



Generous Giving & NCF Impact Study

Research Conducted Fall, 2023



Overview

For years, the leaders of both Generous Giving (GG) and The National Christian Foundation (NCF) have known there is a symbiotic relationship between the transformation of someone's heart and a tangible expression of generosity.

In the Fall of 2023, GG and NCF agreed to conduct an extensive study on the effect of a GG experience on high-capacity givers (HCGs).

Impact Study Objective

Among high-capacity givers, what impact does attending a GG experience have on their future trajectory of giving and granting?



Impact Study

Building Blocks

There were four (4) key building blocks to this study:



Independent Expert

Conducted by an independent PhD research expert.



Sophisticated Methodology

Statistical regression methodology, including a time-series econometric analysis with matched control group.



Statistically Similar Control Group

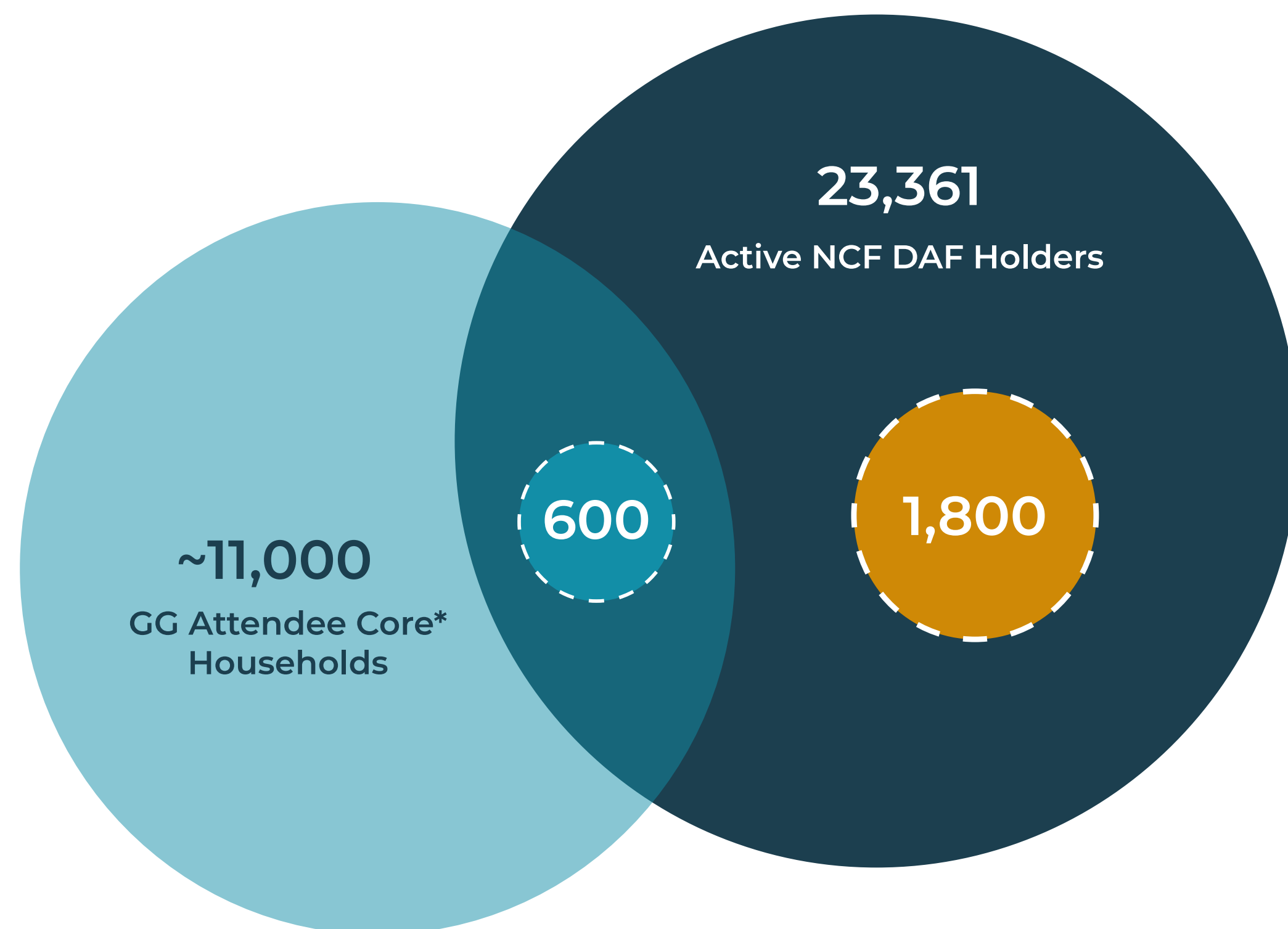
Created a statistically similar control group of HCG givers who had NOT attended a GG event, enabling us to determine total average increase in giving over and above what givers likely would have given anyway.



