

THE 2014 U.S. TRUST® STUDY OF HIGH NET WORTH PHILANTHROPY¹

CONDUCTED IN PARTNERSHIP WITH THE LILLY FAMILY SCHOOL OF PHILANTHROPY AT INDIANA UNIVERSITY

Executive summary

Insights into the motivations, priorities and strategies of wealthy donors

GIVING LEVELS UP AND THE FUTURE LOOKS BRIGHT

The wealthy are leaders in philanthropy. Nearly all (98%) high-net-worth households donated to charity in 2013—the highest rate of giving since the study began in 2006. Comparatively, only 65% of the general population donates to charity.²

- **Wealthy donors have increased their giving dollars:**

The average dollar amount given to charity by wealthy donors increased to \$68,580 in 2013, a 28% increase from 2011 when the average was \$53,519. This confirms the results of our 2012 study, in which 24% of wealthy donors planned to increase their giving in the coming years.

- **Average giving by HNW households rose with wealth levels:** Households with more than \$5 million in assets gave more than \$166,000 on average. That's more than six times as much as households with assets between \$1 million and \$4,999,999, which gave an average of roughly \$25,000. These giving levels were up from \$117,000 and \$18,000, respectively, in 2011.

- **An optimistic view of the future of giving:** The study found that 85% of wealthy donors plan to give as much (50%) or more (35%) in the next three to five years—up from 76% who said they had planned to give as much (52%) or more (24%) when asked in 2012. When asked why, they cited an anticipated “increased financial capacity” (85%) and the “perceived need of the nonprofits or causes” they support (48%). Fewer plan to give less (9% in 2012 compared to just 6% in 2014).

VOLUNTEERS GIVING MORE

Volunteerism is strongly correlated with higher giving levels, and increasingly so. Wealthy donors who volunteered in 2013 gave 73% more on average than those who did not volunteer (\$76,572 compared to \$44,137). The report also found that giving among wealthy donors who volunteer increased 23% on average from 2009 (\$62,302) to 2013 (\$76,572).

- **Wealthy donors give their time:** Among wealthy donors who volunteered in 2013 (75%), 59% volunteered more than 100 hours, while 34% spent more than 200 hours doing volunteer work. Forty-two percent gave their time to three or more organizations, 32% to two organizations and 26% volunteered with one organization.

- **Inspiration to volunteer:** In 2013, a direct request from a nonprofit organization inspired the highest proportion of wealthy individuals to volunteer (50%), while just 18% approached nonprofits about volunteering. This is a reversal of 2011 trends, in which more wealthy individuals reported becoming a volunteer through their own initiative (43%) rather than by being asked (31%).