



FOUNDATION
FOR FRATERNAL
EXCELLENCE

Seminar 





FOUNDATION
FOR FRATERNAL
EXCELLENCE

Seminar

Kyle Yarawsky

Vice President

Pennington & Company

kyarawsky@penningtonco.com

The Study on High Net Worth Philanthropy

- Net worth of \$1 million + (excluding value of primary home)
- Annual household income of \$200,000 or more

Participants

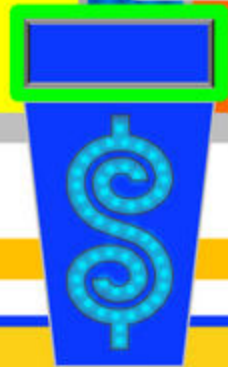
- 1,626 wealthy US households.
- Average income: \$523,472 (\$350,000 median)
- Average net worth: \$31.1 million (\$2 million median)

Game Rules:

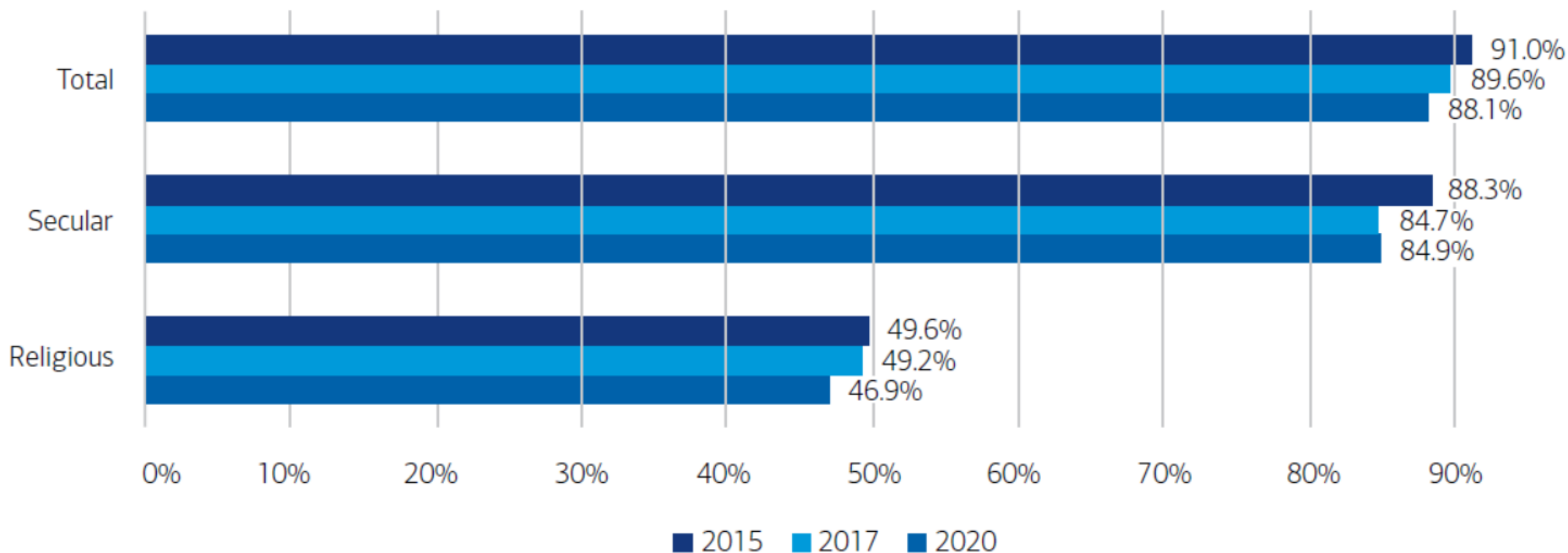
- 1) 4 Teams (R, B, Y, G)
- 2) Each round there will be a new contestant row.
- 3) If you have a correct bid or do not go over the answer you receive 1pt for your team and an opportunity to win another point in an individual game.

What percentage of affluent households reported giving to any charity in 2020?

