

# WHO GIVES AND WHY?

RECENT RESEARCH PRESENTED BY

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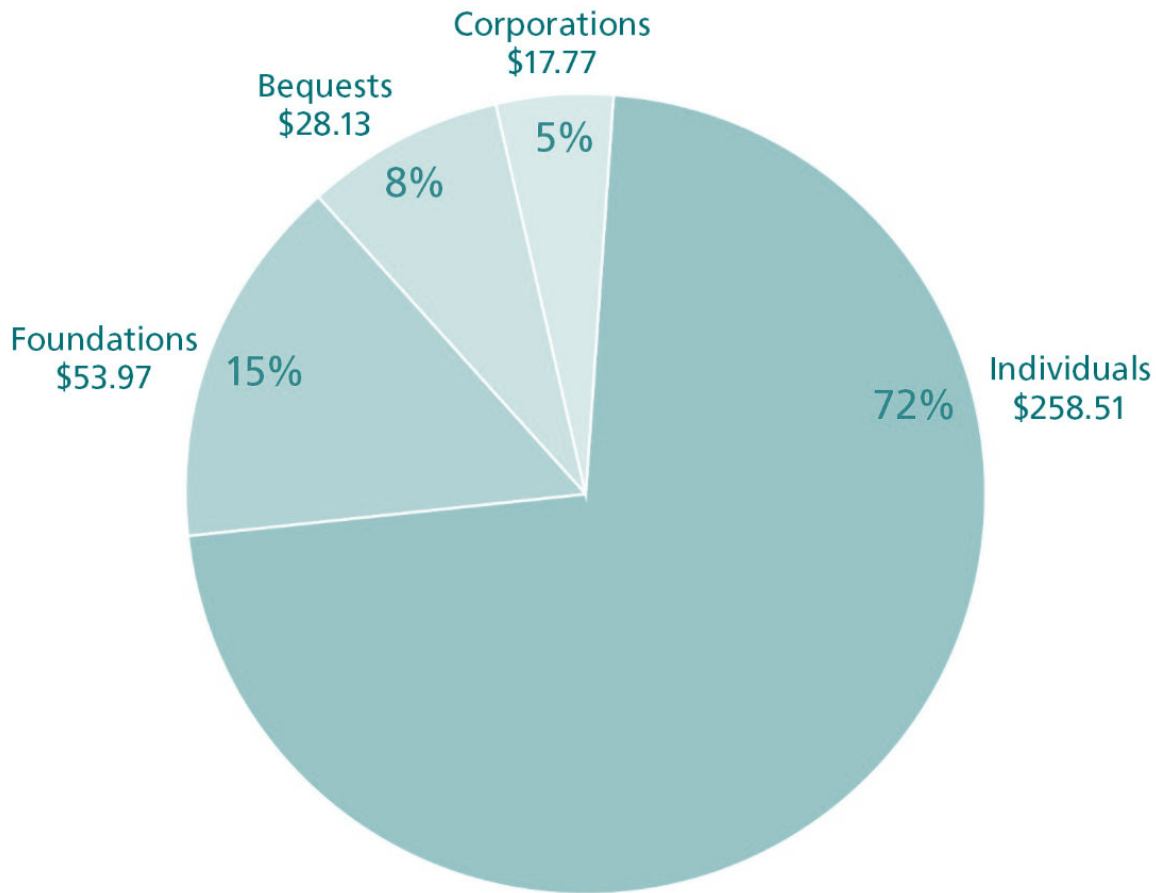
# GIVING USA 2015

