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

**98%**

Virtually all high net worth households donated to charity in 2013 compared to 95% in 2011.

This high rate of giving among the wealthy compares with 65% of the general population of U.S. households who donate to charity.

**35%**

More than a third of wealthy donors plan to increase their giving in the next 3 to 5 years ▲ UP FROM 24% IN 2012.

**75%**

OF HIGH NET WORTH INDIVIDUALS VOLUNTEERED

Among those wealthy donors who volunteered:
- 59% (6 out of 10) volunteered more than 100 hours
- 34% volunteered more than 200 hours
- 42% volunteered with three or more organizations
- 32% with two organizations
- 26% with one organization

High net worth donors who volunteered gave a higher average gift amount ($76,572) than those who didn’t volunteer ($44,137)

**28%**

The average dollar amount given to charity by wealthy donors increased by 28 percent from $53,519 in 2011 to $68,580

**ENGAGED DONORS: Happier and More Generous**

<table>
<thead>
<tr>
<th>Monitor giving</th>
<th>Expert (14%)</th>
<th>Knowledgeable (72%)</th>
<th>Novice (14%)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>78%</td>
<td>53%</td>
<td>29%</td>
</tr>
<tr>
<td>Confident in the impact of their giving</td>
<td>84%</td>
<td>60%</td>
<td>43%</td>
</tr>
<tr>
<td>Consult with an advisor</td>
<td>61%</td>
<td>46%</td>
<td>26%</td>
</tr>
<tr>
<td>Have or plan to use a giving vehicle</td>
<td>78%</td>
<td>57%</td>
<td>30%</td>
</tr>
<tr>
<td>Achieve personal fulfillment through giving</td>
<td>89%</td>
<td>75%</td>
<td>47%</td>
</tr>
<tr>
<td>Average amount of giving in 2013</td>
<td>$150,229</td>
<td>$64,599</td>
<td>$19,013</td>
</tr>
</tbody>
</table>

U.S. TRUST
Bank of America Corporation

LILLY FAMILY SCHOOL OF PHILANTHROPY
INDIANA UNIVERSITY
Indianapolis
TOP 5 MOTIVATIONS FOR GIVING:

1. believing their gift can make a difference [74%]
2. personal satisfaction [73%]
3. supporting the same causes annually [66%]
4. giving back to the community [63%]
5. because they serve on the nonprofit’s board or volunteer for the organization [62%]

During the last decade, the percentage of wealthy donors who gave online has grown dramatically, from 15% (2004-2007) to 50% (2010-2013).

In heterosexual married/partnered high net worth households, nearly three times more women than men are the sole decision makers. In nearly 90% of high net worth households, women are either the sole decision maker or at least an equal partner in charitable decision making. *

WEALTHY DONORS GIVE TO EDUCATION

73% give to higher education
60% give to K-12 education

It is the charitable subsector supported by the largest percentage of high net worth households.

* The 2011 Study of High Net Worth Women's Philanthropy