91%

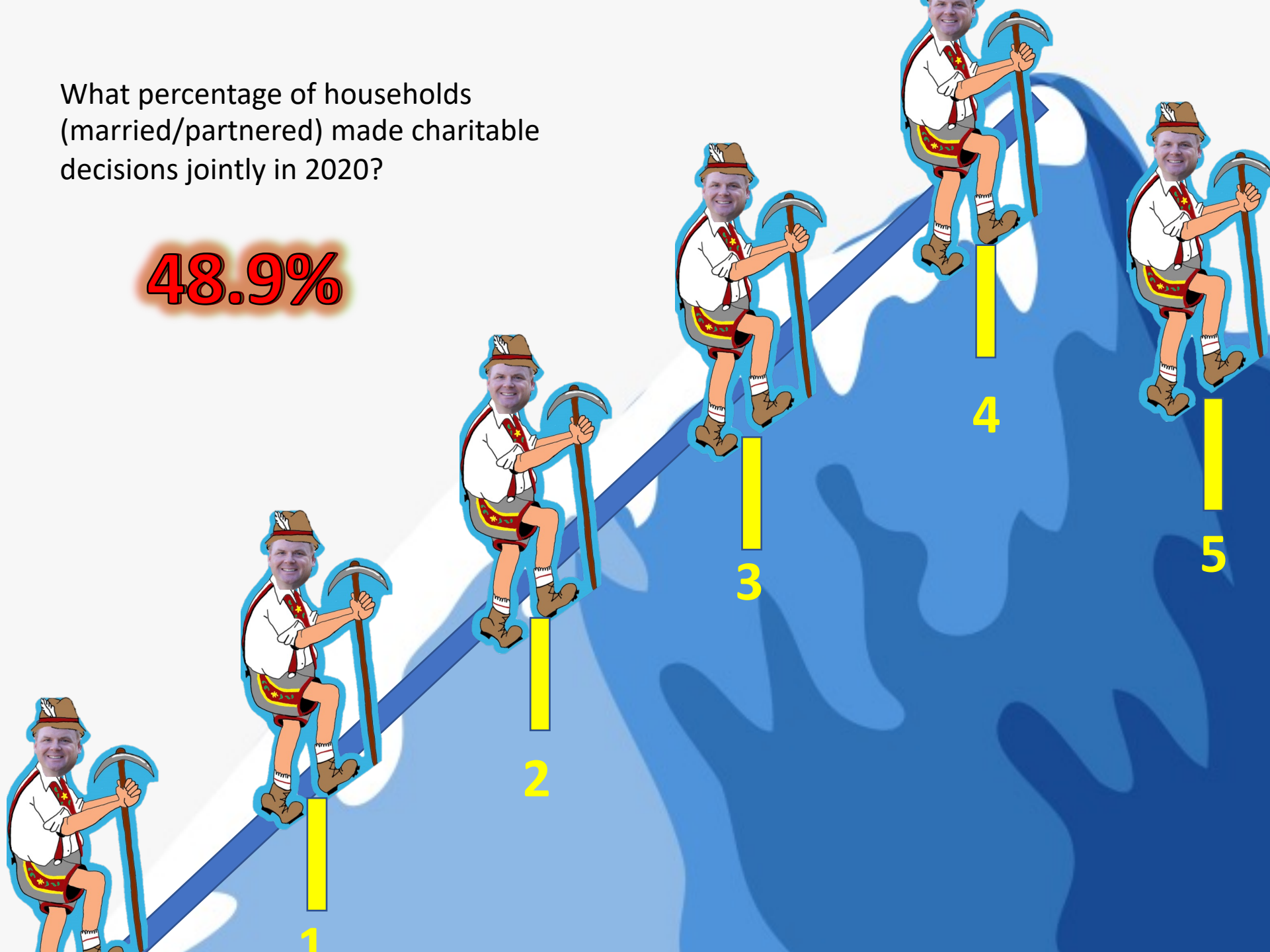


Affluent households reporting giving to any charity in 2015, 2017, and 2020

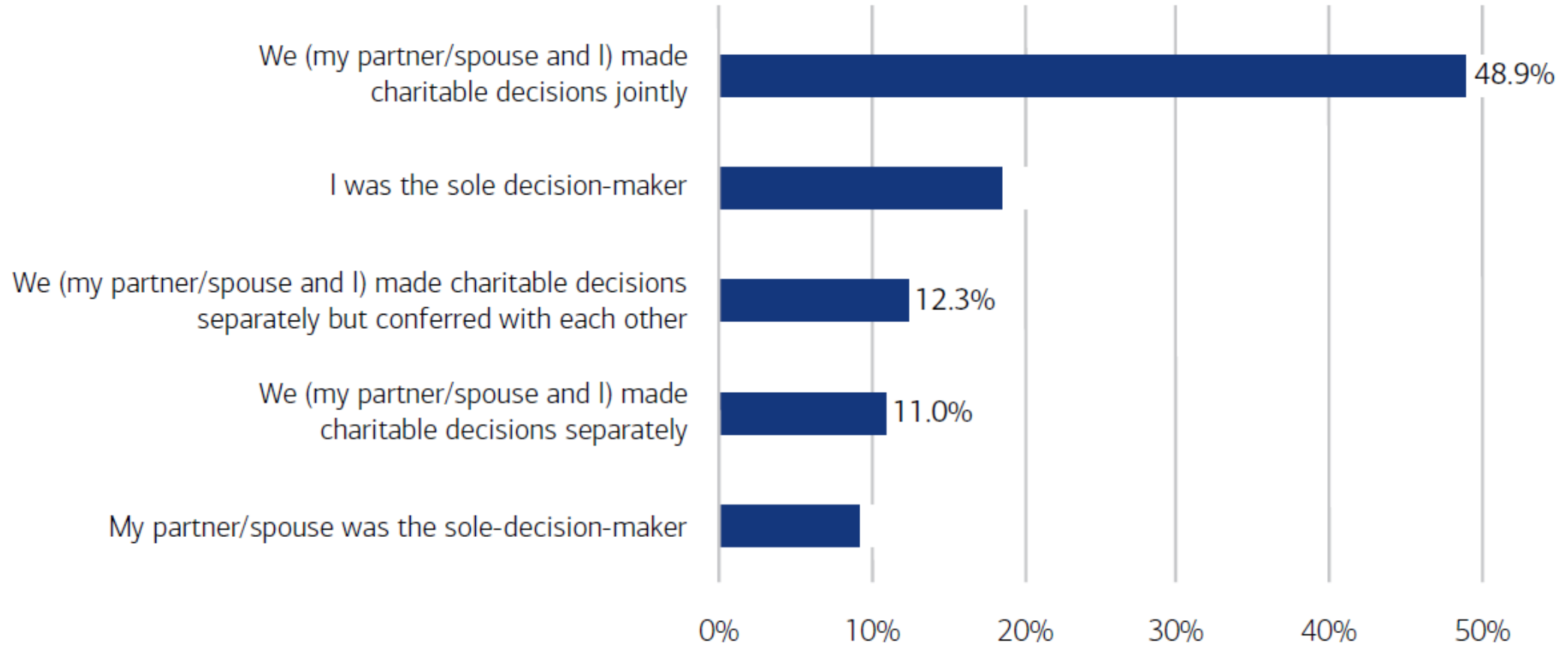


What percentage of households
(married/partnered) made charitable
decisions jointly in 2020?

48.9%

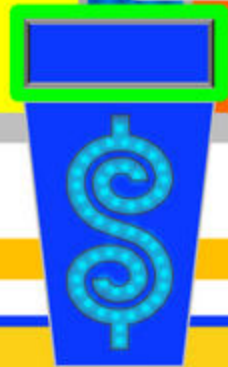


How decisions about charitable giving were made in the household
among married/partnered households only



What percentage of affluent households reported volunteering in 2020?

30.4%



FLiP

What percentage of affluent individuals who did not give to charity in 2020 didn't give because their priority was to take care of family's needs (#1 reason)?

