

Southern Trends

50 YEARS OF PHILANTHROPY IN THE SOUTHEAST REGION

In 2016, SECF partnered with Foundation Center, now Candid, on the inaugural edition of the Southern Trends Report. A natural outgrowth of SECF's strategic commitment to providing our members with data and trends on philanthropy in the South, the Trends Report has now become an institution of its own. Each annual update adds more detail to an increasingly complex picture of the giving landscape in our region. As we mark our 50th Anniversary, we are excited to deliver this fourth edition of findings, focused on the ways Southern philanthropy has changed since our founding in 1969.

The data presented here tells a powerful story. In the last five decades, Southern philanthropy has grown significantly by every measure. A region where giving was once dominated by family foundations is now host to a diverse network of funders, including some who did not even exist 50 years ago. That change shows no signs of slowing, either—this century alone has seen significant growth in assets and giving.

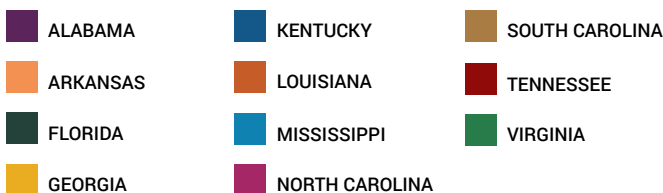
Overall, the information provided here shows that Southern philanthropy is stronger than ever—and more ready than ever to transform communities and improve lives.

—JANINE LEE, PRESIDENT AND CEO OF SOUTHEASTERN COUNCIL OF FOUNDATIONS

Growth in Southeastern philanthropy by state, 1969 and 2019

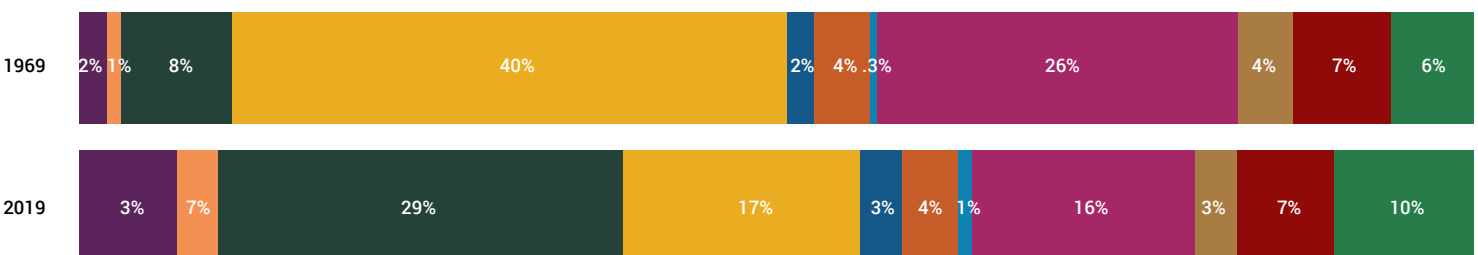
STATE	NUMBER OF FOUNDATIONS			TOTAL ASSETS			TOTAL GIVING		
	1969	2019	GROWTH	1969 (IN MILLIONS)	2019 (IN MILLIONS)	GROWTH	1969 (IN MILLIONS)	2019 (IN MILLIONS)	GROWTH
Alabama	20	1,170	59x	\$34	\$3,574	104x	\$2.2	\$224	102x
Arkansas	20	424	21x	16	9,043	565x	1.1	909	826x
Florida	76	6,452	85x	120	34,865	291x	6.9	2,173	315x
Georgia	107	1,898	18x	633	20,442	32x	22.9	1,438	63x
Kentucky	26	707	27x	35	3,742	107x	2.5	207	83x
Louisiana	37	698	19x	69	4,728	69x	3.2	244	76x
Mississippi	6	339	57x	4	1,704	426x	0.8	110	137x
North Carolina	100	3,139	31x	419	19,868	47x	2.2	1,478	672x
South Carolina	32	685	21x	67	3,473	52x	8.3	197	24x
Tennessee	55	1,057	19x	109	8,956	82x	6.5	806	124x
Virginia	53	1,857	35x	93	11,821	127x	4.9	908	185x
TOTAL	532	18,426	35x	1,600	122,219	76x	61.5	8,691	141x

Distribution of assets by state, 1969 and 2019



In 1969, the Southeast was home to 532 foundations with \$1.6 billion in assets and \$61 million in giving. Since then, the number of foundations has grown to 18,426 with \$122 billion in assets and \$8 billion in giving in 2019. Adjusted for inflation, this represents a 10 fold increase in total assets since 1969.

While foundations in all states have grown significantly in asset size, Arkansas, Mississippi, and Florida have seen the greatest growth in total assets relative to other states. Florida and North Carolina have seen the greatest growth in the number of foundations and are currently home to 52 percent of foundations in the Southeast.



21ST CENTURY TRENDS

Community foundations experienced the greatest percentage increase in total giving from 2003 to 2017, at 227 percent. Family foundation giving continues to make up the bulk of foundation giving in the Southeast, comprising 41 percent of total giving from the region in 2017. Total giving across all foundation types grew from \$3.1 billion in 2003 to \$7.9 billion in 2017. The total number of foundations increased from 8,249 in 2003 to 15,538 in 2017.

The relative percentages of total grantmaking for education, arts and culture, and the environment have increased over the years, while giving to other subject areas makes up a smaller portion of total grantmaking.

About half of total giving to the Southeast in 2003-2005 came from grantmakers in the Southeast, while half came from grantmakers elsewhere in the country. Since then, total giving by Southeastern grantmakers has increased by 125 percent, while giving from grantmakers outside the Southeast has grown by 102 percent. This difference in growth has resulted in a slightly greater percentage of giving originating from Southeast grantmakers than from grantmakers based outside the region in 2015-2017.

