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## **The Changing Landscape of U.S. Cross-Border Philanthropy**

### **Analytical Report**

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### **About the Indiana University Lilly Family School of Philanthropy**

The Lilly Family School of Philanthropy at IUPUI is dedicated to improving philanthropy to improve the world by training and empowering students and professionals to be innovators and leaders who create positive and lasting change. The school offers a comprehensive approach to philanthropy through its academic, research and international programs and through The Fund Raising School, Lake Institute on Faith & Giving, the Mays Family Institute on Diverse Philanthropy and the Women's Philanthropy Institute. Follow us on [Twitter](#) @IUPhilanthropy or "Like" us on [Facebook](#).

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USAID's Office of American Schools and Hospitals Abroad (USAID/ASHA) provides assistance to schools, libraries and medical centers outside the United States that serve as study and demonstration centers for American ideas and practices. USAID/ASHA's record of contributing to and building connections with vibrant networks of civil society institutions extends through 26 U.S. Congresses and 18 presidential administrations. USAID/ASHA currently manages a worldwide portfolio of approximately 110 awards and is an invaluable complement to USAID's wide-ranging development work. Learn more about us: [USAID/ASHA](#).

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## Introduction

The Indiana University Lilly Family School of Philanthropy (school) conducted a research project on U.S. cross-border philanthropy that provides the U.S. Forest Service (USFS), USAID, and other stakeholders a comprehensive landscape of emerging trends in international partnerships and cross-border philanthropy.

This project has four main goals. First, it expands knowledge on U.S. cross-border philanthropy to promote achievement of the objectives of the U.S. Government (USFS, USAID, and others) and the school. Second, it provides a comprehensive landscape of how funding has changed over time and geography, and identify emerging trends in international partnerships and cross-border philanthropy for US Forest Service partners, United States Agency for International Development/American Schools and Hospitals Abroad (USAID/ASHA) partners, and other organizations that have a similar mission and scope. Third, it identifies the policy levers that positively or negatively influence the capacity and propensity of individuals and organizations to engage in cross-border philanthropic activities. Lastly, it seeks to inform USAID/ASHA partners, practitioners, policymakers, scholars, and the general public of the findings from research projects and offer opportunities for greater discussion about the key topics involved.

This project seeks to achieve the above goals through a review of existing academic literature, an analysis of existing data on U.S. international giving, and an analysis of data on USAID/ASHA grants. [The Changing Landscape of U.S. Cross-Border Philanthropy: Literature Review](#) (Part 1 of the Research Paper) provides a comprehensive overview of the existing academic literature on the roles and funding opportunities of nonprofit organizations that are active internationally and the global environment for philanthropy and international partnerships. The Changing Landscape of U.S. Cross-Border Philanthropy: Analytical Report (Part 2 of the Research Paper) offers data on U.S. giving to international causes and provides insights on USAID/ASHA grantees and unsuccessful applicants.

The research paper is organized as follows<sup>1</sup>:

### I. Key Findings\*

### II. Recommendations and Future Research Questions\*

### III. USAID/ASHA Partners' Feedback\*

### IV. Literature Review\*

1. The Nonprofit Sector: Typologies of Nonprofit Organizations in the United States and around the Globe
2. Roles of the Nonprofit Sector and the Three-Failures Theory

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<sup>1</sup> Part 2 of the Research Paper includes sections I., V., VI., Conclusion, and References.

For Part 1 of the Research Paper that includes sections I.-IV. and References, see: <https://scholarworks.iupui.edu/bitstream/handle/1805/19171/USAID-literature-review-may2019.pdf?sequence=1&isAllowed=y>

3. Funding of Nonprofit Organizations
4. New Vehicles and Opportunities for Philanthropy
5. Global Environment for Philanthropy
6. Case Studies from Bulgaria, China, India, and South Korea
7. International Philanthropy in the United States
8. International Partnerships and Public Diplomacy

**V. Analyses of U.S. Giving to International Causes**

- a. **Trends in International Giving by U.S. Individuals and Institutions**
- b. **Trends in International Giving by U.S. Households**
- c. **Trends in International Giving at the Million-Dollar Level and Above**
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**Conclusion**

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## *Objectives of the Research*

This research paper provides an overview of existing academic literature on global philanthropy and international partnerships as well as an analysis of existing data on U.S. international giving and an analysis of data on USAID/ASHA grantees and unsuccessful applicants.

As a broad environment scan, the Literature Review (Part 1 of the Research Paper) centers on relevant publications released in the United States, chosen to represent the general picture of global philanthropy and international partnerships.

The project team also collected and analyzed data on U.S. international giving and USAID/ASHA partner organizations (Part 2 of the Research Paper). The valuable data provided by USAID/ASHA and other partner organizations allowed this research paper to lay a foundation for future cross-sectional and longitudinal studies. More research is needed to provide further insights into the trends over time and cross-sectional comparisons.

Finally, although additional perspectives would have provided valuable insight on this topic, such as risk assessment for international partnerships and the impact of public policies on funding and cross-border collaborations, time and budget constraints also limited the scope of the literature review and the number of data analyses that could be conducted for this research paper.

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Part 1 of the Research Paper incorporates the environmental scan and the summary of USAID/ASHA partners' feedback. It is available online:

<https://scholarworks.iupui.edu/bitstream/handle/1805/19171/USAID-literature-review-may2019.pdf?sequence=1&isAllowed=y>

Part 2 of the Research Paper incorporates the analytical report.

## I. Key Findings

### **Terms and typologies used to identify nonprofit organizations vary both domestically and internationally.**

Nonprofit organizations play a major role in the U.S. economy and the global economy. While the role and responsibilities of nonprofit organizations are widely acknowledged at local, national, and international levels, the terms and typologies used to characterize them differ from country to country. The variety of definitions illustrate the diversity of the sector, but this diversity also cause challenges when selecting appropriate typologies for international research.

**Funding sources for nonprofit organizations working internationally have become more diverse in the last decade.** U.S. community foundations, donor-advised funds and impact investing organizations have begun to support international and global causes to address societal and economic needs.

**Technological innovations enhance cross-border philanthropy and public-private partnerships.** Online giving to international affairs organizations has been increasing, and more than 50 countries joined the #GivingTuesday movement to raise funds through social media and collaboration in 2018.

**Charitable contributions to U.S.-based international organizations has increased significantly in the last 30 years.** Charitable contributions from U.S. individuals, bequests, corporations, and foundations to international affairs organizations have increased since 1982, except in 2009, 2010 and 2017. International giving as a percentage of total U.S. household giving had a steady, modest increase between 2002 (1.0 percent) and 2014 (1.4 percent).

**The overall global environment for philanthropy has improved,** the 2018 Global Philanthropy Environment Index published by the Lilly Family School of Philanthropy found. **However, restrictive regulations on cross-border philanthropy have hindered the environment for international collaboration and partnerships.** These restrictions, which often target cross-border charitable contributions, seem to negatively affect the funding resources of nonprofit organizations with an international focus.

**USAID/ASHA grant funding tends to be higher in countries that have a positive overall philanthropic environment, and particularly in those with a more positive socio-cultural environment for philanthropy.** Data analysis for this study reveals a positive relationship between the dollar amount of the awards received by USAID/ASHA grantee partner organizations and the overall Global Philanthropy Environment Index scores of the countries where grantee partner organizations operate.

**USAID/ASHA grantees tend to have been founded earlier and to have more assets and higher revenue than unsuccessful applicants do.** The data analysis shows consistent patterns in organizational characteristics between USAID/ASHA grantees and unsuccessful applicants between 2015 and 2017. The median founding year for grantees is 1981 compared to 2002 for unsuccessful applicants; the median asset size among grantees is \$14.49 million versus \$1.47

million among unsuccessful applicants; and the median revenue size among grantees is \$9.68 million compared to \$1.38 million among unsuccessful applicants.

**U.S. nonprofit organizations working with partner organizations operating in the Middle East and North Africa received nearly 45 percent of the total USAID/ASHA grant dollars between 2015 and 2017.** USAID/ASHA grantee partner organizations operating in the Western Hemisphere and Europe and Eurasia received nearly 30 percent of the total grant dollars between 2015 and 2017.

**International partnerships have received increased attention with the inclusion of “global partnerships” in the United Nations Sustainable Development Goals.** In the U.S., particularly in the fields of education and health, international partnerships have long been at the center of organizations’ internationalization strategies. Many of these activities are referred to as “public diplomacy” – a blend of traditional diplomacy’s capacity building efforts with a focus on audiences outside of the state apparatus, such as private-sector corporate initiatives and philanthropic initiatives.



## **V. U.S. Giving to International Causes**

By providing comparative data on U.S. giving to international causes, this section aims to help USAID/ASHA and its partners learn about and understand emerging trends in international partnerships and cross-border philanthropy. As government funding for international affairs seems to be decreasing over time, charitable contributions to U.S.-based international organizations have increased significantly in the last 30 years. Thus, it is timely to have comprehensive information about private funding sources that support cross-border initiatives.

This section offers data about the landscape of how household and institution giving to international causes has changed over time. The section also presents giving data from high net worth donors and donor-advised funds, identifying emerging trends in cross-border philanthropy.

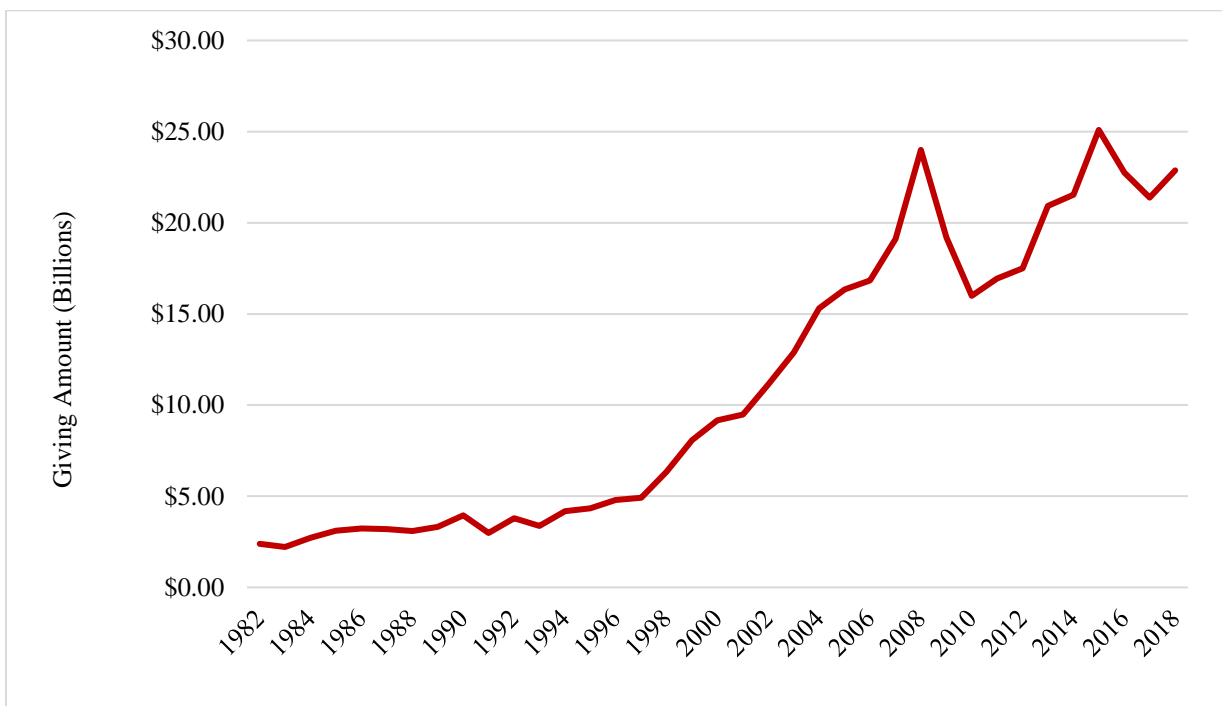
Using data from several datasets, including Giving USA, the Philanthropy Panel Study, U.S. Trust Study of High Net Worth Philanthropy, and Donor-Advised Funds, the analysis reveals a general increase in U.S. giving to support international causes. The analysis addressed the following three questions:

- What are the main trends in international giving by U.S. individuals, foundations, and corporations?
- How much do U.S. households give to international causes?
- How might donor-advised funds change the landscape of U.S. international giving?