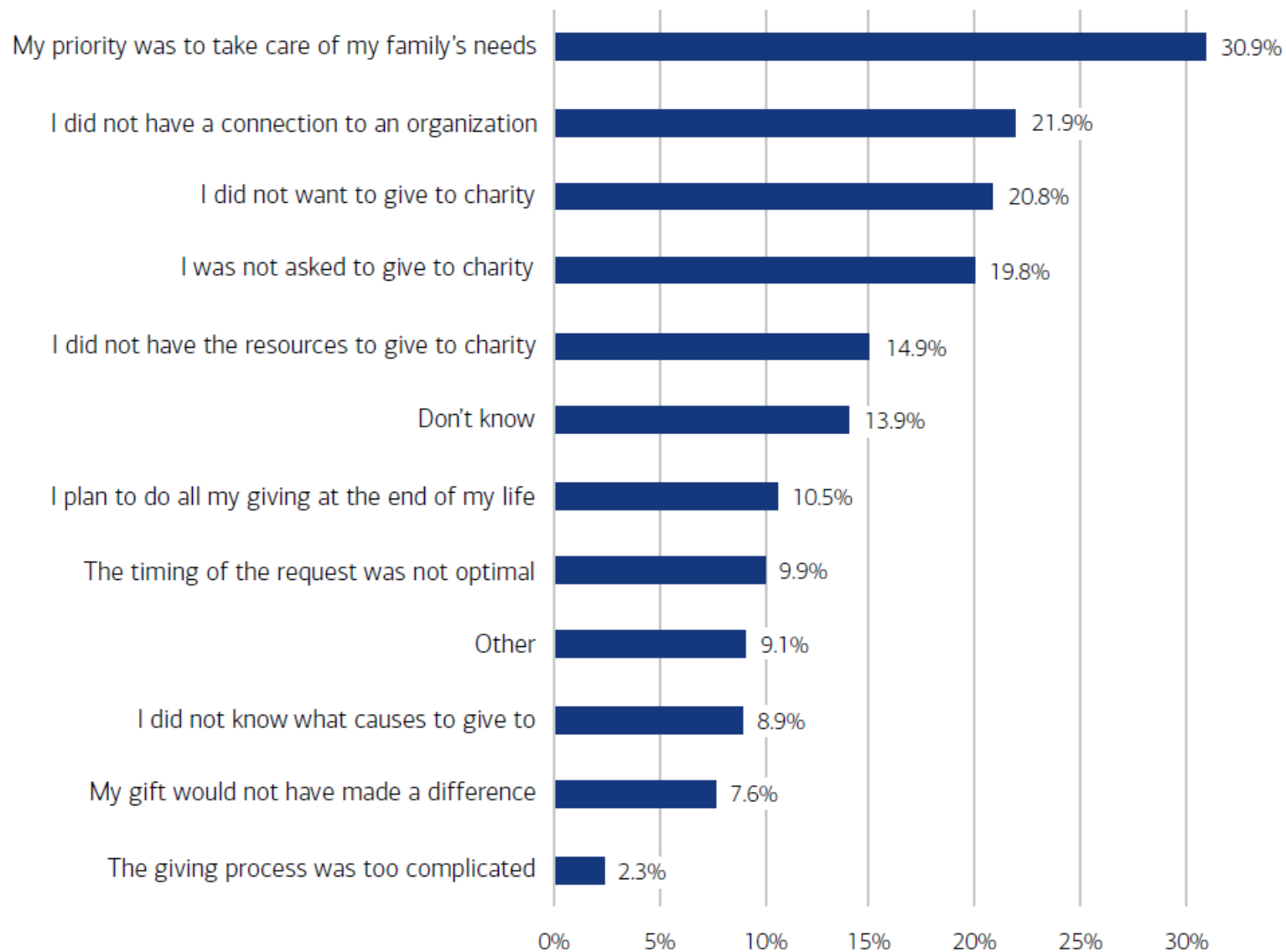


68.1%

30.9%

FLOP

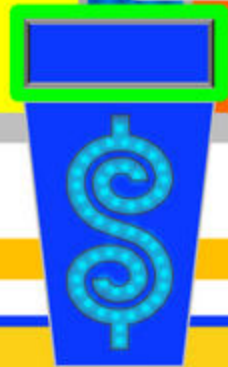
Reasons why affluent individuals do not give to charity



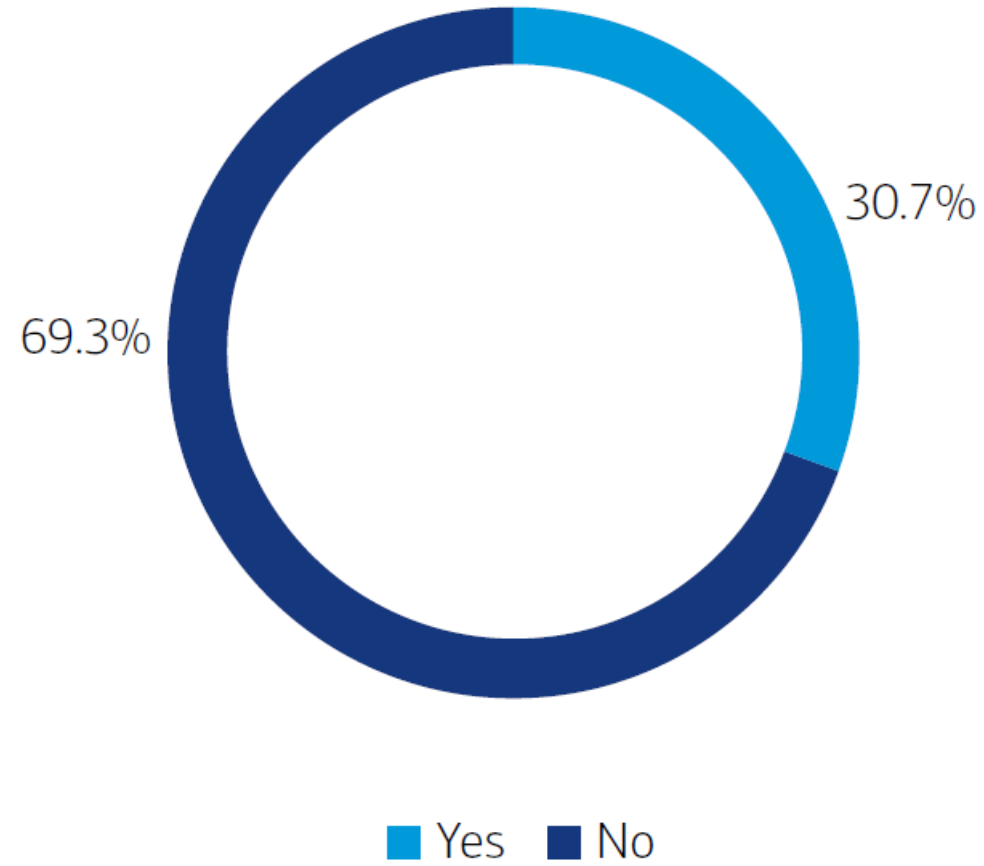
Note: The percentages in this figure are calculated only among those households who did not give at all in 2020 (n=186).

What percentage of affluent households **did not** experience virtual outreach in 2020?

