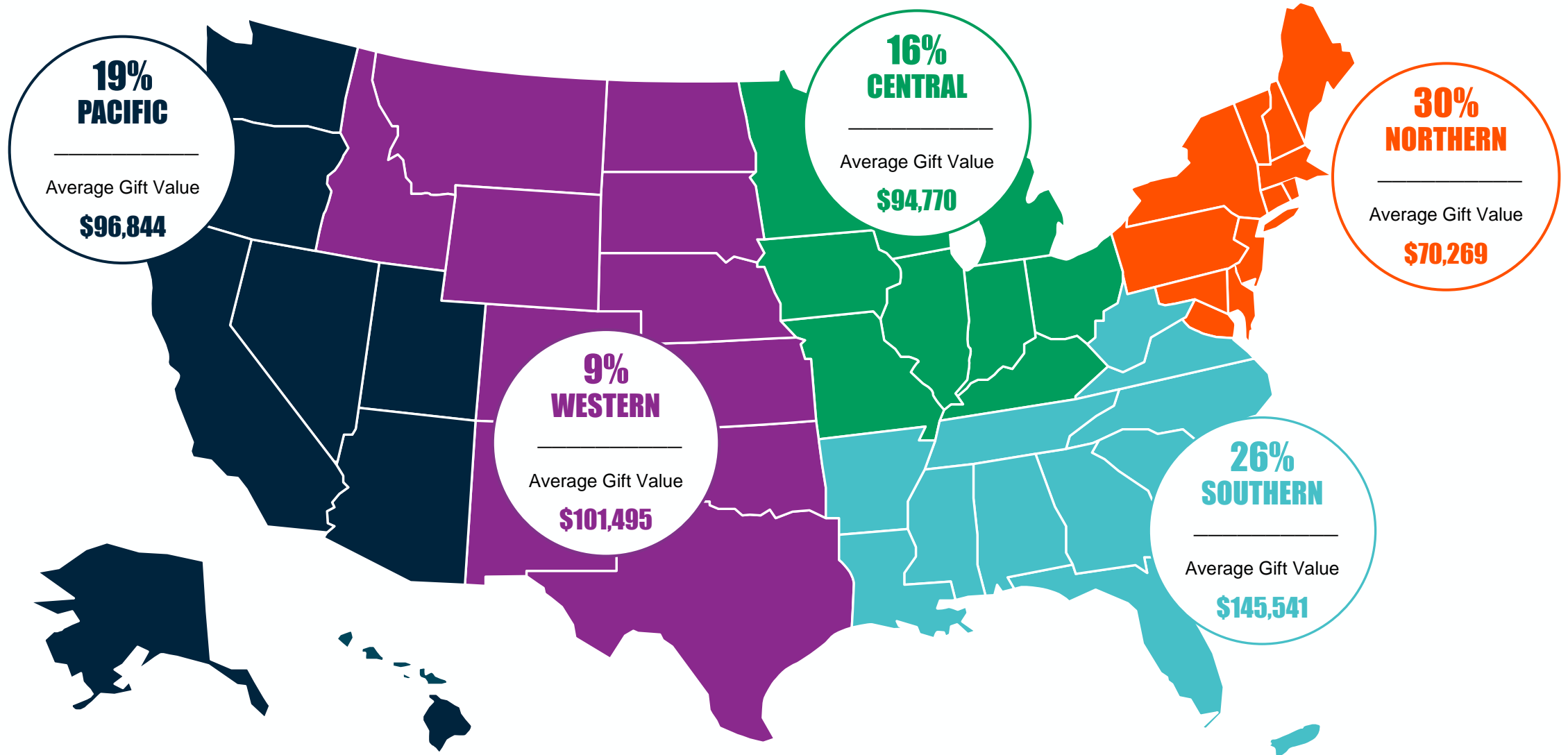
# Repeat Donors Account for More Than Half of New Gift Annuities

Type	% of Total Gift	Average Gift	Median Gift
Repeat Donors	55%	\$91,382	\$50,000
New Donors	45%	\$117,720	\$50,000

## DID YOU KNOW?

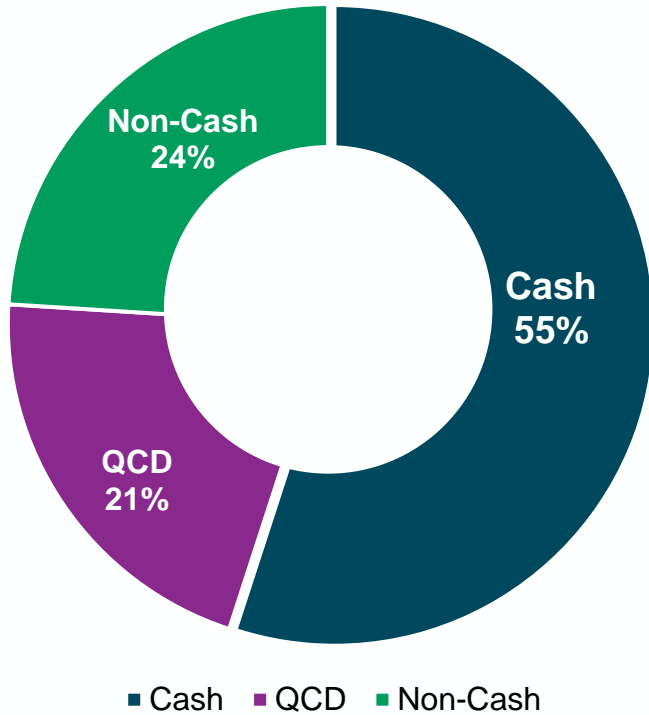
- On average, repeat donors have 6 open annuities with an organization.

