


COVID-19 Impacts on Philanthropy and Giving Trends for 2022

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The San Diego
Foundation

The Mission: Our Purpose

An aerial photograph of San Diego, California, showing the coastline, city, and San Diego Bay. The image is used as a background for the text.

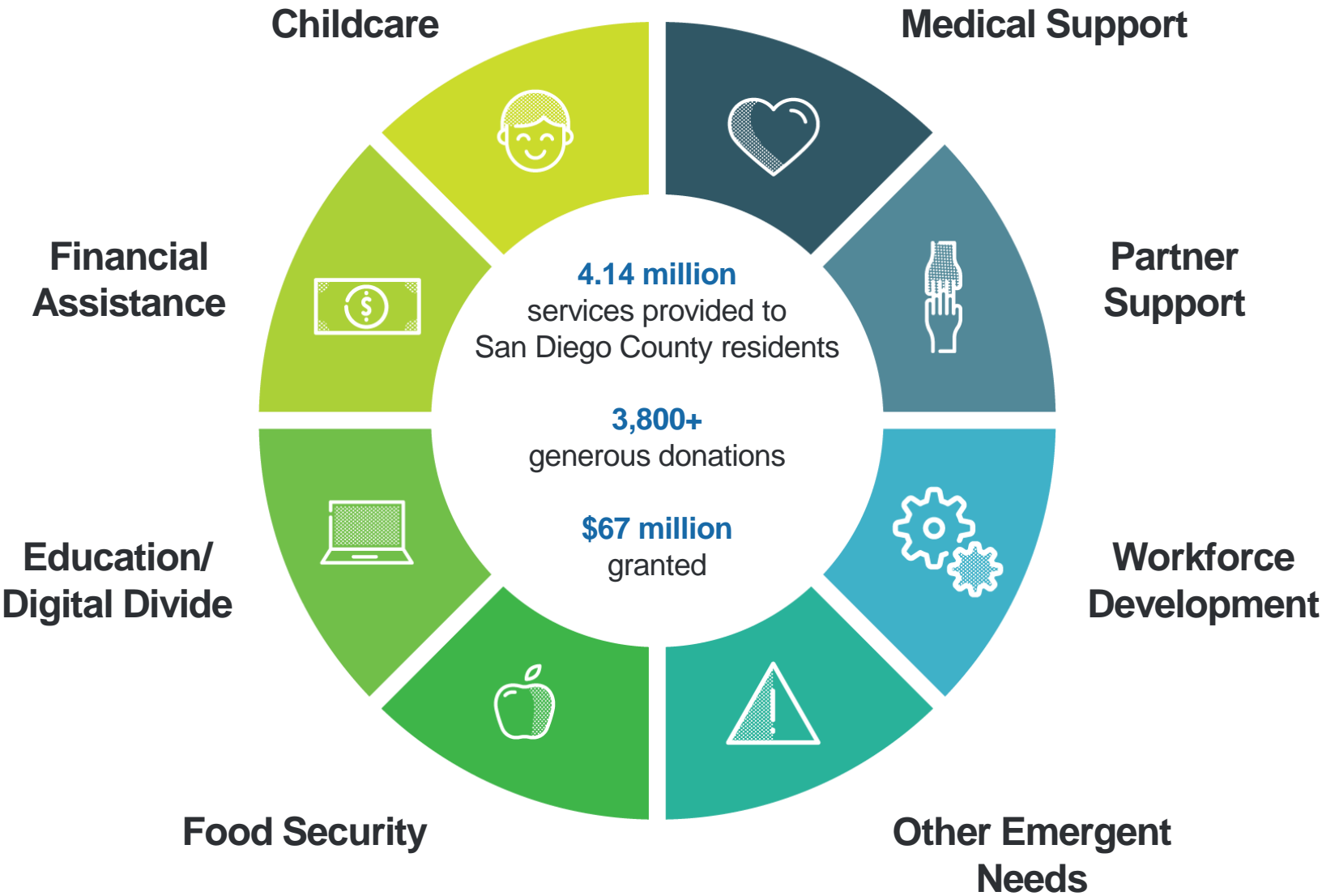
The San Diego Foundation **inspires enduring philanthropy** and **enables community solutions** to improve the quality of life in our region.

Vision: Our Chosen Future

A photograph showing a group of people, mostly young adults, wearing blue t-shirts. They are standing in a line and hugging each other from behind in a supportive embrace. The background is slightly blurred, showing outdoor foliage. A semi-transparent white box with black text is overlaid on the center of the image.