## 1. Trends in International Giving by U.S. Individuals and Institutions

Charitable contributions to U.S.-based international affairs organizations increased significantly in the last 30 years. Charitable donations made by U.S. individuals, corporations, foundations, and other grant making organizations have witnessed steady growth over the years.<sup>2</sup> As shown in Figure 1, international giving grew steadily from \$2.39 billion in 1982 to \$23.99 billion in 2008 (dollars in inflation-adjusted 2018 values). Then, international giving had a few years of decline following the Great Recession, reaching \$16.00 billion in 2010. Since then, it has climbed to \$22.88 billion in 2018.

Figure 1: Trends in International Giving by U.S. Individuals and Institutions, 1982–2018 (billions in inflation-adjusted 2018 dollars)



Source: *Giving USA: The Annual Report on Philanthropy for the Year 2018* (2019). Chicago: Giving USA Foundation. Researched and written at the Indiana University Lilly Family School of Philanthropy.

<sup>2</sup> *Giving USA: The Annual Report on Philanthropy* is the longest running, most extensive report on the sources and uses of charitable giving in the United States. The Indiana University Lilly Family School of Philanthropy has been conducting its research since 2000, using the most up-to-date data and accurate methodologies to estimate yearly total charitable giving in the U.S. These national estimates capture giving trends of approximately 53 million households, 16 million corporations claiming charitable deductions, more than a million estates, and about 82,000 foundations across America.

Even though giving to international affairs organizations has declined following the Great Recession and in 2017, charitable contributions from U.S. individuals, bequests, corporations, and foundations to international affairs organizations have steadily increased since 1982, providing increasing amounts of funding for international programs and collaborations.

This level of public support—from individuals and institutions in the United States—for international work is relevant for organizations working internationally. It is an important trend to bear in mind as USAID/ASHA partners move toward diversifying their funding on the journey to self-reliance, although USAID/ASHA partners do not all self-identify as international affairs organizations.

## **2. Trends in International Giving by U.S. Households**

Although household giving to international causes is likely to be sensitive to economic and social changes as well as human-made and natural disasters, U.S. households represent an important funding stream for international affairs organizations. More than 5 percent of U.S. households and more than 10 percent of U.S. high net worth households support international causes. In the last two decades, international giving has been steadily between 1.0 to 1.5 percent of total household giving for both U.S. households and high net worth households.

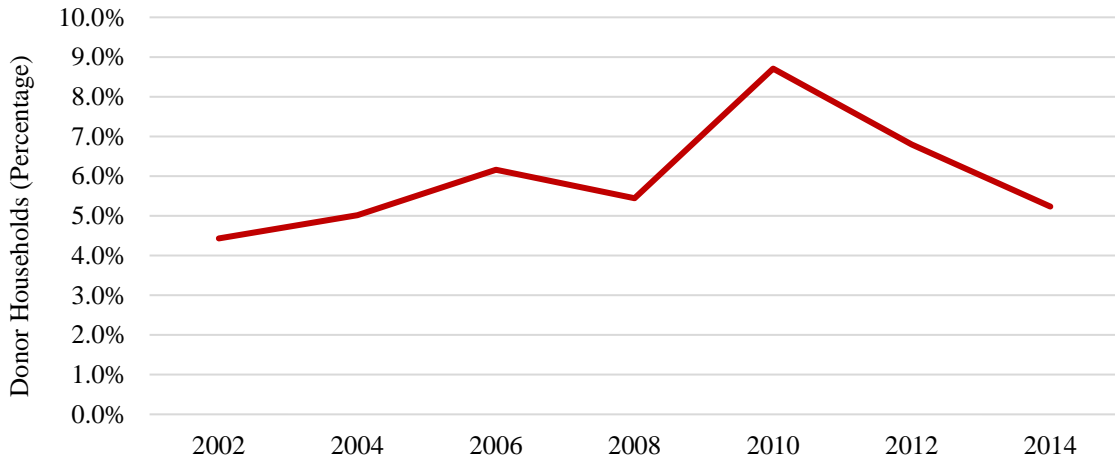
Charitable donations made by U.S. households to international causes has exhibited an overall increase over time.<sup>3</sup> Around 4.4 percent of U.S. households donated to international causes in 2002, while nearly 9 percent of households did so in 2010 (as shown in Figure 2). The percentage of donor households decreased after 2010, falling to 5.2 percent in 2014. However, a larger share of high net worth households<sup>4</sup> in the U.S. – approximately 11 percent – donated to international causes in 2016 and 2018.

Figure 2: Percentage of U.S. Households Who Donated to International Causes, 2002–2014

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<sup>3</sup> The Indiana University Lilly Family School of Philanthropy’s Philanthropy Panel Study (PPS) is the nation’s first and only ongoing longitudinal study of household philanthropic behaviors and attitudes. Conducted biennially, the PPS is the Philanthropy Module in the University of Michigan Institute for Social Research’s Panel Study of Income Dynamics. The PPS tracks the same families’ giving and volunteering over time, along with dynamic personal and socioeconomic factors.

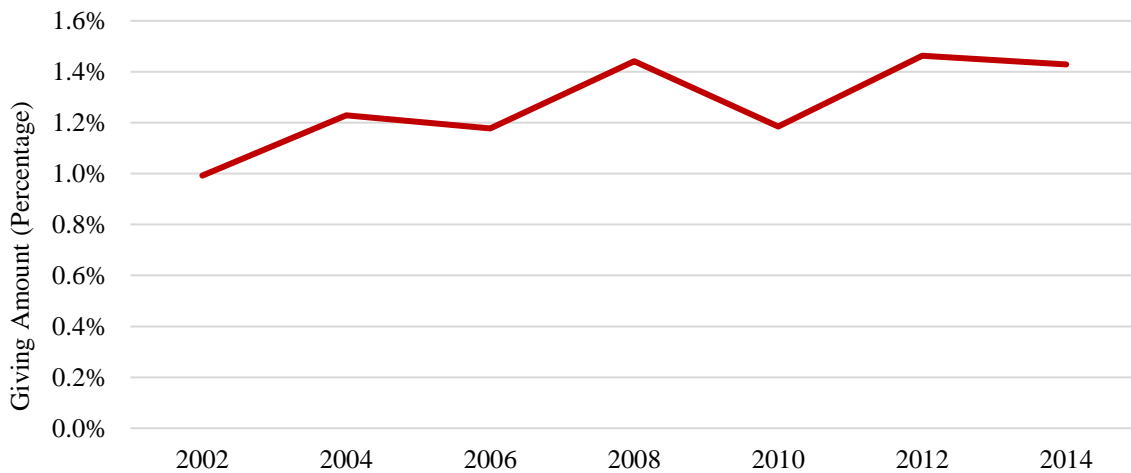
<sup>4</sup> High net worth households here refer to households with greater than \$200,000 in annual household income and/or with more than \$1,000,000 in assets, excluding primary residence.



Source: The Philanthropy Panel Study, Indiana University Lilly Family School of Philanthropy

International giving as a percentage of total giving by U.S. households had a steady, modest increase during the period from 2002 (1.0%) to 2014 (1.4%), with some fluctuations (as shown in Figure 3). Among high net worth households in the U.S., approximately one percent of their total household giving supported international causes in 2016 and 2018.

Figure 3: International Giving As a Percentage of Total Giving by U.S. Households, 2002–2014



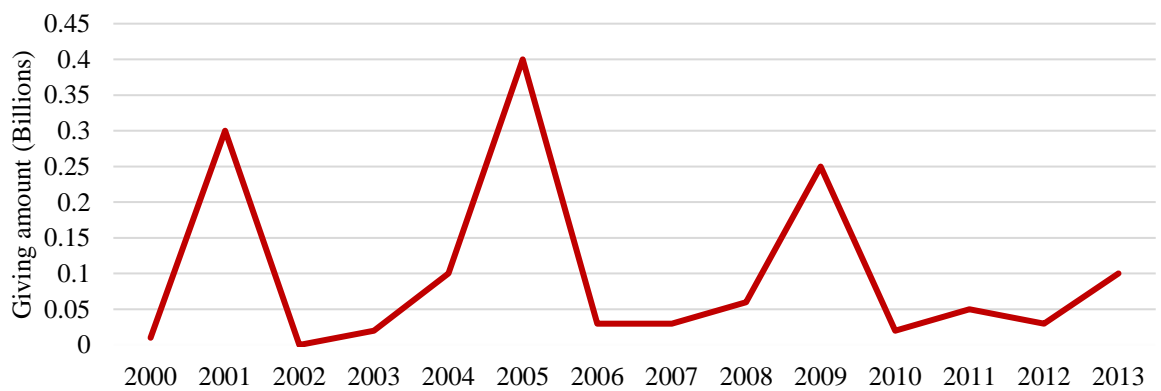
Source: The Philanthropy Panel Study, Indiana University Lilly Family School of Philanthropy

### 3. Trends in International Giving at the Million-Dollar Level and Above

Million-dollar level gifts to international causes show large fluctuations over the last decade, witnessing an increase since 2012. In 2013, 61 percent of gifts of \$1 million or more went to higher education (Brown, Einolf, & Ottoni-Wilhelm, 2015). While million-dollar gifts are also often responses to international disasters and humanitarian crises, data on individual, corporate, and foundation million-dollar level giving are quite different than overall giving in the United States, as the totals can be skewed in a given year by just a few major gifts. Overall, the data show that ultra-high net worth individuals and corporations seem to be increasing their support of global social and economic issues through their philanthropic activities since 2012.

Individual gifts to international causes at the million-dollar level and above show dramatic fluctuations from year to year between 2000 and 2013 (as shown in Figure 4). Three spikes in total dollars given occurred during this period, in 2001, 2005, and 2009, respectively. These spikes were primarily driven by several major gifts made in those years.

