

GivingTuesday Overview

For Academic Researchers

October 2024



GIVING
TUESDAY

Our Goals



1

Enable a dramatic increase in individual giving

2

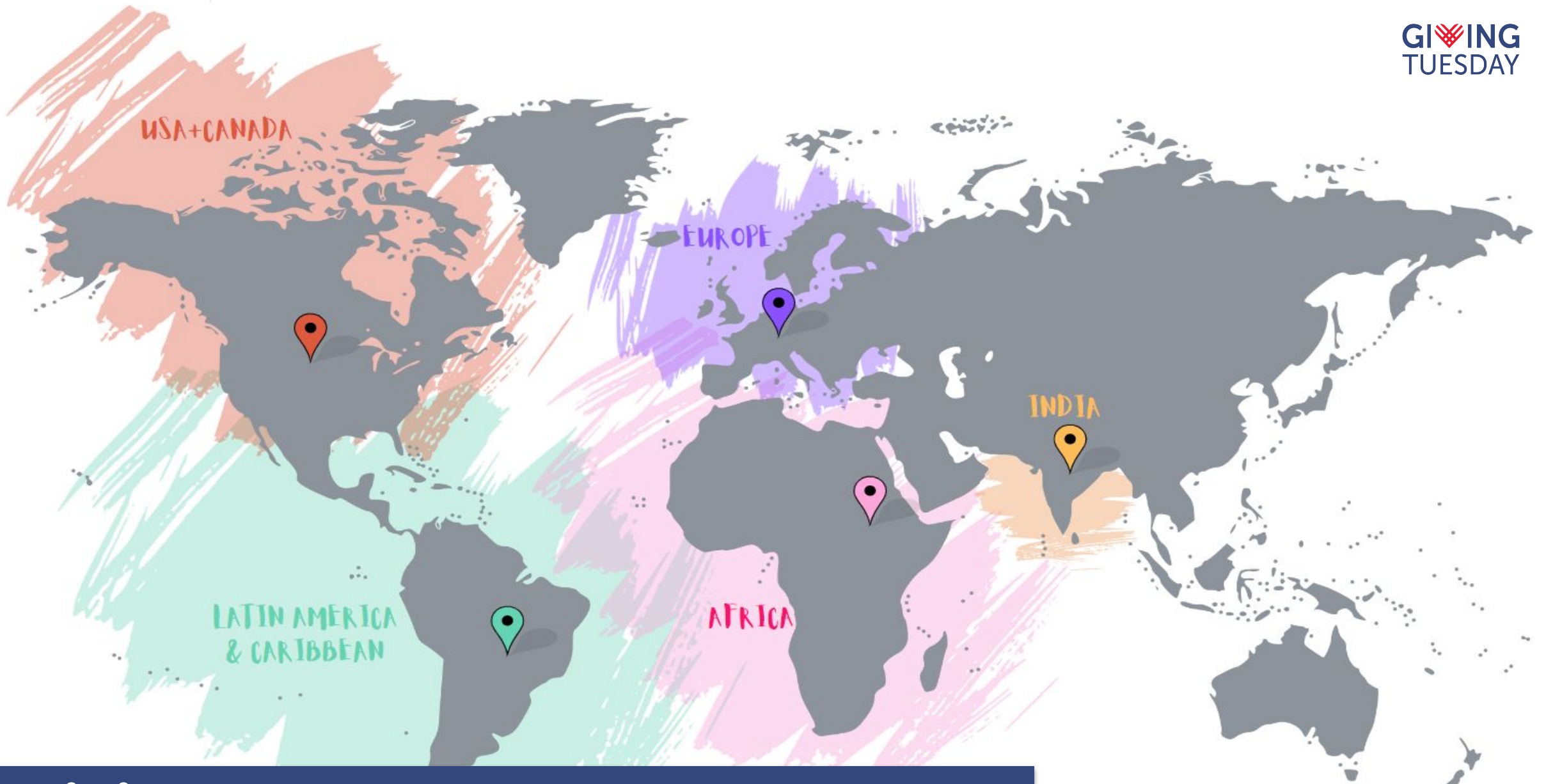
Build a more resilient and effective social sector

