



11 TRENDS IN PHILANTHROPY FOR 2024



Dorothy A. Johnson Center
FOR PHILANTHROPY



Dorothy A. Johnson Center for Philanthropy

The Dorothy A. Johnson Center for Philanthropy at Grand Valley State University was established in 1992 with support from the W.K. Kellogg Foundation. Our mission is to be a global leader in helping individuals and organizations understand, strengthen, and advance philanthropy, resulting in a smart, adaptive sector that helps create strong, inclusive communities.

We put research to work with and for professionals across the country and the world. Through professional education offerings; research, evaluation, and strategic services; and bold thinking to advance the field, we support a philanthropic ecosystem defined by effective philanthropy, strong nonprofits, and informed community change.

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Contents

Introduction	4
With Thousands of Incarcerated Students Enrolled in Higher Education, How do We Measure Success?.....	5
AAPI Communities are Leading an Upswell in Philanthropy	9
With Crisis Comes Change: Black Women and the Glass Cliff	14
A Wake-Up Call for Investing in the South	17
Expected Changes to Federal Race and Ethnicity Standards Present Opportunities — and Caveats	21
Affordable Housing is a National Crisis with a Distinct Local Impact	24
The Fiscal Sponsorship Model: A Growing Trend in the Nonprofit Sector	27
The Artificial Intelligence Revolution Arrives in Philanthropy	31
Donor Anonymity Is Under the Microscope	34
Financial Stress and Philanthropic Influence: The Precarious Promise of Generation Z	38
Influencer Philanthropy Is On the Rise, but the Platform Matters	42
Johnson Center Staff	45



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When we think of “trends” in our everyday lives, we typically think of concrete things we can see, hear, or even eat. Popular songs, or brand names — the ubiquitous appetizer, the meme we can’t escape.

Over eight years of producing *11 Trends in Philanthropy*, the Dorothy A. Johnson Center for Philanthropy has most often taken this approach to our annual review of the sector, as well. Our team has combed the landscape of nonprofits and foundations for the most visible signs of a trend — the increased grant dollars, the emerging networks, familiar voices speaking up.

This year’s trends share a familiar wealth of examples, data, quotes, and research publications that can help us all anticipate the vectors of change. But at the core of *11 Trends in Philanthropy for 2024*, readers will find a set of questions rather than answers. Each trend poses a number of moral, economic, equity-related, tactical, and other questions that the sector will have to answer.

In some cases — such as in the use of artificial intelligence in the workplace, or the adoption of new federal protocols for race and ethnicity data — those answers will come due very soon. In others — such as how institutional philanthropy addresses the glass cliff crisis among leaders of color or shifts resources to account for the U.S. South’s booming population — it may be years before we understand whether and how choices are made.

What we see most clearly for philanthropy in 2024 and beyond is that the field will wrestle with these questions. We look forward to the work ahead.

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