

## Key Takeaways from Fidelity's 2026 Giving Report

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### \$18.3B in DAF Giving: What It Means for Nonprofits in 2026

The 2026 Fidelity Charitable Giving Report highlights another transformative year in philanthropy. In 2025, donor-advised fund (DAF) giving reached new heights, reinforcing the growing importance of DAFs and shaping how nonprofits approach fundraising and donor engagement.

Beyond another record-breaking year, the 2026 report highlights several evolving trends: donors are granting funds more quickly, with nearly half distributed within a year; giving is becoming more intentional, with one-third of grants scheduled in advance; and there is growing adoption of impact investing, expanding philanthropy beyond traditional giving models.

#### 2025 Giving Highlights:

- \$18.3 billion granted- a 23% increase year-over-year
- 3 million grants recommended by over 395,000 donors
- 226,800+ nonprofits supported, including approximately 28,000 new organizations
- 77% of grants went to previously supported organizations, reinforcing donor loyalty
- 64% of grants were designated "where needed most," providing nonprofits with critical flexibility

#### Key implications for nonprofits:

1. Be DAF-Ready: Ensure your organization is easy to find and can accept grants through platforms like Fidelity Charitable.
2. Prioritize Donor Retention: With 77% of grants going to repeat organizations, strong stewardship and communication are critical.
3. Emphasize Flexible Funding Needs: Donors continue to prioritize unrestricted support, making clear messaging around general operating needs essential.
4. Expect Larger and More Strategic Gifts: Average grant sizes are increasing, signaling more deliberate and strategic donor behavior.

DAFs remain one of the most powerful and growing forces in philanthropy. As giving continues to reach new records, and becomes more strategic, nonprofits that adapt to these trends will be best positioned for long-term success.

If you would like assistance assessing your organization's DAF readiness or updating your fundraising strategy, our team is here to help.

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