

Dear Colleagues and Friends,

Welcome to this special issue of CAFAmerica News. It can't have escaped anyone's attention that economies around the world are now most definitely in recession and that this will affect philanthropic giving. However, while the situation is undoubtedly serious, and the media constantly focuses on this, it is important to remember that it's not all bad news. A recent *Giving USA* report stated that research repeatedly shows that donors continue to give even in recession years. Indeed, it goes on to say that, over the last 40 years, the average rate of change in giving in the U.S. during a recession is a drop of only 1 per cent! And in the worst year (1974) it only fell by 5.4 per cent, which is why I feel confident about giving you my predictions for six positive giving trends in the USA for 2009.

Prediction 1 - the media will play an increasing role in raising the profile of nonprofits and the work that they do

More and more journalists are writing and broadcasting charity stories here in the USA than ever before. Moreover, the focus is not just domestic, so overseas charities should find a ready audience for topical stories and material.

CAFAmerica recently created significant publicity for three of its charity partners, [Save the Children India](#), [SOS Children's Villages of India](#), and [Railway Children](#), by distributing a news release about a surge in enquiries and donations to international charities helping street children in India.



Street children scavenging on a refuse tip in Mumbai. Picture courtesy of Railway Children

The release drew on the recent success of the film *Slumdog Millionaire*, a poignant rags-to-riches film about life in the slums of Mumbai. For more information about the media coverage we created please click [here](#).

Prediction 2 - donors in the U.S. will continue to give

Philanthropy in the U.S. has a proud history and donors have continued to give even during recessions. However, expect them to make fewer very large donations, either by cash or stocks and shares. Individual donors will decide their giving levels based on their current income. In recession years this has typically meant giving smaller, regular amounts. For those nonprofits willing to

Donors, where will your giving have the greatest impact?

CAFAmerica Issue Briefs provide a synopsis of facts, research and funding opportunities on a variety of international causes. A brief is not designed to be comprehensive; rather it is a starting point for concerned donors to get an overview of issues that matter most to them and some guidance on other resources that are available. Our latest issue brief on [global literacy](#) is now available and looks at the major challenges as well some of the innovative work being done to help the 774 million illiterate adults and children in the world today.

Other recent Issue Briefs have focused on giving in embargoed countries and ending poverty. These can be found on our [resources page](#).

Maximise your chances of securing a grant - create or update your charity profile today

All CAFAmerica eligible charities can create a short profile outlining what they do and what they need funding for. This is a powerful tool for raising awareness among donors in the U.S., many of whom use CAFAmerica's list of eligible charities as a starting point when planning their giving.

If you've yet to create a profile, you can do so easily by [logging on](#) now and entering your details. If you've forgotten your login details either submit your email address on this page or email info@cafonline.org and we will send you a new username and password.

New Grants manager

We're pleased to announce the appointment of Kimberlee Ross as our new Grants Manager. She has a Masters Degree in Public Policy and International Relations

create vehicles for requesting smaller grants, like a CAFAmerica 'Friends of Charity Fund', opportunities still exist for rewarding and fulfilling relationships with U.S. donors.

as well as significant experience in national and international nonprofit development, grant making and regulatory policy. She is a most welcome addition to our Grants Team.

Prediction 3 - Expect an increased use of corporate/charity marketing deals

Some corporations in the U.S. have curtailed grant giving and sponsorship but continue to create cause-related marketing deals with appropriate charities and agencies. IEG, a marketing company in Chicago, forecasts that dollars spent on business-charity deals like this will grow this year by 3.1 per cent to \$1.6 billion. The potential in such deals is immense. The recent deal between Starbucks and Project RED raised enough in the first 2 weeks of the program to provide 1.4 million doses of HIV anti-viral medication in Africa.

Prediction 4 - Some sectors of commerce will buck the trend and actually grow over the next couple of years

Sectors set to show the most growth in the U.S. are health care, utilities, food manufacturing and software engineering. Funding opportunities will continue to be available for those nonprofits willing to invest in researching and approaching companies in these sectors with appropriate partnership proposals.

Prediction 5 - expect an increase in bequests

More U.S. donors have indicated they plan to leave money to charity when they die and recent trends in giving support this. 7 of the 10 largest gifts in the U.S. during 2008 were bequests from estates (*Chronicle of Philanthropy and Slate online*). In contrast, the top ten donors in 2007 were all alive when they made their gifts. I expect the number of bequests to rise again in 2009, despite the economic climate, as individuals choose to defer their giving for a later date. U.S. donors can easily make a commitment now to give to an overseas charity at a later date by endowing a CAFAmerica [Donor Advised Fund](#).

Prediction 6 - the use of text messaging to raise funds will increase significantly

Fundraising using SMS texting facilities has been very popular in Europe and Asia for some time, but has been slow to take off in the U.S. In the last two years, though, the use of text messaging has increased by 450 per cent (*CBS News, 2008*). On the back of this I expect charities and cell phone carriers to collaborate more here in the USA and create promising vehicles to fund overseas charities in future. CAFA will monitor developments carefully and keep you posted.

So there you have it, I fully expect philanthropy to be alive and kicking in the U.S. in 2009, as it has in previous years, and continue to make an impact on social issues around the world.

Best wishes,

Susan K.E. Saxon-Harrold
Chief Executive Officer

Unsubscribe: If you no longer wish to receive CAFAmerica News, please [click here](#)

Forward to a Friend: If you would like a friend to obtain a copy of CAFAmerica News, please [click here](#)