# GIVING USA

**60 consecutive years of assessing American giving**

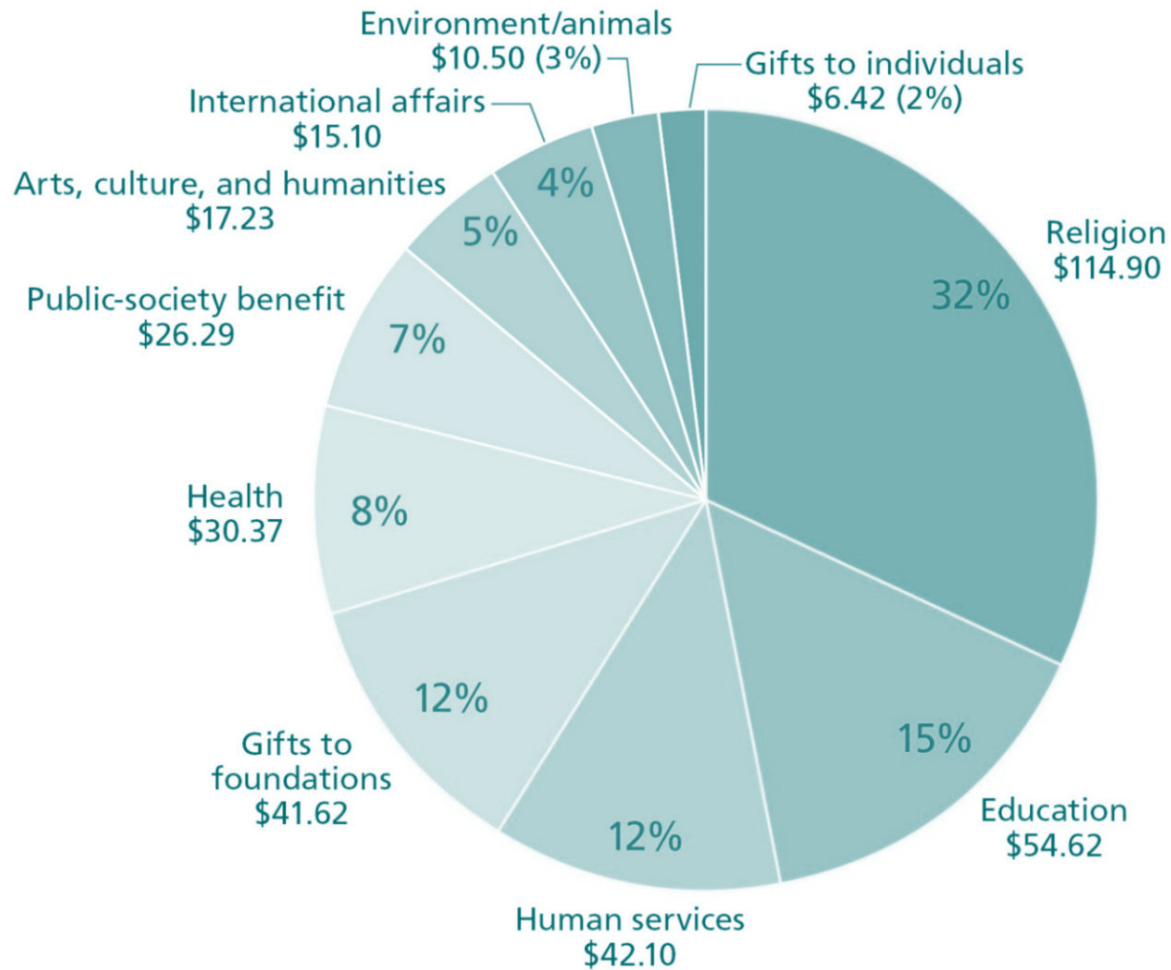
**In 2014: \$358.38 billion**

- Finally topped 2007
- Five consecutive years of growth in giving



## WHO IS GIVING?

Source: Giving USA 2015



## WHERE DO GIFTS GO?

Source: Giving USA 2015

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

# US TRUST STUDY

**Conducted in partnership with the Indiana University Lilly Family School of Philanthropy**

**For the year 2013**

**5th in the series**

**HNW US households**

- Random sample of 20,000 netted 630 responses
- Income of \$200,000 or more
- Assets of \$1 million or more excluding home