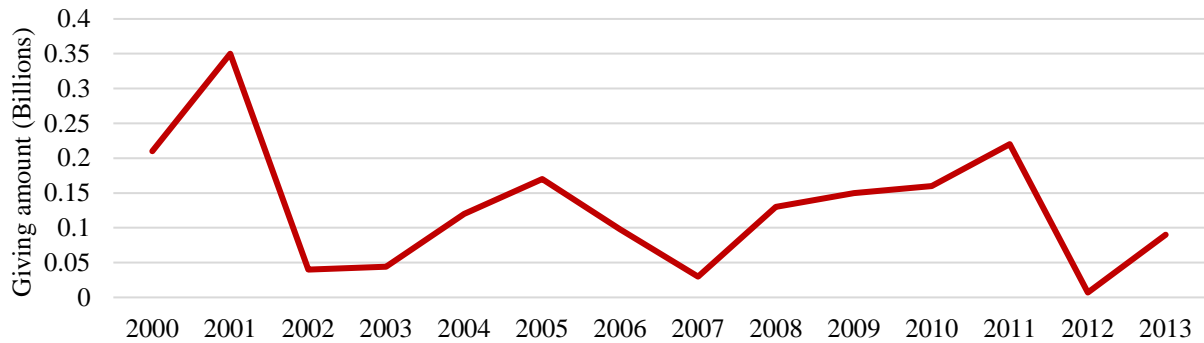
Figure 4: Overall Individual Giving at the Million-Dollar Level and Above, 2000-2013 (in nominal dollar amount)



Source: The Million Dollar List, Indiana University Lilly Family School of Philanthropy

Corporate giving to international causes also shows a fluctuating trend between 2000 and 2013 (as shown in Figure 5). International giving by corporations increased dramatically from \$0.21 billion in 2000 to \$0.35 billion in 2001 (a nearly 70% increase). Increases in 2005 and in 2011 were largely driven by several major gifts made by corporations in those years. International giving by corporations had a steady growth from 2007 to 2011, followed by a large decline in 2012.

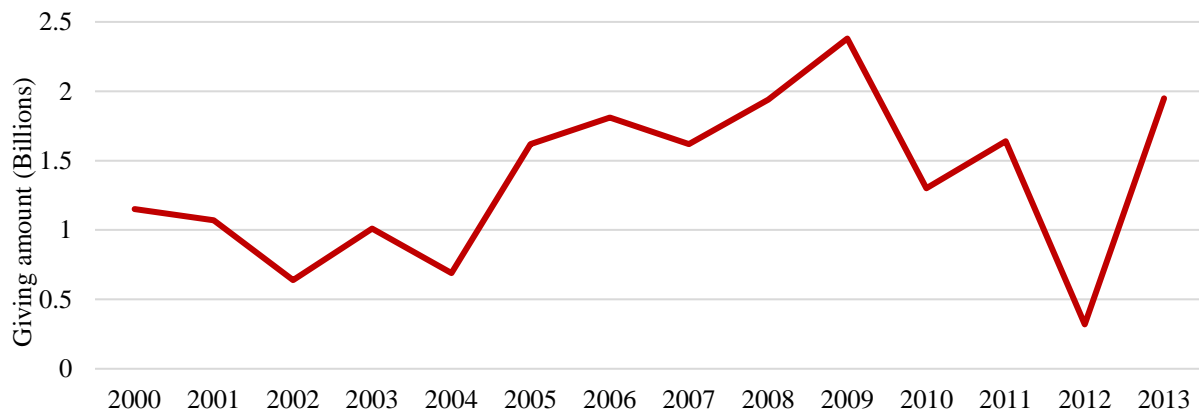
Figure 5: Corporate Giving Overseas at the Million-Dollar Level and Above, 2000-2013 (in nominal dollar amount)



Source: The Million Dollar List, Indiana University Lilly Family School of Philanthropy

International giving by foundations and other grant making organizations witnessed a roughly increasing trend from 2000 to 2013 with periodic highs and lows (as shown in Figure 6). International grant making increased from \$1.15 billion in 2000 to \$2.38 billion in 2009, followed by a steep decline to \$0.32 billion in 2012. The year 2013 saw an increase back to the pre-Great Recession level, reaching \$1.95 billion.

Figure 6: Foundation Giving Overseas at the Million-Dollar Level and Above, 2000-2013 (in nominal dollar amount)



Source: The Million Dollar List, Indiana University Lilly Family School of Philanthropy

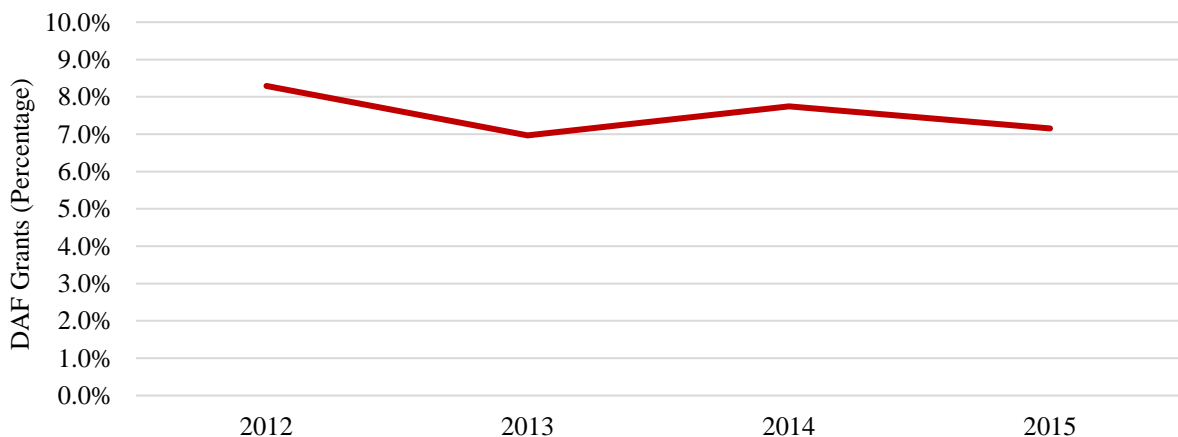
#### 4. Trends in International Giving through Donor-Advised Funds

Donor-advised funds (DAFs) are unique philanthropic vehicles, rising in popularity as an easy and affordable way of funding charitable giving, enabling individual donors to support their favorite charities and causes, alongside receiving immediate tax deductions. Some advantages of DAFs include irrevocable contribution of personal assets, including cash, stock, real estate, and more; tracking a donor’s trend of giving; receiving the maximum tax deduction allowed by the IRS; recommending recipient charities, or donating to multiple charities; and targeting giving to new avenues.<sup>5</sup>

Nearly 8 percent of DAF grants supported U.S.–based international organizations and programs between 2012 and 2015. While DAF grants to international causes show a slight decline as a percentage of total DAF grants, DAFs represent one of the most dynamically growing philanthropic institutions. Therefore, it is important to consider DAFs as potential funding streams for international partnerships and global philanthropy in the future.<sup>6</sup>

Figure 7 shows the percentage of DAF grants supporting U.S.–based international organizations during the period of 2012–2015. It dropped from 8.3 percent in 2012 to 7.0 percent in 2013, followed by a modest increase to 7.7 percent in 2014, and dropped again in 2015 to 7.2 percent.

Figure 7: Percentage of Donor-Advised Fund Grants to U.S.–Based International Organizations, 2012–2015



Source: Giving USA Foundation. (2018). *The Data on Donor-Advised Funds: New Insights You Need to Know*. Researched and written at the Indiana University Lilly Family School of Philanthropy.

<sup>5</sup> National Philanthropic Trust ([www.nptrust.org](http://www.nptrust.org)), FINRA staff, Flexible Giving: Understanding Donor-Advised Funds, (Financial Industry Regulatory Authority), 2016

<sup>6</sup> For more information, see: See subsection I.4 New Vehicles and Opportunities for Philanthropy in [Part 1 of the Research Paper](#).

## **VI. USAID/ASHA Grants to International Programs**

Aside from the changing landscape of U.S. giving to international causes, changes in both the philanthropic environment and funding opportunities have an impact on nonprofit organizations that work internationally. USAID/ASHA started to evaluate trends during the implementation of its 2014–2018 USAID/ASHA Strategy, and requires assessments of change during USAID/ASHA’s 2019–2023 Strategic Vision. Therefore, the research team analyzed data from U.S. nonprofit organizations that have been funded by USAID/ASHA or have applied for USAID/ASHA grants, in order to provide timely information to USAID/ASHA about its grantees, unsuccessful applicants, and eligible nonprofit organizations focusing on the diverse funding streams and the role of policy levers in cross-border philanthropic activities.

The country context and location of nonprofit organizations matter. Regulatory, policy, and socio-cultural levers influence the capacity of nonprofit organizations to engage in cross-border partnerships. Two findings support this hypothesis: 1) there is a positive relationship between the dollar amount of awards received by USAID/ASHA grantee partner organizations and the overall Global Philanthropy Environment Index scores of the countries where grantee partner organizations operate; and 2) U.S. nonprofit organizations working in the Middle East and North Africa received nearly 45 percent of the total USAID/ASHA grant dollars between 2015 and 2017.

The life cycle and capacity of nonprofit organizations are significant too. USAID/ASHA grantees tend to have been founded earlier and have more assets and higher revenue than unsuccessful applicants. Additionally, the research team finds that the funding structure of a given nonprofit organization tends to change over time as the organization’s size changes and as the organization adapts to a changing environment.

Finally, successful applicants that were registered as U.S. nonprofit organizations primarily focused on educational programs received nearly two-thirds of total USAID/ASHA grant dollars between 2015 and 2017.

This section presents findings on USAID/ASHA grants. The analyses addressed the following five questions:

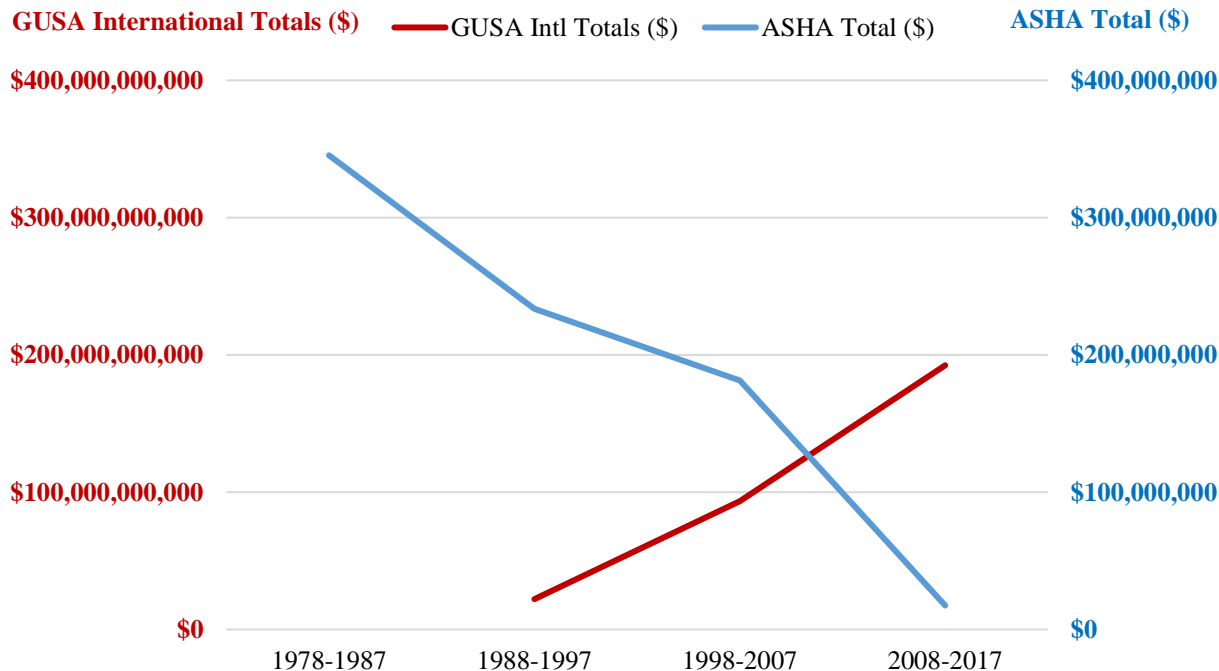
- How did USAID/ASHA grant funding change over time, and how did its trend compare to the trend in U.S. international giving?
- Is there a connection between USAID/ASHA grant funding and the philanthropic environment at the country level?
- Is there any impact of countries’ regulatory, political and/or socio-cultural environment on USAID/ASHA’s grant funding decisions?
- What are the organizational characteristics of USAID/ASHA grantees, and are there any differences in characteristics between grantees and unsuccessful applicants?
- What are the organizational characteristics of USAID/ASHA finalists in 2018, and what are the significant differences between finalists and non-finalists?



