

The Growing Role of Larger Gifts to Local Public Radio

Results from FY 2020

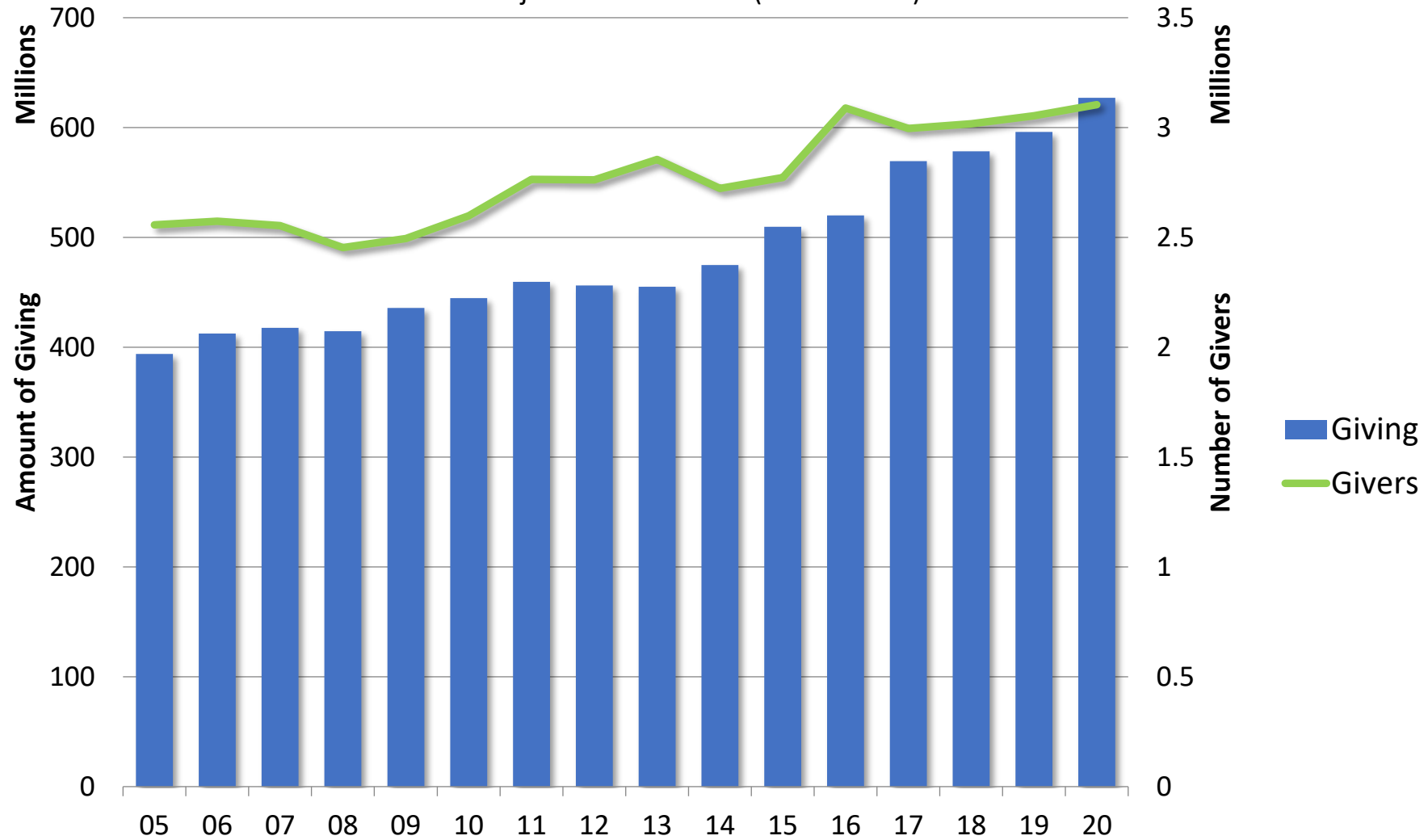


STATION RESOURCE GROUP

Individual Giving to Public Radio Continues to Grow

Public Radio Members, \$1,000+ Gifts, Capital Gifts

