Record-Breaking $15B in DAF Giving: What It Means for Nonprofits in 2025



JULY 29, 2025 | BY: THE NONPROFIT TEAM

The 2025 Fidelity Charitable Giving Report provides valuable insights that are essential for today's nonprofit leaders. In 2024, charitable giving through donor-advised funds (DAFs) reached an all-time high, reshaping how funding is distributed, and how nonprofits should position themselves for success.

What is a Donor Advised Fund (DAF)?

A DAF is a giving account established at a public charity (Initially, community foundations were the primary sponsors of DAFs.) that allows donors to make a charitable contribution, receive an immediate tax deduction, and then recommend grants to qualified nonprofits over time.

2024 Giving Highlights:

- $14.9 billion granted—a record-breaking 25% increase year-over-year – to over 213,000 unique organizations
- 64% of all grants were unrestricted—giving nonprofits flexibility to meet their greatest needs
- 77% of grants went to organizations donors had previously supported
- 54% of funds stayed within the donor's home state, accentuating the power of local giving
- $786 million in cryptocurrency gifts—a 14x increase over the prior year
- Corporate DAFs assisted more than 500 companies to grant $525 million

Key implications for nonprofits:

1. Be DAF-Ready. Ensure your nonprofit is listed with major DAF sponsors like Fidelity Charitable and can easily accept grant funding through these platforms.
2. Prioritize Donor Retention. Donors are giving more to the organizations they already trust. Stewardship, regular updates, and personalized engagement matter more than ever.
3. Build Stronger Local Relationships. With over half of grants staying local, showcasing your community impact can strengthen donor loyalty and visibility.
4. Unrestricted Funding is on the Rise. Donors increasingly recognize the importance of flexible dollars. Ensure your messaging emphasizes how unrestricted gifts empower you to meet your mission efficiently.

DAFs are now one of the most significant forces in U.S. philanthropy. Whether or not your organization has focused on them in the past, now is the time to assess your readiness to cultivate and receive this growing source of charitable giving.

RELATED SERVICES

Business & Nonprofit Tax

RELATED INDUSTRIES

Nonprofit

© 2026 Johnson O'Connor Feron & Carucci LLP | Certified Public Accountants