## 1. Trends in USAID/ASHA Grant Funding and U.S. Giving to International Causes

While government funding for international affairs seems to be decreasing over time, charitable contributions to U.S.-based international organizations increased significantly in the last 30 years. As shown in Figure 8, USAID/ASHA funding<sup>7</sup> significantly decreased, even in nominal terms, over the last 40 years, while charitable contributions (from U.S. individuals, bequests, corporations, and foundations) to U.S.-based international organizations increased significantly over roughly the same time period. This contrast is even more striking when measuring USAID/ASHA funding as a share of total international charitable giving. Between 1988–1997, USAID/ASHA grant funding was equivalent to about one percent of total charitable contributions to U.S.-based international organizations. Between 2008–2017, this share dropped to 0.01 percent.

Figure 8: USAID/ASHA Funding and International Giving by U.S. Individuals and Institutions, 1978–2017 (in nominal dollars, unadjusted for inflation)



## 2. USAID/ASHA Grant Funding and the Political, Economic, and Human Development Environments

The country context of nonprofit organizations matters, but the countries' political, economic and human development environments do not significantly influence the capacity of nonprofit organizations to apply for USAID/ASHA grants.

<sup>7</sup> All U.S.-based organizations that receive USAID/ASHA grants are registered in the U.S. as 501(c)(3) nonprofit organizations. These 501(c)(3) organizations receive the USAID/ASHA grant funding on behalf of their overseas partner organizations.

Data analysis conducted in this project aimed to understand external factors that might influence USAID/ASHA's grant making activities. Countries' regulatory, political, and economic environments often affect the environment for philanthropy and organizations' philanthropic activities – including fundraising.

Therefore, we correlated the dollar amount of the awards grantee organizations received by USAID/ASHA with global index scores measuring indicators that have been used in various studies as signals for enabling conditions for philanthropy at the country level. We analyzed the gross domestic product for each home country of a USAID/ASHA grantee. Country-level scores from four global indices were incorporated to measure the countries' human development (Human Development Index by the United Nations), their conditions of political rights and civil liberties (Freedom in the World by Freedom House), their economic environment (Economic Freedom of the World by Fraser Institute), and the countries' political and economic transformations management (Bertelsmann Stiftung's Transformation Index). There was no relationship between the dollar amount of the awards USAID/ASHA granted to partner organizations and the gross domestic product of their countries or their political, economic, or human development environments.

### **3. USAID/ASHA Grant Funding and the Philanthropic Environment**

Regulatory, policy, and socio-cultural levers influence the capacity of nonprofit organizations to collaborate with USAID/ASHA in cross-border partnerships. Data analysis conducted in this project suggests a positive link between USAID/ASHA funding and the enabling environment for philanthropy at the country level. The analysis reveals a positive relationship between the dollar amount of awards received by USAID/ASHA grantee partner organizations and the overall Global Philanthropy Environment Index scores of the countries where grantee partner organizations operate.<sup>8</sup>

The Global Philanthropy Environment Index measures the environment for philanthropy in 79 countries and economies through five factors: ease of operating philanthropic organizations, tax incentives, cross-border flows, political environment, and socio-cultural environment. The data analysis, however, did not reveal any relationship between the dollar amount of the awards received by USAID/ASHA grantee partner organizations and four of five factors, including ease of operating a philanthropic organization, tax incentives, cross-border flows, and political environment.

In the case of the fifth factor, the relationship between the socio-cultural environment of the countries where grantee partner organizations operate and the dollar amount of awards received by USAID/ASHA grantee partner organizations was positive. In other words, USAID/ASHA grantees seem to be more likely to operate in countries identified as having a strong socio-cultural environment for philanthropy. The socio-cultural environment factor in the GPEI measures the extent to which socio-cultural values and practices are favorable for philanthropy, using a 1-5 scale where a score of 5 represents the most favorable socio-cultural environment for philanthropy, and 1 represents the least favorable socio-cultural environment.

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<sup>8</sup> Only those countries where USAID/ASHA grantee partner organizations operate were included in the analysis.

Country-level experts provided each country's score based on the information about cultural and religious heritage; core societal values such as altruism, solidarity and trust towards the nonprofit sector; the general understanding of what nonprofit organizations do; and other social factors.

Considered individually as factors, countries' gross domestic product, their human development, and their political and economic conditions do not show any effect on the probability of USAID/ASHA funding. However, countries' overall philanthropic conditions—including the regulatory, political, and socio-cultural environment for philanthropy—does have an impact on USAID/ASHA funding.

The data analysis suggests that there is a positive link between USAID/ASHA funding and the enabling environment for philanthropy, and between USAID/ASHA funding and the socio-cultural environment for philanthropy. However, the direction of causality is not clear. In other words, while nonprofit organizations working in a more enabling philanthropic environment are more likely to receive a higher dollar amount of USAID/ASHA grants, USAID/ASHA partner organizations might also be helping to create a more civic-minded society and therefore a more enabling environment for philanthropy in the countries where they work.

#### **4. Key Characteristics of USAID/ASHA Grantees<sup>9</sup>**

This subsection summarizes results on the main characteristics of USAID/ASHA grantees, and identifies similarities and differences between grantees and unsuccessful applicants at the grant level. In the analysis, 249 USAID/ASHA applicants were included. Sixty-eight organizations received at least one USAID/ASHA grant in 2015–2017 and 181 organizations did not receive a USAID/ASHA grant during this period. The analysis focused on the organizational characteristics of grantees and unsuccessful applicants at the organizational level. All of the grantees were found in the IRS dataset, while 27 unsuccessful applicants either had no United States Organizations or had one that was not matched to a recognized 501(c)(3) organization in the IRS dataset. This group of unidentifiable unsuccessful applicant organizations accounted for approximately 12 percent of the organizations in the unsuccessful applicants sample.

Overall, there are consistent patterns in organizational characteristics between grantee and unsuccessful applicant samples.

The life cycle and capacity of nonprofit organizations matter. USAID/ASHA grantees tend to have been founded earlier and to have more assets and higher revenue than unsuccessful applicants. Additionally, the research team finds that the funding structure of a given nonprofit organization tends to change over time as the organization's size changes and as the organization adapts to a changing environment.

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<sup>9</sup> Data for 2015-2017 only; sample sizes vary based on data availability, with a maximum of 181 unsuccessful applicant organizations and 68 grantee organizations. USAID/ASHA grantee organizations received at least one grant and USAID/ASHA unsuccessful applicant organizations did not receive a grant between 2015 and 2017. Both USAID/ASHA grantee and unsuccessful applicant organizations are registered in the United States as 501(c)(3) organizations.

The data analysis also suggests that the sub-sector in which nonprofit organizations operate is also a factor in successful USAID/ASHA grant applications. Nearly two-thirds of total USAID/ASHA grant dollars between 2015 and 2017 were given to nonprofit organizations that primarily provide educational programs. The location of nonprofit organizations is significant too, as U.S. nonprofit organizations working in the Middle East and North Africa received nearly 45 percent of the total USAID/ASHA grant dollars between 2015 and 2017.

As shown in Table 1, grantees tended to be founded earlier (with the median founding year as 1981 vs. 2002 for unsuccessful applicants), and tended to have more assets (with a median of \$14.49 million among grantees vs. a median asset amount of \$1.47 million among unsuccessful applicants), and higher revenue (with a median of \$9.68 million among grantees vs. a median of \$1.34 million among unsuccessful applicants). Compared with organizations in the field of international affairs overall, USAID/ASHA grantees tended to be more established organizations.

Moreover, the regression analysis showed that organizations who partnered with larger, more established nonprofit organizations in the United States tended to be more likely to be awarded USAID/ASHA grants.

Table 1: Organizational Characteristics of USAID/ASHA Grantees, Unsuccessful Applicants, and U.S.-Based International Affairs Organizations

|   | <b>USAID/ASHA Grantees</b> | <b>USAID/ASHA Unsuccessful Applicants</b> | <b>All International Affairs Organizations</b> |
|---|----------------------------|---|--|
| Founding Year (by IRS)                    |                            |   |  |
| Average                                   | 1977.478                   | 1992.922                                  | 2007   |
| Median                                    | 1981                       | 2002                                      | 2011   |
| (Difference is significant: $p < 0.01$ )  |                            |   |  |
| Asset Amount                              |                            |   |  |
| Average                                   | \$603,816,306              | \$401,301,606                             | \$2,164,906                                    |
| Median                                    | \$14,489,605               | \$1,467,261                               | \$1  |
| Log Asset Amount                          |                            |   |  |
| Average                                   | 16.60639                   | 13.39377                                  |  |
| Median                                    | 16.48894                   | 14.19891                                  |  |
| (Difference is significant: $p < 0.001$ ) |                            |   |  |
| Revenue Amount                            |                            |   |  |
| Average                                   | \$296,004,478              | \$193,667,232                             | \$1,876,670                                    |
| Median                                    | \$9,676,897                | \$1,379,990                               | \$0  |
| Log Revenue Amount                        |                            |   |  |
| Average                                   | 16.35694                   | 13.61686                                  |  |
| Median                                    | 16.08525                   | 14.13756                                  |  |
| (Difference is significant, $p < 0.001$ ) |                            |   |  |

Note: Data for 2015-2017 only; sample sizes vary based on data availability, with a maximum of 181 unsuccessful applicant organizations and 68 grantee organizations. USAID/ASHA grantee organizations received at least one grant and USAID/ASHA unsuccessful applicant organizations did not receive a grant between 2015 and 2017. Both USAID/ASHA grantee and unsuccessful applicant organizations are registered in the United States as 501(c)(3) organizations.