69.3%

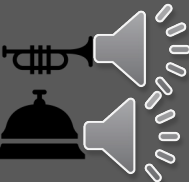
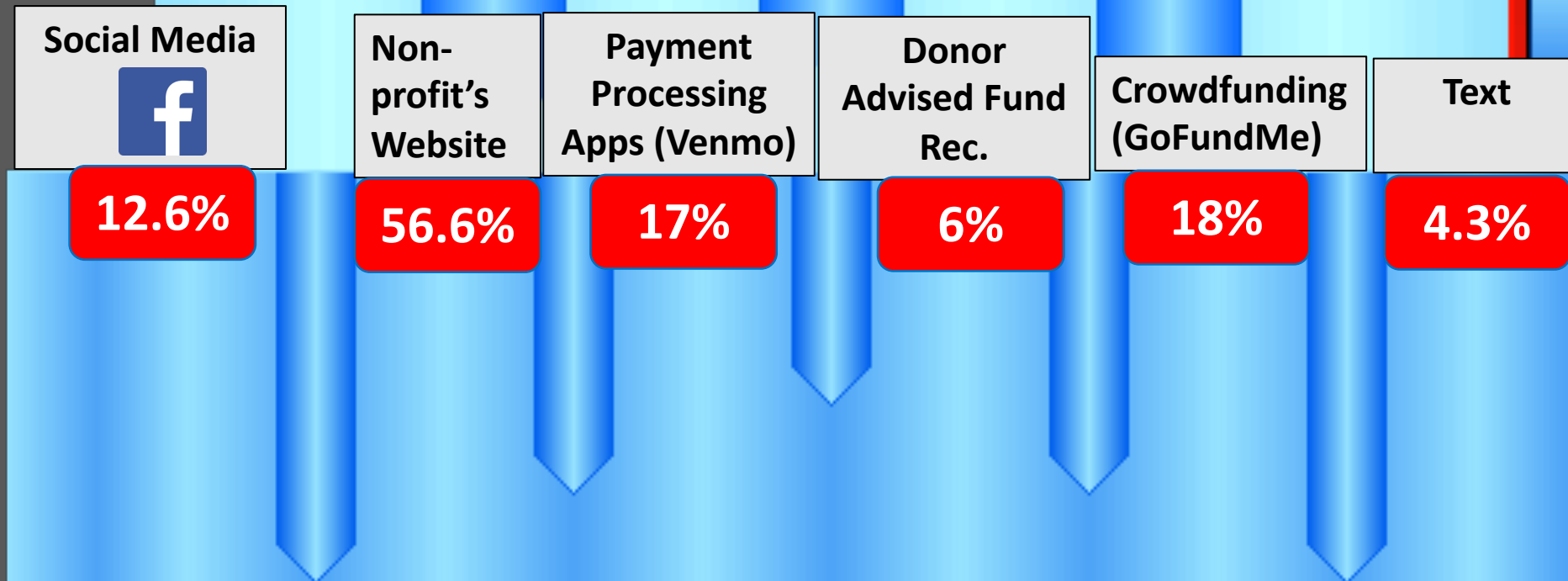


Affluent households experiencing virtual outreach

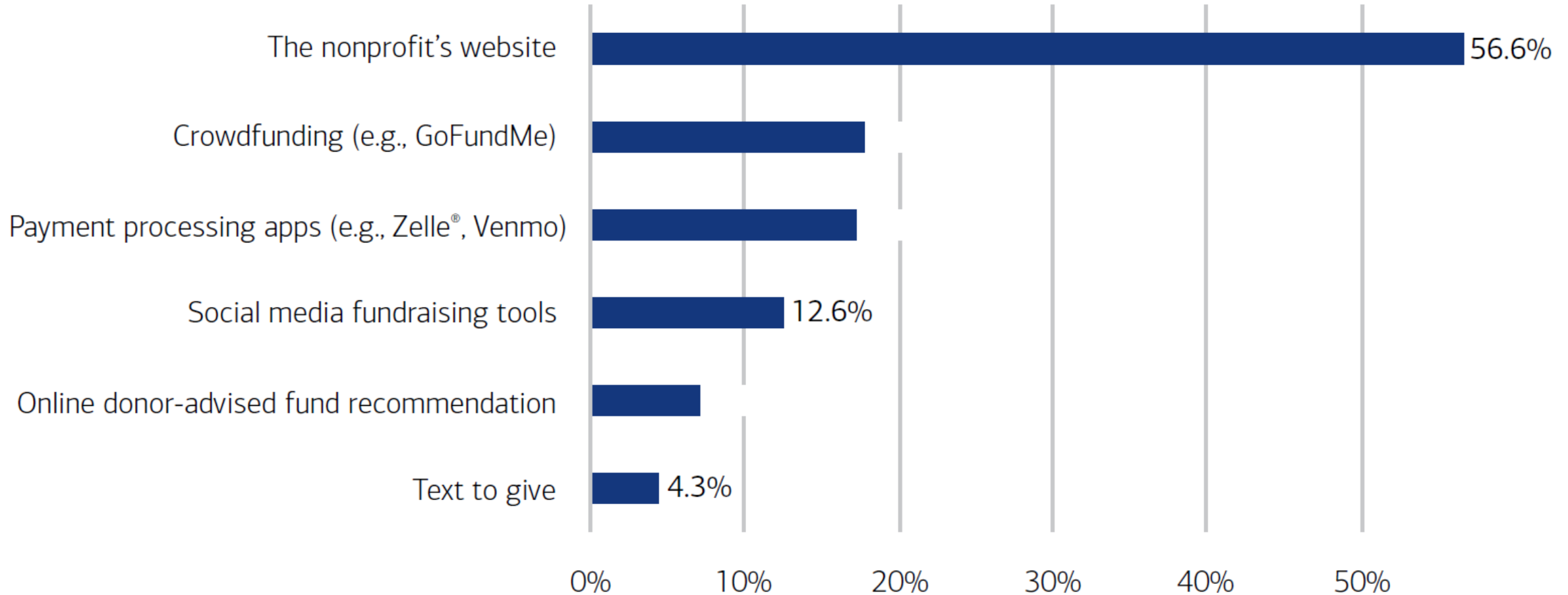




In the calendar year 2020 did you use any of the following digital tools or platforms to make your giving?