# OVERVIEW

**98.4% HNW households gave to charity 2013**

**75.1% individuals volunteered**

- 200 hours + by 34.3%
- Two or more orgs by 73.7%



# HOW HNW GIVE

## **Give intentionally**

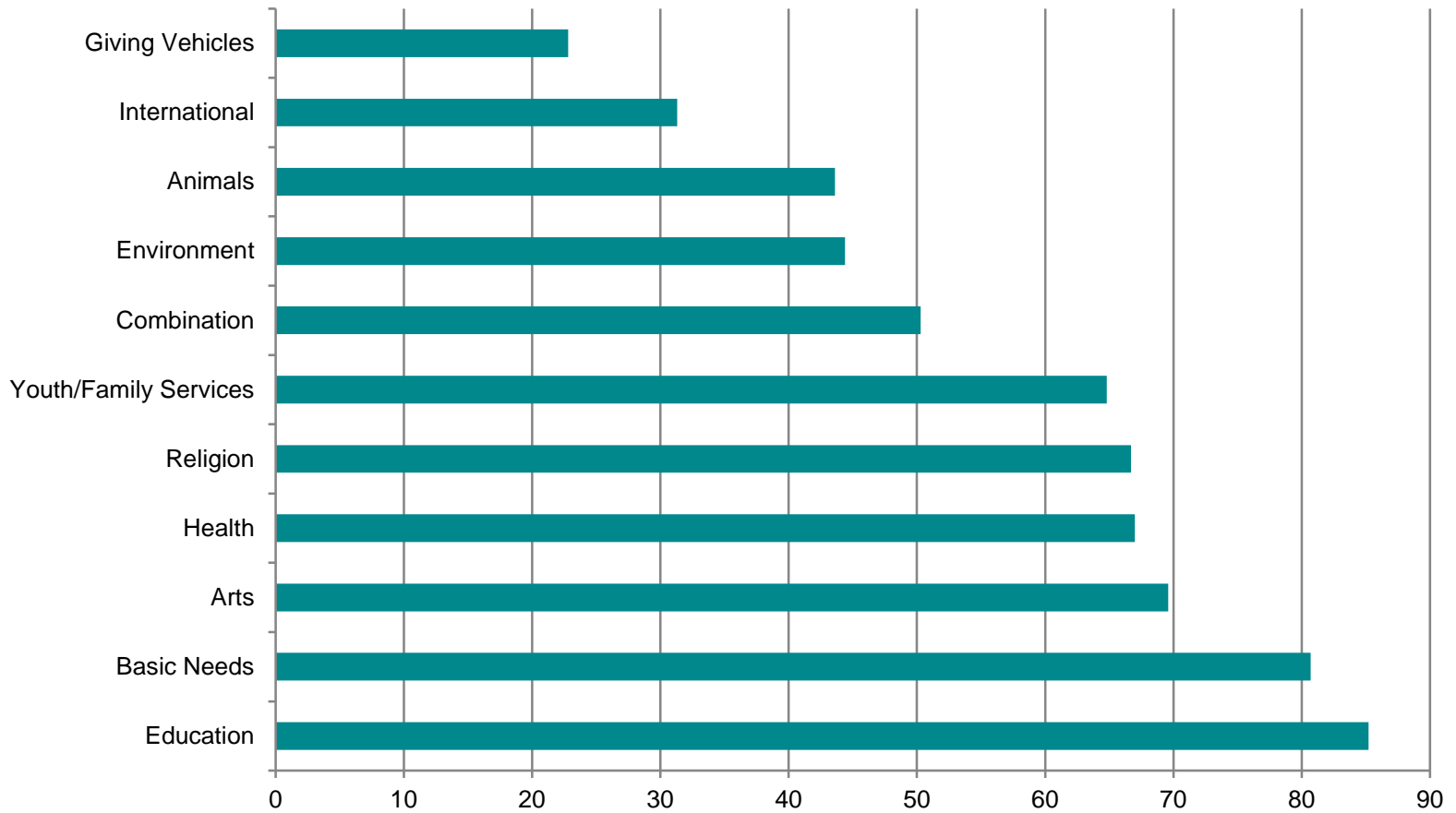
## **Rely on strategy they have planned**

- 62% have a budget for charitable giving.

## **Have giving focus**

- Geographic or field of interest
- May utilize assets in non-traditional ways to leverage support for a cause they believe in, i.e., program-related investments.