Long Time Horizon

Analyzed 12 years of giving data with an average of 6.5 years post-treatment.

Selection Criteria



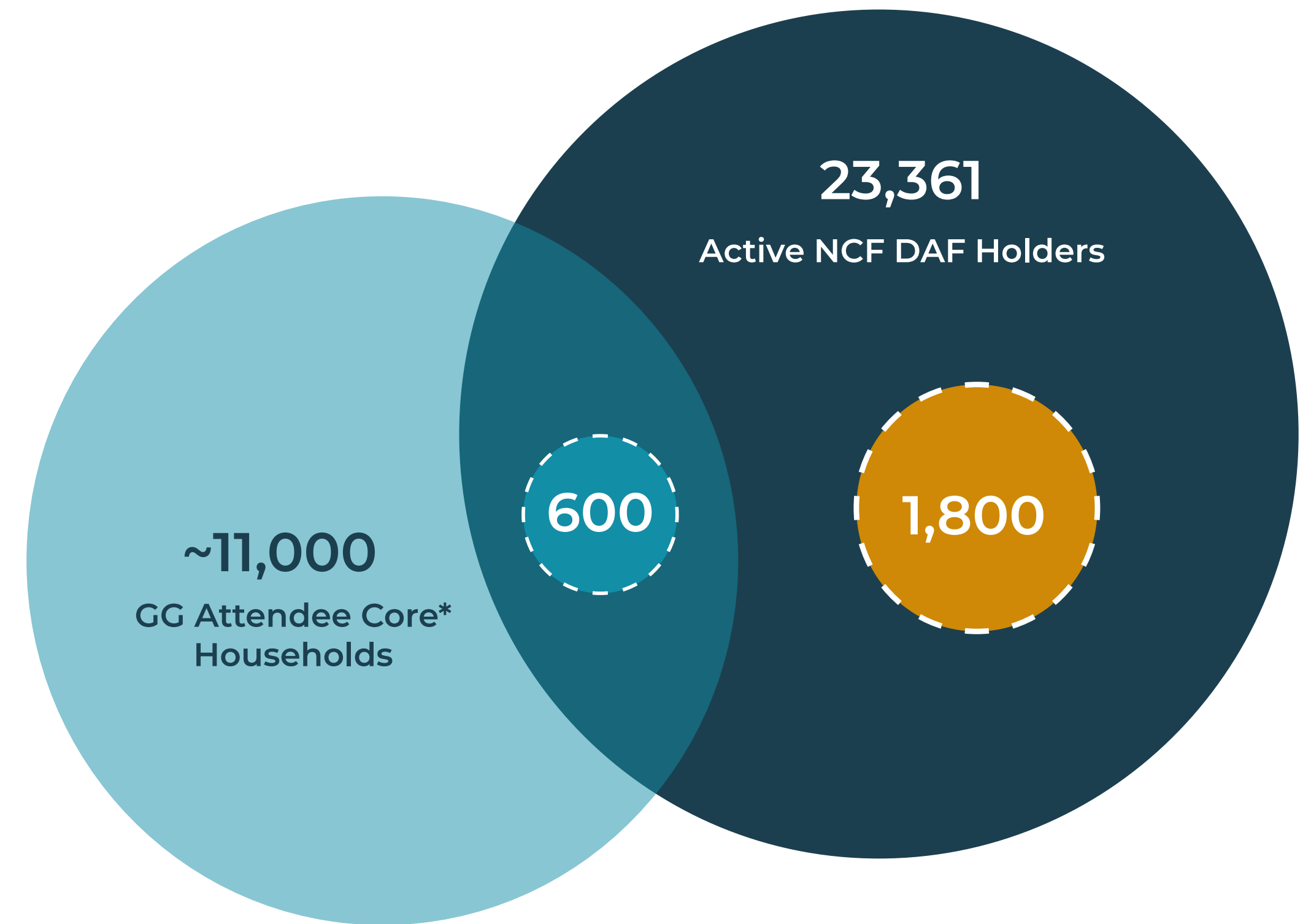
*GG Core is defined as anyone with \$250K+ in annual income or over \$2M in assets