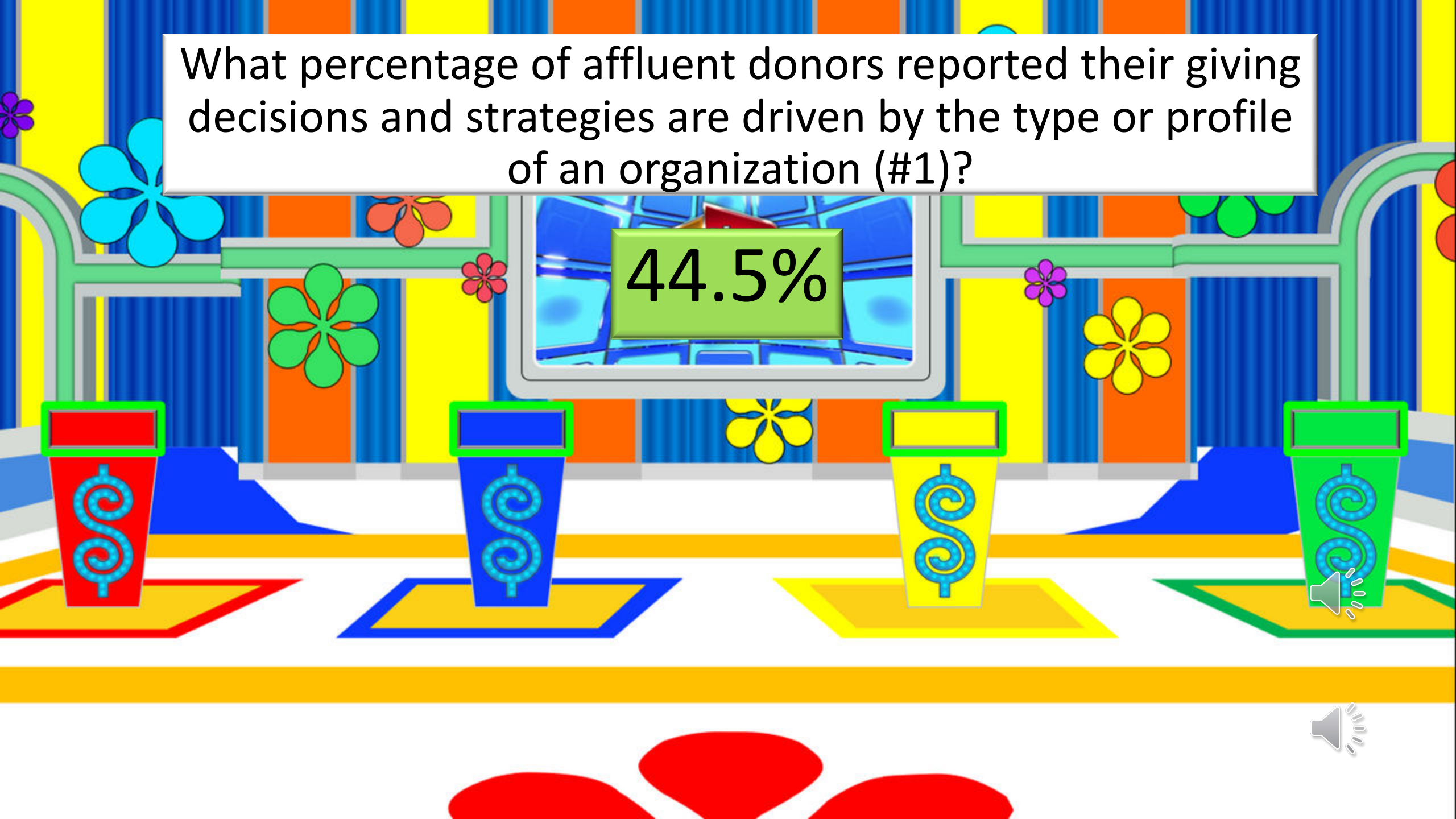


In the calendar year 2020, did you use any of the following digital tools or platforms to make your giving

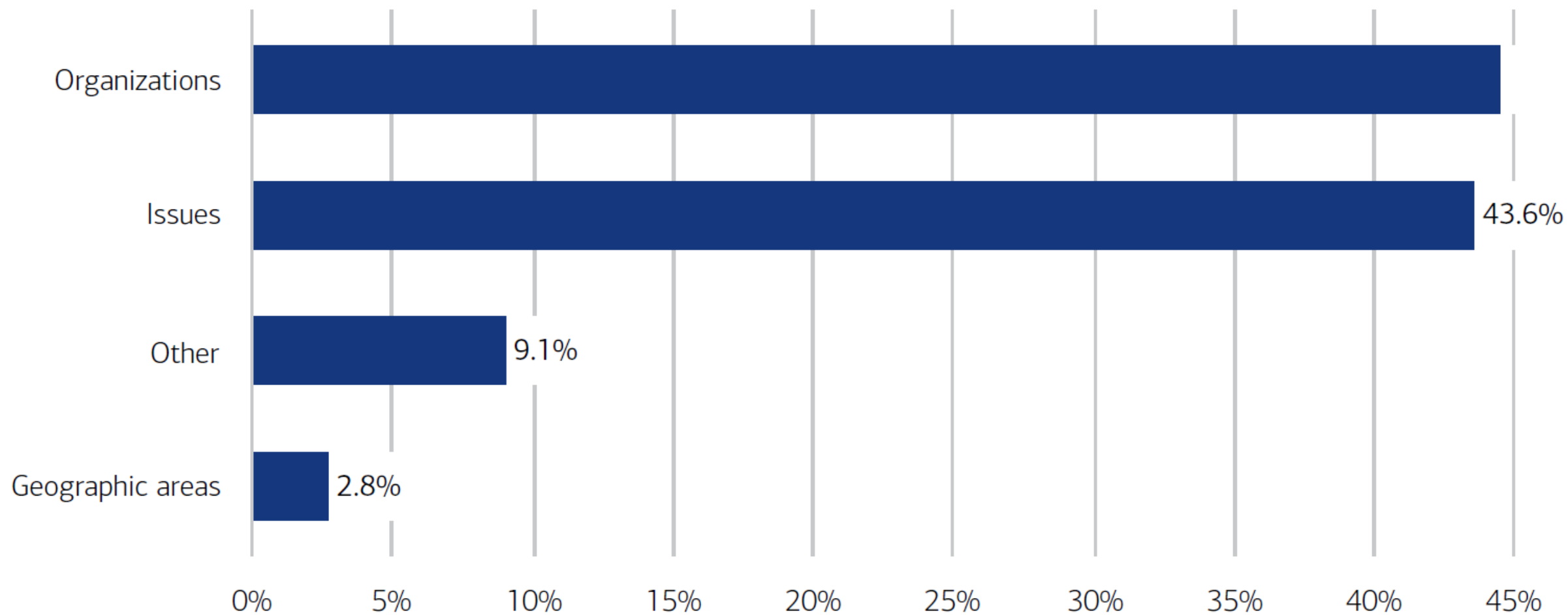


What percentage of affluent donors reported their giving decisions and strategies are driven by the type or profile of an organization (#1)?