Top Southeast foundations by asset size, 1969

FOUNDATION	TYPE	TOTAL ASSETS (IN MILLIONS)	TOTAL GIVING (IN MILLIONS)
Woodruff (Emily and Ernest) Foundation (GA)	FM	\$187.2	\$6.1
Smith Richardson Foundation (NC)	FM	87.3	0.2
Z. Smith Reynolds Foundation (NC)	FM	79.2	4.1
Lettie Pate Evans Foundation (GA)	IN	72.8	1.2
Callaway Foundation, Inc. (GA)	IN	65	3.5
Joseph B. Whitehead Foundation (GA)	IN	52.3	0.8
The Arthur Vining Davis Foundations (FL)	FM	45	1.7
J. Bulow Campbell Foundation (GA)	IN	34.4	0.6
Mary Reynolds Babcock Foundation (NC)	FM	32.6	1.5
The Cannon Foundation (NC)	IN	29.6	0.4

Top Southeast foundations by asset size, 2019

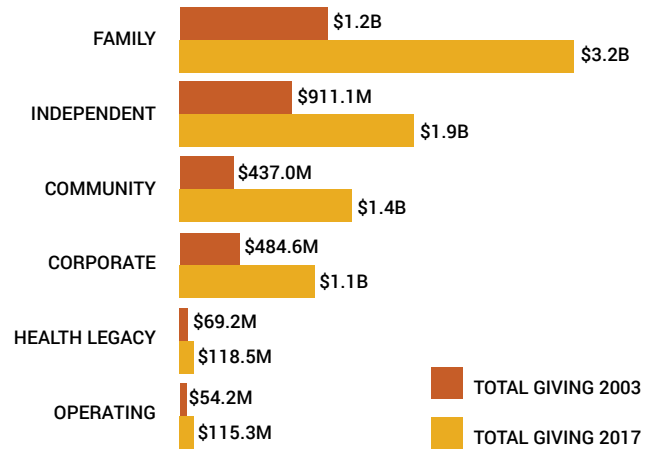
FOUNDATION	TYPE	TOTAL ASSETS (IN BILLIONS)	TOTAL GIVING (IN MILLIONS)
Walton Family Foundation (AR)	FM	\$4.9	\$505.6
The Duke Endowment (NC)	IN	3.6	160.2
Robert W. Woodruff Foundation (GA)	IN	3.3	149.8
Maxcess Foundation Inc. (FL)	IN	2.5	1.3
Foundation For The Carolinas (NC)	CM	2.4	315.2
John S. and James L. Knight Foundation (FL)	IN	2.3	104
Joseph B. Whitehead Foundation (GA)	IN	1.5	69.4
Community Foundation for Greater Atlanta (GA)	CM	1.1	116.4
The Community Foundation for a greater Richmond (VA)	CM	0.9	104.9
The Pyramid Peak Foundation (TN)	IN	0.8	104.3

Source: Data for 1969 from Foundation Center, the Foundation Directory, Edition 4 (1971); for 2019 from Candid (2019).

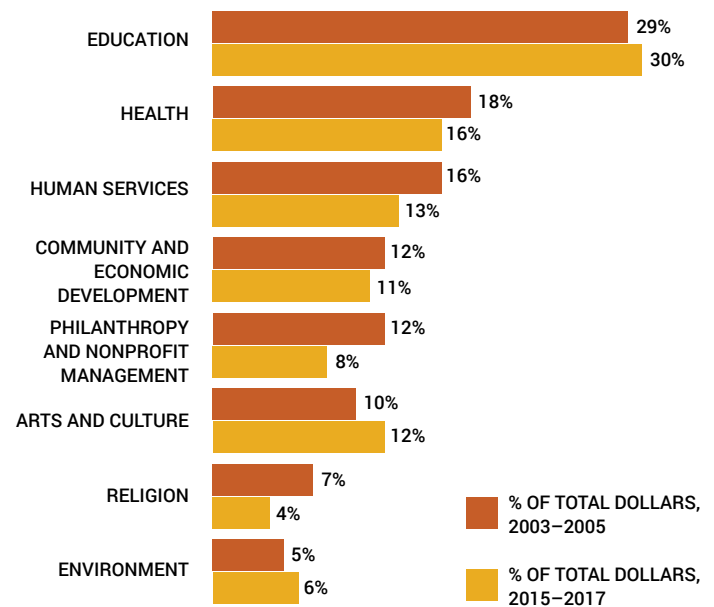
Figures do not include public charities and government organizations.

CM= Community Foundation, FM= Family Foundation, IN= Independent Foundation

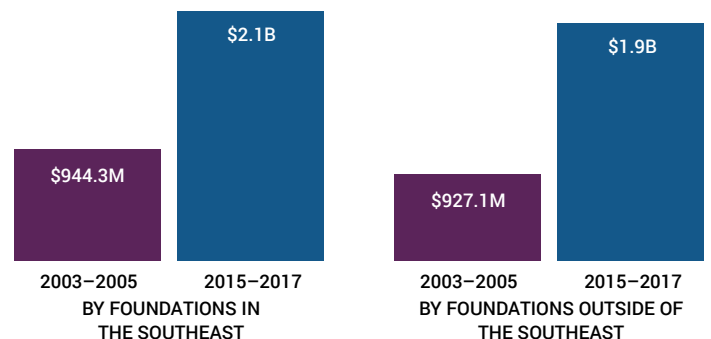
Growth in Southeastern philanthropy by foundation type, 2003 and 2017



Distribution of Southeastern philanthropy by subject area, 2003–2017



Trends in giving to the Southeast, 2003–2017



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