The Growing Role of Larger Gifts to Local Public Radio

Results from FY 2020
Individual Giving to Public Radio Continues to Grow
Public Radio Members, $1,000+ Gifts, Capital Gifts
Adjusted for Inflation (2020 dollars)

Source: CPB Annual Financial Reports
Station Resource Group
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
Station Resource Group
Larger Gifts Are Playing a Larger Role in Individual Giving
Public Radio Members, $1,000+ Gifts, Capital Gifts
Adjusted for Inflation (2020 dollars)

Source: CPB Annual Financial Reports
Station Resource Group
The Relative Size of Individual Giving Components
Public Radio Members, $1,000+ Gifts, Capital Gifts
Adjusted for Inflation (2020 dollars)

Members
$435 million

$1,000+ gifts
$158 million

Capital gifts
$34 million

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

Source: CPB Annual Financial Reports, FY 2020
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

Source: CPB Annual Financial Reports, FY 2020
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

Source: CPB Annual Financial Reports, FY 2020
Station Resource Group