

Resilient fundraising in uncertain times: How to thrive in 2026

Presented by philanthropic and charitable strategy

November 13, 2025

Our team

Philanthropic and charitable strategy



George Burnette, JD
Philanthropic and
Charitable Strategist



Valeska Redmond, Ph.D.
Philanthropic and
Charitable Strategist



Justin Marcinkiewicz, CFA
Senior Portfolio Strategist

Agenda



Review the latest philanthropic trends



Discuss current state of the economy



Provide practical tools



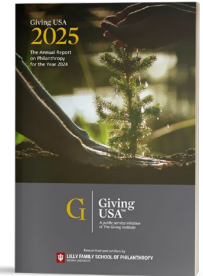
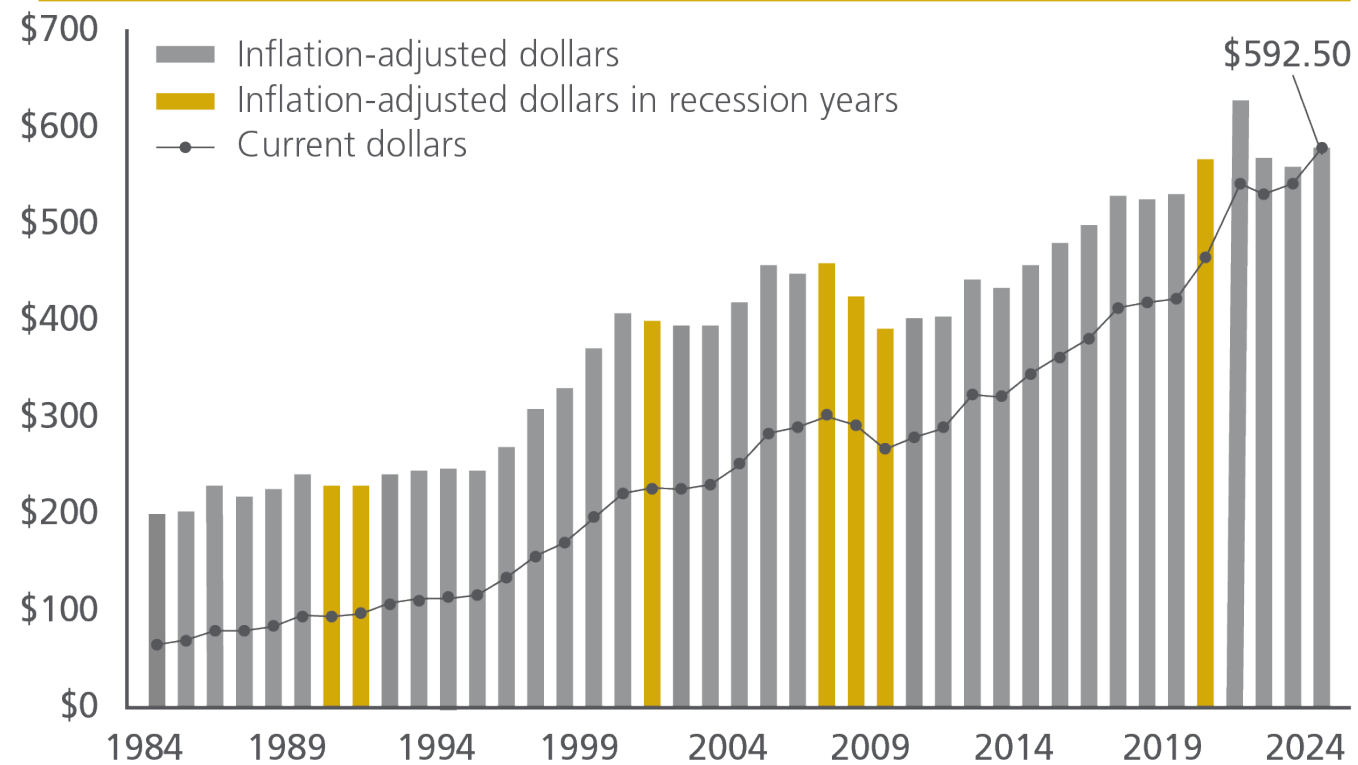
What are you planning to change in 2026?

The philanthropic landscape

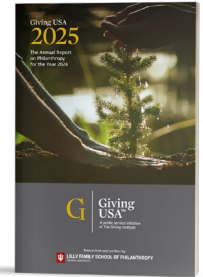
A review of the annual report of philanthropy for the year 2024

Total giving, 1984–2024

(in billions of dollars)

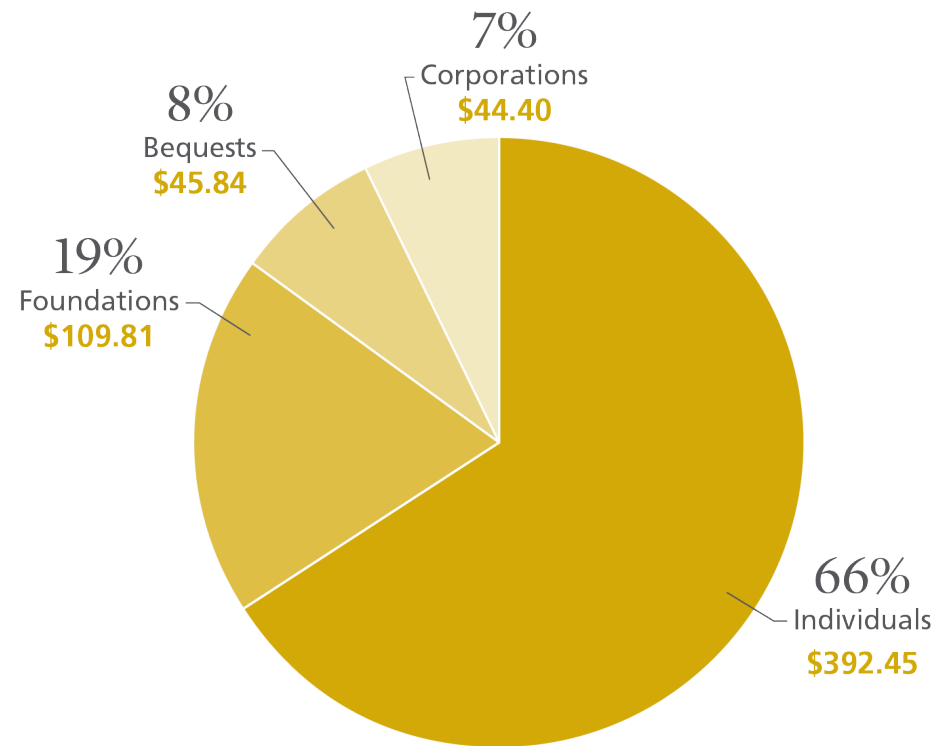


Source: Giving USA 2025: The Annual Report on Philanthropy for the year 2024. Researched and written by Indiana University Lilly Family School of Philanthropy

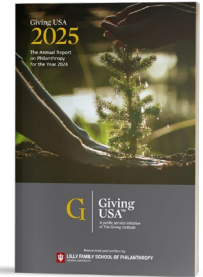


2024 contributions: \$592.50 billion by source of contributions

(in billions for dollars – all figures are rounded)