**Large gifts >\$5M analyzed as a separate group for specific results

	Core Impact Group	Control (Comparison) Group
Sample Size	600 High Capacity Givers	1,800 High Capacity Givers
Active NCF DAF Holder	Yes	Yes
Lifetime Contributions	>\$25K	>\$25K
Large Gifts (\$5M+)	Capped at \$5M in primary analysis to prevent skewing averages **	Capped at \$5M in primary analysis to prevent skewing averages **
GG Experience	Yes; 1st experience occurred from 2011-2019	None
Dates Analyzed	2011-2022	2011-2022

Population Comparisons

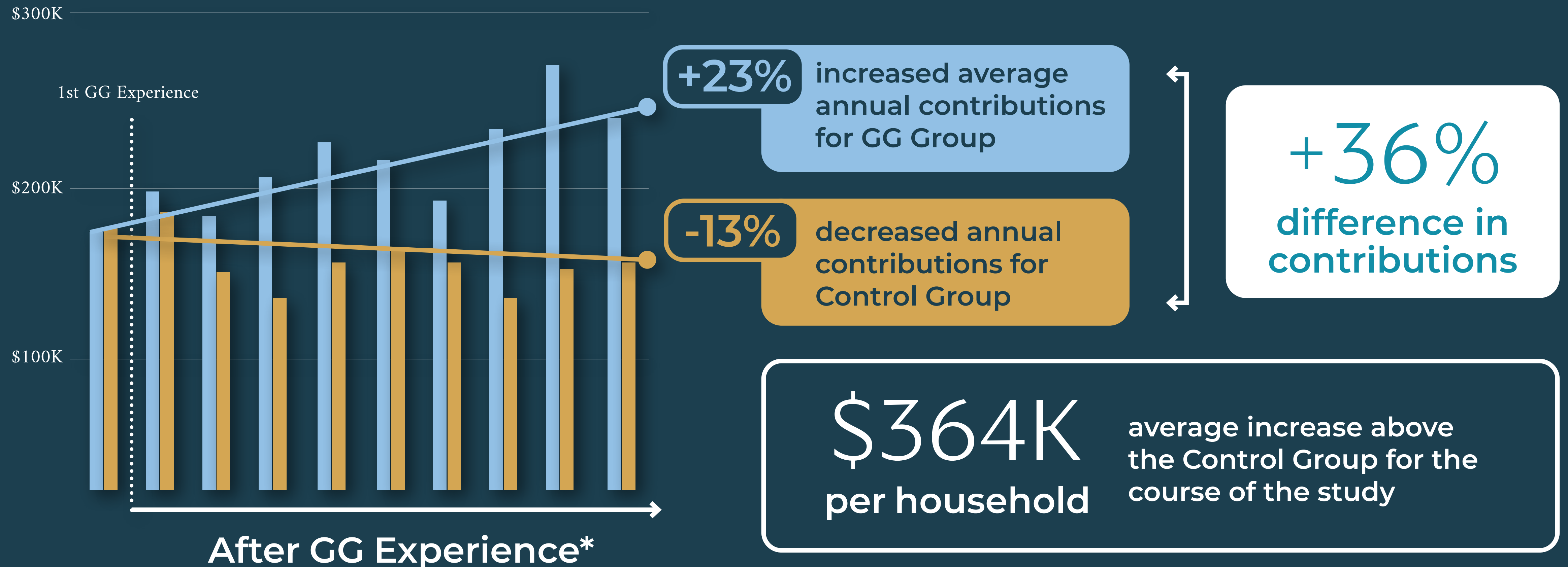
	Full CG (n=10,227)	CG Matched (n=1,800)	Generous Giving Group (n=600)
Age	53.8	51.8	52.1
Lifetime Contributions	1,027,690	1,930,552	1,675,432
Lifetime Grants	861,375	1,799,853	1,668,295
Geography	Distributed	Distributed	Distributed
Average Balance in Donor Advised Fund	235,463	225,798	240,865
Duration at NCF in Years	6.1	9.3	9.5