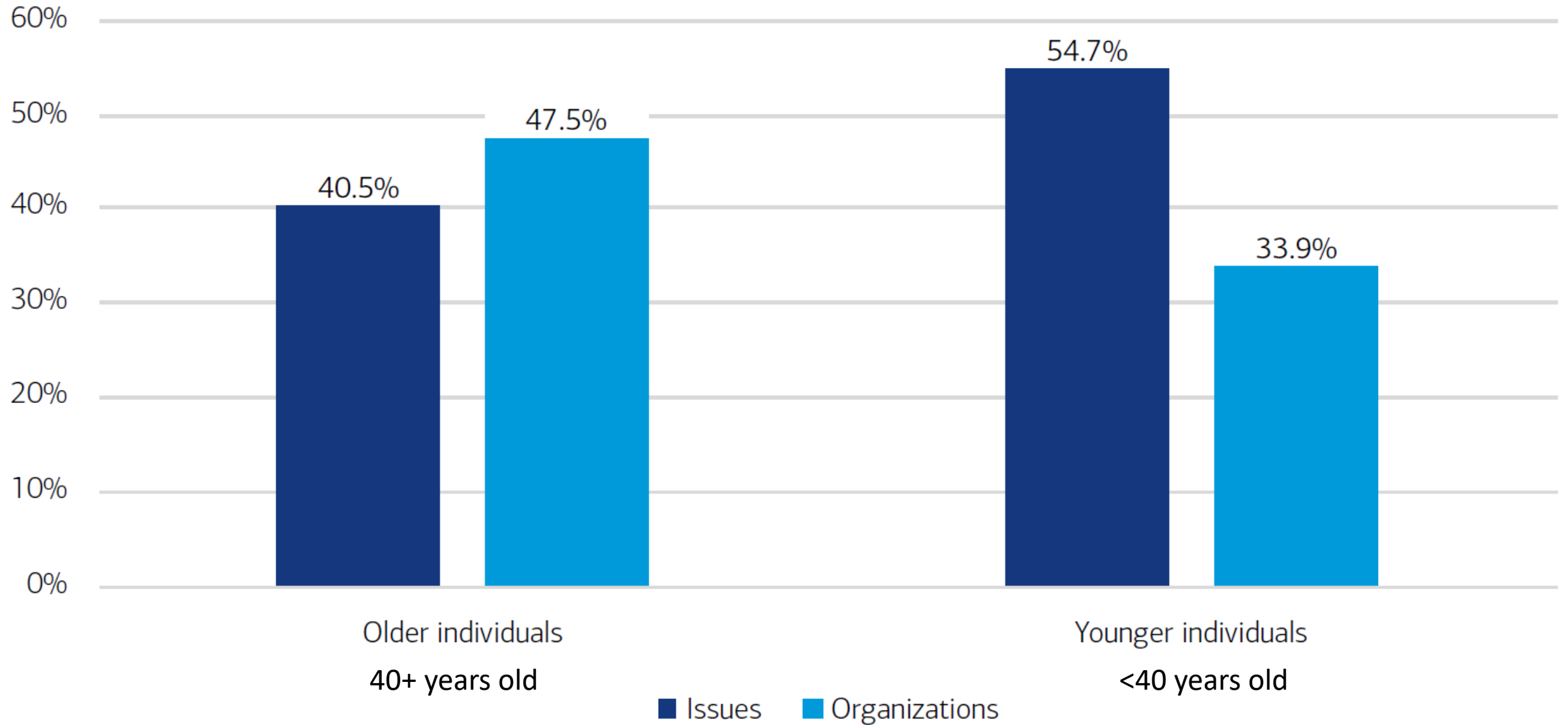
44.5%



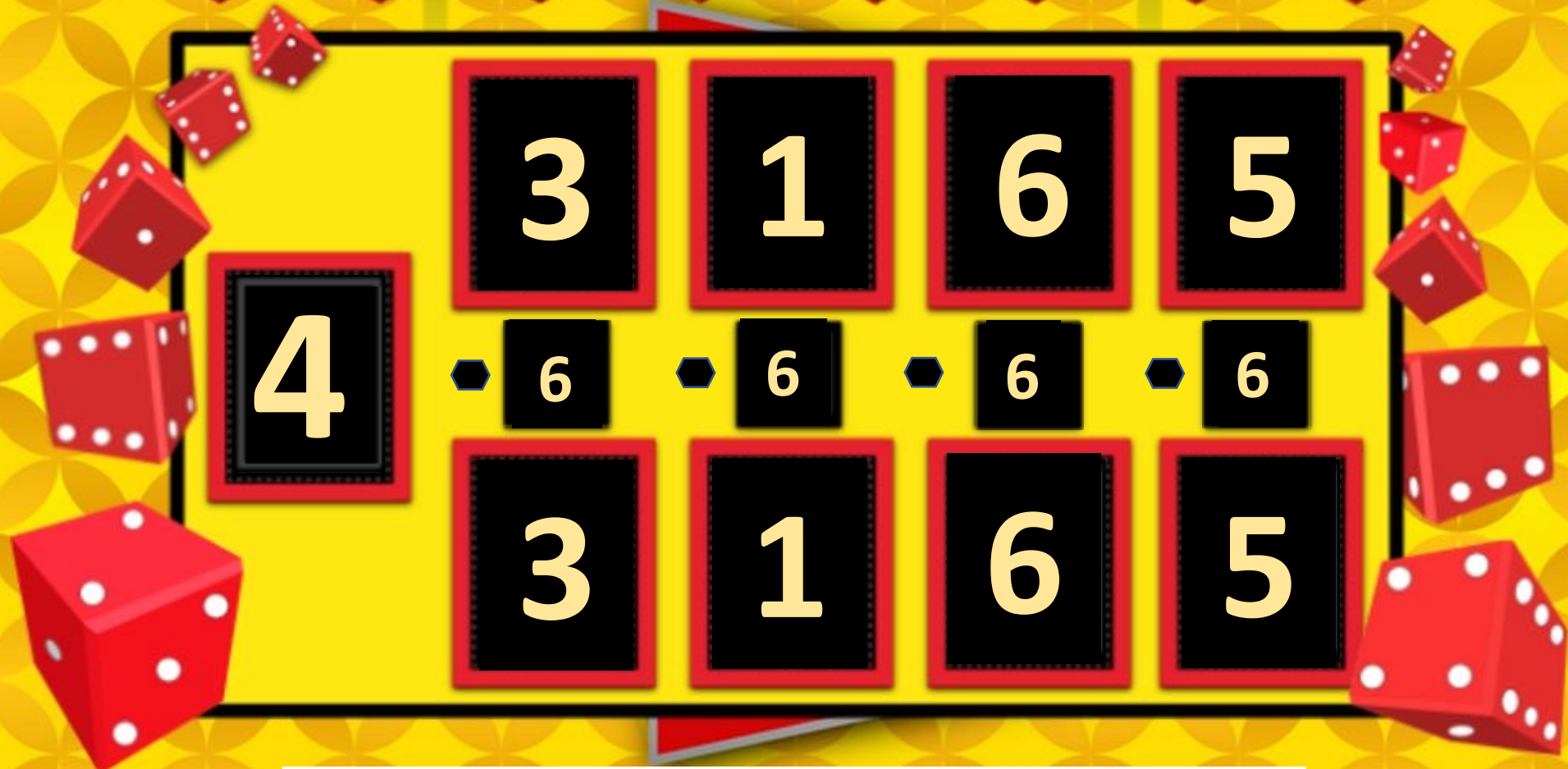
Affluent giving focuses



What drives giving



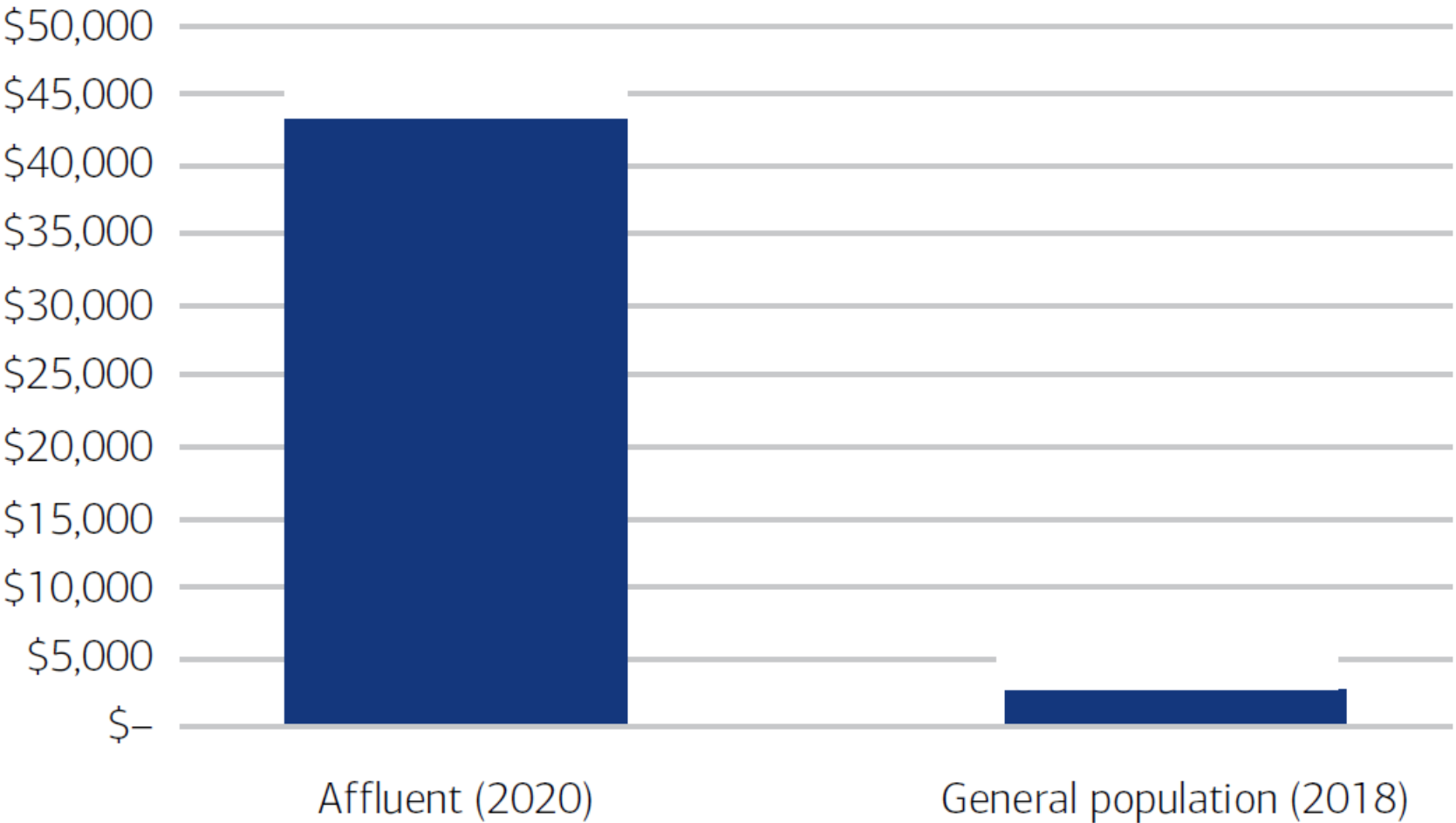
DICE GAME



What was the average amount given to charities by affluent donors in 2020?

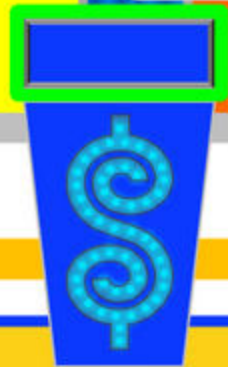


Average amount affluent donors gave to charity compared to the general populations

