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

More than a third of wealthy donors plan to increase their giving in the next 3 to 5 years up from 24% in 2012.

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

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

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).

ENGAGED DONORS: Happier and More Generous

- Monitor giving
  - Expert (14%): 78%
  - Knowledgeable (72%): 53%
  - Novice (14%): 29%

- Confident in the impact of their giving
  - Expert (14%): 84%
  - Knowledgeable (72%): 60%
  - Novice (14%): 43%

- Consult with an advisor
  - Expert (14%): 61%
  - Knowledgeable (72%): 46%
  - Novice (14%): 26%

- Have or plan to use a giving vehicle
  - Expert (14%): 78%
  - Knowledgeable (72%): 57%
  - Novice (14%): 30%

- Achieve personal fulfillment through giving
  - Expert (14%): 89%
  - Knowledgeable (72%): 75%
  - Novice (14%): 47%

- Average amount of giving in 2013
  - Expert (14%): $150,229
  - Knowledgeable (72%): $64,599
  - Novice (14%): $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 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