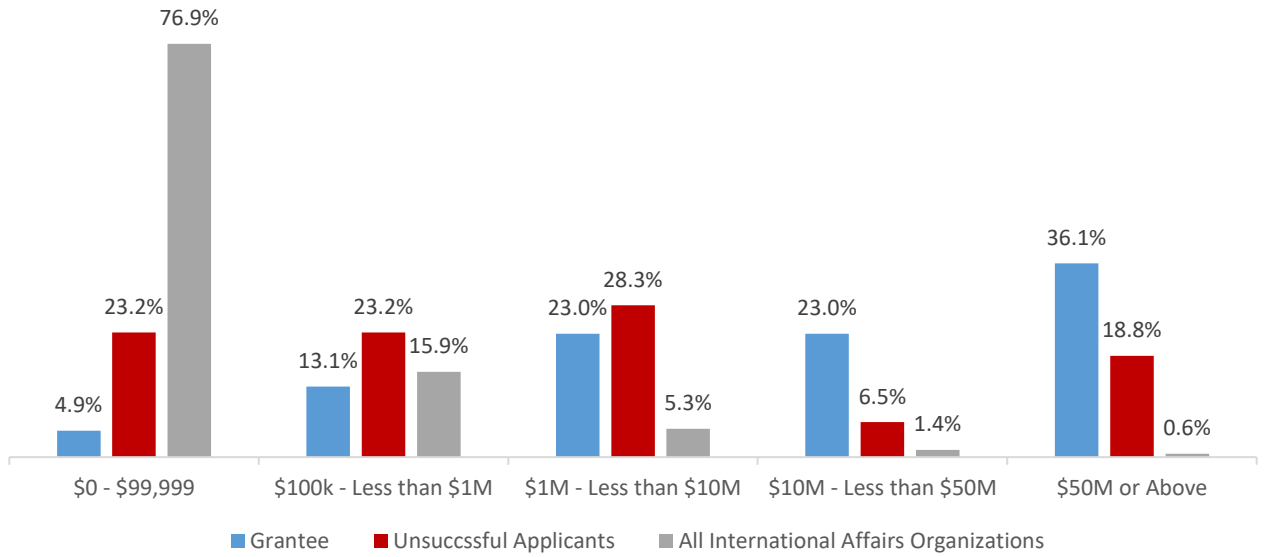
Additionally, more than 88 percent of USAID/ASHA grantees filed Form 990, Form 990EZ or Form 990N with the Internal Revenue Service between 2015 and 2017. Almost 9 percent of USAID/ASHA partner organizations are churches or religious organizations that are exempt from filing Form 990. Based on the IRS classification code, almost two-thirds of USAID/ASHA grantees were non-educational organizations, while one-third were educational organizations between 2015 and 2017.

When looking at the state of registration of USAID/ASHA applicants, the results show a wide diversity among USAID/ASHA grantees and unsuccessful applicants as well. A total of 22.1 percent of USAID/ASHA grantee organizations are registered in the state of New York, 10.3 percent in Massachusetts, 8.8 percent in Washington, D.C., 7.4 percent in California, and 5.9 percent in Illinois.

USAID/ASHA grantees were more likely to have a larger asset amount than both unsuccessful applicants and organizations in the field of international affairs overall, as shown in Figure 9. Approximately 23.2 percent of unsuccessful applicants had assets of less than \$100,000, whereas only 4.9 percent of grantees had assets of this level. Nearly half (51.5%) of unsuccessful applicants had assets of between \$100,000 and less than \$10 million, while slightly over one-third (36.1%) of grantees had assets at a similar level. By contrast, around 25.4 percent of unsuccessful applicants had assets of \$10 million or more, while about three-fifths (59.0%) of grantees had assets at the \$10 million level or above.

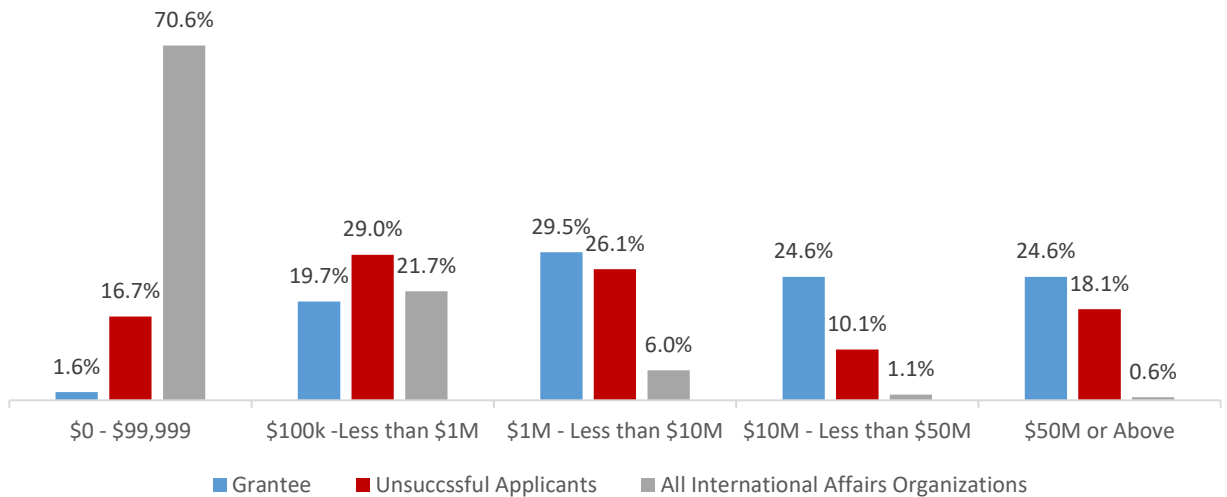
USAID/ASHA grantees are more likely to have a larger asset amount than unsuccessful applicants and organizations in the field of international affairs overall.

Figure 9: Asset Size of USAID/ASHA Grantees, Unsuccessful Applicants, and U.S.-Based International Affairs Organizations



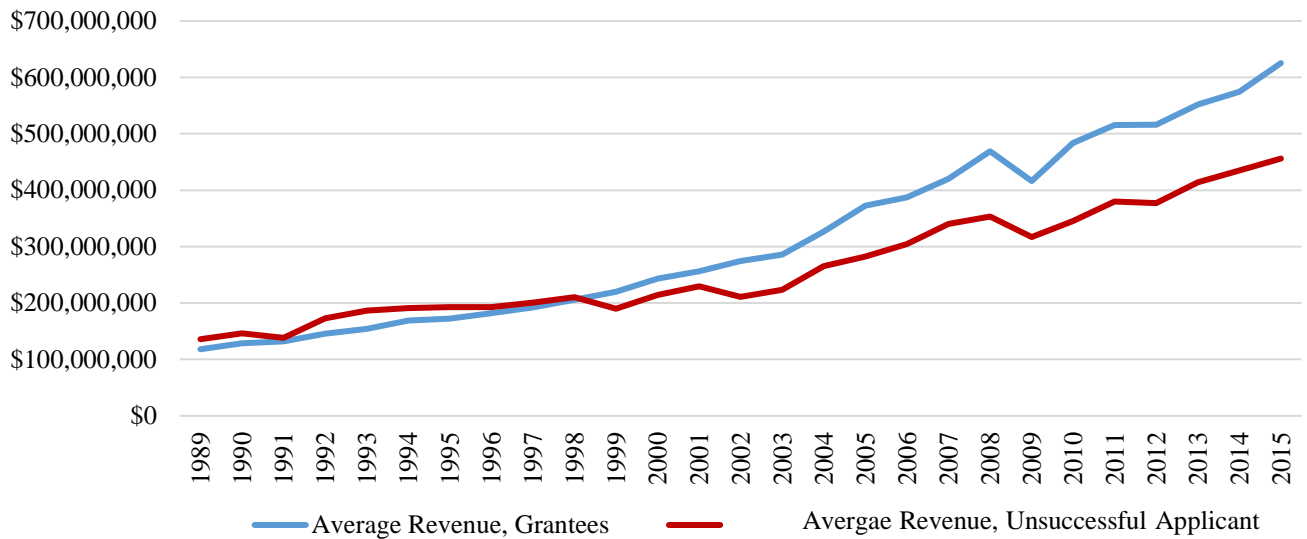
Grantees also tended to have higher revenue than unsuccessful applicants and organizations in the field of international affairs overall (as shown in Figure 10). Only 1.6 percent of grantees had a revenue of below \$100,000, while about 16.7 percent of unsuccessful applicants were small organizations with a revenue of less than \$100,000. By contrast, approximately half (49.2%) of grantees had revenues of \$10 million or more, whereas only one-fourth (28.2%) of unsuccessful applicants had revenues of similar size.

Figure 10: Revenue Size of USAID/ASHA Grantees, Unsuccessful Applicants, and All U.S.-Based International Affairs Organizations



Additionally, as shown in Figure 11, the average revenue size of both USAID/ASHA grantees and unsuccessful applicants shows an increase between 1989 and 2015, except for 2008-2009 and 2011-2012. The average revenue size of USAID/ASHA grantees increased by a higher magnitude than the average revenue size of USAID/ASHA unsuccessful applicants after 1998.

Figure 11: Revenue trends by USAID/ASHA grantee-status, 1989-2015

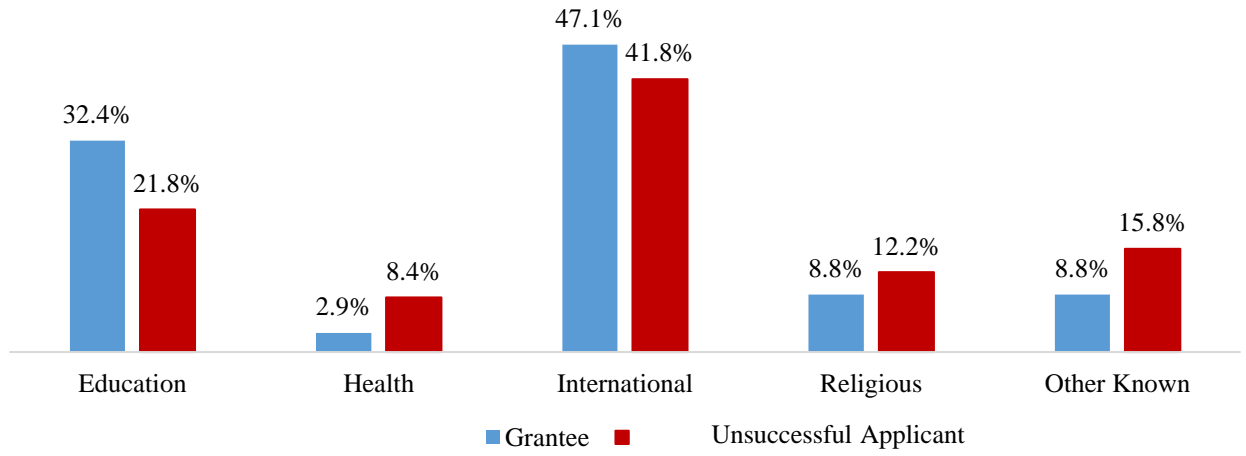


When looking at the type of organizations (as defined in the National Taxonomy of Exempt Entities (NTEE) system), international organizations had the largest share of both grantees (47.1%) and unsuccessful applicants (41.8%, excluding those with missing or unknown NTEE codes; see Figure 12). Nearly one-third (32.4%) of grantees were educational organizations, compared to around one-fifth (21.8%) of unsuccessful applicants in education sector. Very few grantees and unsuccessful applicants were health organizations, representing 2.9 percent and 8.4 percent, respectively.