# Donors From Southern Region Make Largest Gifts in 2024

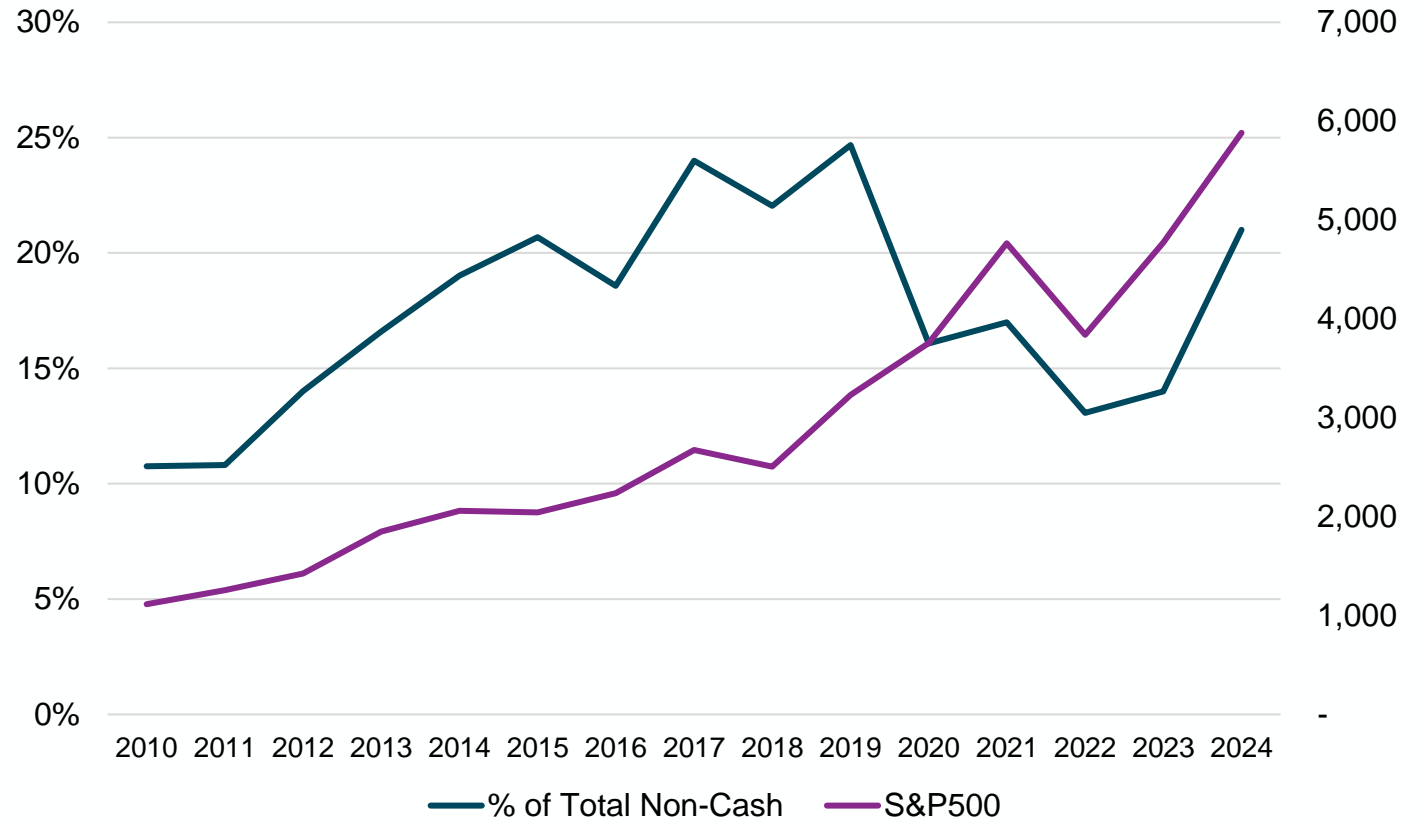


# Missed Opportunity for Tax and Estate Benefits of Non-Cash Gifts

## Cash vs. Non-Cash Gifts Count



## Non-Cash Gifts vs. S&P 500 Index

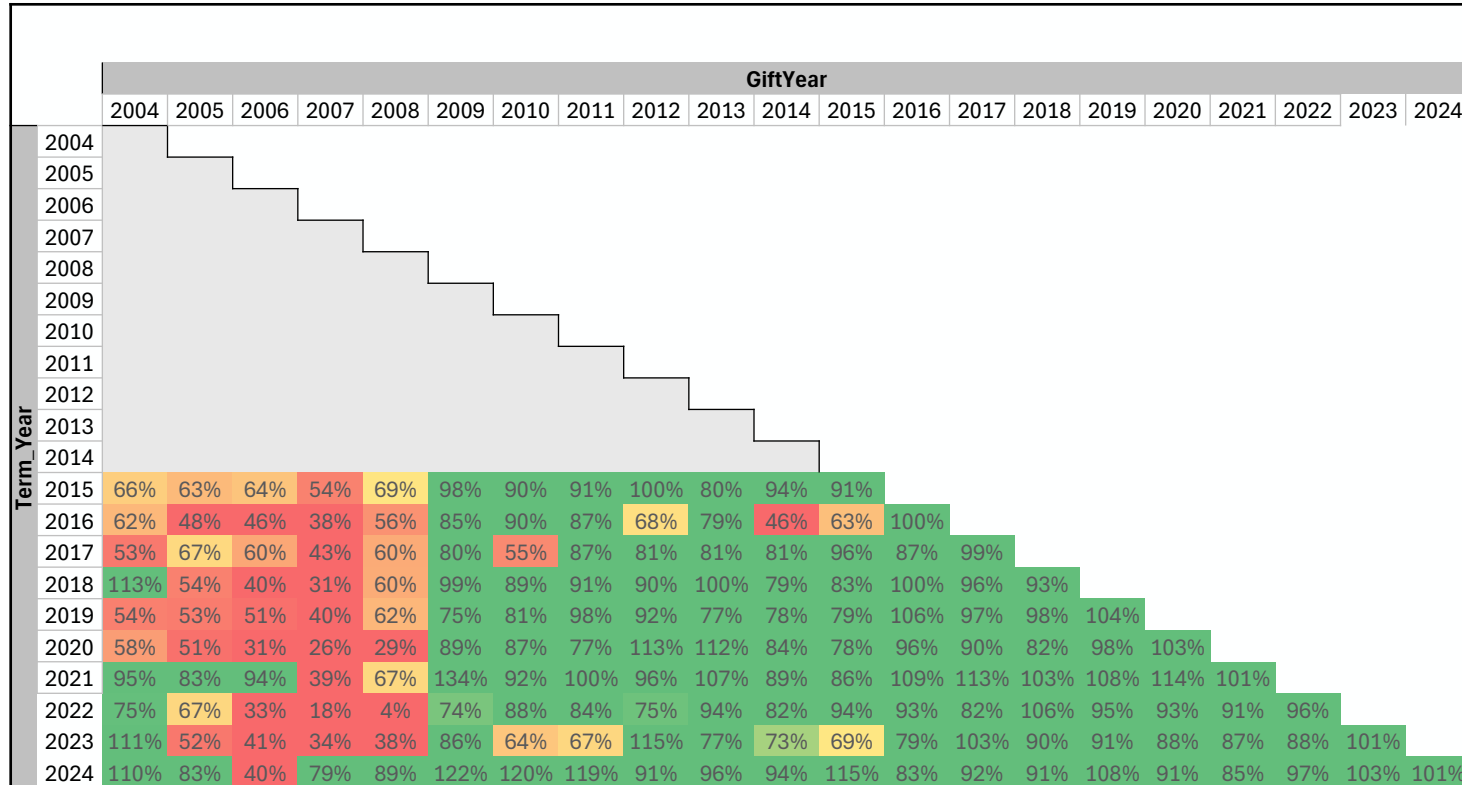


# Charitable Remainder of Annuities Well Above 50% Target

	2020	2021	2022	2023	2024
<b>Number Terminated</b>	893	1364	1194	1227	1061
<b>Residuum %</b>	72.85%	85.40%	84.40%	76.22%	91.98%
<b>MV of Terminated Gifts</b>	\$39,719,619	\$48,725,832	\$43,089,600	\$39,941,174	\$42,163,700