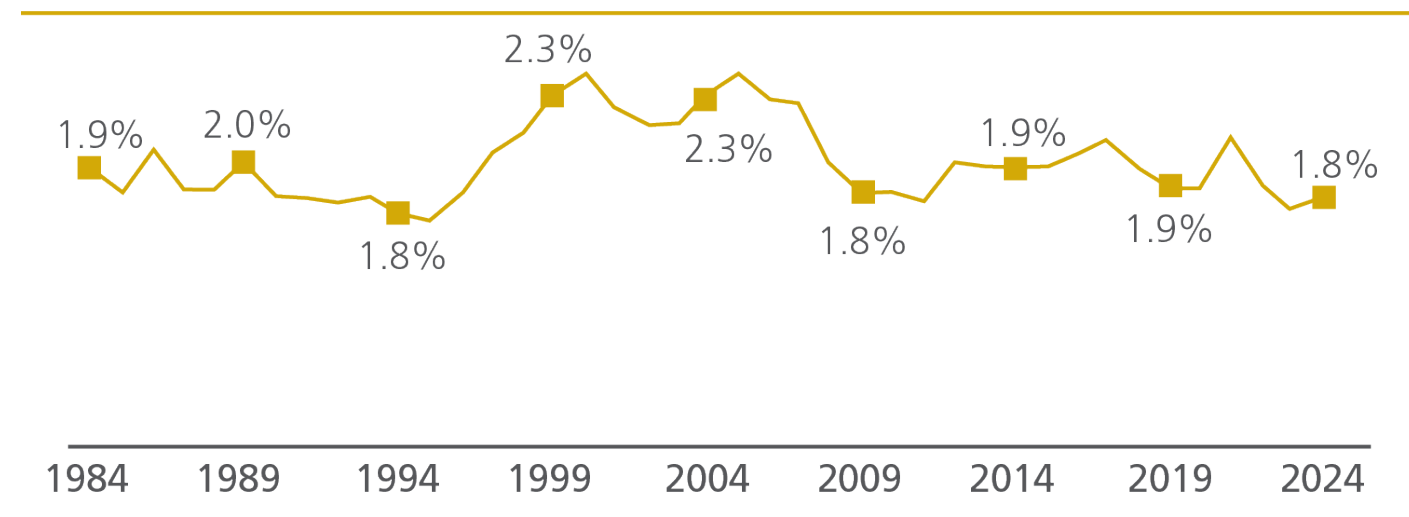


Source: Giving USA 2025: The Annual Report on Philanthropy for the year 2024. Researched and written by Indiana University Lilly Family School of Philanthropy

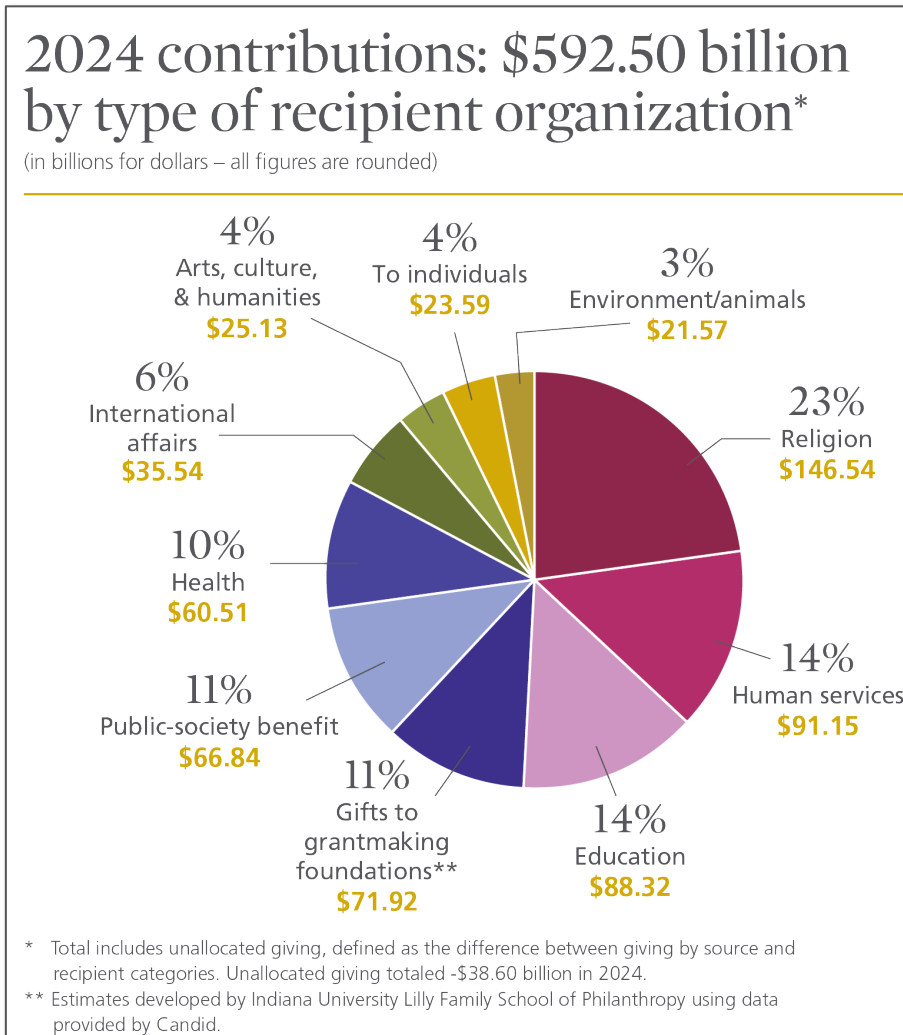
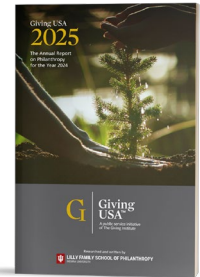


Individual giving as a share of disposable personal income, 1984–2024

(in current dollars)

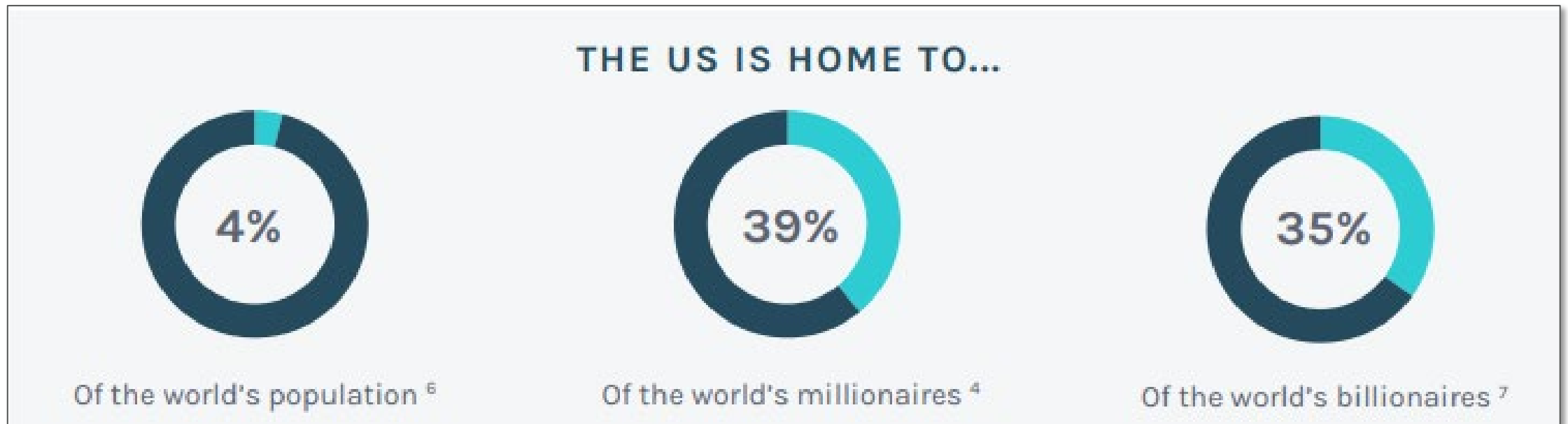


Source: Giving USA 2025: The Annual Report on Philanthropy for the year 2024. Researched and written by Indiana University Lilly Family School of Philanthropy