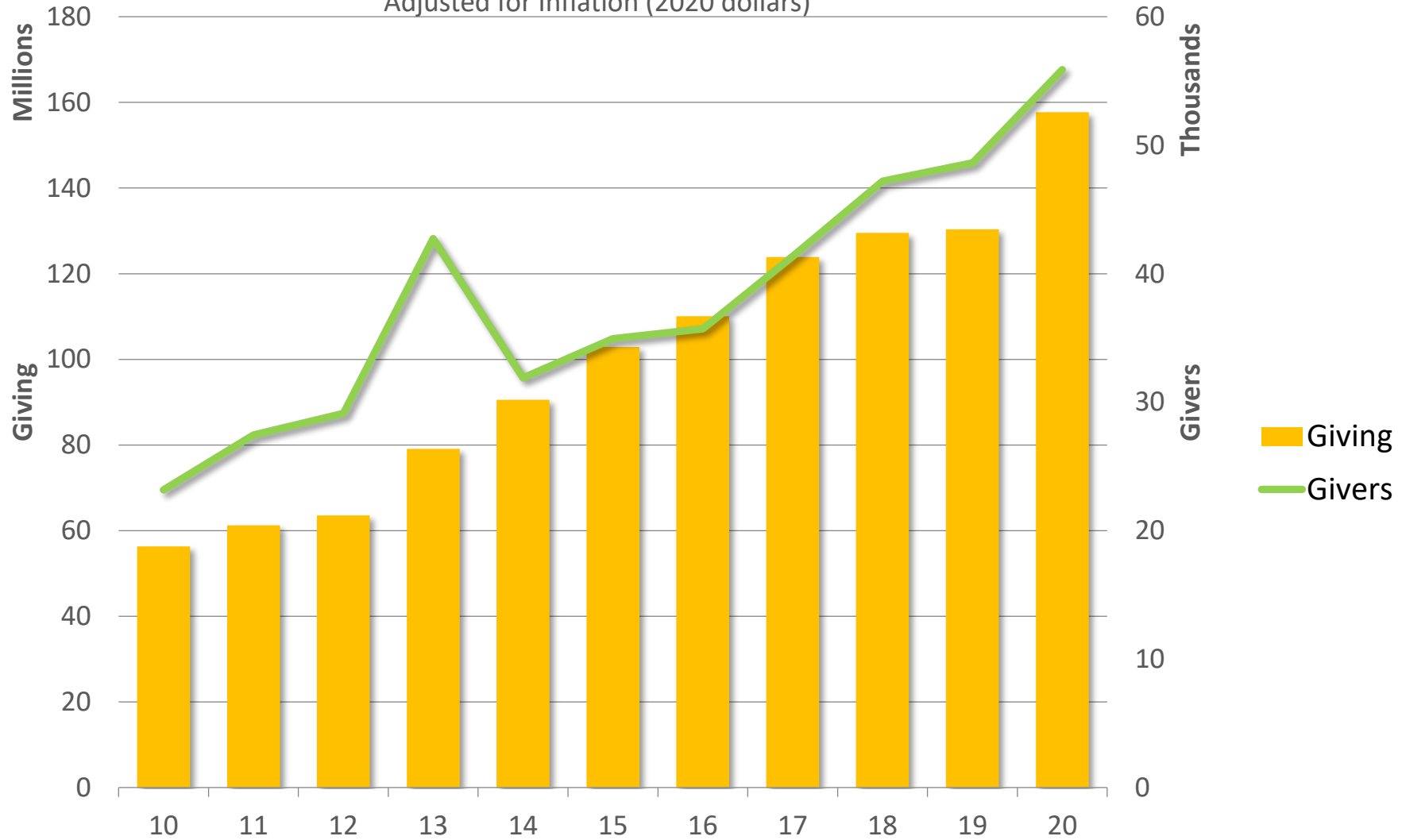
Adjusted for Inflation (2020 dollars)



Giving and Givers at \$1,000+ Are Accelerating

Public Radio Gifts and Bequests Over \$1,000

Adjusted for Inflation (2020 dollars)