3

Accelerate equitable social innovation

4

Increase giver agency and engagement



GivingTuesday's Global Hubs

Our Tools & Infrastructure

**Private
servers for
processing
data**

**Project
spaces for
researchers**

**Dedicated
research
hubs**

**Support for
uptake and
use of data**

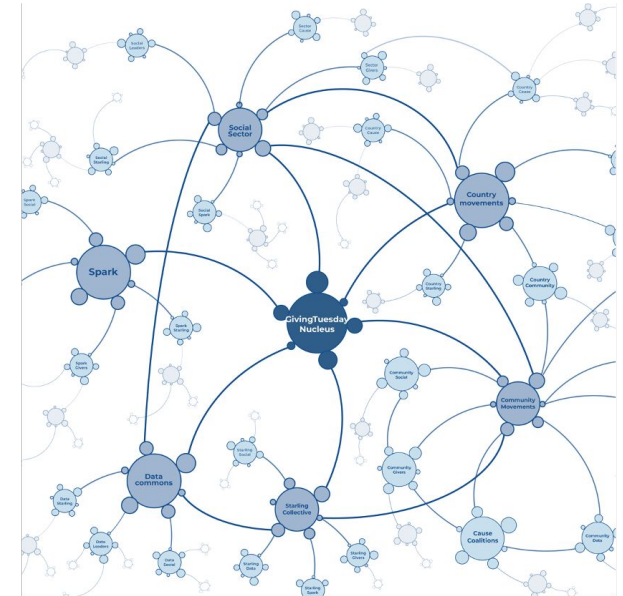
Research Agenda



Strengthening
Resource
Mobilization



Capturing
Dimensions of
Generosity



Understanding the
GivingTuesday
Distributed Model



GIVING TUESDAY
DATA COMMONS

**Serving
Academic Research**

Problem:

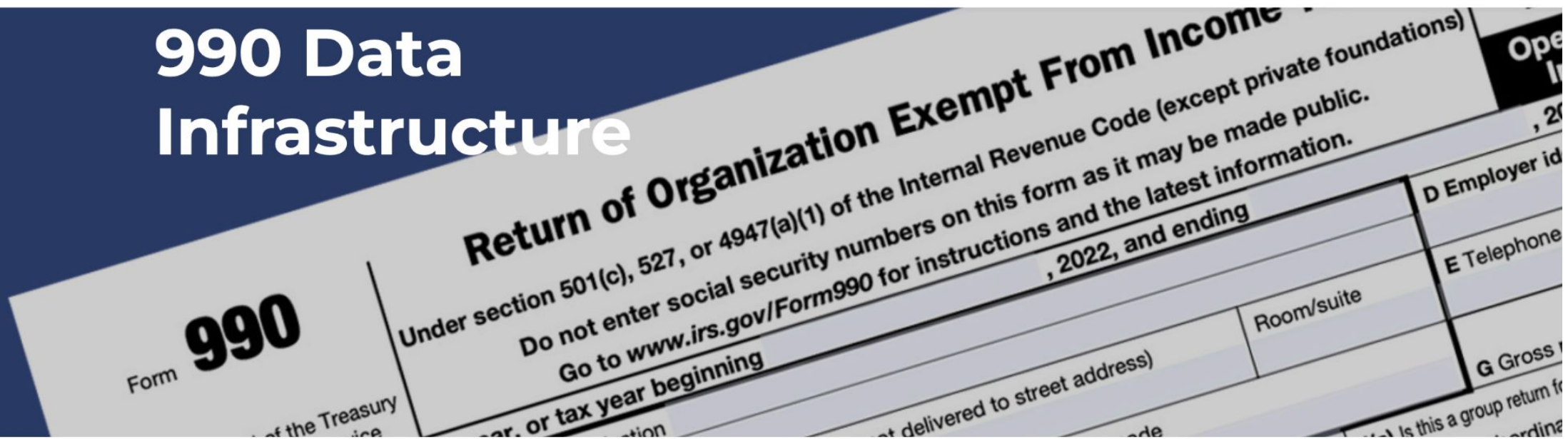
**Public data is not structured
for research needs**

990 Data Infrastructure Project



[990 Datasets](#) [Tools & Assets](#) [Project Roadmap](#) [Our Partners](#) [Who We Are](#)

990 Data Infrastructure



Providing a vital industry resource: an open source platform making US nonprofit data more accessible.