<b>Average Actual Gift Duration</b>	15 Years	18 Years	19 Years	21 Years	19 Years
<b>Median Actual Gift Duration</b>	14 Years	16 Years	17 Years	19 Years	18 Years
<b>Effective Payout of Terminated Gifts</b>	10.96%	8.88%	9.84%	9.83%	8.13%
<b>Initial Payout Rate Average</b>	7.89%	7.39%	7.46%	7.09%	7.27%

# Gift Year and Returns Impact Charitable Remainder

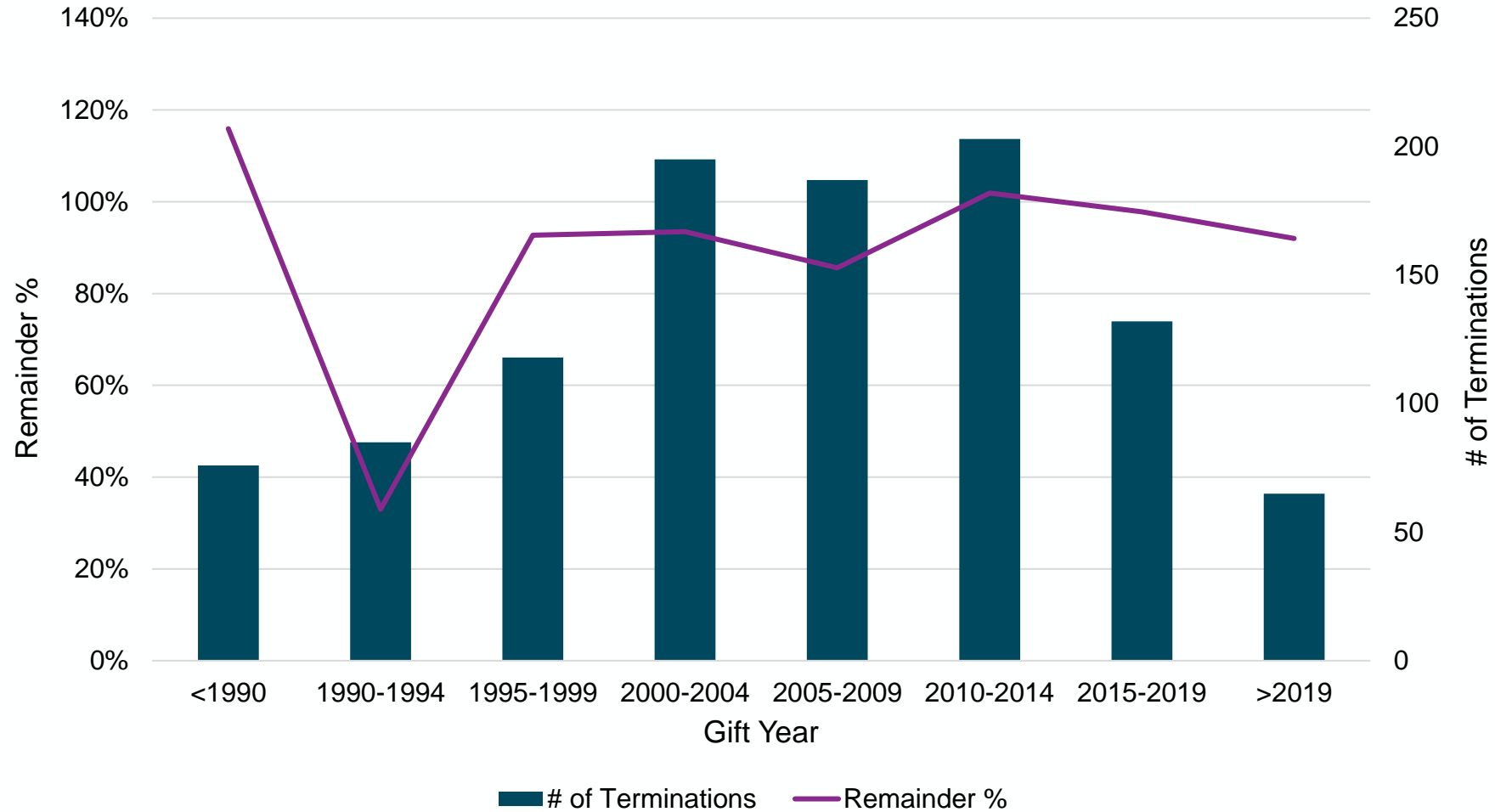
## Historic Remainder %'s By Gift Year



**DID YOU KNOW?**

- In 2024, the charitable remainder for all gift years except for 2006 was greater than 50%.

