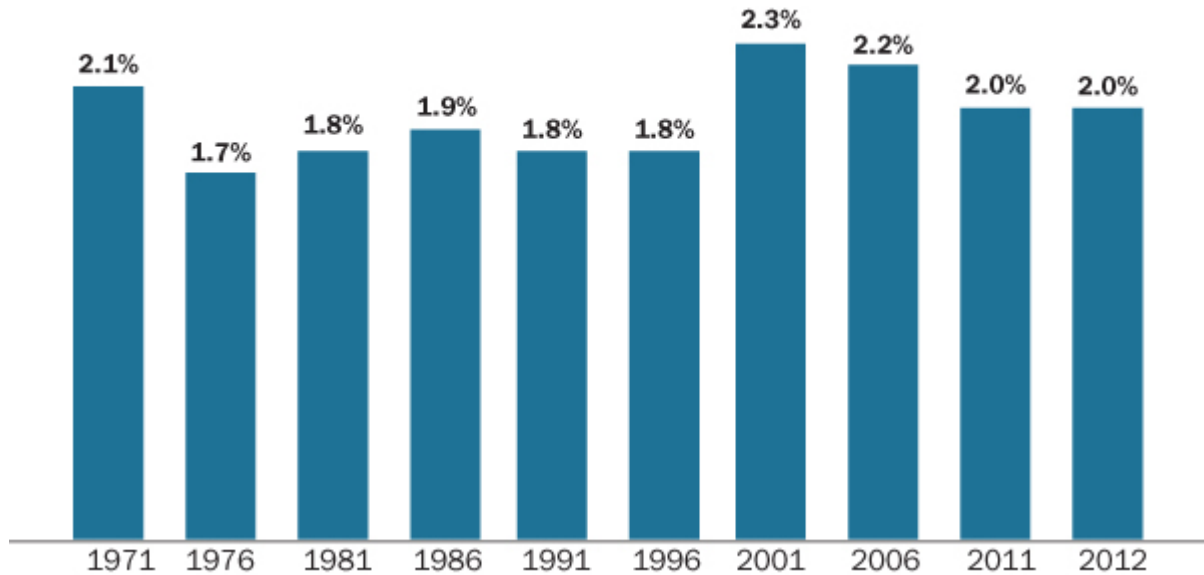


Giving as a Share of the Gross Domestic Product



SOURCE: "Giving USA"

Giving as a share of GDP has rarely strayed far from 2 percent over the past four decades – despite the huge growth in the number of charities and fundraisers and periodic crusades to encourage greater giving.

While the figure climbed to a high of 2.3 percent in 2000, for the last several years it has rested at less than the 2.1 percent recorded in 1971, according to "Giving USA" data.

That has left some philanthropic experts scratching their heads about what it would take to move the dial significantly.

"We're stuck," says John List, a professor of economics who heads the University of Chicago's Science of Philanthropy Initiative.

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