

# High Net Worth Philanthropy

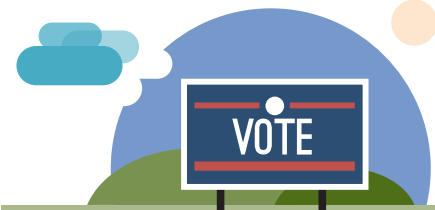
## Charitable Giving



# 91%

of high net worth households (versus 58.8% of the general population) **DONATED TO CHARITY IN 2015.**

The average dollar amount given to charity by high net worth donors was **\$25,509** (versus \$2,520 by general population)

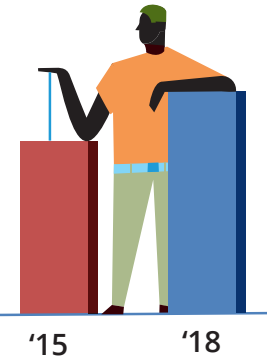


### Political Giving

**24%** of high net worth individuals gave financially to a political candidate, campaign, or committee in 2015 or plan to give during the 2016 election season.

### Impact Investing

**33%** of high net worth individuals participate in **impact investing.**



# 28%

of high net worth individuals **PLAN TO INCREASE THEIR GIVING IN THE NEXT THREE YEARS.**

## Volunteering



# 50%

of high net worth individuals (versus 25% of general population) **VOLUNTEERED IN 2015.**

**56%** of high net worth volunteers volunteered with more than one organization in 2015.

# 35%

of high net worth individuals **PLAN TO VOLUNTEER MORE IN THE NEXT THREE YEARS.**

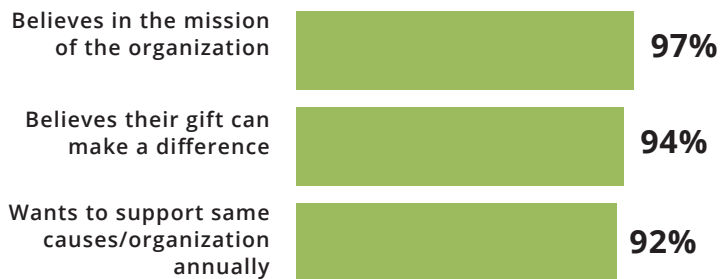
In 2015, high net worth donors **who volunteered** gave **56%** more on average than those who did not volunteer.

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# Philanthropic Motivations and Fulfillment From Charitable Activity



## Top 3 Motivations for Charitable Giving



## Top 3 Motivations for Volunteering



# Where the Giving Goes

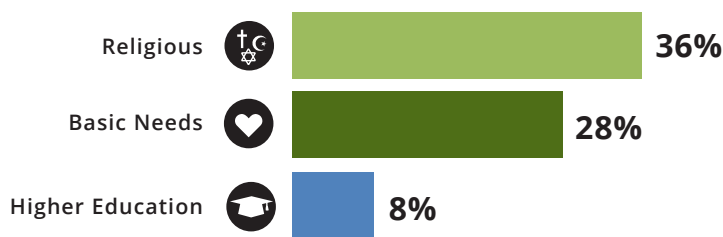
## Where Wealthy Donors Give...

Incidence of Giving to Top 3 Charitable Categories



## ...and How Much They Give

Distribution of Dollars to Top 3 Charitable Categories



**Methodology:** The 2016 U.S. Trust® Study of High Net Worth Philanthropy is a study of giving and volunteering trends, behaviors, attitudes, and priorities among wealthy American households. It is based on a nationally representative random sample of wealthy donors, including, for the first time, deeper analysis based on age, gender, sexual orientation and race. The study is based on a survey of more than 1,500 U.S. households with a net worth of \$1 million or more (excluding the value of their primary home) and/or an annual household income of \$200,000 or more.

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