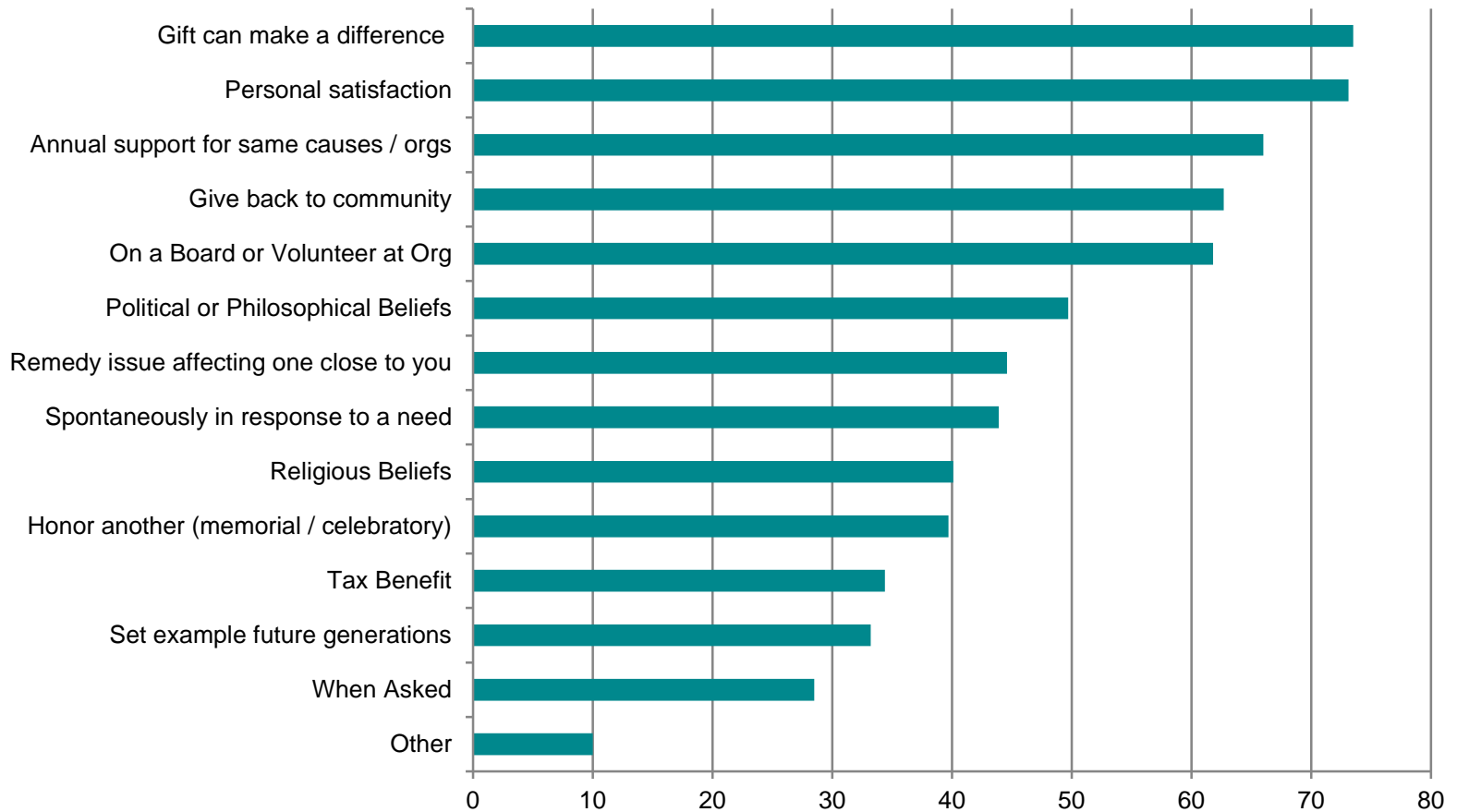
# WHERE HNW GIVE



# WHY HNW GIVE

- **73.5% believe their gifts can make a difference.**
- **73.1% give because of personal satisfaction.**
- **78% monitor or evaluate the impact of their giving.**
- **More than 90% believe nonprofit organizations are better positioned to remedy societal ills than the government.**