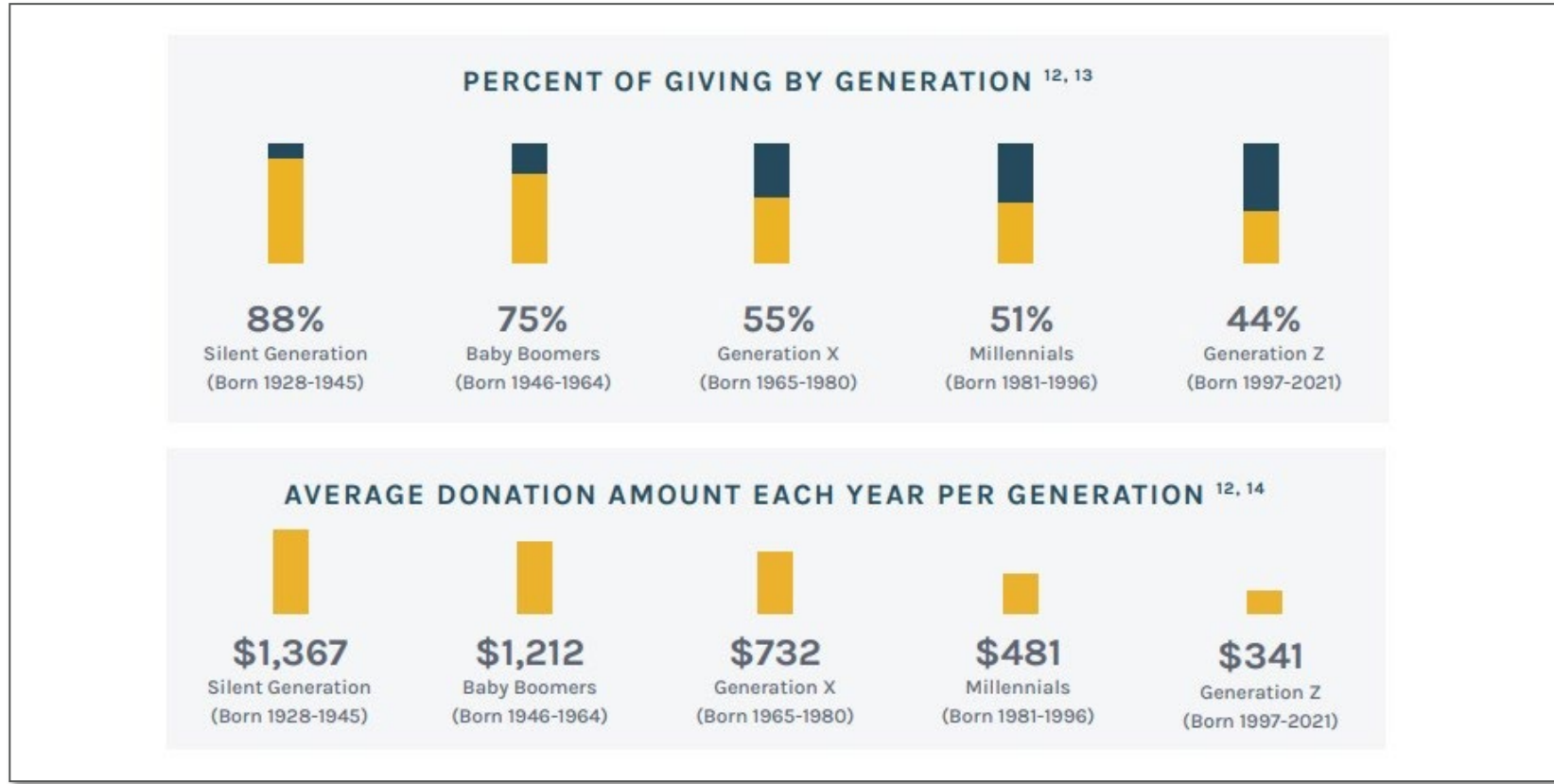
Source: Giving USA 2025: The Annual Report on Philanthropy for the year 2024. Researched and written by Indiana University Lilly Family School of Philanthropy

Philanthropic dollars in the U.S.



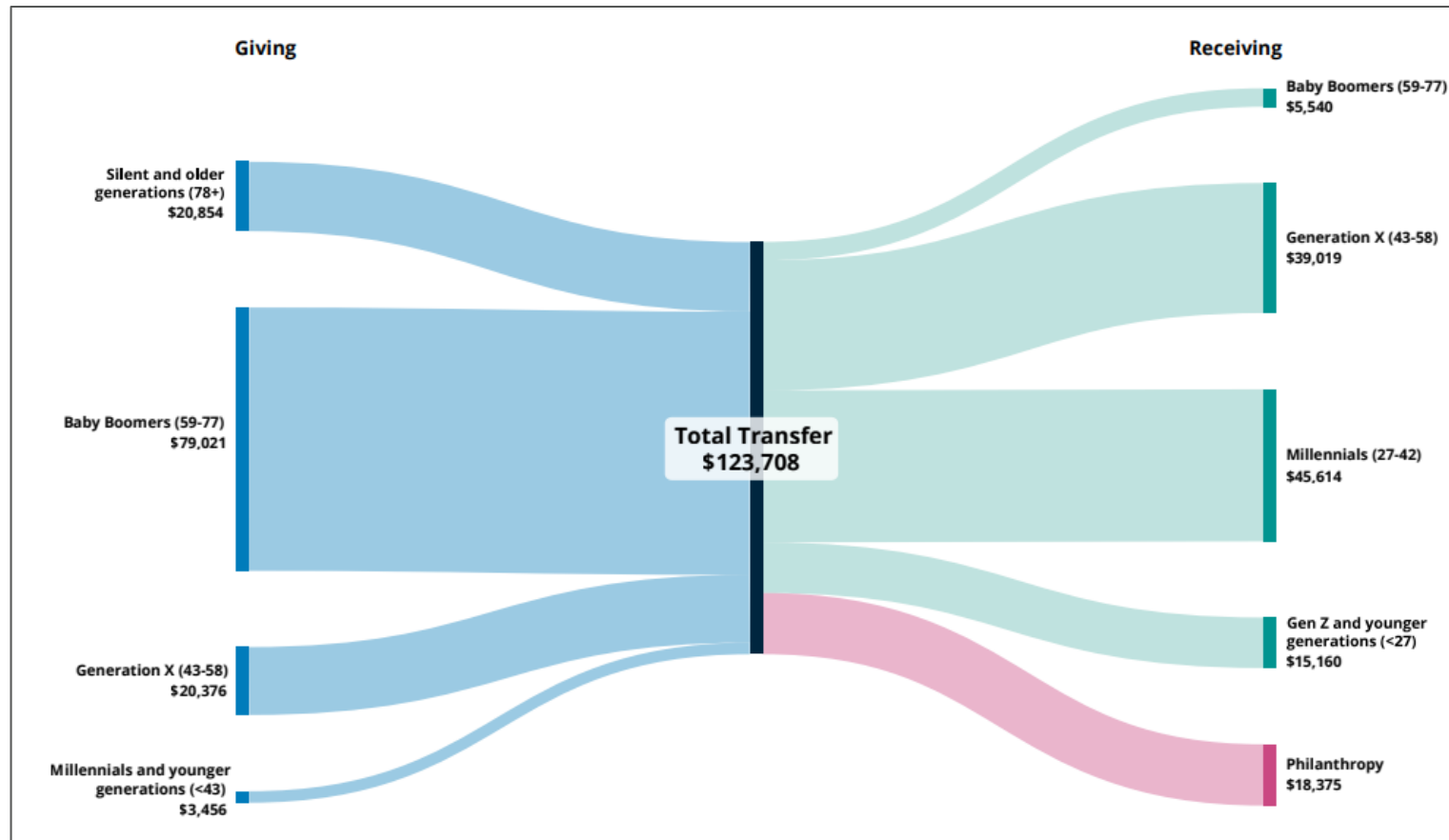
Source: FEP 2025 Quarterly Benchmark Report

