### The 2016 U.S. Trust® Study of 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)

28% of high net worth individuals **PLAN TO INCREASE THEIR GIVING IN THE NEXT THREE YEARS.**

#### 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.

#### Volunteering

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

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.**

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**U.S. Trust**
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Lilly Family School of Philanthropy
Philanthropic Motivations and Fulfillment From Charitable Activity

89% from giving
High net worth individuals feel personally fulfilled: 86% from volunteering

Top 3 Motivations for Charitable Giving

- Believes in the mission of the organization: 97%
- Believes their gift can make a difference: 94%
- Wants to support same causes/organization annually: 92%

Top 3 Motivations for Volunteering

- Responding to a need: 51%
- Believing one can make a difference: 49%
- Personal values such as religious, political, or philosophical beliefs: 39%

Where the Giving Goes

Where Wealthy Donors Give...

Incidence of Giving to Top 3 Charitable Categories

- Basic Needs: 63%
- Religious: 50%
- Health: 40%

...and How Much They Give

Distribution of Dollars to Top 3 Charitable Categories

- Religious: 36%
- Basic Needs: 28%
- Higher Education: 8%

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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