# WHY HNW GIVE



# HOW MUCH HNW GIVE

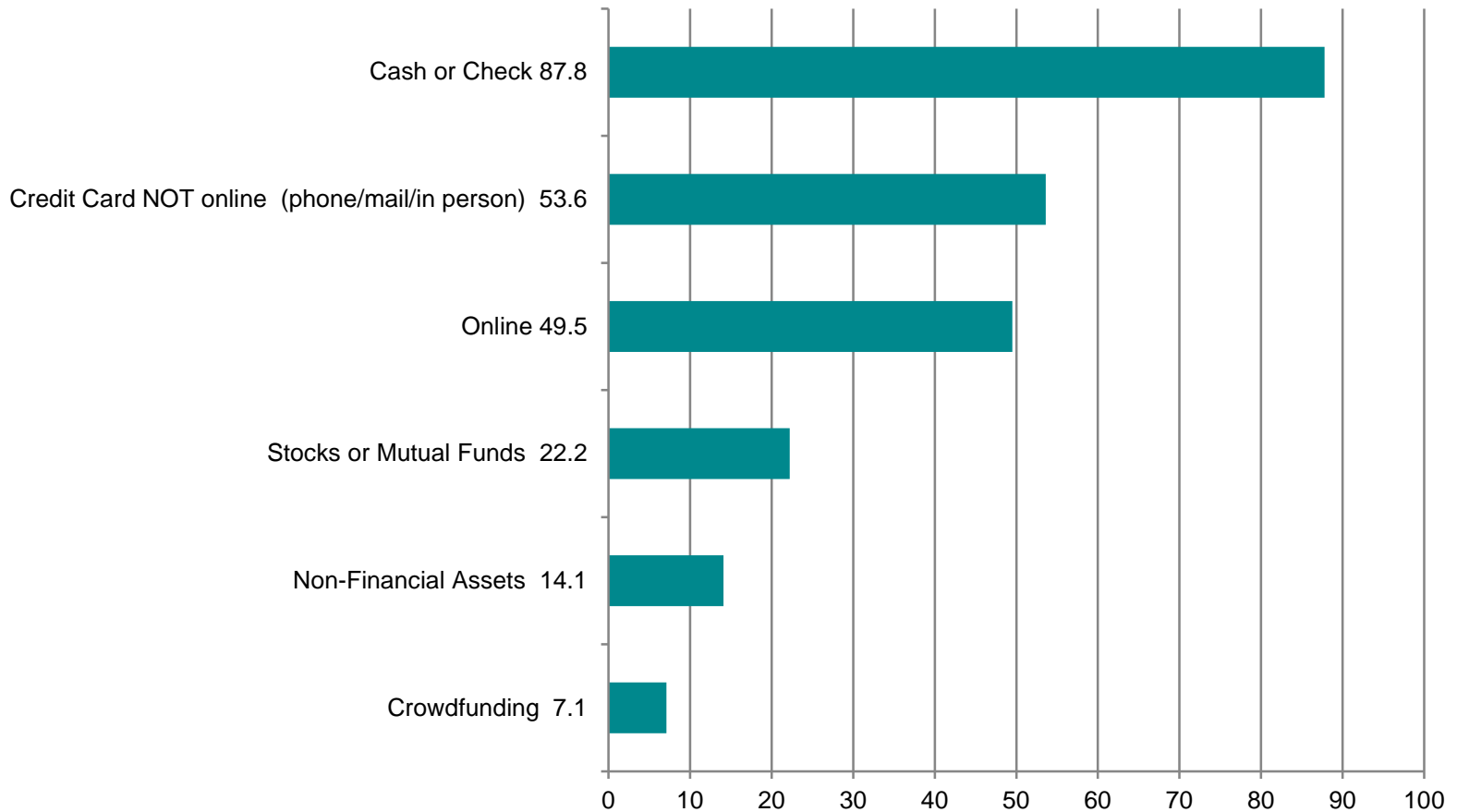
**90% give \$100,000 or less in total annual giving.**