The IRS adopted the NTEE classification system to group nonprofit organizations into ten major categories based on their self-reported primary mission.<sup>10</sup> The NTEE is the most frequently used and publicly available classification system in the U.S. nonprofit sector. However, the major categories represent very broad subsectors, and it does not specify the nonprofit organizations’ specific activities or characteristics. Therefore, while the NTEE codes of USAID/ASHA grantees and unsuccessful applicants are publicly available from their IRS Forms 990, the codes do not always present the organizations’ mission, which is taken into consideration by USAID/ASHA during the application process. Figure 12 shows the range of NTEE codes found among the universe of USAID/ASHA grantees and unsuccessful applicants.

Figure 12: Types of USAID/ASHA Grantees and Unsuccessful Applicants, as Defined in the National Taxonomy of Exempt Entities (NTEE) System

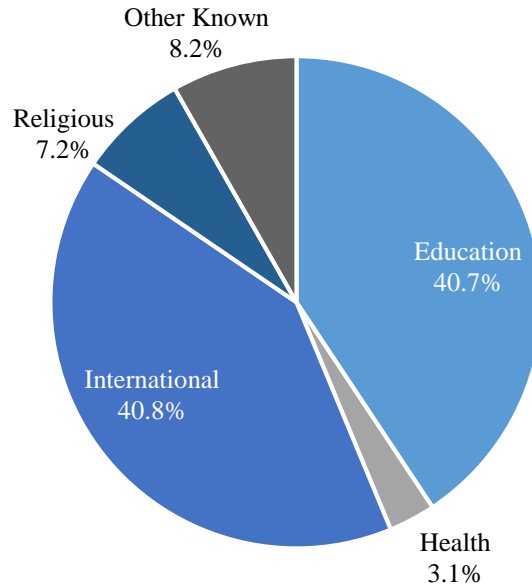
<sup>10</sup> For more information, see: subsection IV.1.2. The Nonprofit Sector: Typologies of U.S. Nonprofit Organizations in [Part 1 of the Research Paper](#).





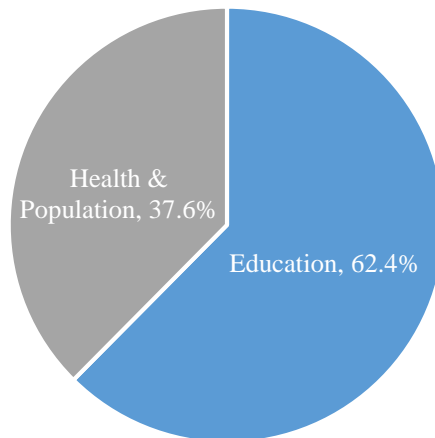
When looking at the dollar amount of grants awarded, international and educational grantees received the largest share of grant dollars, both at about 41 percent (as shown in Figure 13). Religious organization grantees received around 7 percent of all grant dollars, and health grantees received about 3 percent. The remaining 8 percent of grant dollars went to other types of grantees, such as public society benefit organizations and human services organizations.

Figure 13: Percentage of Grant Dollar by Types of USAID/ASHA Grantees, as Classified in the National Taxonomy of Exempt Entities (NTEE) System, 2015–2016



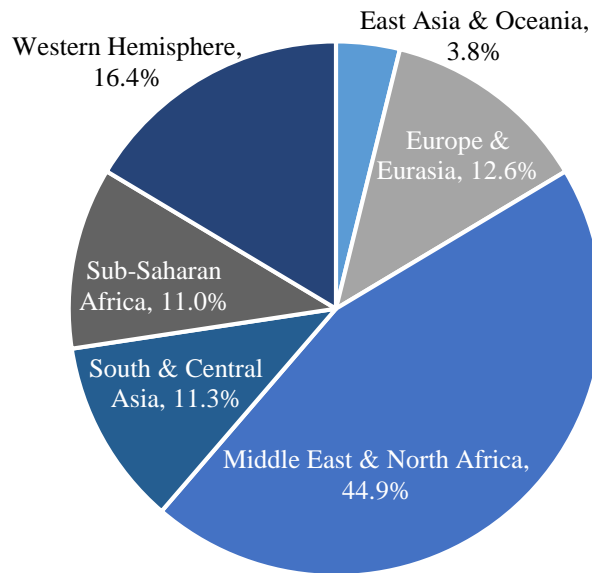
When looking at the USAID program categories of partner organizations, educational programs received nearly two-thirds (62.4 percent) of total grant dollars awarded by USAID/ASHA between 2015 and 2017, while one-third (37.6 percent) of the grant dollars supported programs on health and populations (see Figure 14).

Figure 14: Percentage of Grant Dollar by USAID Program Categories, 2015-2017



Focusing in on the regions where USAID/ASHA partner organizations provide services, U.S. 501(c)(3) organizations working in the Middle East and North Africa received 44.9 percent of the total grant dollars between 2015 and 2017 (as shown in Figure 15). USAID/ASHA partner organizations operating in the Western Hemisphere received 16.4 percent of the total grant dollars, while organizations working in Europe and Eurasia (12.6 percent), South and Central Asia (11.3 percent), and Sub-Saharan Africa (11.0 percent) received nearly one-tenth of the total grant dollar between 2015 and 2017.

Figure 15: Percentage of Grant Dollar by Regional Distribution of USAID/ASHA Partner Organizations, 2015-2017



## 5. Key Characteristics of Staffing, Assets, Expenses, and Contributions of USAID/ASHA Grantees<sup>11</sup> and USAID/ASHA Finalists<sup>12</sup>

Additional data analysis was conducted on staffing, expenses, assets, and contributions of USAID/ASHA grantees and unsuccessful applicants in order to better understand the similarities and differences between USAID/ASHA grantees and unsuccessful applicants. USAID/ASHA grantee organizations tend to be bigger, older and to have larger assets, expenses and contributions than USAID/ASHA unsuccessful applicants. Therefore, the data analysis compared the asset, expenses and contribution distribution by percentage instead of by value.

USAID/ASHA grantees seemed to have relatively high number of employees and volunteers, and the majority of these organizations reported having foreign offices and giving grants of more than \$5,000 to overseas organizations.

USAID/ASHA grantees show significantly higher total asset values. In case of asset distribution, investments, cash, and net land, building, and equipment were the most important asset sources for grantee organizations. USAID/ASHA grantees had significantly more contributions from federated campaigns, fundraising events, and government grants ( $p < 0.01$ ) than unsuccessful applicants.

When looking at the organizations' staffing data, both USAID/ASHA grantees seemed to have relatively higher numbers of employees per organization, with a median of 14 among grantees vs. a median of 8 among unsuccessful applicants, but the differences were not significant. The 2018 USAID/ASHA finalist organizations also show having a higher numbers of employees than non-finalist organizations.

Foreign activities reported to the Internal Revenue Service show that 67.2 percent of USAID/ASHA grantees had foreign offices, and 91.3 percent reported foreign activities in 2016. In the case of USAID/ASHA unsuccessful applicants, only 51.3 percent of them had foreign offices, and 74.7 percent reported foreign activities in the same period. Nearly two-thirds of both USAID/ASHA grantees and unsuccessful applicants reported giving grants of more than \$5,000 to overseas organizations in 2016.

The 2018 USAID/ASHA finalists show a slightly different picture. Only half of the finalist organizations reported a foreign office, four-fifths of them reported foreign activities, and only two-thirds of them gave grants of more than \$5,000 to overseas organizations in 2016. In the case of the 2018 USAID/ASHA unsuccessful applicants, only 36.4 percent of them had foreign

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<sup>11</sup> Data for 2015-2017 only; sample sizes vary based on data availability, with a maximum of 115 unsuccessful applicant organizations and 58 grantee organizations. USAID/ASHA grantee organizations received at least one grant and USAID/ASHA unsuccessful applicant organizations did not receive a grant between 2015 and 2017. Both USAID/ASHA grantee and unsuccessful applicant organizations are 501(c)(3) organizations registered in the United States.

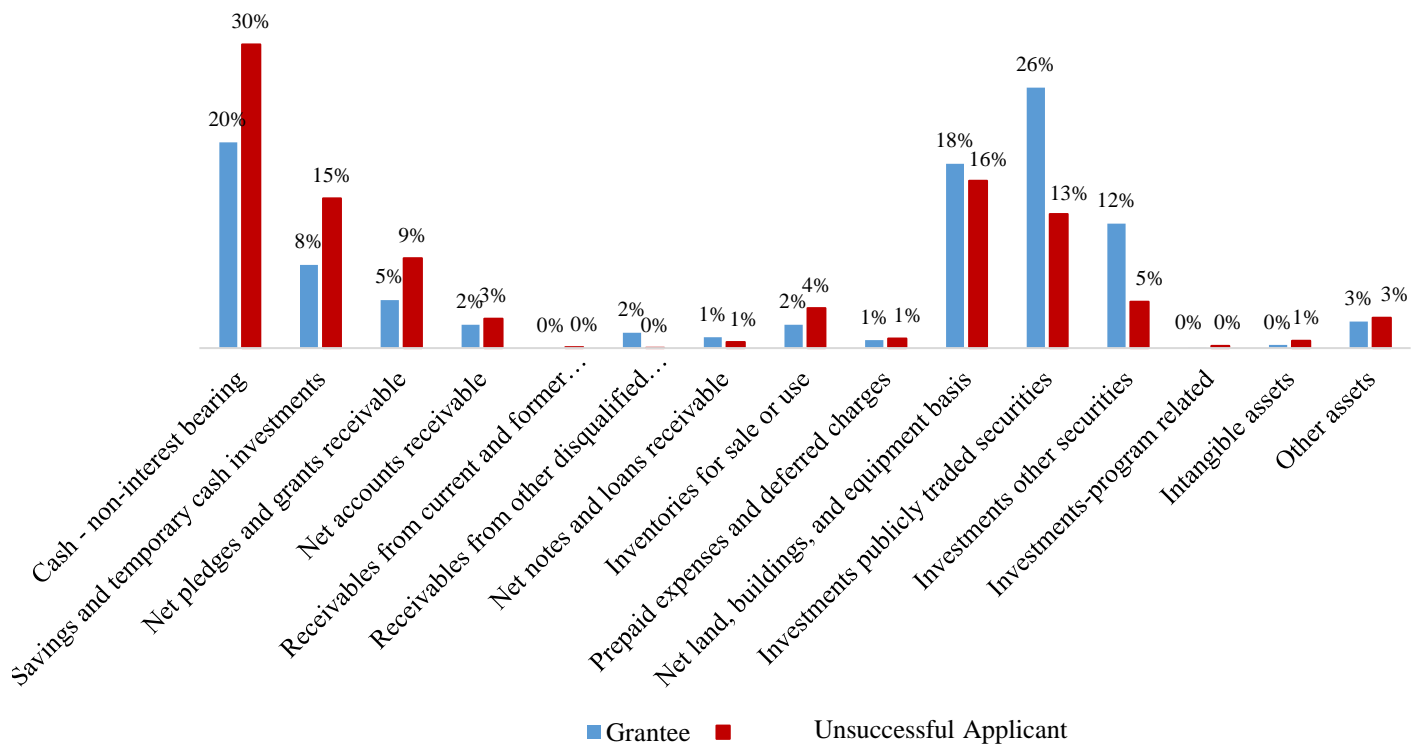
<sup>12</sup> Data for 2018 only; a total of 64 organization, of which 22 unsuccessful applicant organizations and 42 grantee organizations. USAID/ASHA grantee organizations received at least one grant and USAID/ASHA unsuccessful applicant organizations did not receive a grant between 2015 and 2017. Both USAID/ASHA grantee and unsuccessful applicant organizations are 501(c)(3) organizations registered in the United States.

offices, and only 50.0 percent reported foreign activities in the same period. Less than one-third of the 2018 USAID/ASHA non-finalists reported giving grants of more than \$5,000 to overseas organizations in 2016.