# Timing of Gift and Sequence of Returns Impact Remainder



# Deferral Controls Risk and Leads to Better Outcomes

2024 Deferred CGA Terminations

Type	Remainder %	Average Deferral Length (Years)
Deferred	235%	5.6
Standard	85%	n/a

Deferral Length and Remainder

Termination Year	Remainder %	Number of Terminations	Average Deferral Length (Years)
2024	235%	90	5.6
2023	107%	109	3.4
2022	139%	98	3.9
2021	248%	104	5.3
2020	179%	72	5.3

# Underwater Gifts Are Common But Manageable

## 2024 Gift Annuity Terminations

Remainder %	Gift Count	% of Gifts
Underwater	147	14%
0% to 50%	366	34%
51% to 100%	283	27%
Over 100%	265	25%
Total	1061	100%

### Did You Know?

- 65% of organizations included in this report have underwater gifts
- 3% of active annuities are underwater across all organizations included in this report



## COMPOSITE DONOR PROFILE



**Median age of 78 years old**, same as previous year

**Repeat donor(s)** outpaced New donor(s)

Residents of **CA, FL, TN or NY**

Giving in **October, November or December**

Giving to organizations **outside state**

Giving to **educational** institutions

**\$50,000 cash gift**, remained steady from prior year

Payout rate<sup>1</sup> **7.6%**, up from prior year

<sup>1</sup>Payout rate based on recommended ACGA rates as of January 1, 2024, for a 78-year-old donor.

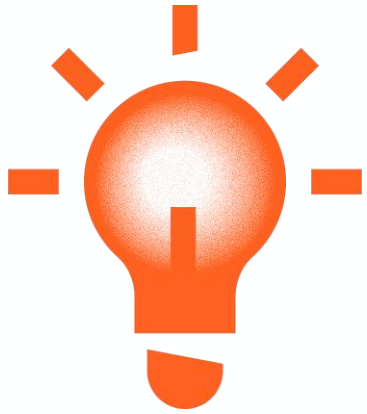
# Charitable Gift Annuity Trends



## KEY INSIGHTS:

- 21% of all new gifts were funded by a Qualified Charitable Distribution (QCD)
- Median gift size remained at \$50,000 due to popularity of QCD funded gifts
- Donors aged 70 and above account for nearly 90% of new gift activity
- Average gift size increases to over \$100,000 for first time since 2021
- Charitable remainder of 92% remains above 50% assumed remainder
- Deferred annuity remainder is 235% of original gift value
- Underwater gifts last 5 years longer than average gift

# Charitable Gift Annuity Program



## **STRATEGY RECOMMENDATIONS:**

- Proactively contact existing and prospective donors about using a Qualified Charitable Distribution (QCD) to fund a gift annuity with your organization.
- Encourage donors to maximize tax and estate planning benefits of gift annuities by donating non-cash assets.
- Educate donors on the benefits of deferred gift annuities, including how to use them to supplement their retirement plans.
- Implement policies, procedures, and controls to effectively identify and analyze concentration, longevity, and other risks inherent with gift annuities.

