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percent for the three months ending October 2013, as compared to the same period in 2012.

**Isaac M. O'Bannon** • Dec. 02, 2013

The latest monthly report on charitable giving shows an increase for the third quarter of 2013.

Based on data from 3,828 charities that raised more than \$12 billion in the prior 12 months, The **Blackbaud** Index reported that overall charitable giving grew 2.3 percent for the three months ending October 2013, as compared to the same period in 2012.

Among 3,097 charities that raised nearly \$1.7 billion online in the prior 12 months, online giving grew 9.9 percent in the same three-month period, as compared to the same period in 2012.

“This year has been a better year for the nonprofit sector than it has been in a number of years,” said Chuck Longfield, Blackbaud’s chief scientist and creator of the Index. “Giving is very dependent on the stock market, which is at an all-time high. With the improving economy, some of the uncertainty has been removed. People tend to donate more when they feel wealthier, and the stock market helps with that.”

### **Revenue grows for faith-based organizations**

Overall fundraising revenue for 334 churches, synagogues, and other faith-based organizations that represent nearly \$1.2 billion in annual revenue grew 3.5 percent in the three months ending October 2013, as compared to the same period in 2012.

Online giving at 202 congregations and other faith-based groups that raised a total of more than \$110 million over 12 months grew 16.7 percent during the same period.

Blackbaud also released a report today focused on charitable giving trends in the

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gap in information on religious giving.

“It is very hard to come by,” said Rick Dunham, president and CEO of Dunham+Company and a member of the board of the Giving Institute, which publishes *Giving USA*. “When you look at houses of worship and the amount given through church, reporting on that is obviously spotty.”

The Blackbaud Index provides the most up-to-date information on charitable giving today. Tracking approximately \$12 billion in US-based charitable giving, the Index is updated on the first of each month at [www.blackbaud.com/blackbaudindex](http://www.blackbaud.com/blackbaudindex) and is based on year-over-year percent changes. Featuring overall and online giving, the Index can be viewed by size and subsets of the nonprofit industry. The Index now also features a fundraising benchmark calculator that will allow users to easily chart their own results against the Index, and historical data to provide a fuller view of charitable giving.

The new faith-based index brings the number of specialty indices up to nine, including: Arts & Culture, Environment & Animal Welfare, Healthcare, Human Services, International Affairs, K-12 Education, Medical Research, Public & Society Benefit, and now, Faith-based. There are plans to add a specialty index on higher education in 2014.

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