Where’s The Money?

FUNDRAISING QUIZ

1. In a typical recent year, how much money did U.S. nonprofits raise from private philanthropy?
   a) $100 billion
   b) $200 billion
   c) $300 billion
   d) $400 billion

2. Here are the four sources of private philanthropy. What percentage of giving comes from each category? The total adds up to 100%.
   a) Foundations
   b) Corporations
   c) Individuals
   d) Bequests

3. Which nonprofit community raises the most money from private sources?
   a) Colleges and universities
   b) Health care
   c) Religious organizations
   d) Arts
   e) Social services/human services

4. How much do U.S. nonprofits receive from all sources: private giving, government funding, and fees and other earned income?
   a) $800 million
   b) $1 trillion
   c) $1.2 trillion
   d) $1.5 trillion

5. What percentage of American households donate to nonprofit organizations?
   a) 60%
   b) 70%
   c) 80%
   d) 90%
6. The typical American household supports how many charitable organizations per year?
   a) 1-2
   b) 3-4
   c) 5-10
   d) More than 10

7. How much is median household giving per year?
   a) Less than $500
   b) $500-$1,000
   c) $1,000-$2,000
   d) More than $2,000

8. Which demographic group gives away the most money as a percentage of household income?
   a) The poor
   b) Middle income
   c) The wealthy

Sources: Giving USA; National Center for Charitable Statistics; Nonprofit Quarterly; Grassroots Fundraising Journal