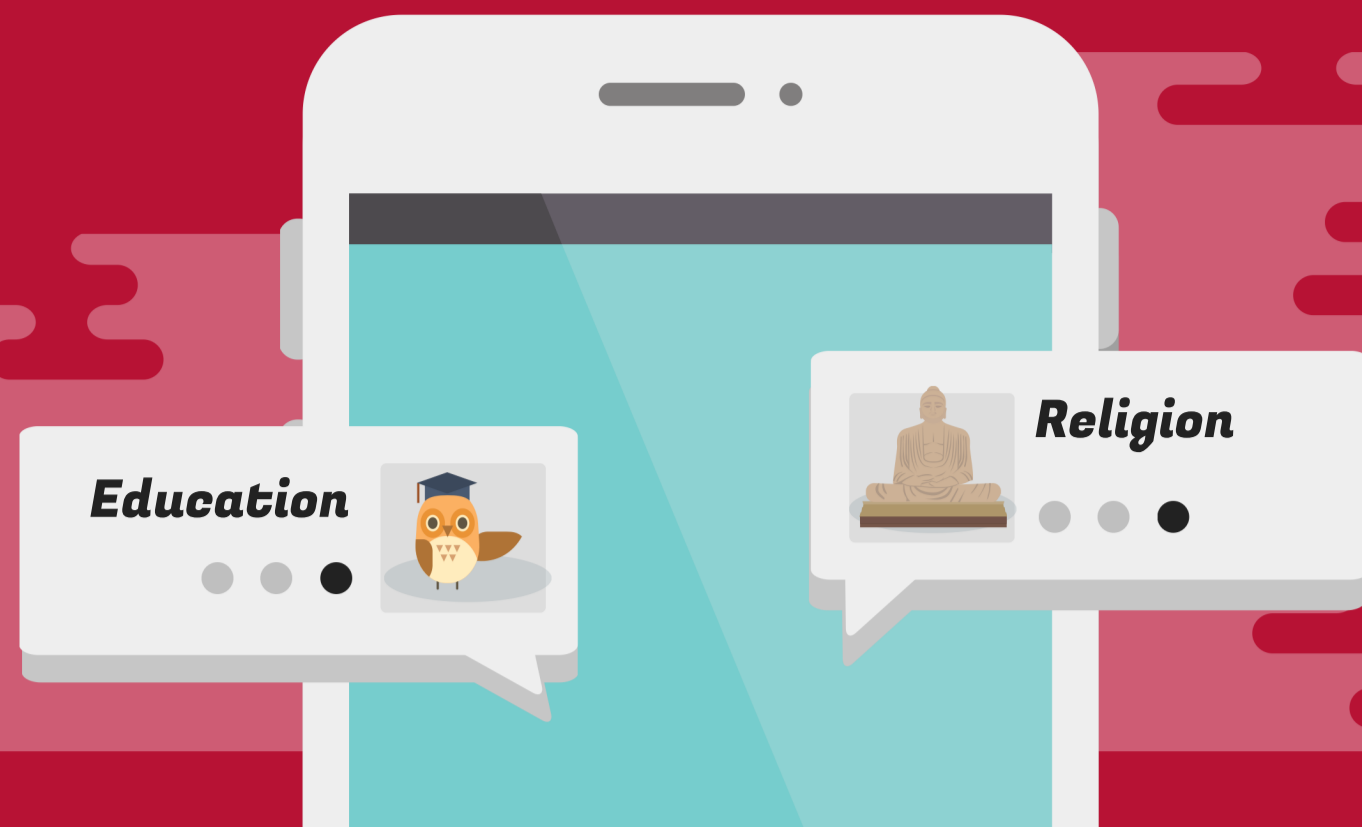
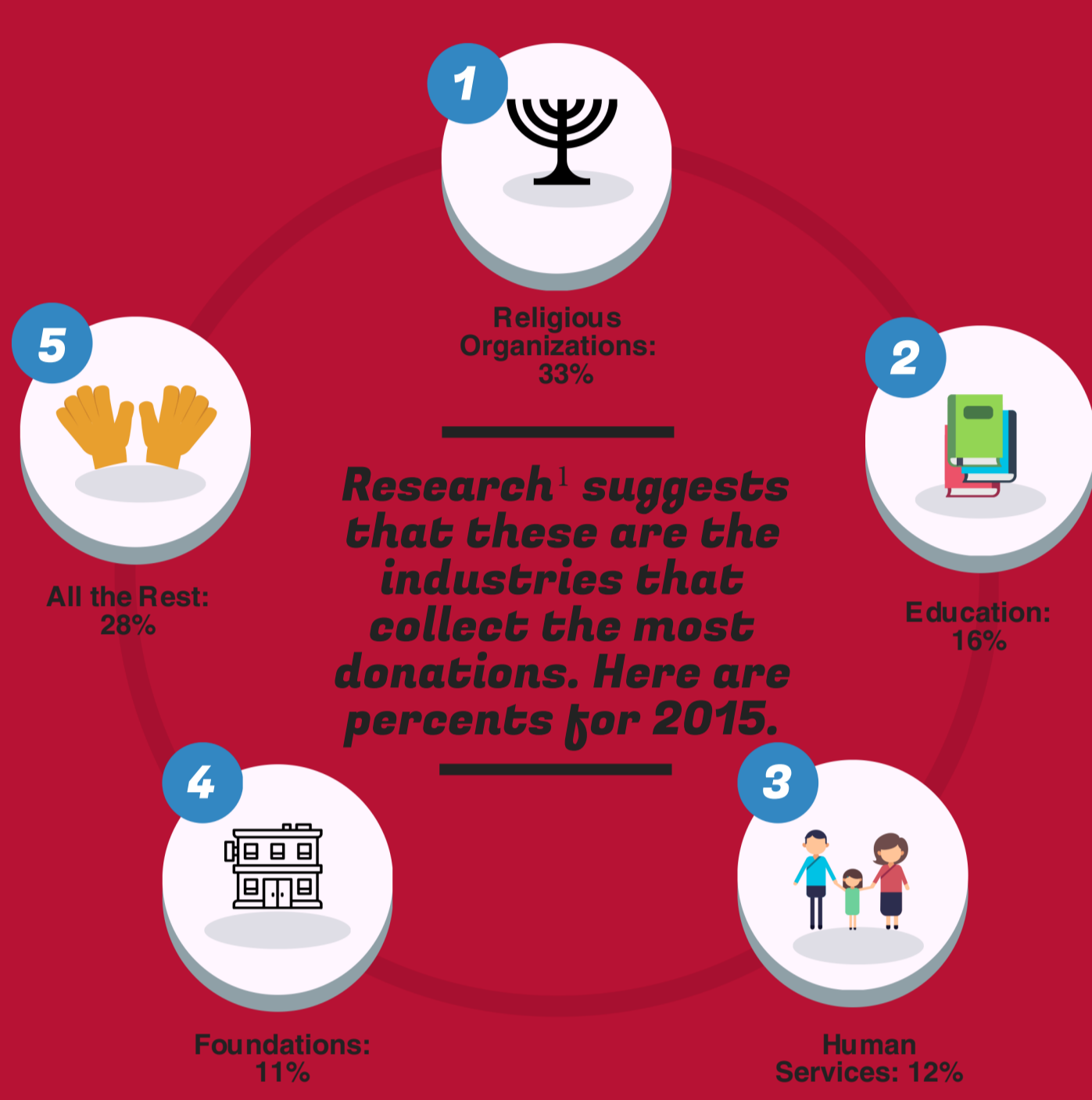