**For 62.9%, largest gift was less than \$10,000.**

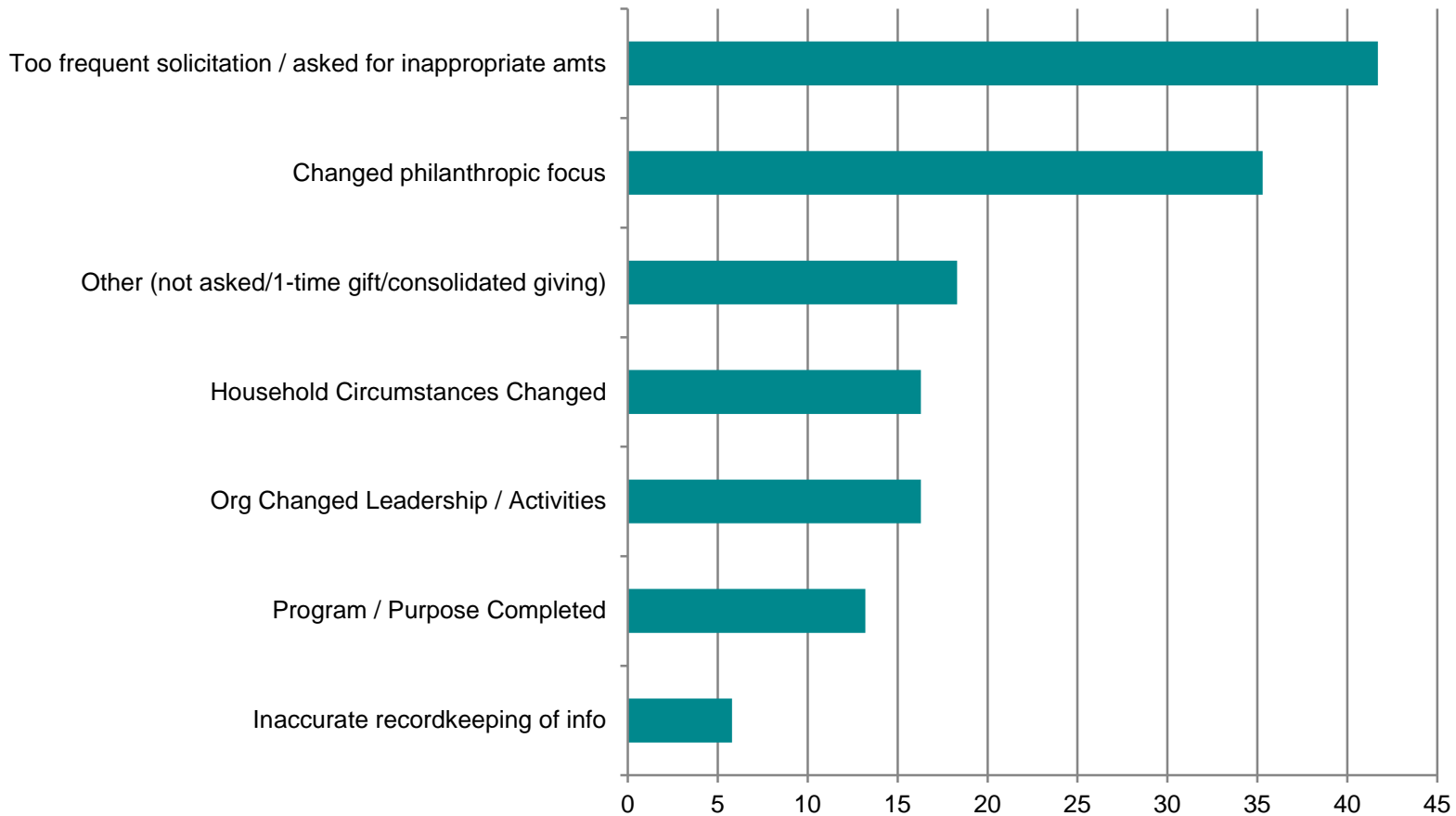
**\$68,580 – average total gifts in 2013**

- Households of \$1 million to \$4.99 million averaged \$24,955.
- Households of \$5 million plus averaged \$166,602.

# HOW HNW MAKE THEIR GIFTS



# WHY HNW STOP GIVING



# DR. RUSSELL JAMES

*INSIDE THE MIND OF THE  
BEQUEST DONOR*



# MAJOR GAP BETWEEN LIFETIME GIVING AND BEQUEST GIVING

- **80% of Americans give every year**
- **5% - 6% of Americans have a plan that gives at their death**
  - The older they are, the more likely to have a charitable bequest.
  - Age 50+ donors: 9.4% have charitable estate plans

# WHY?

- **Planning an estate gift is planning for one's death.**
- **Negative brain reactions to mortality reminders.**

# WHAT MOTIVATES BEQUEST PLANNING?

**Illness**

**Injury**

**Advancing Age**

**Death of a close friend**

**Death of a family member**

**Travel plans**

# CAUTION

**The same prompts that can cause your organization to be added to the will or trust are the same ones that can cause you to be taken out!**

# CHARITABLE GIVING COMBATS NEGATIVE PERCEPTIONS OF DEATH

- **Leave a legacy**
- **Create immortality: Name a fund or a building for self or other loved ones**
- **Provide continuing support for organization or community**
- **Assure autobiographical heroism (social or children's causes especially)**

# POTENTIAL PLANNED GIFT DONORS

- **Are single or have no children**
- **The more education, the better**
- **Give your org \$500 a year**
- **Regular smaller donors year after year**
- **Volunteers regularly**
- **Has been diagnosed with stroke/cancer/heart condition**
- **Is or was married**

# WRAP-UP

# RESOURCES

- From ***Giving USA 2015***, you can see where and how Americans give
  - Giving USA 2015:  
<http://givingusa.org/product/giving-usa-2015-report-highlights/>
- The **US Trust High Net Worth study** lets you focus on individuals affiliated with your organization who are wealthy and know more about how and why they give.
  - US Trust 2014 Study of High Net Worth Philanthropy:  
<https://scholarworks.iupui.edu/handle/1805/6360>
- **Russell James's study about bequest giving** offers insights into estate giving.
  - Russell James, JD, Ph.D, *Inside the mind of the bequest donor*. 2013.



# QUESTIONS

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