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Post-Experience Average Contributions

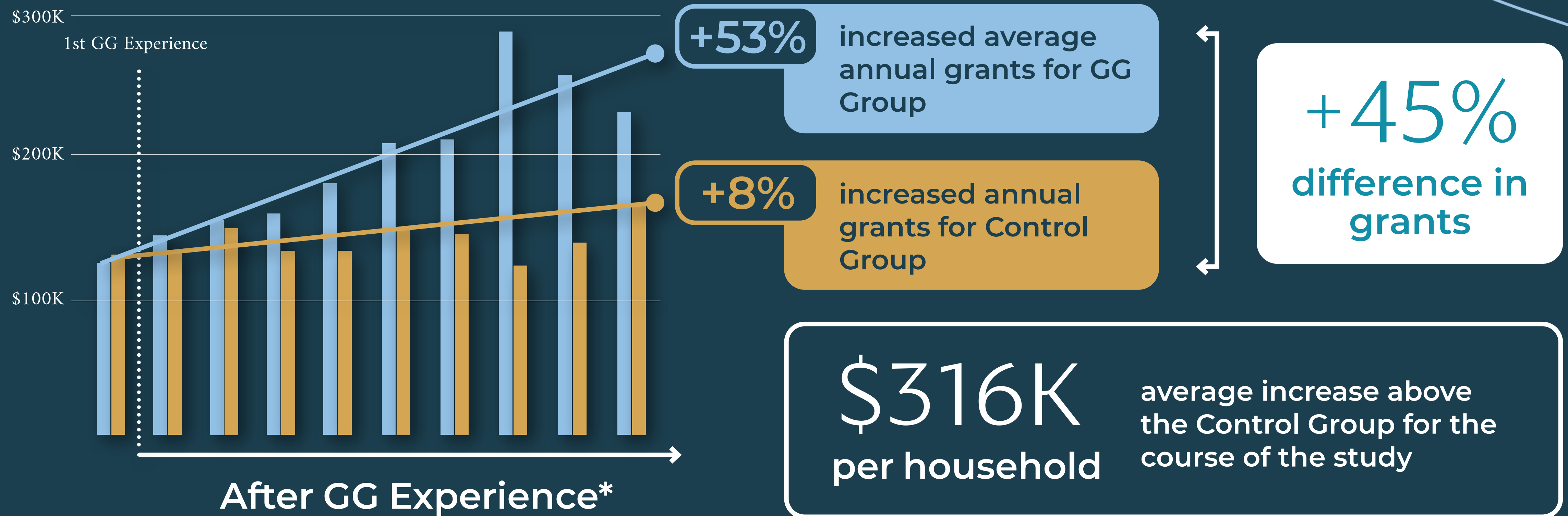
Finding #1



*Last two years excluded from figure due to limited sample size

Post-Experience Average Grants

Finding #2

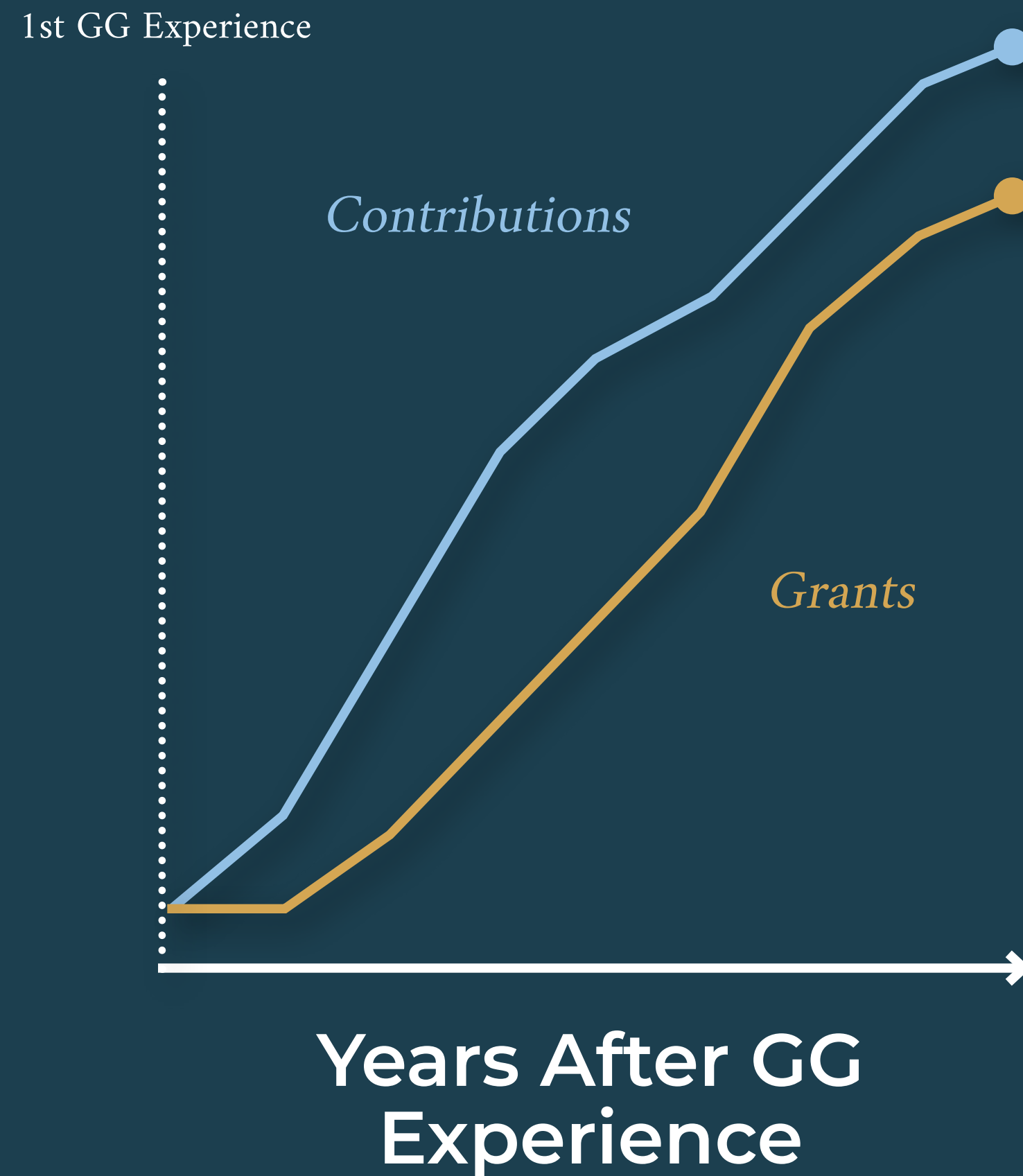


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Cumulative Grants & Contributions

Summary of Findings #1 & #2

High Capacity Giver (HCG) NCF DAF holders who attended a GG experience demonstrated a sustained increase in contributions and grants over the study window. (Average of 6.5 years post-experience)