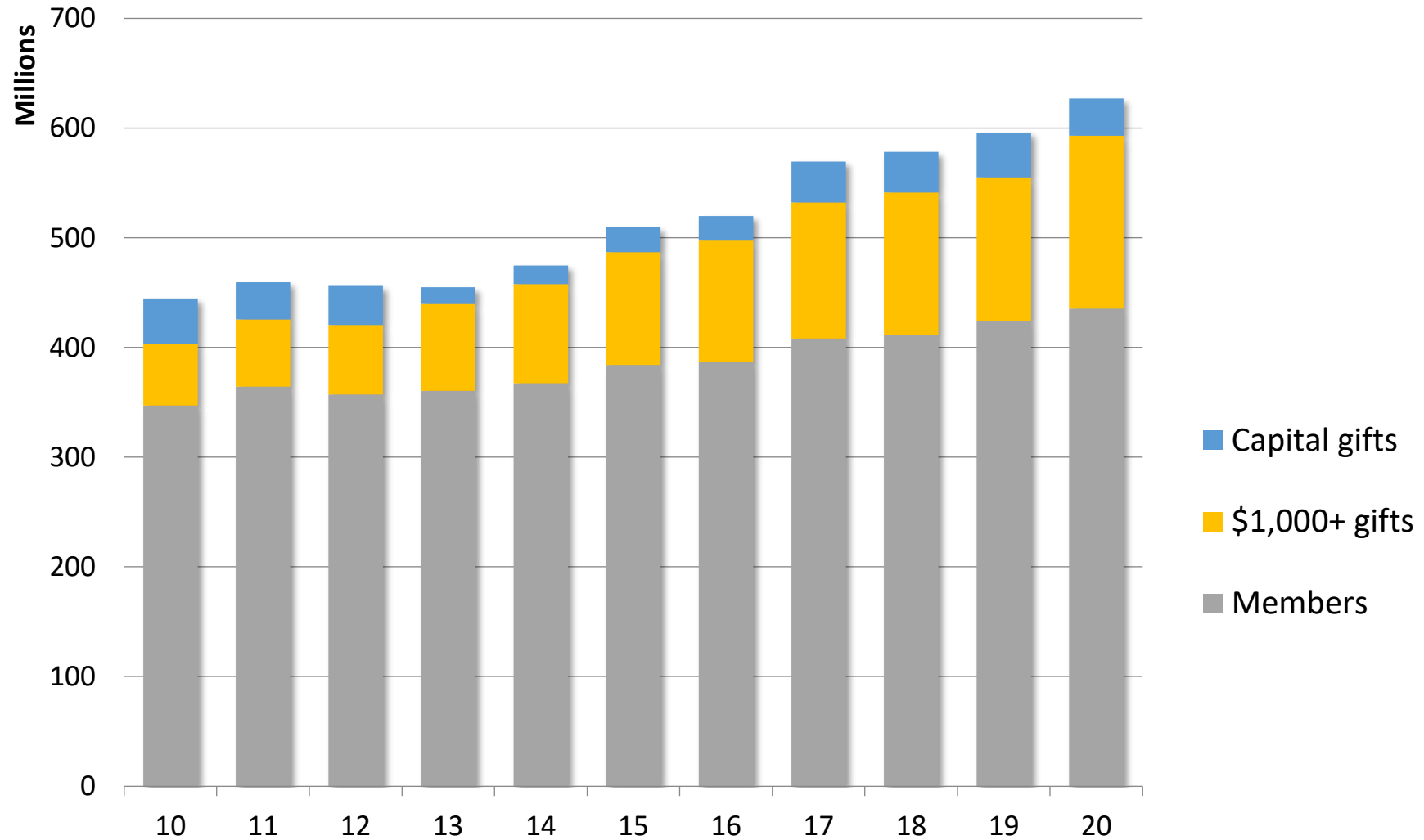
Source: CPB Annual Financial Reports

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Larger Gifts Are Playing a Larger Role in Individual Giving

