South Florida Year-End & Fall Giving Trend Report

A real-world look at the region's most important fundraising season

The Data Shaping This Season

69% of Florida households give to charity each year, and a remarkable **74%** of those gifts stay right here in the state. South Florida stands out, leading Florida in both total dollars raised and the number of active donors.

But it's not just about how many people give, it's about when. **30–40% of all annual donations arrive between October and December.** For many nonprofits in Miami, Fort Lauderdale, and West Palm, these last months of the year decide the budget for everything that follows.

Annual Giving by Month in South Florida

Most annual donations in South Florida land in the last three months of the year—making fall and year-end campaigns critical for nonprofit budgets.

Why the Fall Push Matters

Every fall, South Florida nonprofits brace for their busiest, and most critical, stretch. As the holidays approach, the demand for services skyrockets: food banks fill up, family support programs expand, and emergency relief funds get tapped after hurricanes or major storms. At the same time, most organizations are counting on a surge in year-end generosity to keep those services running.

But 2024 is especially challenging. **44% of local nonprofits report serving more people this year than last**, sometimes double what they saw just a few years ago. Meanwhile, costs are up, volunteers are harder to find, and donors are faced with more choices and more asks.

44% of local nonprofits report serving more people

2023

2024
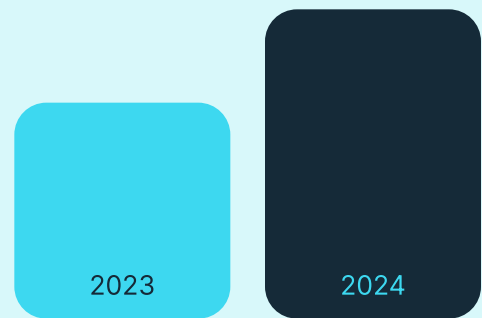
**Fundraising: Biggest Challenge for 46% of South Florida nonprofits**

46%
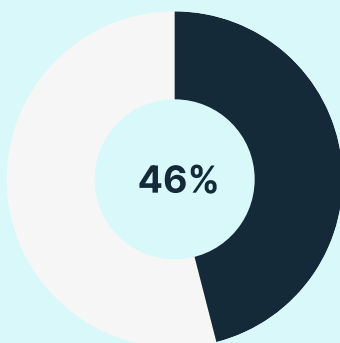
Nonprofit leaders aren't just watching the numbers. They're feeling the squeeze. **46% of South Florida organizations say fundraising is their single biggest challenge right now,** as they juggle everything from donor outreach to event planning, often across multiple platforms and tools.
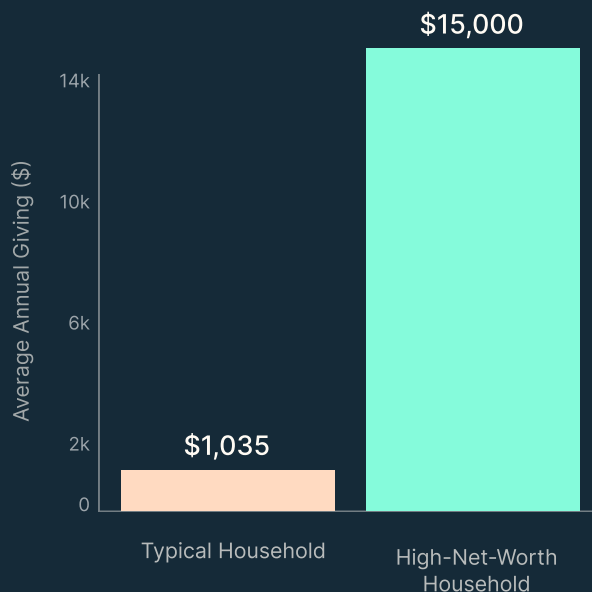
What's Driving Donor Behavior

Donors in South Florida want to make a difference they can see. Most say they prefer supporting causes that directly affect their community, and the numbers prove it, with nearly three-quarters of all giving dollars staying local.

