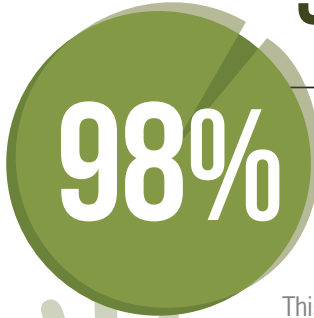


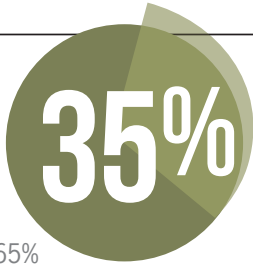
THE 2014 U.S. TRUST®

STUDY OF HIGH NET WORTH PHILANTHROPY



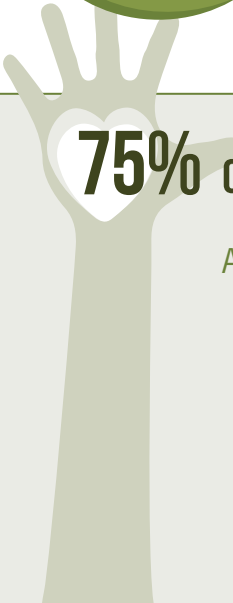
Virtually all high net worth households donated to charity in 2013 compared to 95% in 2011.

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



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*

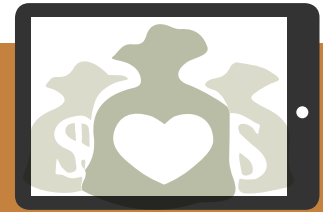
	EXPERT (14%)	KNOWLEDGEABLE (72%)	NOVICE (14%)
Monitor giving	78%	53%	29%
Confident in the impact of their giving	84%	60%	43%
Consult with an advisor	61%	46%	26%
Have or plan to use a giving vehicle	78%	57%	30%
Achieve personal fulfillment through giving	89%	75%	47%
Average amount of giving in 2013	\$150,229	\$64,599	\$19,013



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 nearly
of high net
worth households,
women are either the
sole decision maker
or at least an equal
partner in charitable
decision making.*

90%

In heterosexual married/partnered high net worth households, nearly **three times more women than men** are the sole decision makers.



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

85%

{ 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.