\$218M

cumulative difference

\$189M

cumulative difference

The “GG Effect” on Giving

Finding #3

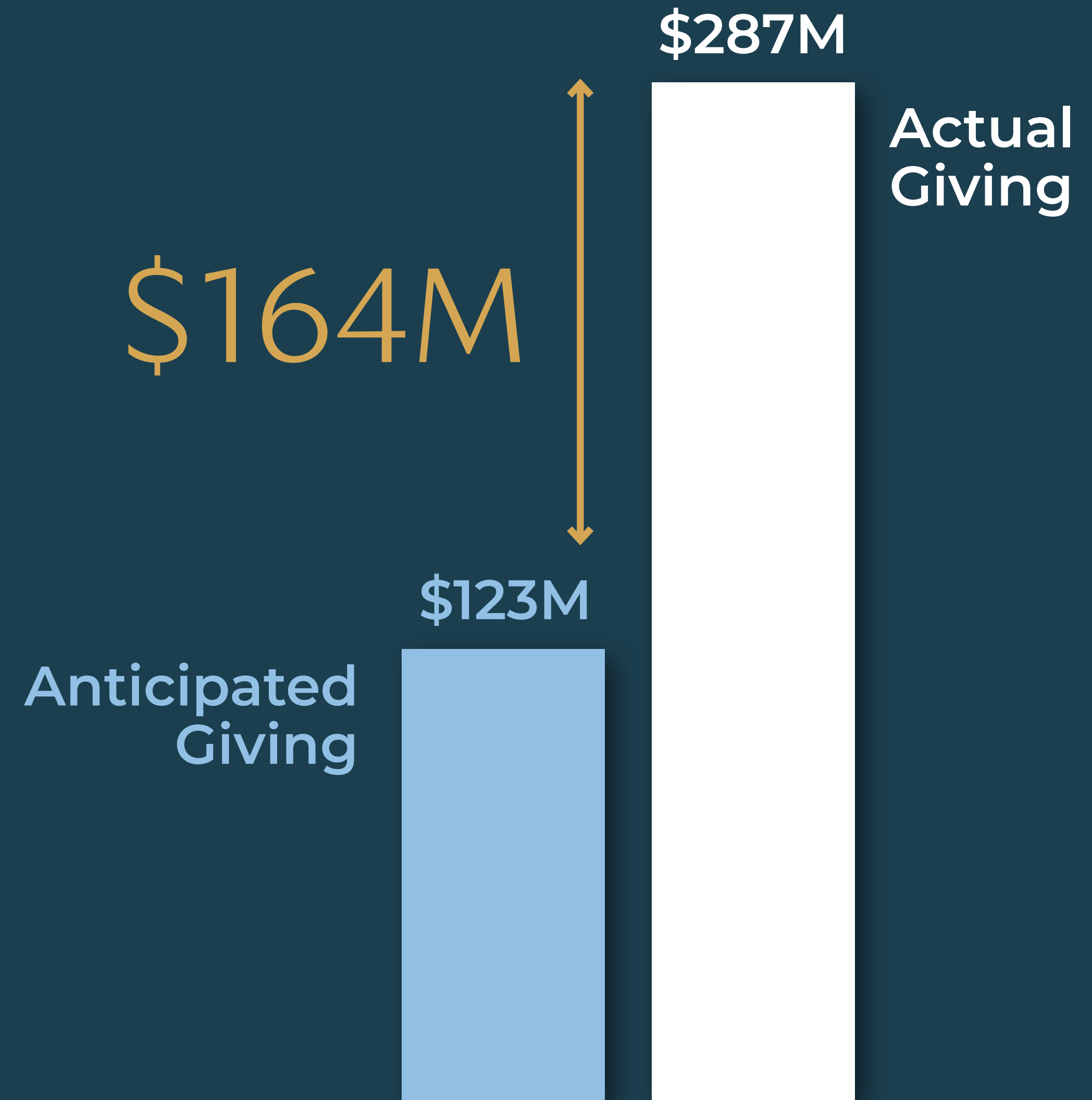
To clarify the difference in giving levels attributable to the Generous Giving experience, the data was then put through a regression analysis to predict cause-and-effect outcomes. The model holds constant individual (e.g., motivation) and year level (e.g., recession) factors to estimate the impact of Generous Giving on overall giving. The model also controls for age and duration at NCF.