# 02

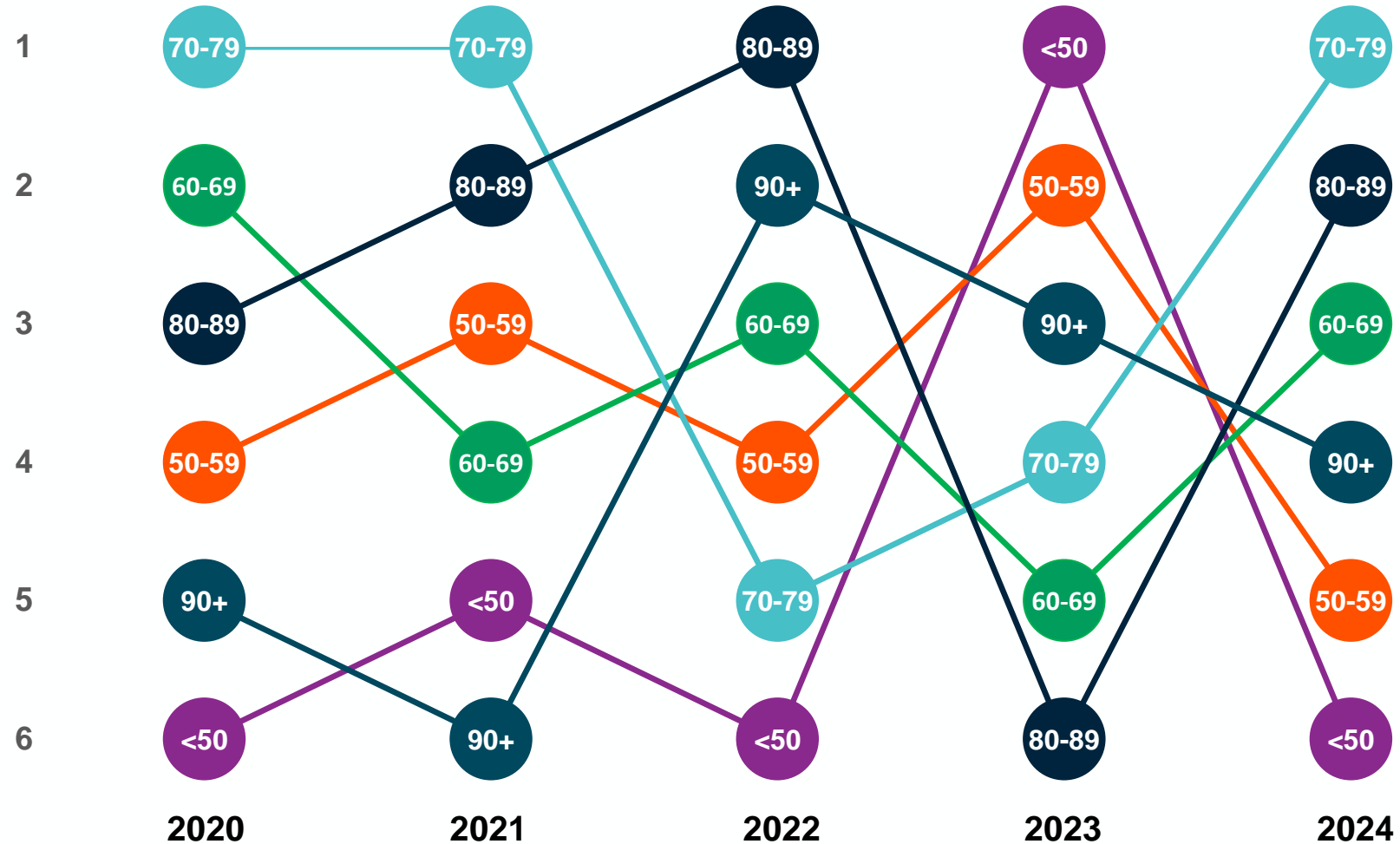
## Charitable Trusts

# New Trust Formation and Additions Increase in 2024

Trust Profile	2020	2021	2022	2023	2024
New Gift Count	31	42	27	17	24
Addition Gift Count	73	68	45	43	44
New Gift Amount	\$19,862,506	\$18,015,486	\$23,306,640	\$9,444,526	\$12,461,936
Addition Gift Amount	\$13,518,036	\$7,337,600	\$5,772,192	\$3,755,510	\$3,952,817
Median Gift Size	\$99,263	\$95,231	\$51,729	\$40,500	\$98,583
Avg. Gift Size	\$320,967	\$230,483	\$403,873	\$220,001	\$241,393
Avg. Payout Percent	5.74%	5.62%	5.53%	5.24%	5.72%
Avg. Donor Age	73	77	78	73	79

# Number of Gifts for 70 to 79 Year-Old Cohort Increases

Number of Gifts by Age Cohort  
(Ranked by number given each year)



Average Gift Amount

\$140,584

\$182,434

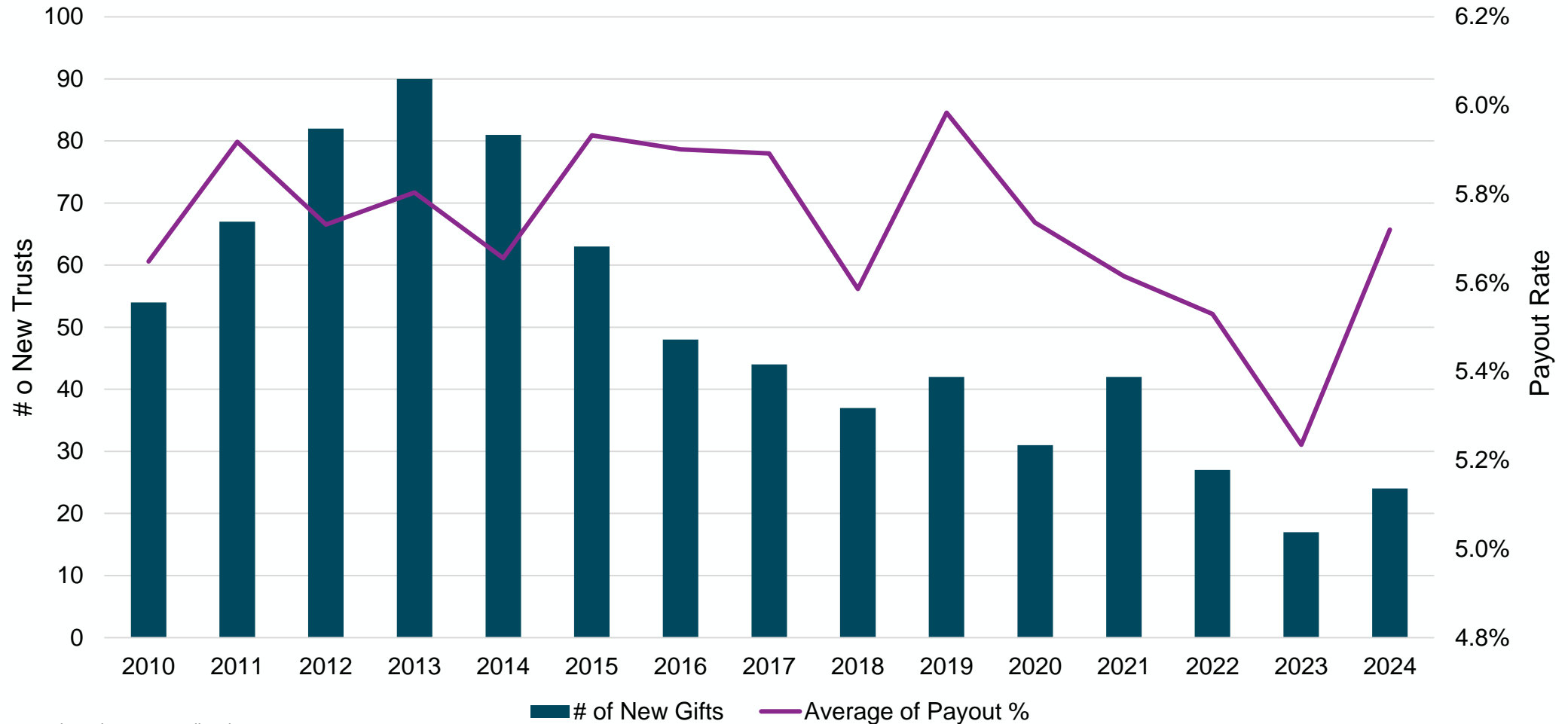
\$296,505

\$417,078

NA

NA

# Trust Formation and Payout Percent Increase



<sup>1</sup>Data is a rolling 15 years based on current client base.