**Just, equitable, and
resilient communities.**

Our COVID Response



Impact of Collaborations with Government & Agencies

City of San Diego Small Business and Nonprofit Relief Fund



Level Up SD Summer of Learning & Joy Grant Program



Nonprofits Supported



BOYS & GIRLS CLUB
OF OCEANSIDE



BOYS & GIRLS CLUB
OF SAN MARCOS



BOYS & GIRLS CLUB
OF VISTA



COASTAL ROOTS FARM



California State University
SAN MARCOS



USD State of Nonprofits Report



**1.3% growth in the last year
to 11,910 nonprofits overall**



**For revenue, 46% reflects
contributions**



**71% fared better than
expected through the
pandemic**



**72% of nonprofits received
a PPP loan/grant**



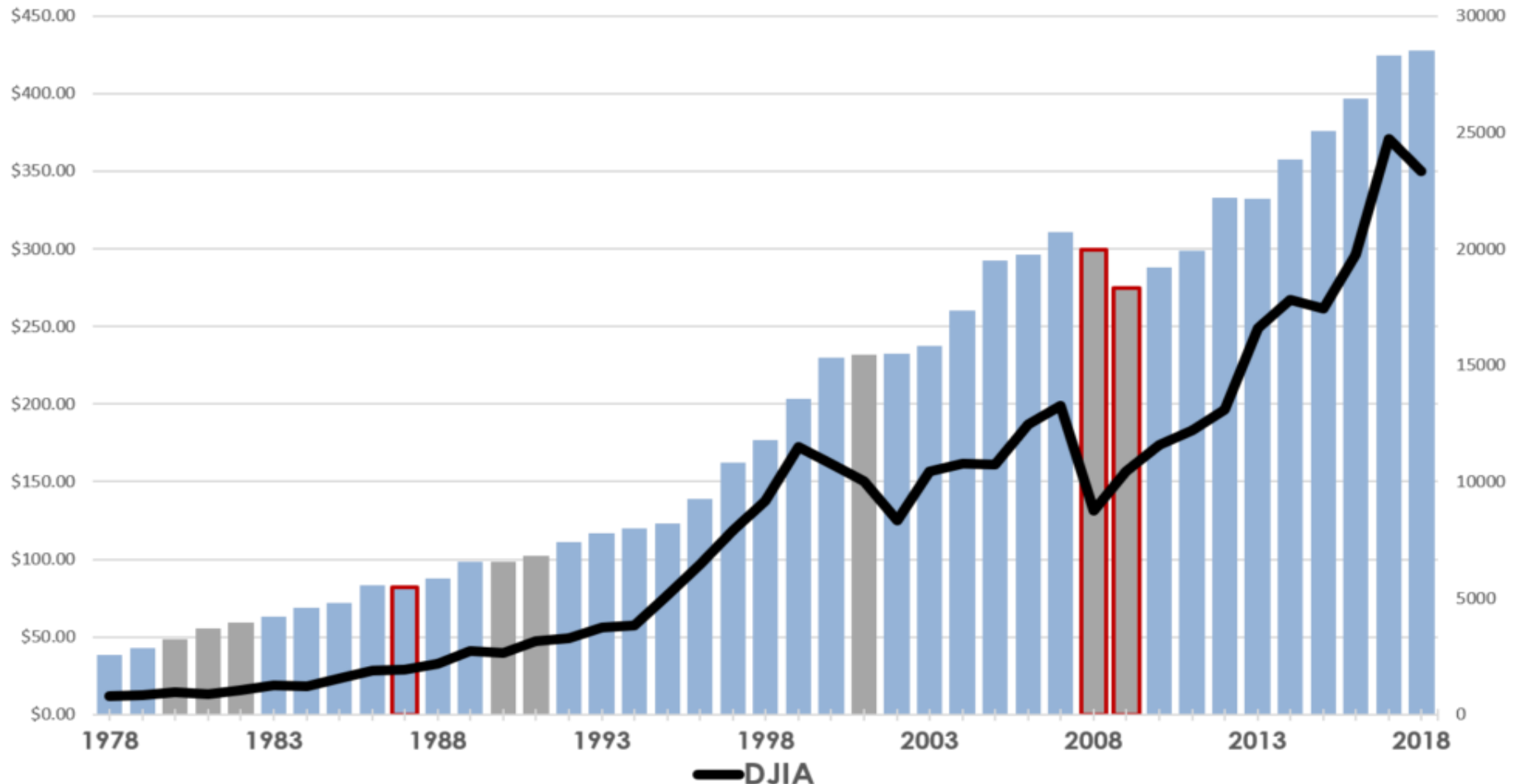
**91% say their financial health
will be stable or better in the
next 12 months**



**41% will remain the same
while 57% plan to grow**

Giving Trends for 2022—Stock Market Uncertainty

TOTAL CHARITABLE GIVING IN THE U.S. (IN BILLIONS) COMPARED TO DJIA, 1978-2018



Recession years in gray: 1980-82, 1990-91, 2001, 2008-09; only declining years outlined in red

Source: Giving USA, current dollars (in billions)

Giving Trends for 2022—Big Shifts Reshaping Giving



Ubiquitous Technology



Economic Inequality



Extreme Political Polarization

Giving Trends for 2022—Big Shifts Reshaping Giving



Racial Justice



A Social Compact in Flux



Climate and Social Emergency



Shifting Demographics

Giving Trends for 2022—Further Donor Dissatisfaction

AVERAGE

46%



REPEAT

60%



FIRST-TIME

23%



MONTHLY

90%



Thank you!



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