Public Radio Members, \$1,000+ Gifts, Capital Gifts

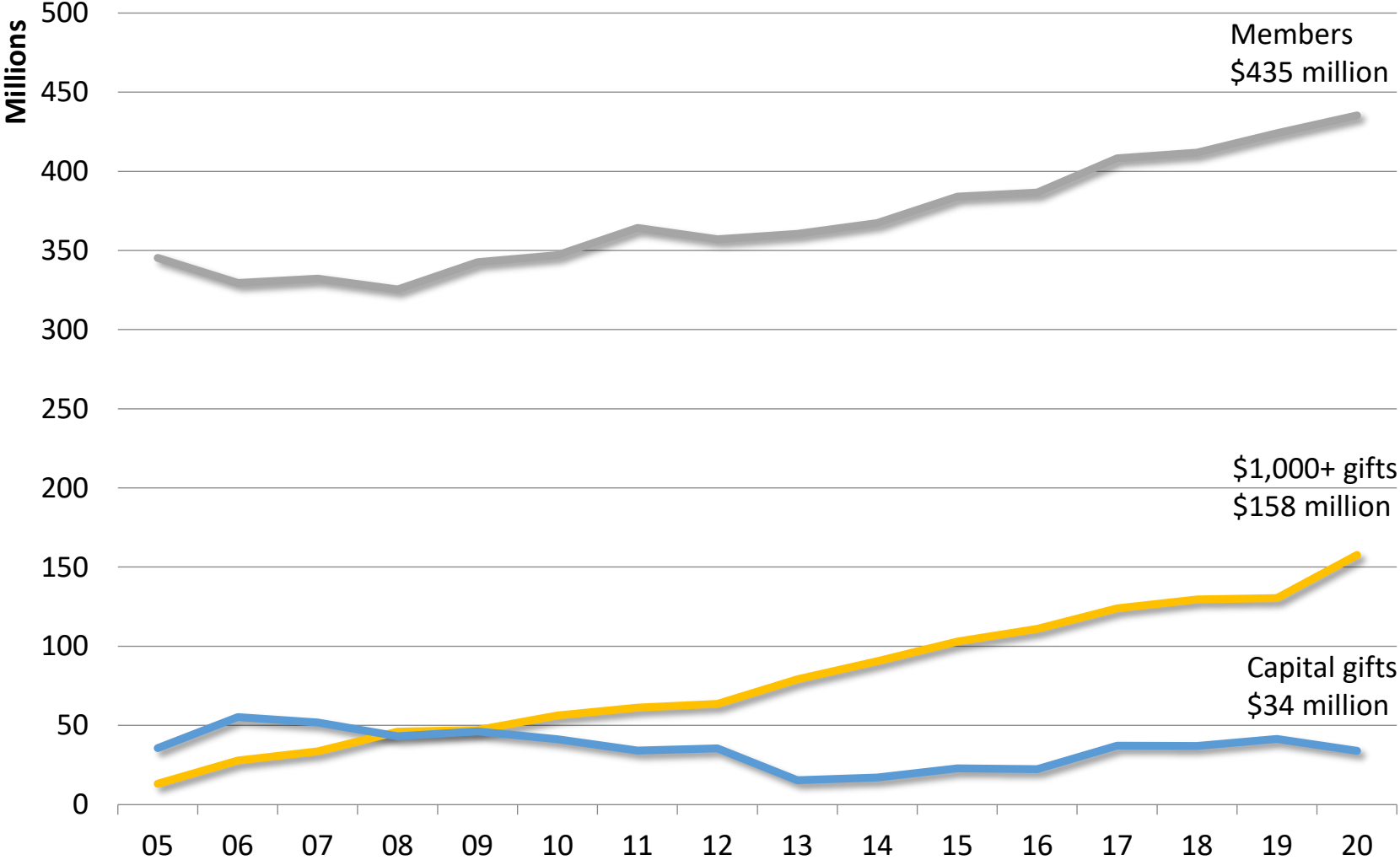
Adjusted for Inflation (2020 dollars)



The Relative Size of Individual Giving Components

Public Radio Members, \$1,000+ Gifts, Capital Gifts

Adjusted for Inflation (2020 dollars)



Source: CPB Annual Financial Reports

Larger gifts to local public radio organizations

In FY 2020 individuals contributed \$203.7 million in larger gifts

- \$157.7 million in gifts and bequests of \$1,000+
 - 55,833 donors in this category
 - Average gift was \$2,825
- \$41 million in additional individual gifts to capital campaigns
- \$5 million in additional contributions to endowment principal

The contributions above are in addition to \$435.3 million in basic membership contributions

15 public radio organizations raise half of public radio's local larger gifts

New York Public Radio

Southern California Public Radio

Minnesota Public Radio

KQED San Francisco

WBUR Boston

Oregon Public Radio

Colorado Public Radio

Chicago Public Media

GBH Boston

Wisconsin Public Radio

KUOW Seattle

WAMU Washington

WLRN Miami

KPBS San Diego

WETA Washington

Organizations listed in order of larger gifts revenue

27 public radio organizations raise another 25% of public radio's local larger gifts

St. Louis Public Radio
KCRW Santa Monica
KMFA Austin
USC Radio Group
KERA Dallas
Cincinnati Public Radio
KNKX Seattle | Tacoma
KEXP Seattle
Maine Public
KCUR Kansas City
Classical KING Seattle
Connecticut Public
WUWM Milwaukee
WHRV | WHRO Norfolk

CapRadio Sacramento
Vermont Public Radio
WUNC Chapel Hill
Nebraska Public Media
All Classical Portland
The Public's Radio Providence
Hawai'i Public Radio
WUSF | WSMR Tampa
New Hampshire Public Radio
KJZZ | KBAQ Phoenix
WFAE Charlotte
WHYY Philadelphia
Ideastream Public Media Cleveland

Organizations listed in order of larger gift revenue