Giving by generation



Source: Fundraising Effectiveness Project

The big wealth transfer



Women leading in philanthropy

- Women hold 40% of global wealth.
- Nearly \$40 trillion expected to be passed on by spouse to widowed women in the baby boomer generation.
- With generational wealth transfer, a new group of philanthropists may have different values, priorities, and giving patterns.
- Across income levels, women are more likely to give and give more than their male counterparts.



Donor retention



Donors

-1.3%

(+/- 1.5%)
YOY change



Dollars

+3.6%

(+/- 1.5%)
YOY change



Retention

-0.1 p.p.

(+/- 0.1 p.p.)
YOY change

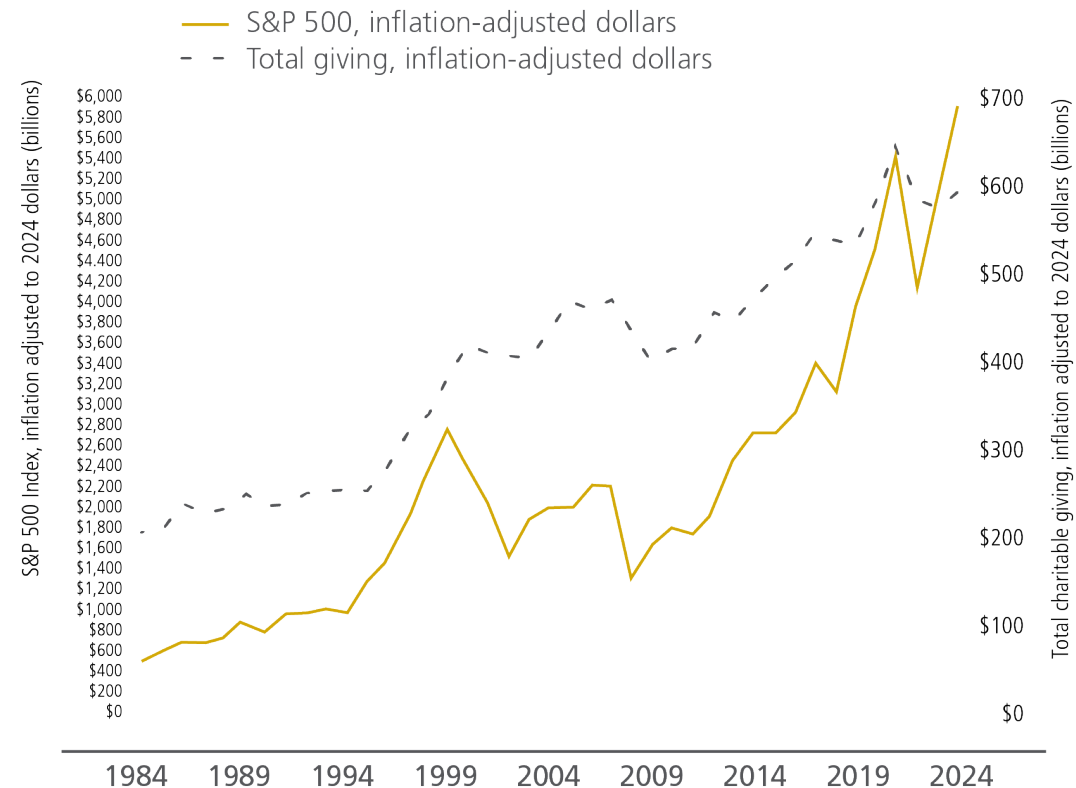
The state of the economy

A review of the current economic environment

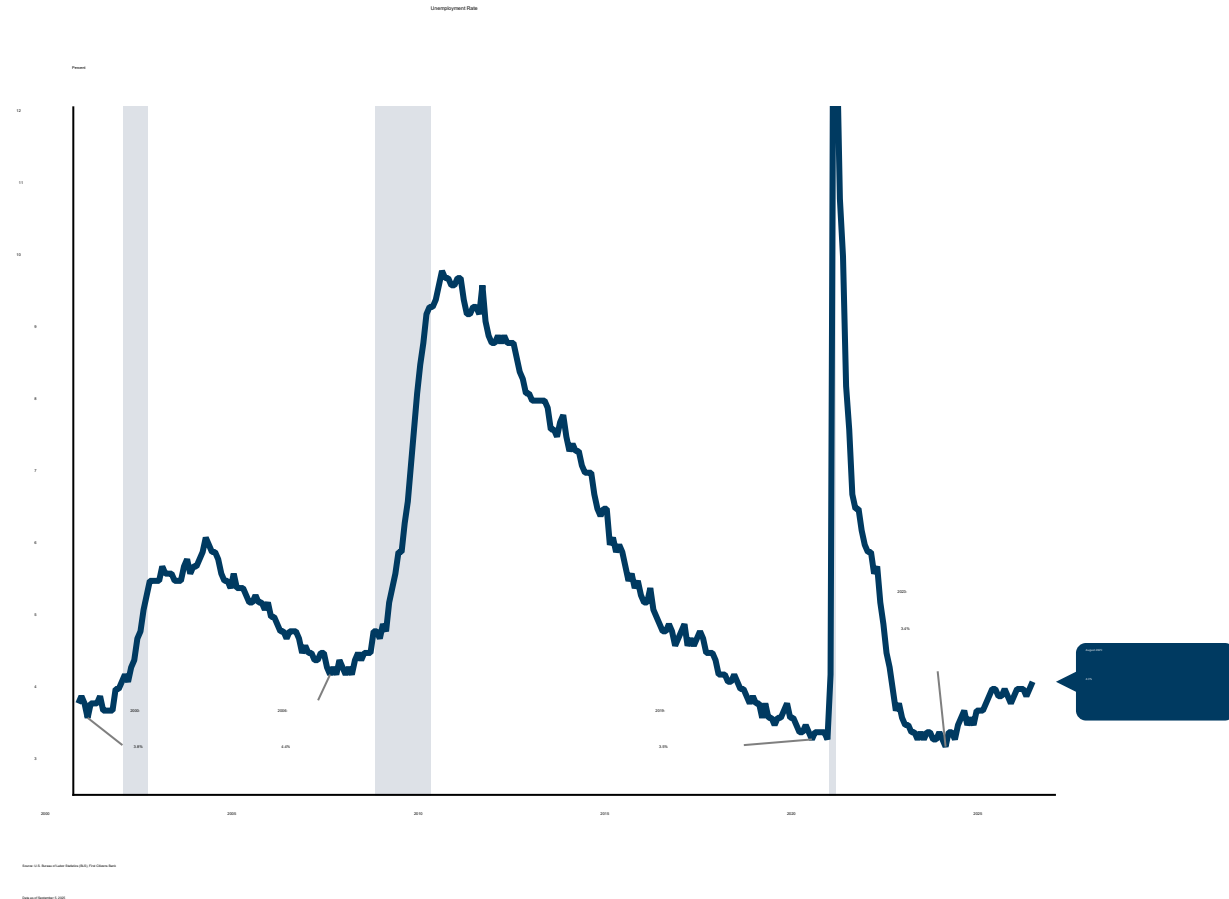
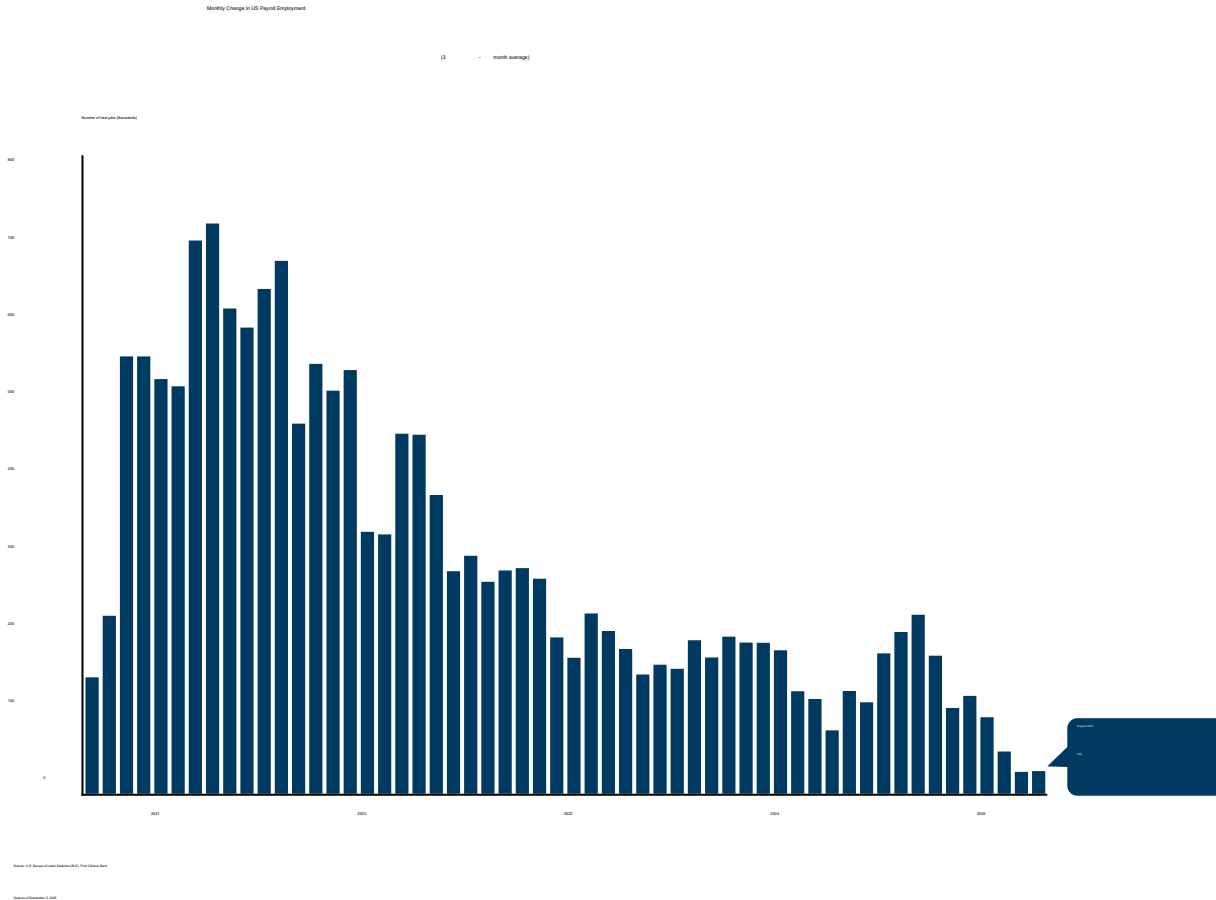


Total charitable giving graphed with the Standard & Poor's 500 Index, 1984–2024

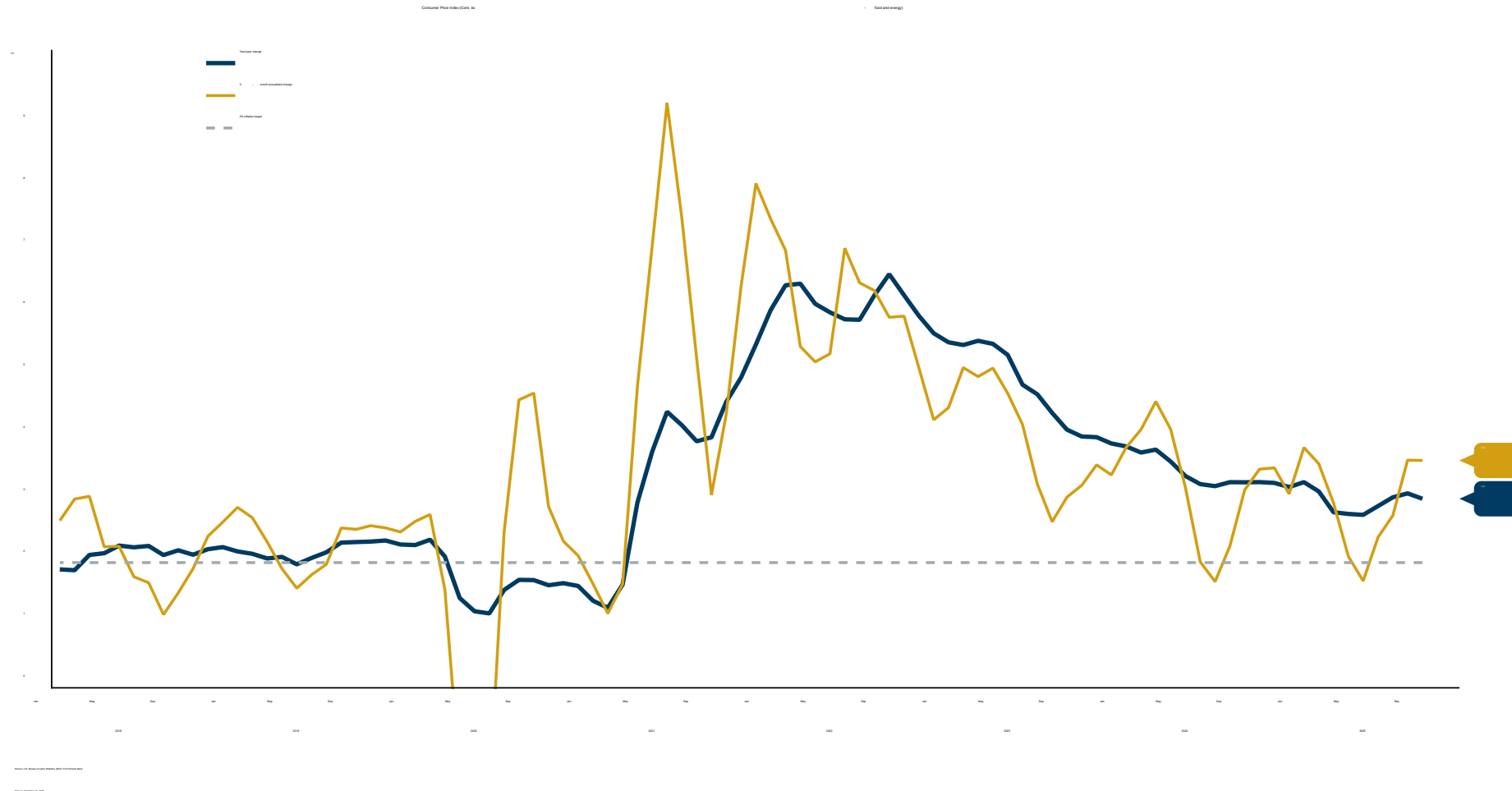
(in billions of inflation-adjusted dollars, 2024 = \$100)



