The 2018 U.S. Trust® Study of High Net Worth Philanthropy[1]

The 2018 U.S. Trust® Study of High Net Worth Philanthropy is the seventh in a biennial series of research reports on the giving and volunteering practices of wealthy households in the United States. Based on a nationally representative sample of wealthy households, the study is an authoritative source of information on wealthy Americans' philanthropic attitudes and practices.

90% of high net worth households vs. 56% of the general population donated to charity in 2017

56% of the general population

Key findings

1. Giving is being shaped by a diverse donor universe of different ages, ethnic backgrounds and gender identities.
2. Women are at the forefront of philanthropic engagement and impact.
3. An opportunity for nonprofits and advisors is highlighted by the fact that only 49% of donors have a strategy for their giving.

Who is giving to charity:

African American	92%
Asian American	85%
Hispanic	89%
White	90%
LGBTQ	87%
Non LGBTQ	90%

Causes most frequently supported were:

Basic needs	54%
Religious/Spiritual	49%
Health care/Medical research	36%

Share of total dollars given:

43% Religious/Spiritual

19% Basic needs

9% Health care/Medical research

Most frequently cited motivations for charitable giving:

54% Belief in the mission of the organization

34% Desire to support the same causes or organizations year after year

42% Belief that their gifts can make a difference

48% of high net worth households vs. 25% of the general population volunteered their time and talents to charitable organizations in 2017

25% of the general population

Most frequently cited motivations for volunteering:

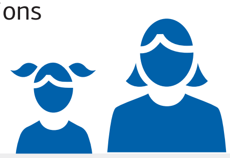
65% Response to an organizational need

56% Belief that the individual can make a difference

52% Alignment of the organization with the individual's values or beliefs

Women's And Girls' Causes

20% of high net worth households donated to organizations supporting women's and girls' causes



58% Most frequently cited reason was that supporting women and girls is the most effective way to solve other social problems

Most frequently cited causes were:

39% Women's health in the United States

37% Concerns about violence against women

36% Reproductive health and rights

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[1] This study is a continuation of the 2006, 2008, 2010 and 2012 Bank of America Study of High Net Worth Philanthropy and 2014 and 2016 U.S. Trust® Study of High Net Worth Philanthropy research series conducted in partnership with the Indiana University Lilly Family School of Philanthropy.