

3 tips for giving at year-end: Give without purpose

Consider what your charitable gift is intended to fund at the recipient charity. Is the donation for a specific project or an initiative you heard about from friends? Is it in response to a charitable solicitation?

At year-end, most nonprofit organizations are pushing to meet an annual budget, so donations toward their appeals or for general operating expenses are most beneficial.⁵ Unrestricted gifts such as these enable a charity to choose where and how money will be used—whether for a major development, a new employee, or the office electric bill. It also gives the charity flexibility and security to forward its mission by planning initiatives and staffing for the following calendar year.

Therefore, you may serve the greatest charitable need at year-end by simply giving without specifying a purpose or use for your donated funds.



84%

Charities that prefer to receive gifts for general operating expenses

65%

Grants issued for general operating expenses at year-end⁶

⁵ An inside look: 15,330 donors who are giving to charity with a donor-advised fund, Vanguard Charitable, 2014.

⁶ Year-end includes grants issued from Vanguard Charitable in November and December 2013 and January 2014.