



Philanthropy Outlook

MOONRIDGE GROUP 2018

Online Giving Trends

The first week of January 2017 vs 2018



12.2%



Number of Donors

18.2%



Number of Donations

38.0%



Amount Donated

11.6%



Number of Nonprofits

Online Giving Trends Cont.

What were the most popular causes by number of donations?



Human Services
\$86M



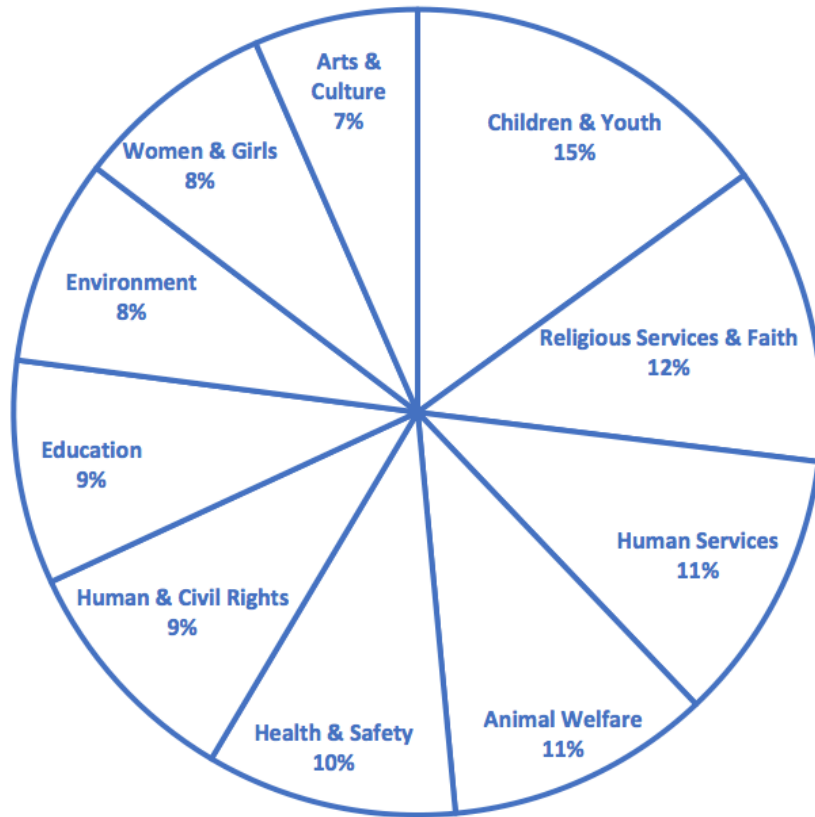
Education
\$44M



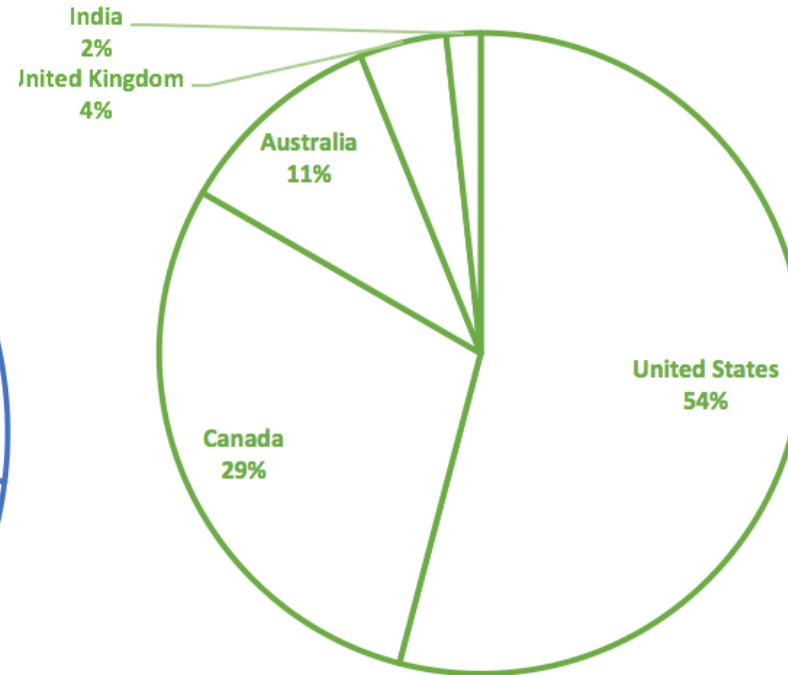
Healthcare
\$38M

Global Giving Trends

TOP 10 CHARITABLE ORGANIZATIONS



COUNTRIES THAT DONATED THE MOST





Giving Predictions for 2018

- New Mega-Givers Emerge
- Jeff & MacKenzie Bezos
- Bill & Melinda Gates
- Alumni Giving
- Chinese Philanthropy
- Charitable Giving
- Giving Gap Widens Further