The 990 Data Infrastructure Project, led by GivingTuesday, is a collaborative initiative that aims to provide the public with centralized access to comprehensive 990 datasets and tools.

+ 5.3 Million Files Added

phoolish-philomath Removing existing log messages	592f0e3 · 5 months ago	50 Commits
helpers	try except on interface	6 months ago
images	Modifying Code Base	6 months ago
logs	Removing existing log messages	5 months ago
settings	adding sample indices	6 months ago
.gitignore	Deleting DS_Store	5 months ago
LICENSE	Amending licence to include CitizenAudit	5 months ago
README.md	Renamed Giving Tuesday with GivingTuesday and removed l...	5 months ago
XML_Parser.py	modified bug in interface	6 months ago
__init__.py	Modifying Code Base	6 months ago
requirements.txt	Removing incompatible lxml	6 months ago

Introduction

Part 1. Background - What are Form 990s & Form 990xmls

Every year all charities in the United States must file their annual tax returns (i.e Form 990) electronically with the IRS. This process is known as "efiling" a tax return which is similar to individuals using TurboTax (and other tools) to file their tax returns.

About

Command-line tool for parsing IRS Form 990 XML files

- Readme
- MIT license
- Activity
- Custom properties
- 1 star
- 4 watching
- 1 fork

Report repository

Releases

No releases published

Packages

No packages published

Contributors 2

- citizenaudit
- phoolish-philomath Sana Farooqui

Languages



990 Data Infrastructure

Access the project site

990data.givingtuesday.org

Supported by



Our partners



Candid.



Problem:

Not enough private data is structured for “sectoral-eye view”

Quarterly Fundraising Report™

Year-to-Date Nonprofit Sector Trends
Q4 2023 (JAN 1, 2023 - DEC 31, 2023)

Key Definitions

Key Insights

- In 2023, we observed a modest decline in fundraising metrics across most donor categories, including dollars raised, donor counts, and retention rates.
- Small organizations performed the best in terms of dollars raised, remaining flat or slightly positive, with the largest organizations seeing the greatest decrease in fundraising.
- The International, Foreign Affairs cause area saw a noticeable boost in Q4 of 2023, likely attributed to aid and assistance campaigns relating to international conflicts.



DONORS

-3.4%

(+/- 0.5%)

YOY change



DOLLARS

-2.8%

(+/- 0.5%)

YOY change



RETENTION

-2.5%

(+/- 0.5%)

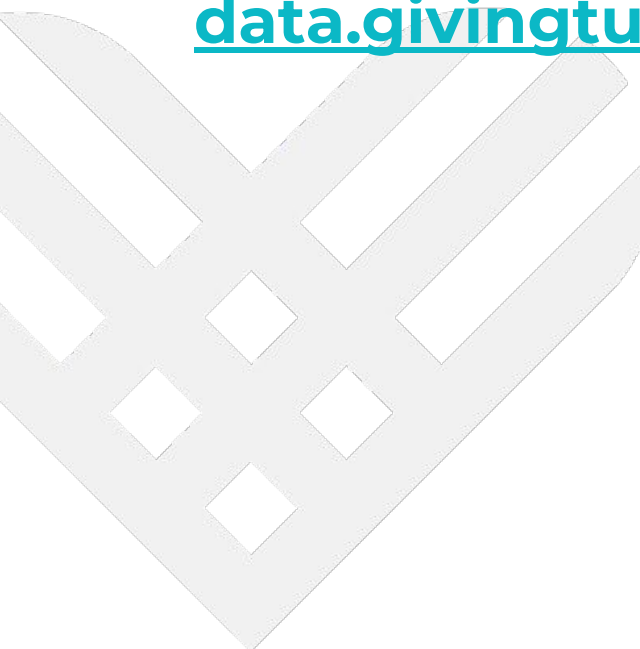
YOY change

- Visit <https://data.givingtuesday.org/fep-report/> for the most detailed version of this report, which includes additional data splits and organization-focused insights.
- In this report, we compare data compiled from previous years to data from the full year of 2023.