# Growth for Charitable Trusts Terminating in 2024

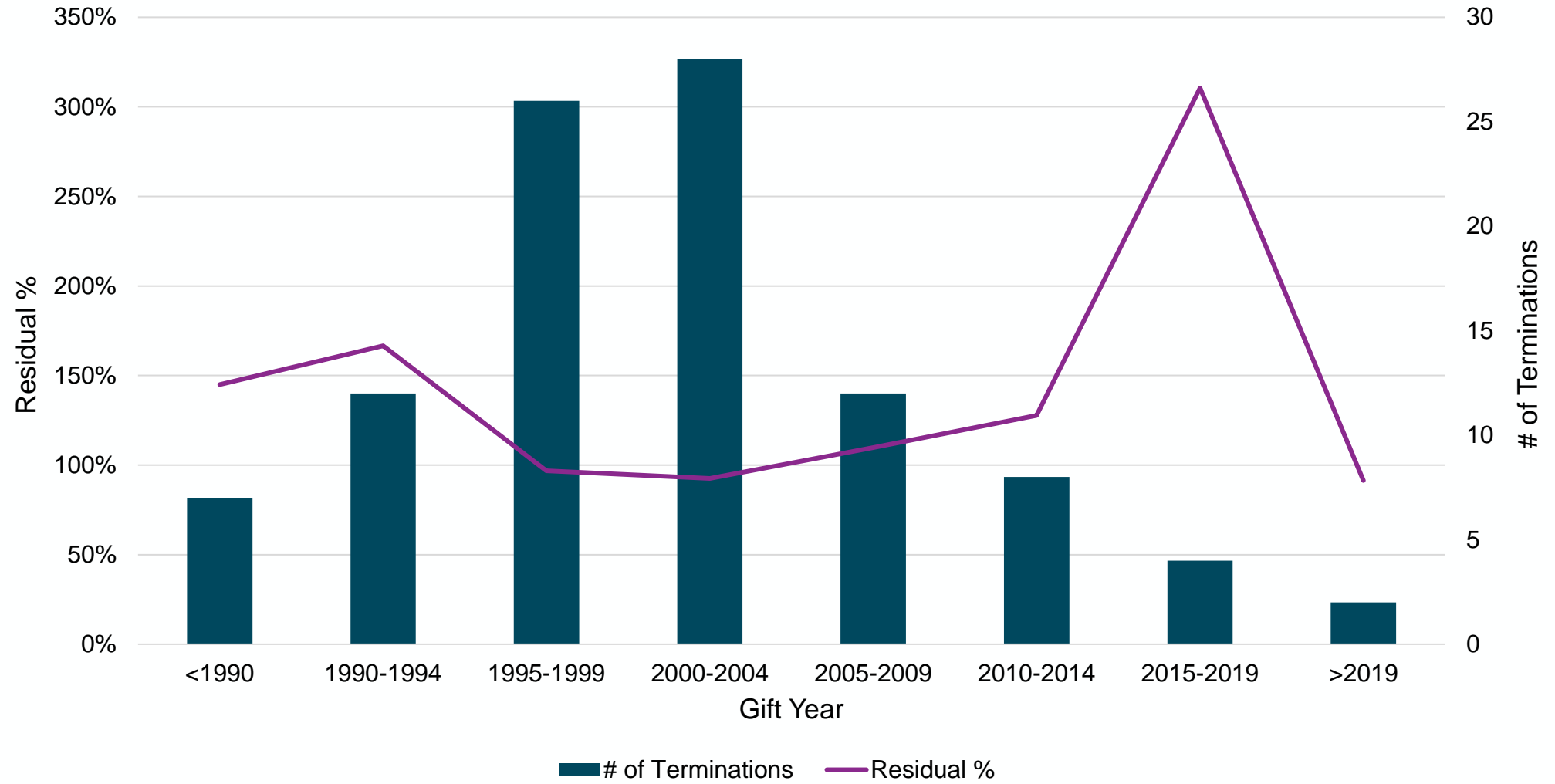
	2023	2024
<b>Number Terminated</b>	95	99
<b>Remainder %</b>	86.3%	113.5%
<b>MV of Terminated Gifts</b>	\$51,509,414	\$65,038,799
<b>Average Actual Gift Duration</b>	22.9 Years	23.1 Years
<b>Median Actual Gift Duration</b>	24.0 Years	23.0 Years

## DID YOU KNOW?

- Unitrusts (CRUTs) had higher remainder %'s compared to annuity trusts (CRATs) in 2024.
  - ✓ CRUTs 126%
  - ✓ CRATs 68%



# Gift Year and Sequence of Returns Impact Remainder



## COMPOSITE DONOR PROFILE



**Median age of 79 years old**, up from previous year

**Multi Donor, Multi Life**

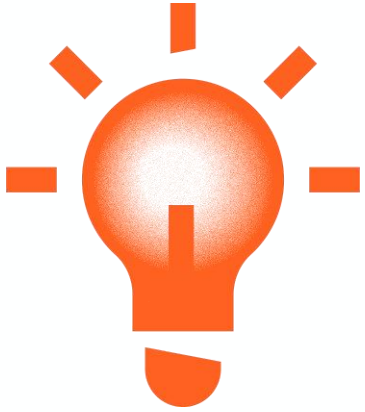
Funding a standard **Charitable Remainder Unitrust**

Giving to **educational institutions**

**\$519,000** average gift, funding with **securities**

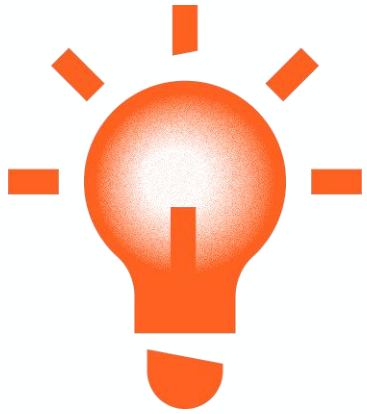
**5.72%** average payout rate

# Charitable Trusts



## KEY INSIGHTS:

- Trust activity increased year-over-year, with total new gift amounts and median gift size increasing by 32% and 143%, respectively
- 94% of the \$ value of new charitable trusts were funded with non-cash assets
- Average gift value is 10x greater when funded with non-cash assets
- 90% of new trust activity completed during life
- Charitable remainder of 113% shows growth net of distributions
- Average age of donor at time of gift increased by six years



## **STRATEGY RECOMMENDATIONS:**

- Secure the resources and expertise necessary to accept gifts of real estate or other non-cash assets.
- Engage with donors to develop giving strategies that optimize the tax and estate planning benefits of using their non-cash assets.
- Include information about fiduciary roles and responsibilities in stewardship conversations with donors.
- Highlight testamentary trusts in bequest marketing materials.

