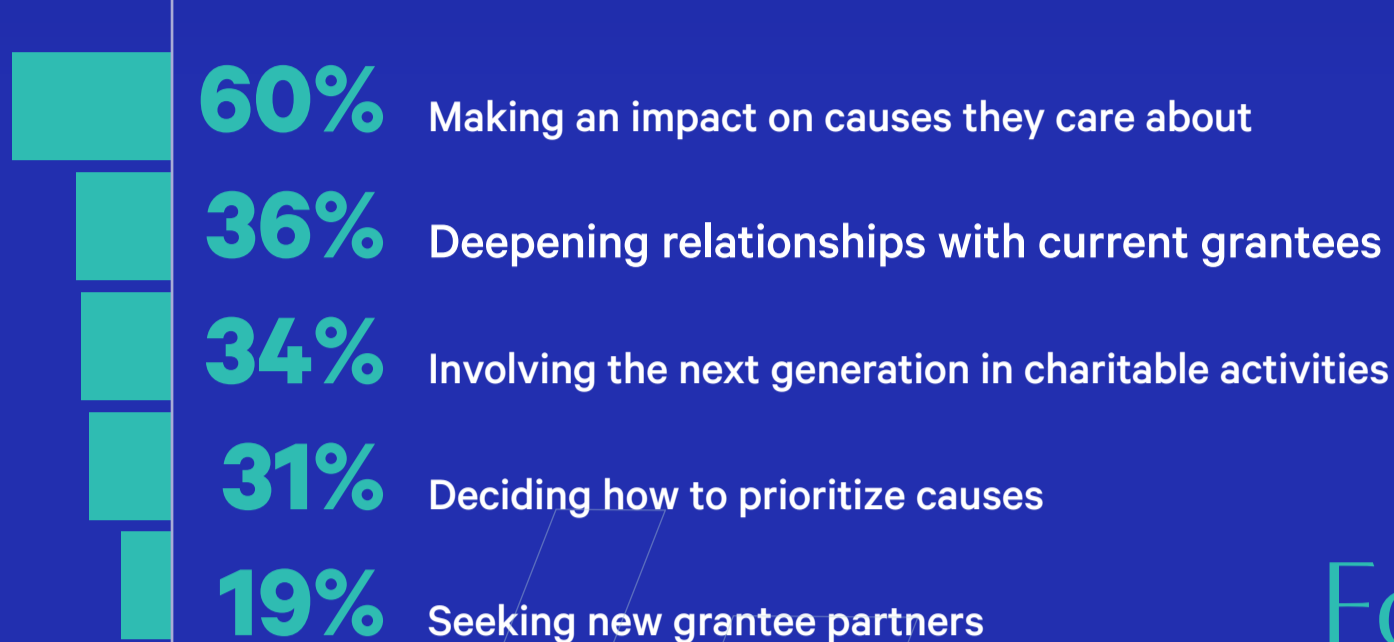


2025 DONOR SURVEY

# Philanthropists IN FLUX

What's on the minds of today's donors as they navigate uncertain times?

We asked our private foundation clients and donor-advised fund account holders to weigh in on everything from their current priorities and interests to challenges they're facing.



## Top 5 Priorities For Donors

*"We are prioritizing conducting research and seeing community input to inform how we can best contribute to systems change."*

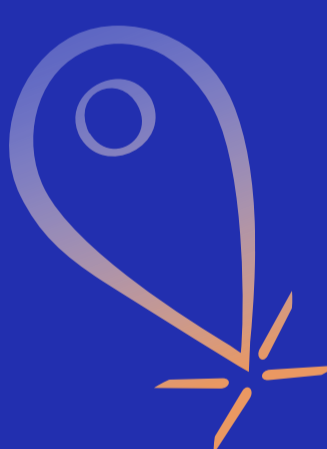
## Top 5 Challenges For Donors



*"We are working on relationships with organizations and making our priorities clear."*

As donors consider their long-term strategy and operations, these are their

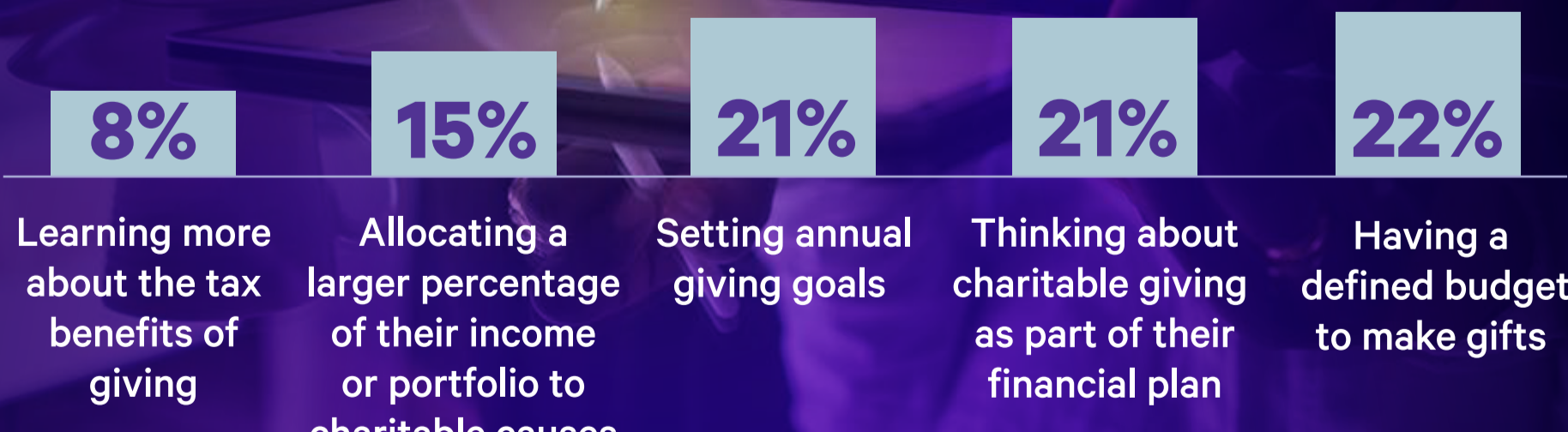
## Top 5 Areas of Interest



*"I'd like to see our foundation expand our channels of giving to our grantees. I'd also like us to increase our responsiveness to organizational needs outside of our traditional giving cycle."*

## Pursuing Impact

An emerging cohort of donors is exploring integrated planning, budgeting and tax approaches to help them become **more effective givers.**



*"When philanthropy services are more closely coordinated with other wealth management services it can pave the way for greater impact by establishing clear areas for prioritization, while also ensuring the use of thoughtful approaches that can help increase funding and decrease erosion from taxes."*

— GILLIAN HOWELL, NATIONAL PHILANTHROPY EXECUTIVE, FOUNDATION SOURCE

**TAKE THE NEXT STEP >>**

The data presented here is from a digital survey conducted between January 16 and February 20, 2025. Responses are from 294 private non-operating foundations and 106 donor-advised fund account holders with the sponsoring organization, Charityvest.