FEP Access

Access the latest FEP
Dashboard

data.givingtuesday.org/fep-report



Our partners



Problem:

**With private data comes many...
Complications**

Donor Advised Fund (DAF) Project

Donor Advised Fund (DAF) Project

GivingTuesday Data Commons has partnered with the Donor Advised Fund Research Collaborative (DAFRC) to contribute to an increased public understanding of donor advised funds (DAFs). The [Donor Advised Fund Research Collaborative \(DAFRC\)](#), led and co-founded by Dr. Danielle Vance-McMullen and Dr. H. Daniel Heist, contributes to the public understanding of donor-advised funds (DAFs) by collecting the most recent data on DAF accounts and analyzing their characteristics and giving behavior. Published in February 2024, the 2024 National Study on Donor Advised Funds is the most comprehensive research project on DAFs to date.

To access the full report, FAQs, and an Executive Summary with key findings, click here:

<https://www.dafresearchcollaborative.org/national-study-dafs>



To access the full report

dafresearchcollaborative.org/national-study-dafs

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Problem:

Third sector lacks market data on public attitudes and behaviours

GivingPulse

A HOLISTIC LOOK AT TRENDS IN GIVING BEHAVIOR AND PERSPECTIVES

Supported by:

FIDELITY Charitable*
CATALYST FUND



Number of supported causes vs. Automatic donations

You can use the filters to view results for subsets of survey respondents. You can also compare results with those of another question.

← GO BACK
EXPORT CSV

Start 📅

End 📅

Age Group

18 to 24 years ✕

Household Disposable Income

- \$0 disposable income
- Under \$5,000
- \$5,000-\$7,499
- \$7,500-\$9,999
- \$10,000-\$14,999
- \$15,000 - \$25,000
- Over \$25,000

Mode Of Giving ▼

Giving Recipient ▼

Language ▼

Region ▼

Religiosity ▼

The sample size will decrease with each filter applied, possibly reducing the statistical significance of the results.

Sample Size

17,814

Response Distribution

● Automatic bank transfer ● Automatic payroll deduction

Q1

Category	Automatic bank transfer (%)	Automatic payroll deduction (%)
0.0	~2.5	~3.5
1.0	~28.0	~25.0
2.0	~28.0	~25.0
3.0	~18.0	~20.0
4.0	~10.0	~12.0
5.0	~5.0	~7.0
6.0	~2.0	~3.0
7.0	~1.0	~1.5
8.0	~0.5	~0.5
9.0	~0.2	~0.2
10.0	~0.1	~0.1
11.0	~0.1	~0.1
12.0	~0.1	~0.1
13.0	~0.1	~0.1

Summary

GivingPulse

Access the report

givingpulse.givingtuesday.org

Supported by

 FIDELITY Charitable*

CATALYST FUND



Problem:

**Third sector research is not
curated and indexed
for its own needs**

The GivingTuesday Resource Exchange

Welcome to the new GivingTuesday Resource Exchange: a global, collaborative, comprehensive, and continuously updated library of resources on generosity and philanthropy. With new additions every month, it offers a portal of entry into special resource collections from the foremost organizations across the philanthropic sector. It also offers key access to collaborative work, research, insights, and assets produced by the GivingTuesday Data Commons and its network. Make sure to bookmark the GivingTuesday Resource Exchange and visit every month for new additions!

Read our [Usage and Content Disclaimer](#).

Search by title, author or abstract keyword

Search

Explore the GivingTuesday Resource Exchange

Explore at:

[givingtuesday.org/
resource-exchange](https://givingtuesday.org/resource-exchange)



AMPLIFY
YOUR
REACH



SHOWCASE
YOUR
RESEARCH



BECOME
A
CONTRIBUTOR



TELL US
WHAT YOU
THINK

Contact:

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