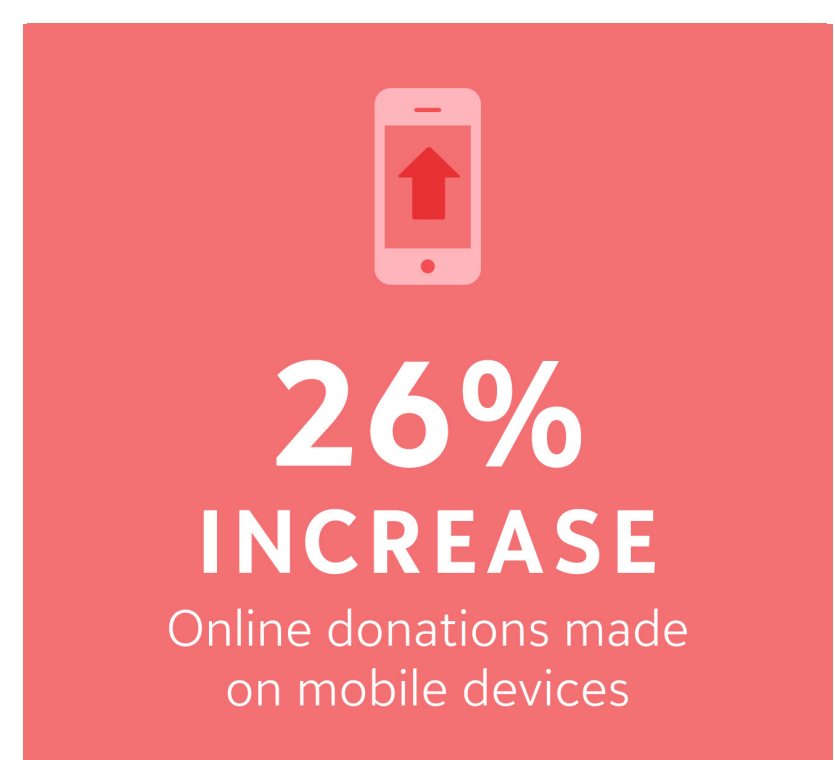


# 24 Hours of #GivingTuesday

## BY THE NUMBERS

On #GivingTuesday, you have 24 hours to harness the power of online giving. That's 1,440 minutes to make your mark and 86,400 seconds to spur supporters into action. The numbers don't lie. This 24-hour global giving movement is a can't-miss opportunity for organizations looking to make an impact.

## Breaking Down the 2017 Numbers



### ORGANIZATIONS OF ALL SIZES WIN ON #GIVINGTUESDAY.

Donations continue to shift from large to **midsize and small organizations**

**Large organizations only represent 57% of revenue**, compared to 66% in 2016 and 80% in 2012

**Midsize nonprofits are receiving 36% of revenue**, followed by 7% for smaller organizations

## Top Sectors for #GivingTuesday Donations by Year

Source: 2017 Charitable Giving Report

### ★ 2012

1. Medical Research **33%**
2. Human Services **23%**
3. International Affairs **13%**

### ★ 2013

1. Faith-Based **40%**
2. Human Services **13%**
3. Medical Research **11%**

### ★ 2014

1. Faith-Based **21%**
2. Higher Education **17%**
3. Medical Research **13%**  
Healthcare **13%**

### ★ 2015

1. Faith-Based **16%**
2. Human Services **15%**
3. Higher Education **13%**  
Medical Research **13%**

### ★ 2016

1. Human Services **21%**
2. Environment and Animal Welfare **19%**
3. Healthcare **18%**

### ★ 2017

1. Higher Education **20%**
2. Human Services **19%**
3. Healthcare **12%**  
Environment and Animal Welfare **12%**

◆◆◆ **WILL YOUR CAUSE COME OUT ON TOP THIS YEAR?** ◆◆◆