When examining the asset values (in log form), we see that USAID/ASHA grantees had significantly higher total asset values ( $p < 0.01$ ). Breaking the assets down, they held significantly more savings and temporary cash investments ( $p < 0.05$ ), net accounts receivable ( $p < 0.01$ ), prepaid expenses and deferred charges ( $p < 0.01$ ), and investments in both publicly traded and other securities (both  $p < 0.01$ ).<sup>13</sup>

When looking at the asset distribution, investments (38%), cash (20%), and net land, building, and equipment (18%) were the most important asset sources for USAID/ASHA grantees, compared to cash (30%), investment (18%), and savings and temporary cash investments (15%) for USAID/ASHA unsuccessful applicants (see Figure 16). The differences were significant for investments ( $p < 0.01$ ), cash ( $p < 0.1$ ), savings and temporary cash investments ( $p < 0.1$ ), and pledges and grants receivables ( $p < 0.1$ ).

Figure 16: Average Percentage of Asset Distribution of USAID/ASHA Partner Organizations, 2015-2017

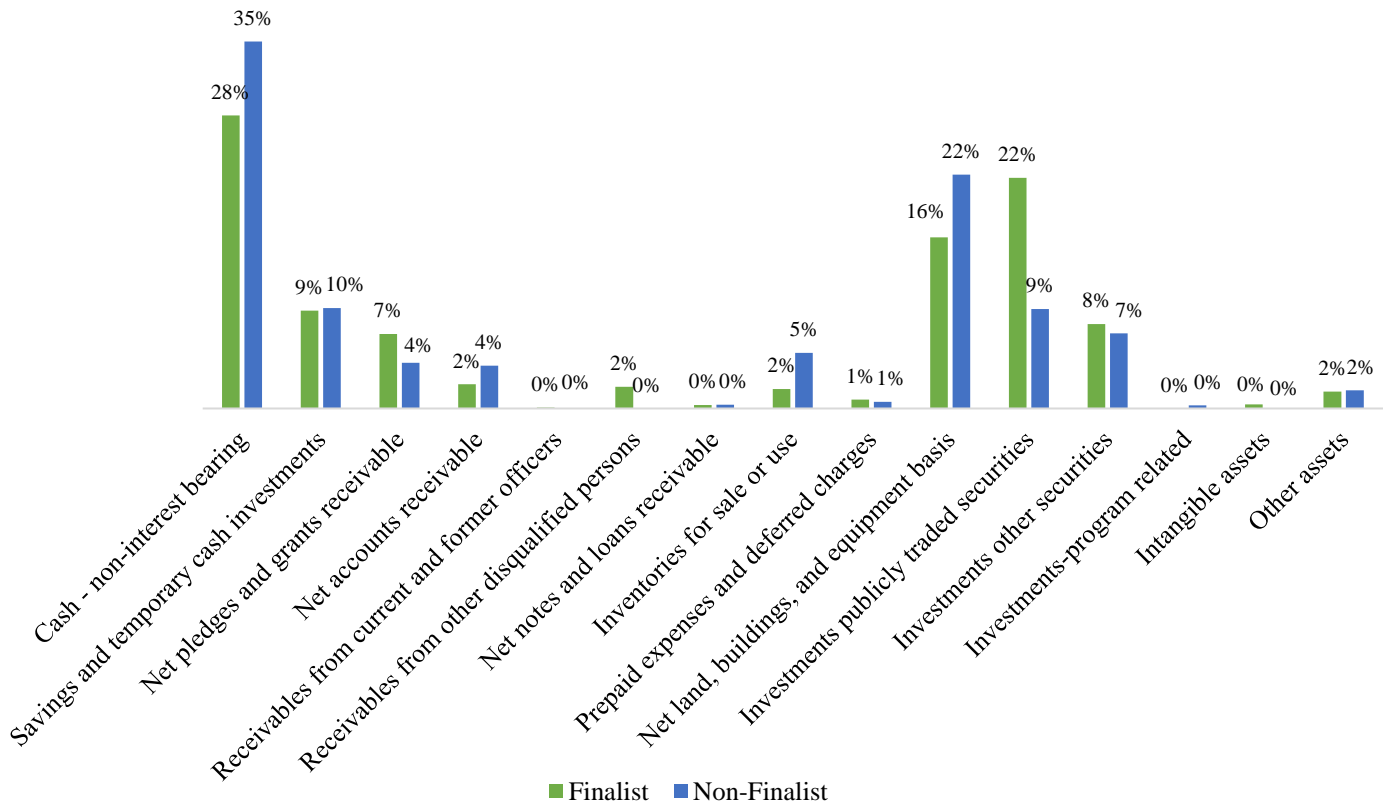


<sup>13</sup> Please note that some of the analyses use logarithmic (log) in order to address skewness towards large outlier values, and to be able to better show differences between more typical USAID/ASHA grantees and unsuccessful applicants.

Examining the asset values (in log form), we see that the 2018 USAID/ASHA finalists did not have significantly higher total asset values ( $p = 0.66$ ). However, breaking it down, the 2018 USAID/ASHA finalists held significantly more net pledges and grants ( $p < 0.05$ ) and prepaid expenses and deferred charges ( $p < 0.1$ ).

When looking at the asset distribution, investments (30%), cash (28%), and net land, building, and equipment (16%) were the most important asset sources for the 2018 USAID/ASHA finalists, compared to cash (35%), net land, building, and equipment (22%) investment (18%), and investments (15%) for the 2018 USAID/ASHA non-finalist (see Figure 17). The differences were not significant for any of the items for asset distribution.

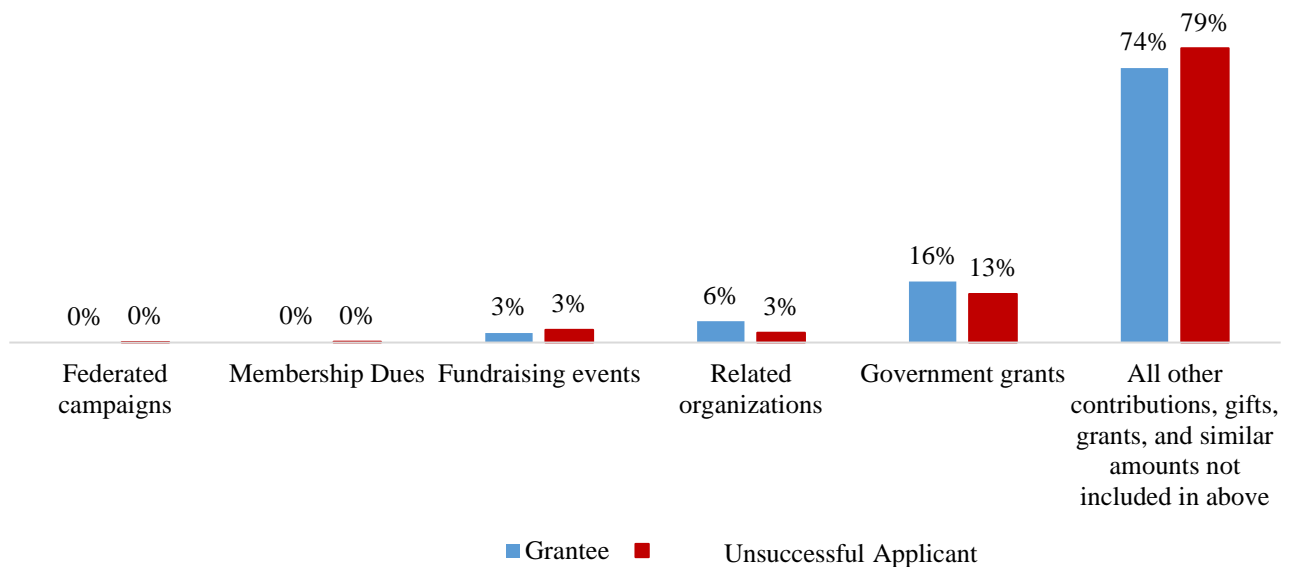
Figure 17: Average Percentage of Asset Distribution of USAID/ASHA Finalists, 2018



When examining the contribution values<sup>14</sup> (in log form), we see that USAID/ASHA grantees did not have significantly higher total contribution values ( $p = 0.11$ ). However, breaking it down, USAID/ASHA grantees had significantly more contributions from federated campaigns ( $p < 0.1$ ), fundraising events ( $p < 0.05$ ), and government grants ( $p < 0.01$ ) than unsuccessful applicants.

When looking at the distribution of contributions, gifts and grants (74%) and government grants (16%) were the most important contribution sources for USAID/ASHA grantees similar to gifts and grants (79%) and government grants (13%) for USAID/ASHA unsuccessful applicants (as is shown in Figure 19). The differences were not significant for any of the contribution items.

Figure 19: Average Percentage of Types of Contribution of USAID/ASHA Partner Organizations, 2015-2017



<sup>14</sup> The following cash and noncash contributions are reported on Form 990:

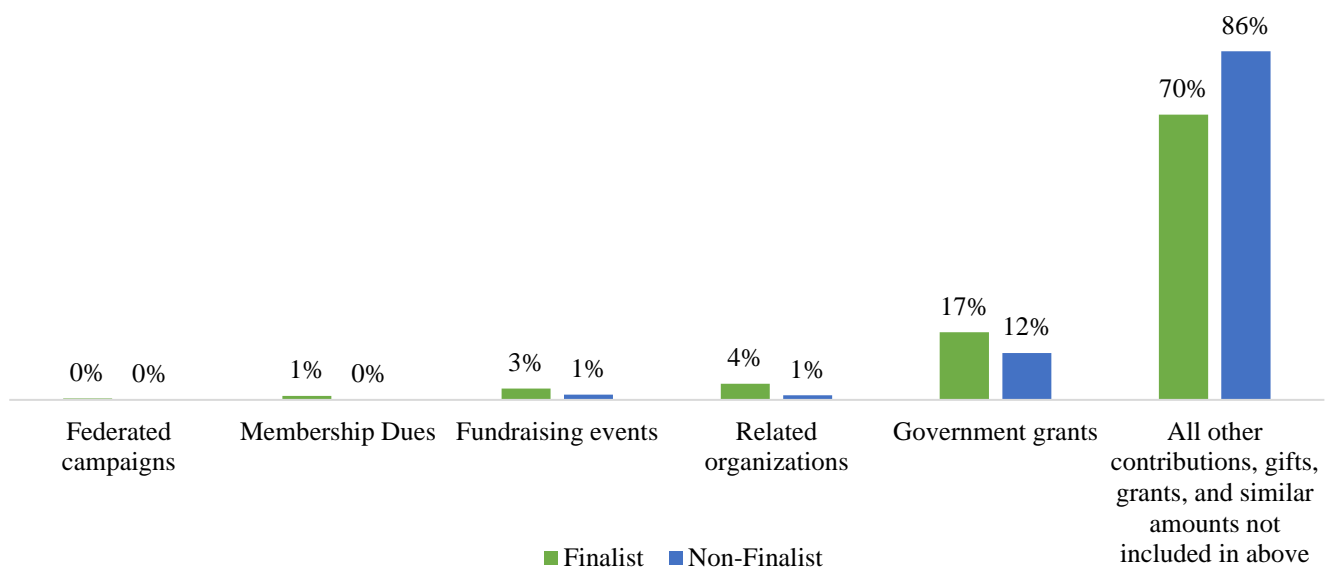
- Contributions received indirectly from the public through solicitation campaigns conducted by **federated fundraising** agencies and similar fundraising organizations (such as from a United Way organization);
- **Membership dues** and assessments that represent contributions from the public rather than payments for benefits received or payments from affiliated organizations;
- Contributions received from **fundraising events**, which includes, but isn't limited to, dinners, auctions, and other events conducted for the sole or primary purpose of raising funds for the organization's exempt activities.
- Contributed to the organization by **related organizations**; such as an organization that controls the filing organization, an organization controlled by the filing organizations, or an organization controlled by the same person or persons that control the filing organization;
- Contributions in the form of grants or similar payments from local, state, or federal **government sources**, as well as foreign governments;
- **All other contributions**, gifts, and similar amounts the organization received from sources not reported separately, including contributions from donor advised funds (unless the sponsoring organization is a related organization) and from gaming activities.

For more detailed information, see: <https://www.irs.gov/pub/irs-pdf/i990.pdf>

When examining the contribution values<sup>15</sup> (in log form), we see that the 2018 USAID/ASHA finalists did not have significantly higher total contribution values ( $p = 0.17$ ). However, breaking it down, the 2018 USAID/ASHA finalists had significantly more contributions from government grants ( $p < 0.01$ ).

Gifts and grants (70%) and government grants (17%) were the most important contribution sources for USAID/ASHA grantees, similar to gifts and grants (80%) and government grants (12%) for USAID/ASHA unsuccessful applicants. The differences were only significant for gifts and grants ( $p < 0.1$ ).

Figure 20: Average Percentage of Types of Contribution of USAID/ASHA Finalists, 2018



<sup>15</sup> The following cash and noncash contributions are reported on Form 990:

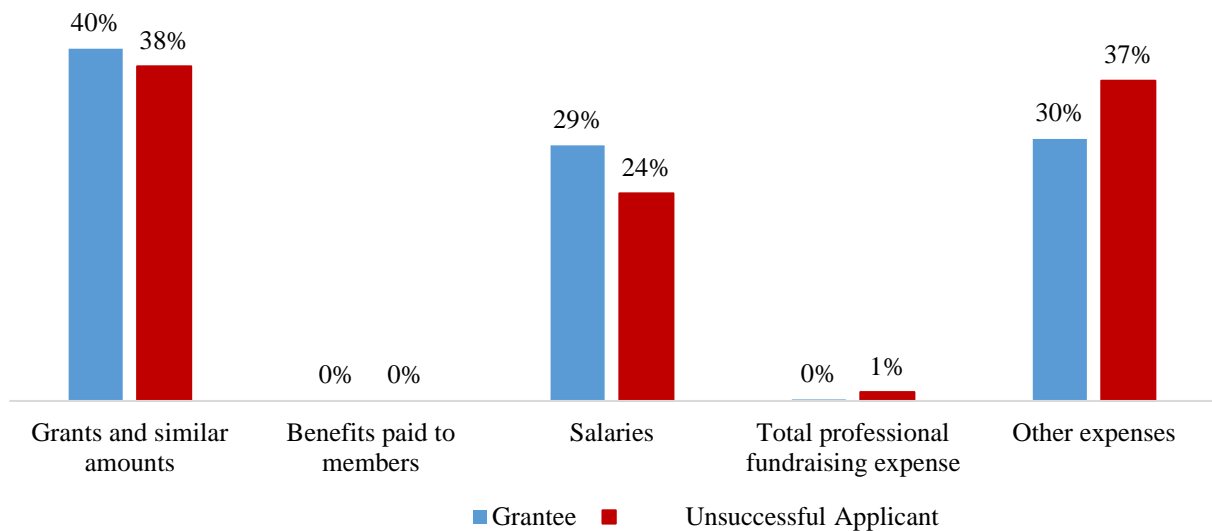
- Contributions received indirectly from the public through solicitation campaigns conducted by **federated fundraising** agencies and similar fundraising organizations (such as from a United Way organization);
- **Membership dues** and assessments that represent contributions from the public rather than payments for benefits received or payments from affiliated organizations;
- Contributions received from **fundraising events**, which includes, but isn't limited to, dinners, auctions, and other events conducted for the sole or primary purpose of raising funds for the organization's exempt activities.
- Contributed to the organization by **related organizations**; such as an organization that controls the filing organization, an organization controlled by the filing organizations, or an organization controlled by the same person or persons that control the filing organization;
- Contributions in the form of grants or similar payments from local, state, or federal **government sources**, as well as foreign governments;
- **All other contributions**, gifts, and similar amounts the organization received from sources not reported separately, including contributions from donor advised funds (unless the sponsoring organization is a related organization) and from gaming activities.

For more detailed information, see: <https://www.irs.gov/pub/irs-pdf/i990.pdf>

When examining the values of expenses (in log form), we see that USAID/ASHA grantees had significantly higher total expenses ( $p < 0.05$ ). Breaking it down, USAID/ASHA grantees had significantly more expenses on grants and similar amounts ( $p < 0.1$ ) and other expenses ( $p < 0.1$ ).

When looking at the distribution of expenses, grants (40%), salaries (29%), and other expenses (30%) were the most important values for USAID/ASHA grantees similar to grants (38%), salaries (24%), and other expenses (37%) for USAID/ASHA unsuccessful applicants (see Figure 21). The differences were not significant for any of the expense values.

Figure 21: Average Percentage of Expense Distribution of USAID/ASHA Partner Organizations, 2015-2017

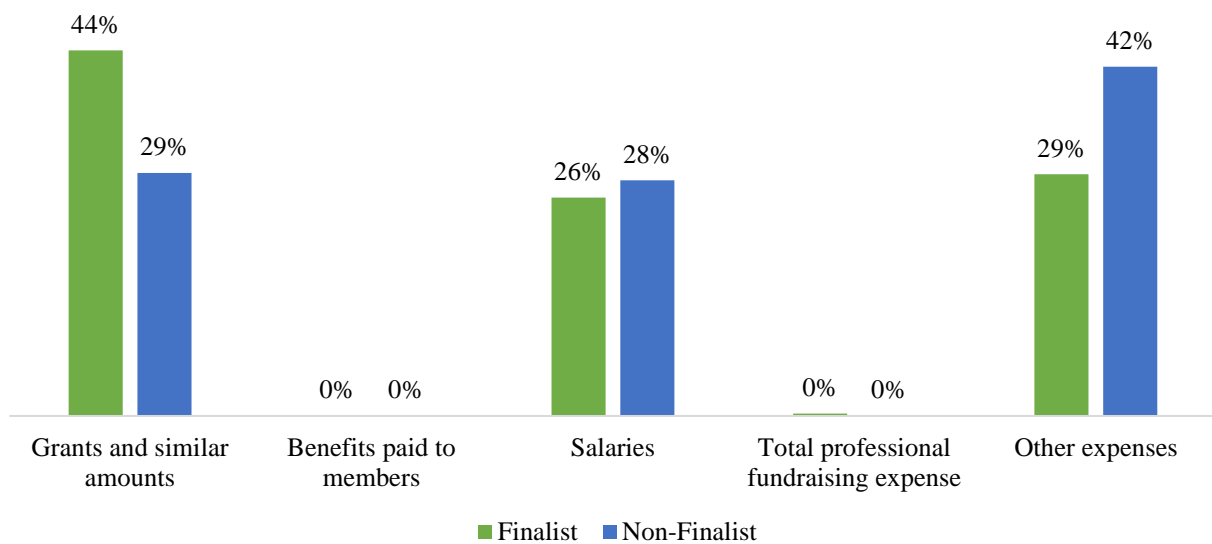




When examining the values of expenses (in log form), we see that the 2018 USAID/ASHA finalists did not have significantly higher total expenses ( $p = 0.48$ ). However, breaking it down, the 2018 USAID/ASHA finalists had significantly more expenses on grants and similar amounts ( $p < 0.1$ ).

When looking at the distribution of expenses, grants (44%), salaries (26%), and other expenses (29%) were the most important values for USAID/ASHA finalists compared to grants (29%), salaries (28%), and other expenses (42%) for USAID/ASHA non-finalists (see Figure 22). The differences were only significant for other expenses ( $p < 0.1$ ).

Figure 22: Average Percentage of Expense Distribution of USAID/ASHA Finalists, 2018



Finally, when looking at the regional distribution of USAID/ASHA grantees and unsuccessful applicants, the majority of USAID/ASHA grantees as well as USAID/ASHA unsuccessful applicants were registered in Eastern (48 percent and 33 percent, respectively) or in Southern states (26 percent and 35 percent, respectively).

The 2018 USAID/ASHA finalists and non-finalists show a similar picture. Forty-seven percent of the 2018 USAID/ASHA finalists were registered in Eastern states and 38 percent of them were registered in Southern states. Furthermore, nearly 22 percent of 2018 USAID/ASHA non-finalists were registered in Eastern states and 61 percent of USAID/ASHA non-finalists were registered in Southern states.

## Conclusion

The analysis above suggests the following recommendations and implications.

**U.S.-based international organizations have the opportunity to diversify their funding streams, but capacity building and sustainable development are necessary for these organizations.**

The data analysis shows that charitable contributions to U.S.-based international organizations have diversified and increased significantly in the last 30 years and emerging avenues such as donor-advised funds and community foundations are likely to provide new funding opportunities. However, nonprofit organizations' capacity and organizational readiness matter significantly in terms of their ability to prepare successful grant applications and develop sustainable funding structures.

**Government agencies and funders could enhance public-private partnerships and support cross-sectoral and cross-border collaborations.**

Collaboration across sectors is essential to finding solutions for urgent societal needs both locally and globally. One of the United Nations' Sustainable Development Goals aims to revitalize the global partnership for sustainable development, while hybrid solutions for philanthropy present new opportunities for innovation. Government agencies could support new strategies to explore these new vehicles of philanthropy, including impact investing, social entrepreneurship, and crowdfunding, to support their partner organizations' activities on their journey to self-reliance.

**Future research could analyze the impact of public policies on cross-border giving.**

The data analysis suggests that geographic location of nonprofit organizations and the philanthropic environment of the country in which the organizations operate matter. However, analyzing and evaluating regulations and public policies globally requires more and better data, which can be achieved by advocating for better data availability and enhancing longitudinal cross-national data collection efforts that focus on this topic.

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