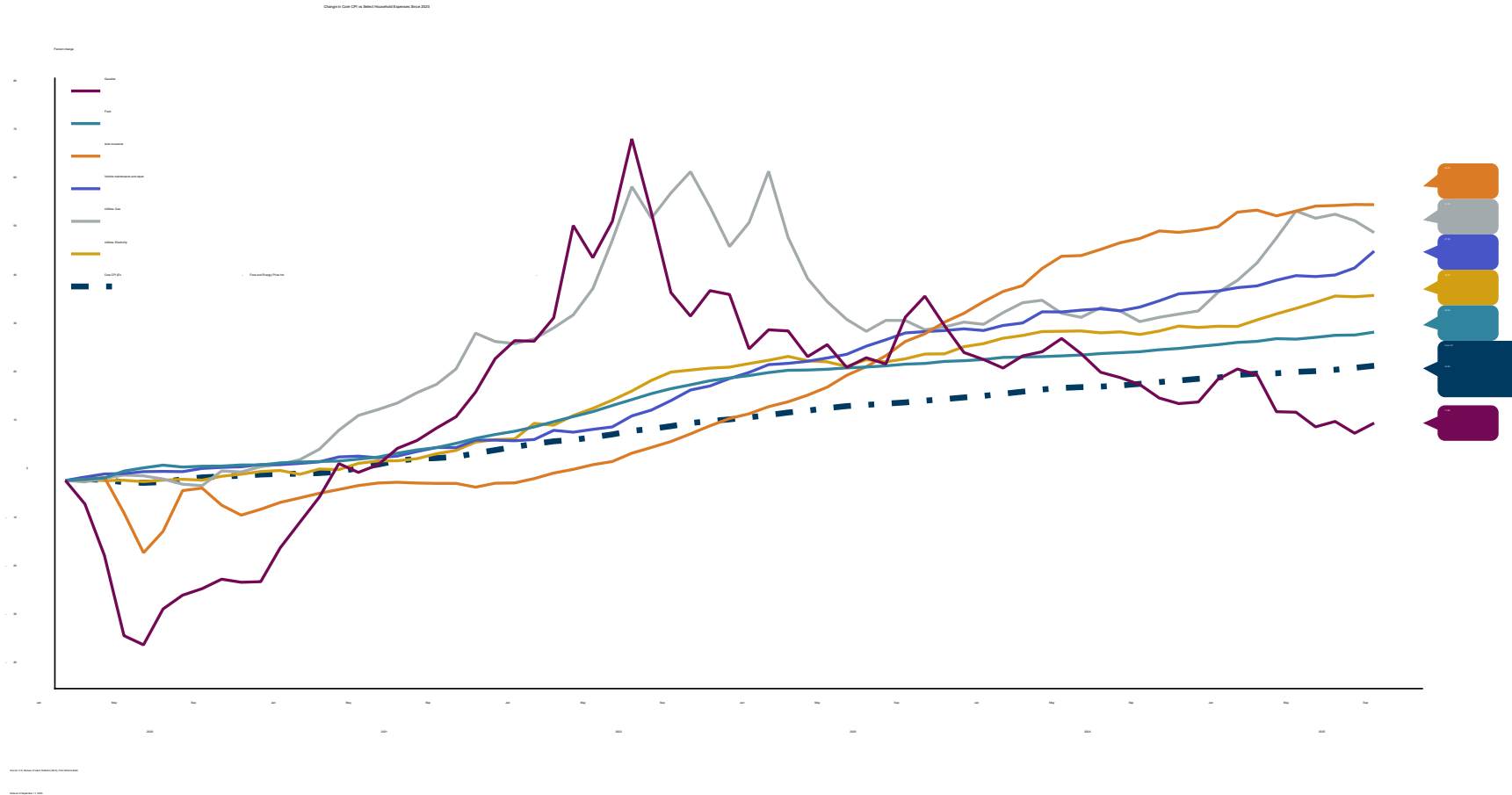
Official labor data shed light on an economy from at least two months ago