Where Florida charitable giving goes

● Stay in Florida

● Go out of state
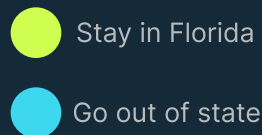
Annual Giving Amounts - Florida Households

$15,000

$1,035

14k

10k

6k

2k

0

Average Annual Giving ($)

Typical Household

High-Net-Worth Household

Typical households give about $1,035 a year, while high-net-worth households average **over $15,000**. Many of these major gifts land at year-end, driven by holiday spirit, tax planning, and an urge to do something tangible before January 1.
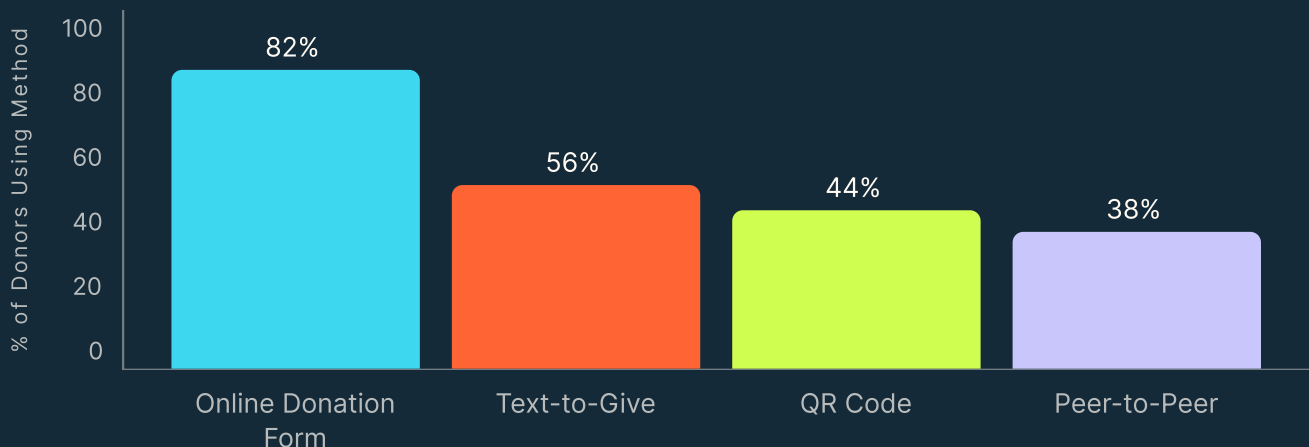
Ease of giving matters, too. If it's quick and mobile-friendly, think online forms, text-to-give, or a QR code at an event, donors are far more likely to act. On the other hand, when giving feels complicated or disconnected, organizations lose momentum right when it matters most.

What Works Now: Trends and Tactics

This year's trend is clear: the nonprofits seeing the strongest year-end results are the ones that get out early and keep things simple. Here's what's making a difference:

- **Early appeals win:** Campaigns that start in September or October stand out before inboxes get crowded.

- **Local stories close the gap:** Photos, quotes, and updates about real people in your city are cutting through the noise.

- **Easy giving = more giving:** Text, QR codes, peer-to-peer, and mobile-friendly forms are now a must.

- **Urgency drives action:** Year-end deadlines, matching gift challenges, and real-time campaign updates are leading to more last-minute gifts.

- **Frequent but clear communication:** Brief, regular updates (not just one big ask) keep donors in the loop and build trust.

Preferred Giving Methods - Year-End Donors

Chart: % of Donors Using Method
- Online Donation Form: 82%
- Text-to-Give: 56%
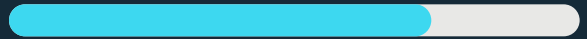- QR Code: 44%
- Peer-to-Peer: 38%

South Florida Giving, At a Glance

Statewide Giving: 69% of Households

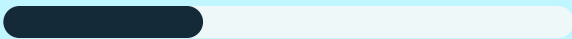**74% of Gifts Stay in Florida**

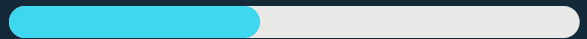**Annual giving, typical household**

$1,035

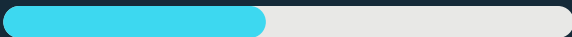**Annual giving, high-net-worth**

$15,000+

30–40% of gifts received Oct–Dec

44% Nonprofits serving more clients (2024)

46% of Nonprofits Say Fundraising Is Their Biggest Challenge

South Florida's state ranking in dollars and donors

#1

Takeaway

South Florida's year-end giving window is short, intense, and full of opportunity. This season, the nonprofits that put local stories front and center, offer effortless ways to give, and keep up regular, honest communication will stand out from the crowd, and finish the year strong.

Need tailored campaign ideas, local benchmarks, or copy you can use right now? Reach out and I'll send what you need.
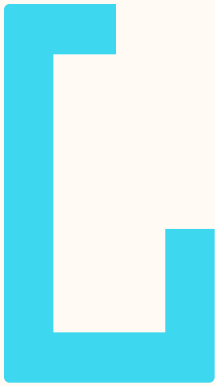
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