Large Gifts (\$5M+)

Finding #4

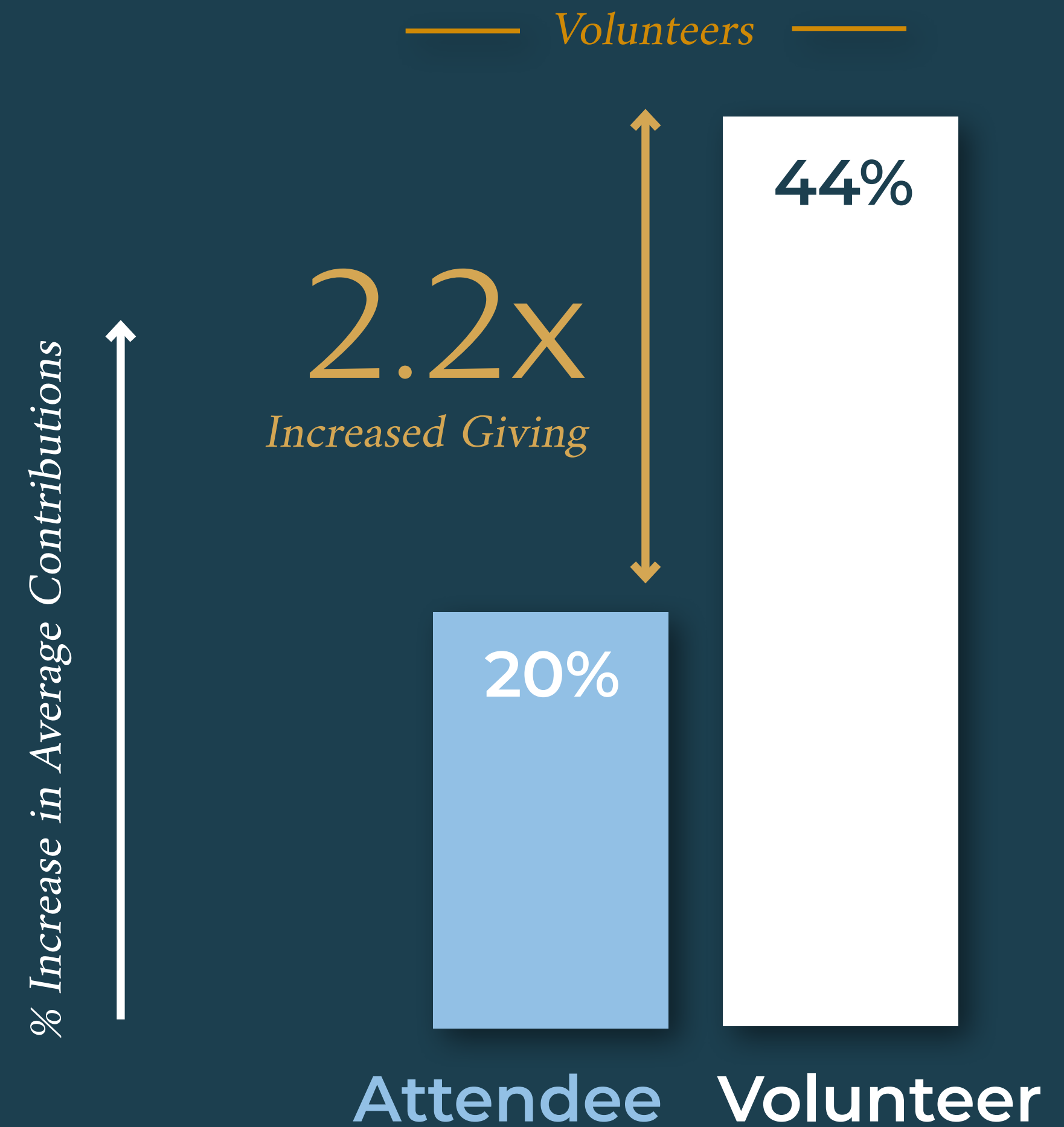
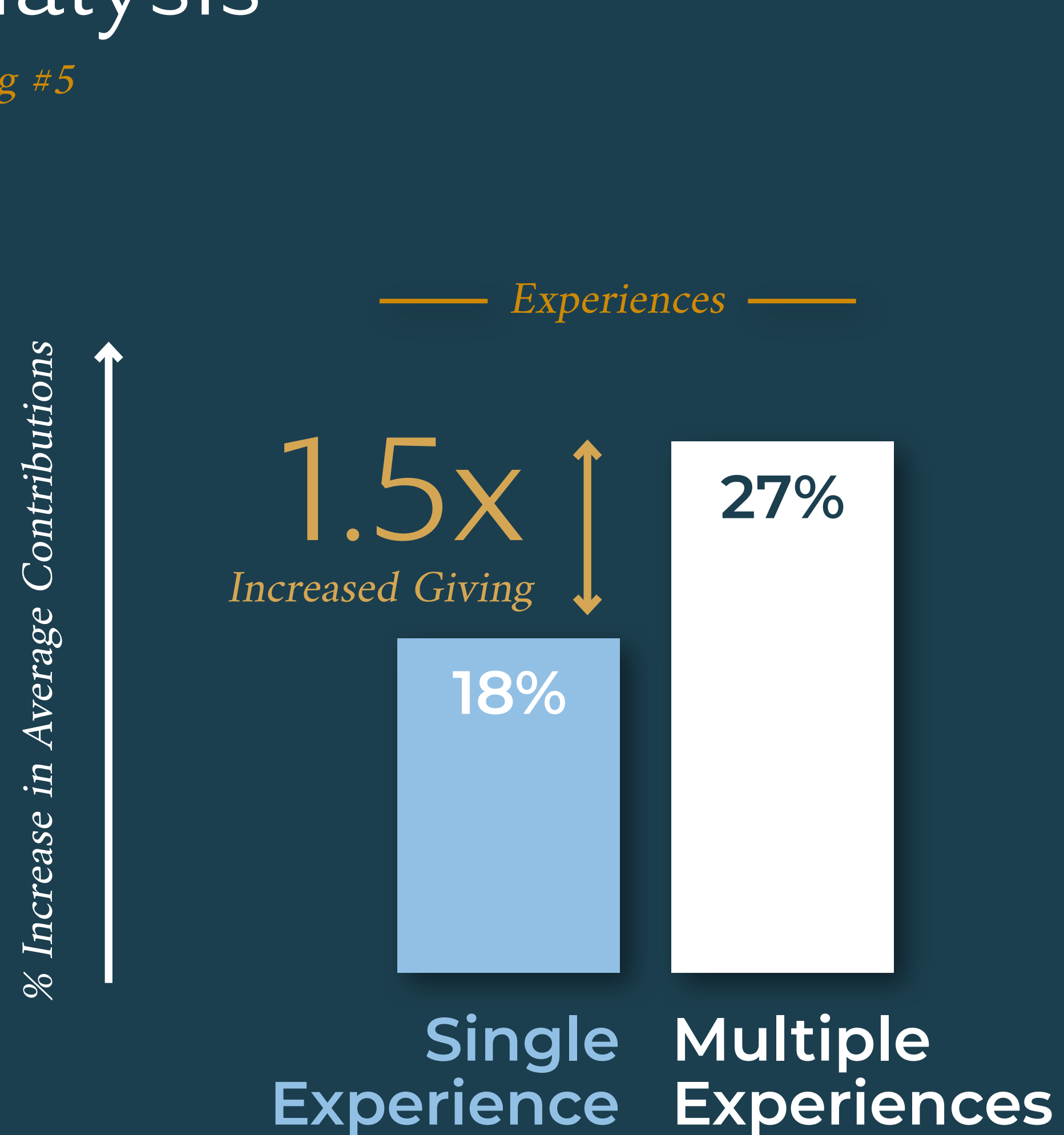
The rate and size of gifts greater than \$5M was also studied for the GG Group before and after the GG experience. The giving of this small group of 20 gifts from 16 families demonstrates the immense potential opportunity to unlock more outlier giving by convening ultra high net worth households.



Increased Exposure Analysis

Finding #5

Those who attended multiple GG experiences or became volunteers increased giving at an even greater pace.



GG & NCF Impact Study Summary

This research continues to confirm that GG experiences are particularly effective for high-capacity givers.

