

Giving Trends *for* High Net Worth Individuals



Wealthy individuals in North America give an average of **10 times more** annually than the average person. Attracting and cultivating high net-worth donors is imperative for almost all charities to achieve their fundraising goals.

High Net Worth (HNW) Donors Give More & Often

74%

How many HNW donor gifts are flexible or unrestricted, meaning the organization can use funds at their discretion.

89%

How many HNW donors give directly from their personal assets and income.

59%

91%

91%

How many HNW households in the U.S. donate to charity, compared to 59% of all U.S. households.

\$25,000
\$2,500

\$25,509

How much HNW donors donated, on average, to charity in 2015, compared to the \$2,520 overall U.S. average.

Most HNW Individuals Intend to Keep Giving

83%

of wealthy donors plan to give at least as much as their current donations over the next 3 years.

Relative to my charitable giving in the past, in the next 3 years, I plan to...

55%

28%

13%

3%

Give at the same level

Increase

Unsure

Decrease

17%

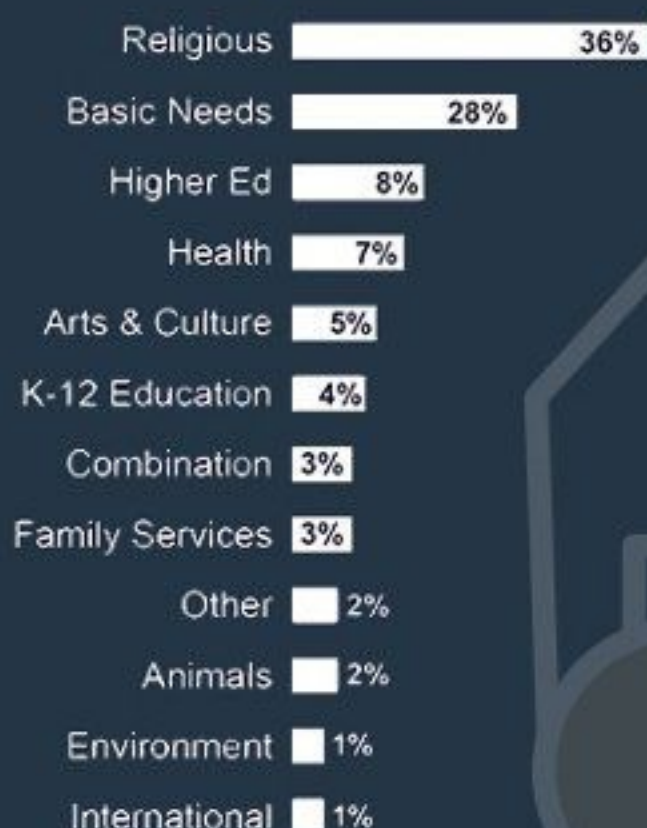
of wealthy donors stopped giving to a charity last year. The number one factor that caused donors to terminate their giving: 'too much solicitation.'

Who Are HNW Donors Supporting?

Percentage of HNW Household Giving To



Percentage of Total HNW Giving By Sector



HNW Donors Give Time & Funds

8

How many organizations HNW donors support financially, on average, per year

50%

How many HNW donors volunteer time or services to the charitable organizations they support. This is double the rate of the general U.S. population (25%).

56%

How much more HNW volunteers give financially compared to HNW donors who do not volunteer

winspire

Sources:

Bank of America. "2016 U.S. Trust Study of High Net Worth Philanthropy Reveals Positive Giving and Volunteering Forecasts for the Coming Years." 25 Oct 2016.

<<https://newsroom.bankofamerica.com/press-releases/global-wealth-and-investment-management/2016-us-trust-study-high-net-worth>>

Kidd, Sandra K. "10 Giving Trends Among High Net Worth Individuals." Alexander Haas Fundraising Counsel. 5 Dec 2016.

<<http://www.fundraisingcounsel.com/fundraising-blog/fundraising-trends/10-giving-trends-among-high-net-worth-individuals>>