Inflation is running at a 3% pace

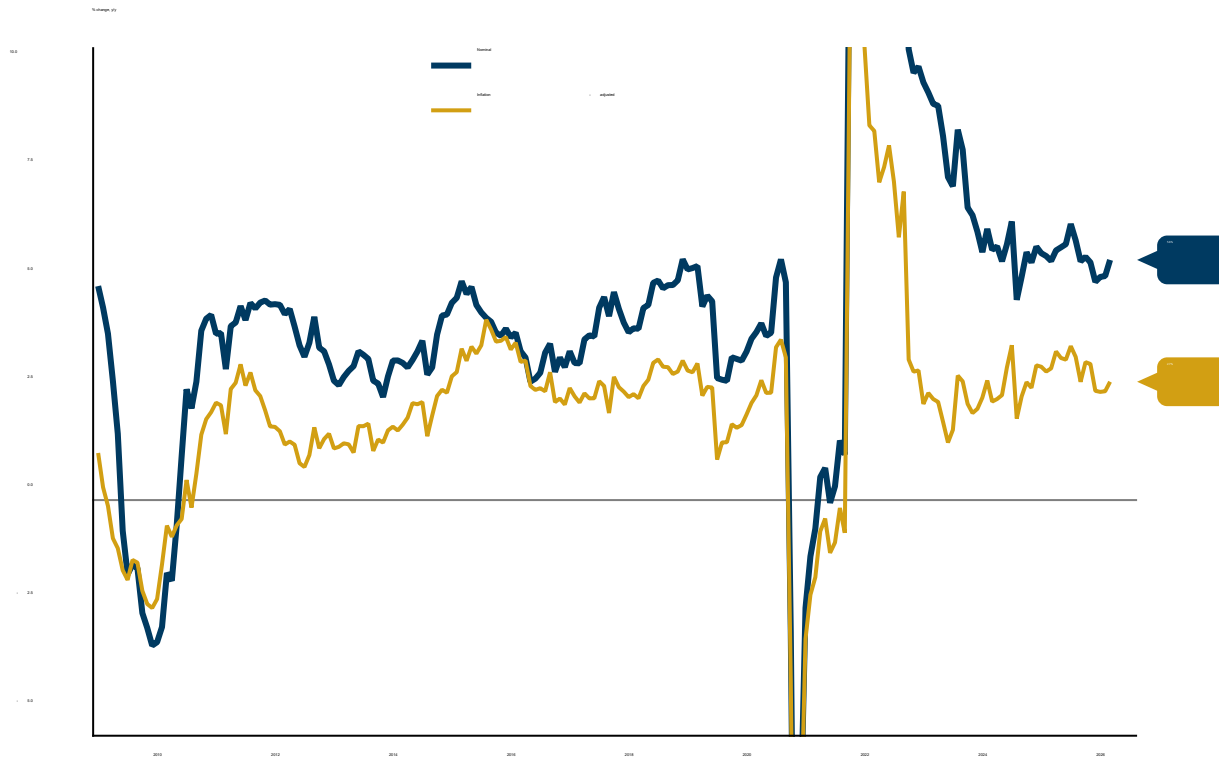


Rising household expenses have added considerably to cost of living

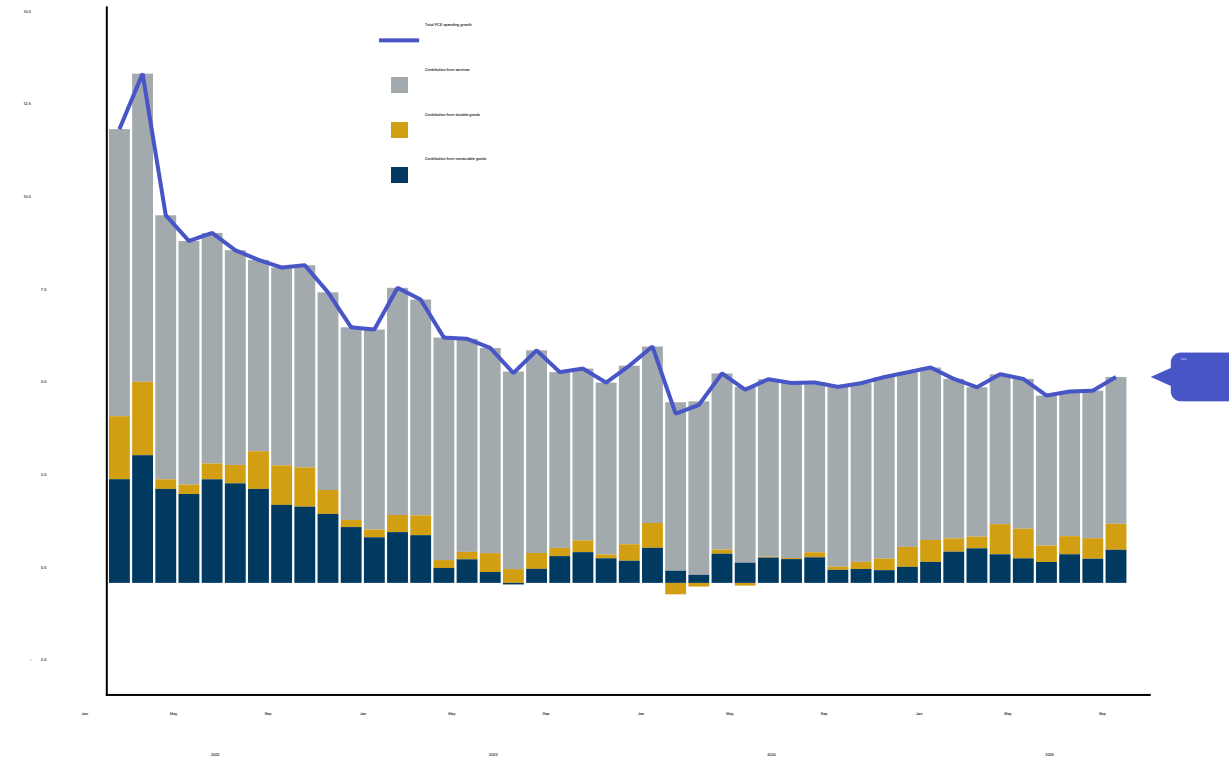


Consumer spending growth continues to moderate but remains healthy

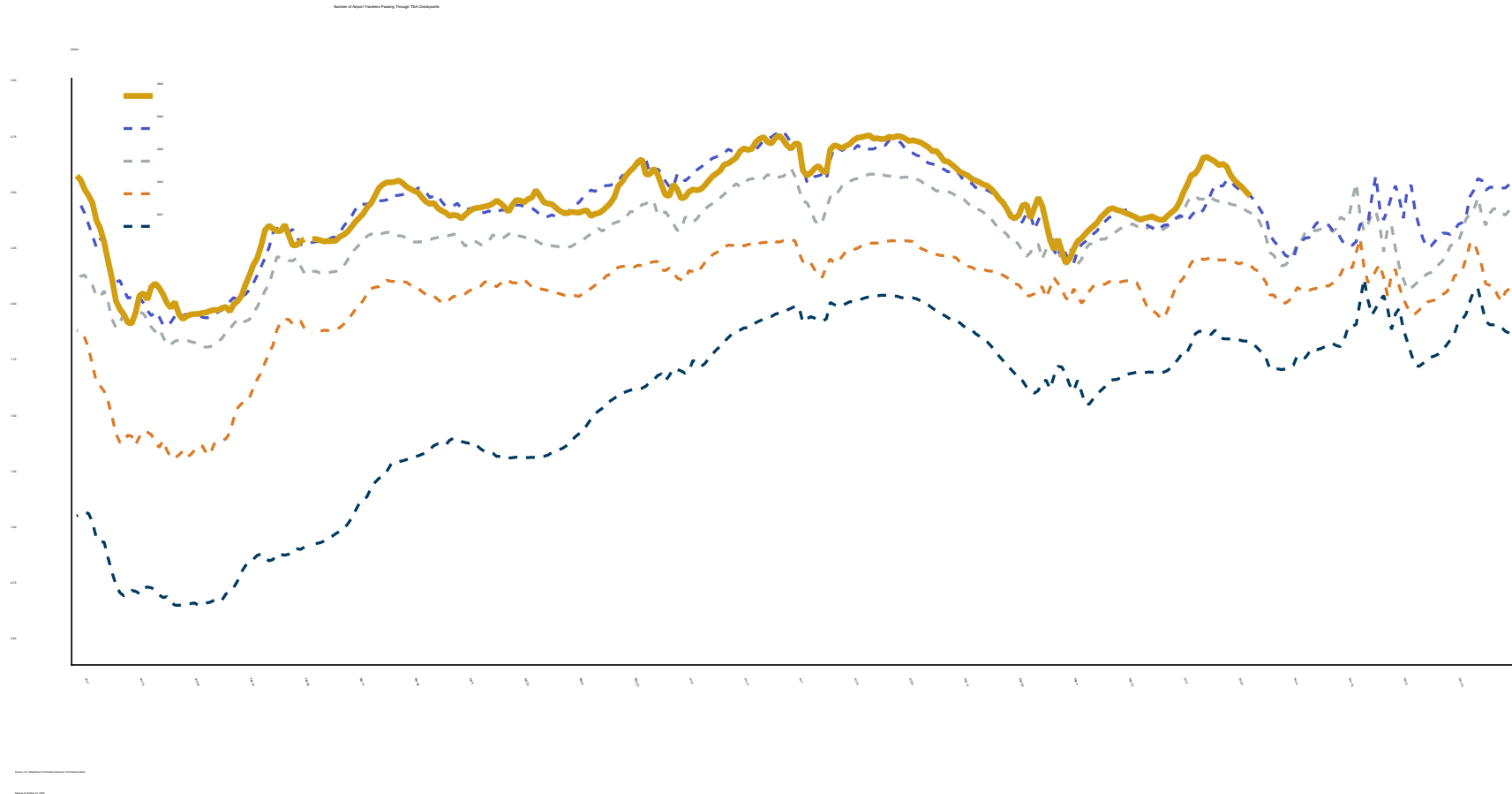
Consumer Spending Growth



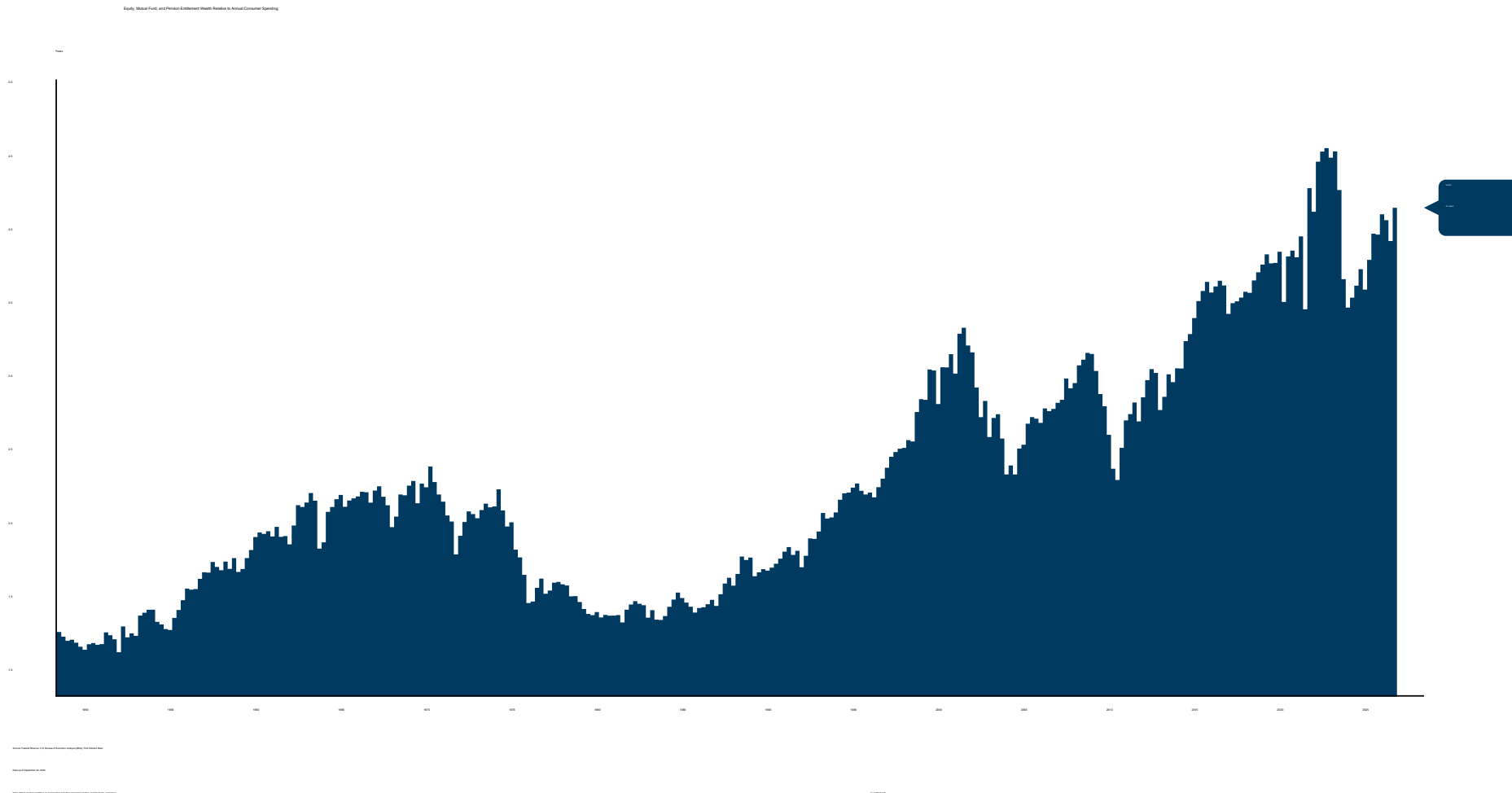
Consumer Spending Growth by Category



The number of airline travelers has tracked with last year at record levels



Households invested in stocks have never been wealthier



Practical tools

Staying ahead of the game

First steps

- Engage your board before a crisis
- Review and adjust your budget if needed
- Monitor your giving closely
- Avoid emergency solicitations
- Don't postpone campaigns or major giving projects





What or how will you communicate in 2026?

Communication

- Review your case for support
- Don't go silent
- Involve your key stakeholders
- Talk about your vision
- Engage in omnichannel communication
 - Direct mail
 - Online
- Get social and collaborate



Stewardship

- Be personal
- Engage lapsed donors
- Practice gratitude
- Think relational, not transactional
- Engage your volunteers





How will you adapt your fundraising approach?

Fundraising

- Start at the top
- Retention over acquisition
- Focus on recurring giving
- Increase the number of face-to-face solicitations
- Find a challenge gift
- Don't stop asking and ask big
- Encourage Donor Advised Funds (DAFs)
- Focus on planned giving, especially women



Steps you can take now

1	Review and assess current revenue streams and potential risks
2	Explore contingencies and draft a crisis plan with your board
3	Establish or update policies including gift acceptance, investment and spending, endowment, and donor recognition policies
4	Evaluate and update website and online giving process
5	Update or create stewardship plan for your donors
6	Communicate changes, impact, and needs with your donors
7	Contact elected officials to advocate for your cause

Conference Evaluation



Important disclosures


See more about First Citizens Investor Services, Inc. and our investment professionals at <https://brokercheck.finra.org/>. Learn more about this representative's professional designations at <http://www.finra.org/investors/professional-designations>.