Where Do People Donate Money? (And Why?)



Where Is the Money Going?

In 2015, people gave an estimated **\$374 billion dollars**¹. But who is getting this money? This infographic takes a look at the specific type of charities people tend to donate to the most, what states are getting the most money, and why people tend to give.



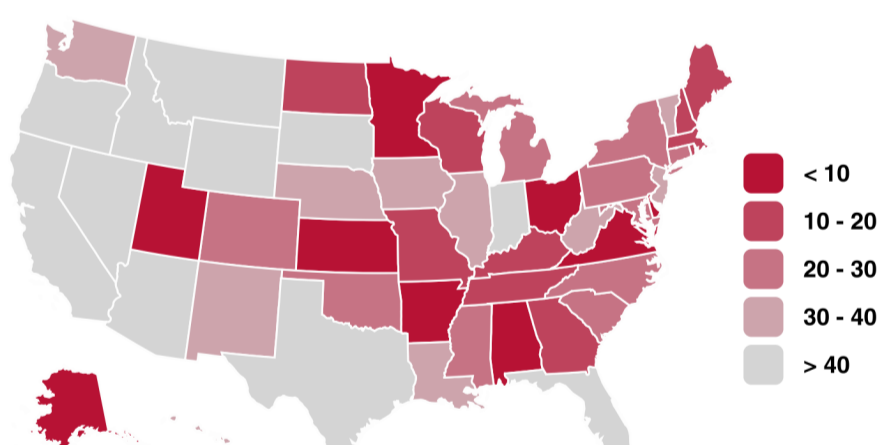
Reasons People Give (According to the Experts)

- Reason 1** A deeply held need to find life's meaning.²
 - Reason 2** They believe in the mission.³
 - Reason 3** They want to make a difference.³
-

Where in the USA?

Charitable Giving⁴ ranks states by how charitable they are (one - Utah - being the best). So which states are giving the most money? This chart shows their ranking.

1. Utah
2. Arkansas
3. Minnesota
4. Alabama
5. Alaska



Reasons People Give (According to Science)

- Reason #1** Studies suggest that people have a need to give back when they receive.⁵
A test was conducted that shows wait staff gets tipped more when they bring candy to the table right before.
People give to charities that they interpret has helped them.
 - Point #2** Because it feels good.⁶
Research suggests that giving opens up the same part of the brain that responds to pleasure.
The more their neural networks react to the cause, the more likely they are to give voluntarily.
 - Point #3** Because they heard a compelling story.⁷
Experiments suggest that given statistics showing the high impact of the problem versus hearing a personal story, people are more likely to give after hearing the story than the stats.
-
-
-

Resources

1. <http://www.charitynavigator.org/index.cfm?bay=content.view&cpid=42>
2. https://ssir.org/articles/entry/why_do_people_give_to_charity
3. <https://pitchergroup.com/2012/six-reasons-donors-give-away-their-money/>
4. <https://wallethub.com/edu/most-and-least-charitable-states/8555/>
5. <http://influitive.com/blog/why-people-give-back-the-neuroscience-of-advocacy/>
6. <http://www.4me4we.com/people-give-charity-backed-science/>
7. <https://www.theguardian.com/voluntary-sector-network/2015/mar/23/the-science-behind-why-people-give-money-to-charity>