03

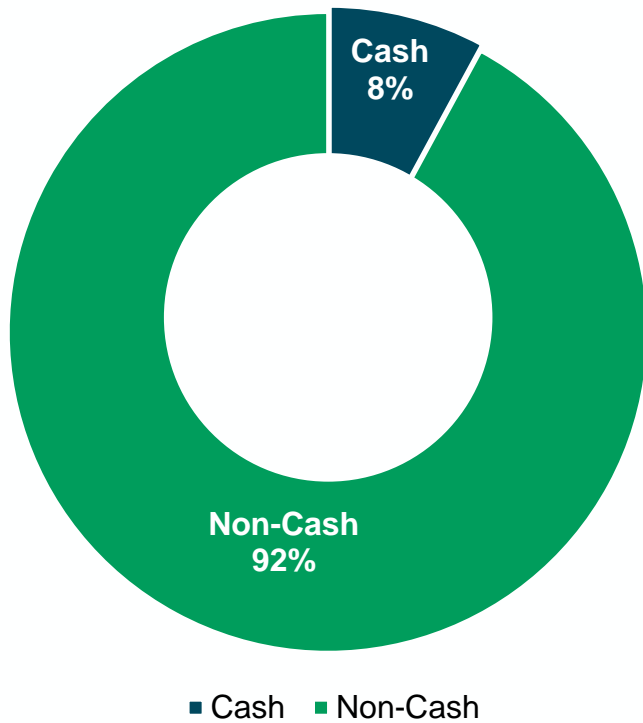
## Donor Advised Funds

# Donor Advised Fund Gift and Grant Activity Increasing

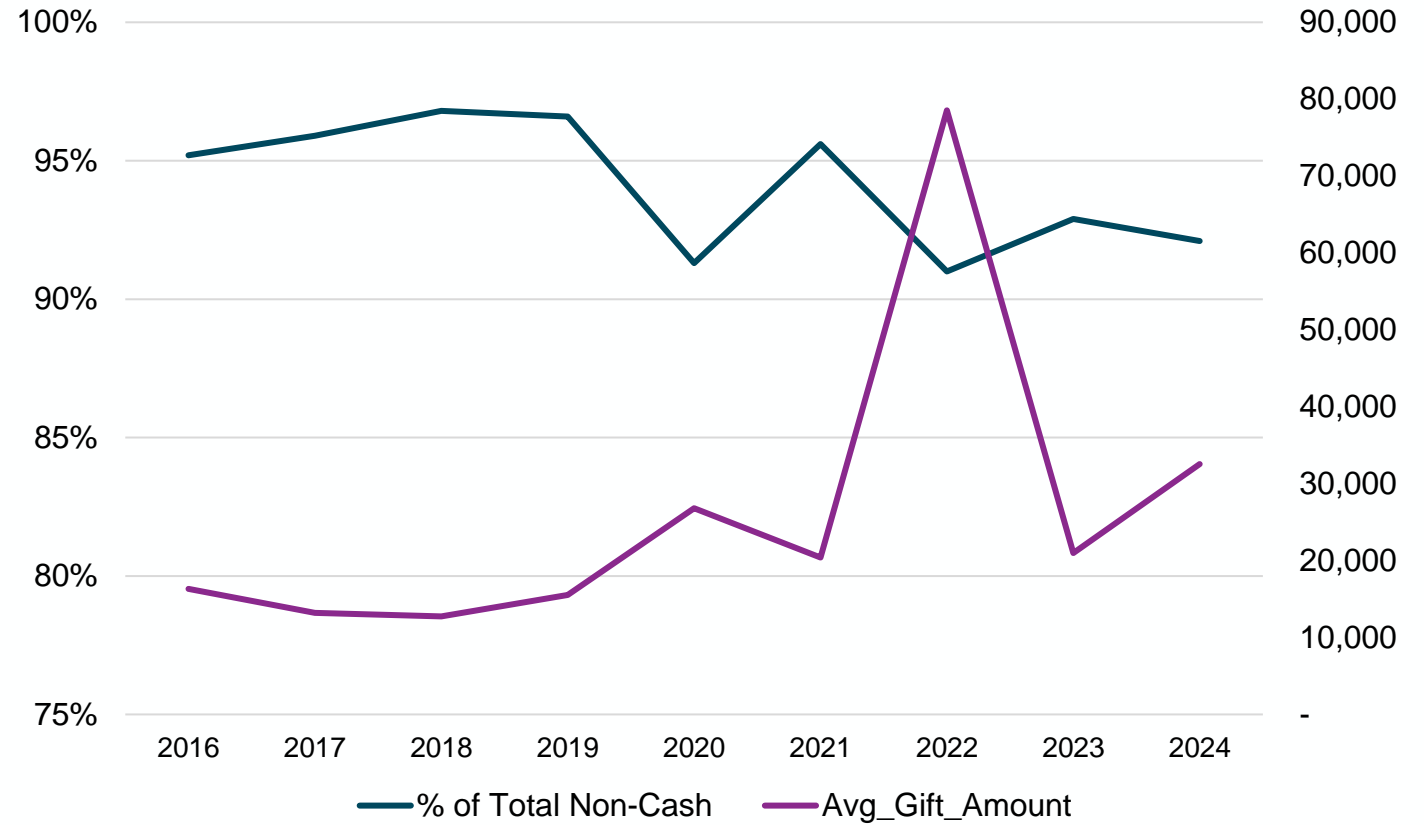
Year	Gift Count	Gift Amount	Average Gift	Grant Count	Grant Amount	Average Grant	Grant % of Gift Amount
2020	1,947	\$87,629,062	\$45,007	4,913	\$72,480,368	\$14,753	83%
2021	3,760	\$136,350,103	\$36,263	5,903	\$43,458,928	\$7,362	32%
2022	2,102	\$219,401,951	\$104,378	5,998	\$88,674,269	\$14,784	40%
2023	3,225	\$115,588,993	\$35,842	6,547	\$114,374,240	\$17,470	99%
2024	3,102	\$164,554,373	\$53,048	7,477	\$108,780,090	\$14,549	66%
<b>Total</b>		<b>\$732,524,482</b>			<b>\$427,767,894</b>		<b>59%</b>