This material is for informational purposes only and is not intended to be an offer, specific investment strategy, recommendation, or solicitation to purchase or sell any security or insurance product, and should not be construed as legal, tax or accounting advice. Please consult with your legal or tax advisor regarding the particular facts and circumstances of your situation prior to making any financial decision. While we believe that the information presented is from reliable sources, we do not represent, warrant, or guarantee that it is accurate or complete.

Your investments in securities and insurance products and services are not insured by the FDIC or any other federal government agency and may lose value. They are not deposits or other obligations of, or guaranteed by any bank or bank affiliate and are subject to investment risks, including possible loss of the principal amounts invested.

About the Entities, Brands and Services Offered

First Citizens Wealth® (FCW) is a registered trademark of First Citizens BancShares, Inc., a bank holding company. The following affiliates of First Citizens BancShares are the entities through which FCW products are offered. Brokerage products and services are offered through First Citizens Investor Services, Inc. ("FCIS"), a registered broker-dealer, Member **FINRA** and **SIPC**. Advisory services are offered through FCIS, First Citizens Asset Management, Inc. and SVB Wealth LLC, all SEC registered investment advisers. Certain brokerage and advisory products and services may not be available from all Investment Professionals, in all jurisdictions, or to all investors. Insurance products and services are offered through FCIS, a licensed insurance agency. Banking, lending, trust products and services, and certain insurance products and services are offered by First-Citizens Bank & Trust Company, Member **FDIC**, and an Equal Housing Lender.

All loans provided by First-Citizens Bank & Trust Company are subject to underwriting, credit, and collateral approval. Financing availability may vary by state. Restrictions may apply. All information contained herein is for informational purposes only and no guarantee is expressed or implied. Rates, terms, programs, and underwriting policies are subject to change without notice. This is not a commitment to lend. Terms and conditions apply. NMLSR ID 503941 

For more information about FCIS, FCAM or SVBW and its Investment Professionals click the link below:

<https://www.firstcitizens.com/wealth/disclosures>

©2025 First-Citizens Bank & Trust Company. All rights reserved.

©2025 First-Citizens Bank & Trust Company. All rights reserved. Silicon Valley Bank, a division of First-Citizens Bank & Trust Company. Member FDIC., First Citizens Wealth® is a registered trademark of First Citizens BancShares, Inc.

P00127_091725

P00127_062025