# Donors Utilize Securities Effectively to Fund DAFs

## Cash vs. Non-Cash Gifts Count



## Non-Cash Gifts & Avg. Gift Amount

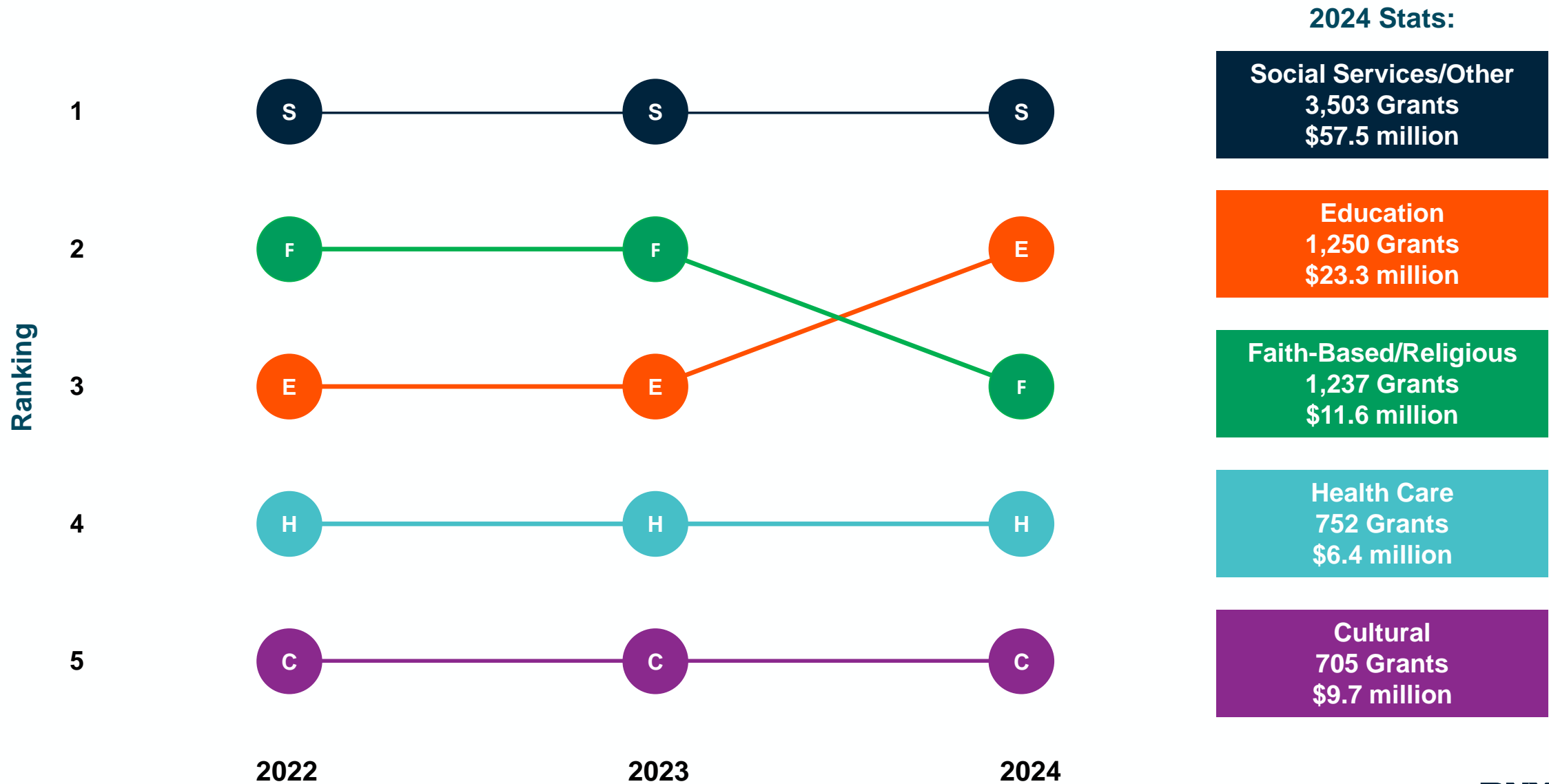


# DAFs Funded With Cash Significantly Larger On Average

Year	Cash Gift Count	Cash Gift Amount	Average Cash Gift	Non-Cash Count	Non-Cash Amount	Average Non-Cash Gift	Avg. Cash / Avg. Non-Cash
2020	170	\$39,960,109	\$235,059	1,777	\$47,668,953	\$26,826	8.8x
2021	165	\$62,934,327	\$381,420	3,595	\$73,415,776	\$20,422	18.7x
2022	190	\$69,212,547	\$364,277	1,912	\$150,189,403	\$78,551	4.6x
2023	228	\$52,750,550	\$231,362	2,997	\$62,838,444	\$20,967	11.0x
2024	246	\$71,523,720	\$290,747	2,856	\$93,030,653	\$32,574	8.9x



# Social Service Orgs Continue to Receive the Most Grants



## COMPOSITE DONOR PROFILE



**Median age of 67 years old**

**\$53,000** average contribution

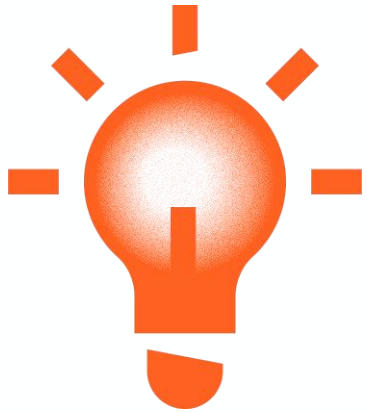
Funding with **securities**

Giving in **December**

Recommending grants to **social & human services organization**

**\$14,550** average grant

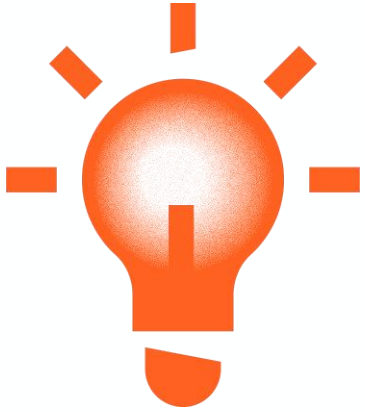
# Donor Advised Funds



## KEY INSIGHTS:

- 76% of contributions were made in 4Q (October to December)
- 92% of contributions were funded with non-cash assets, however cash gifts were 9x's larger on average (average gift - \$290,700 cash, \$32,500 non-cash)
- 73% of \$ contributions from Silent Generation/Baby Boomers, <1% from Millennials
- Granting in 4Q elevated (45% of transactions, 43% of dollars), but lower amounts on average (\$13,600 in 4Q vs. \$14,600 entire year)
- Social and Human Services Organizations receive the most grants in both number and dollar amount

# Donor Advised Funds



## **STRATEGY RECOMMENDATIONS :**

- Engage donors to discuss their use of DAFs in legacy and tax planning.
- Implement a marketing strategy that highlights the impact of grants on your organization.
- Utilize technology to help donors make contributions, recommend grants, and track impact.
- Develop process to record and track DAF grants as part of your organization's overall fundraising goals.
- Involve the 'next generation' in stewardship conversations with DAF donors.

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