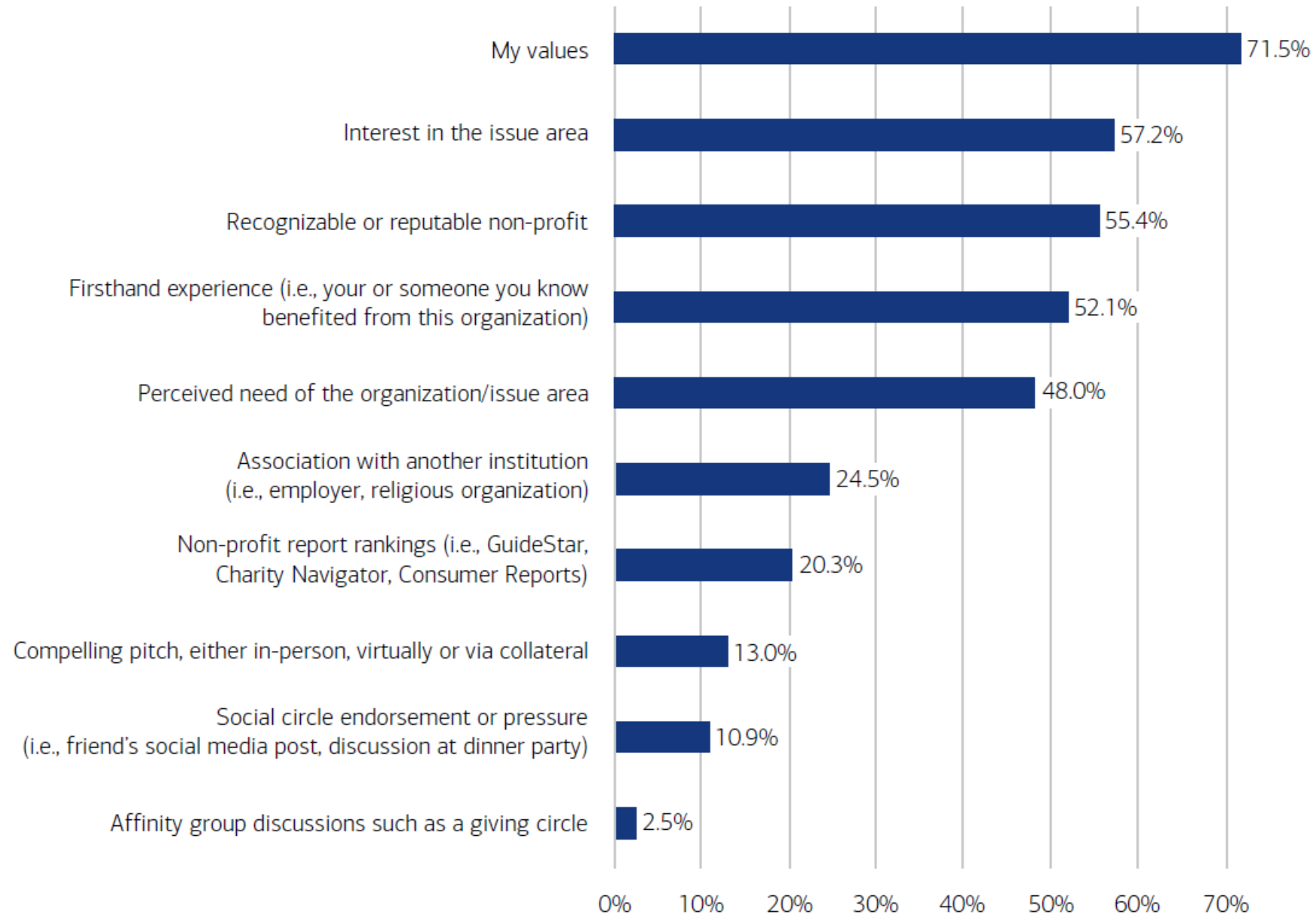


What percentage of affluent donors chose an organization to support based on values?

71.5%



How affluent donors choose a cause or organization to support



That's TOO Much

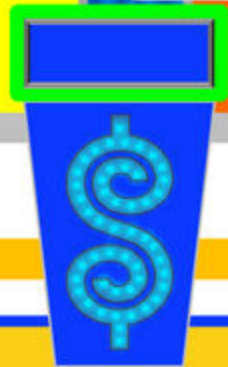


After having experienced the pandemic what percentage of affluent households do not expect it to change their philanthropic behavior? **74.3%**

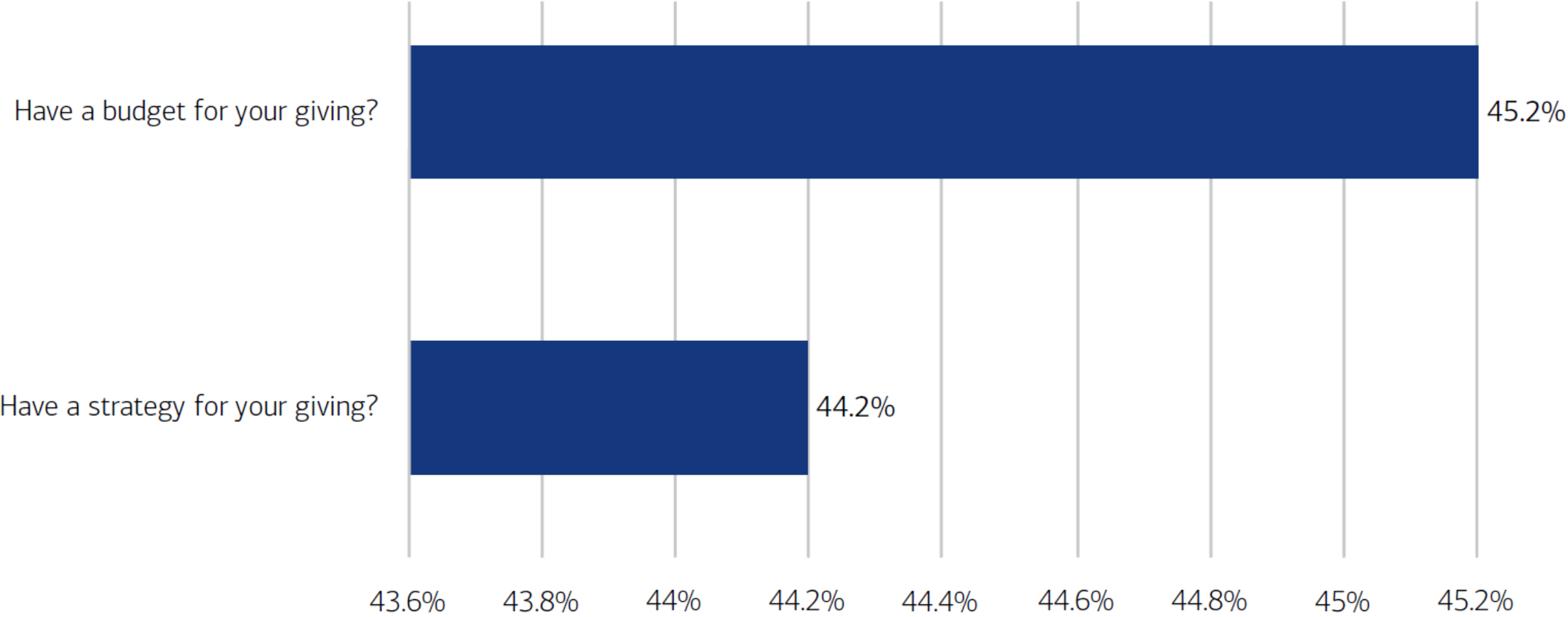


What percentage of affluent donors responded saying they have a budget for their giving?

45.2%



Affluent donors reporting strategic approaches to giving





What are the top five motivations for affluent donors?

Personal satisfaction

Tax Benefit

Believe in the Mission

Belief your gift will make a difference

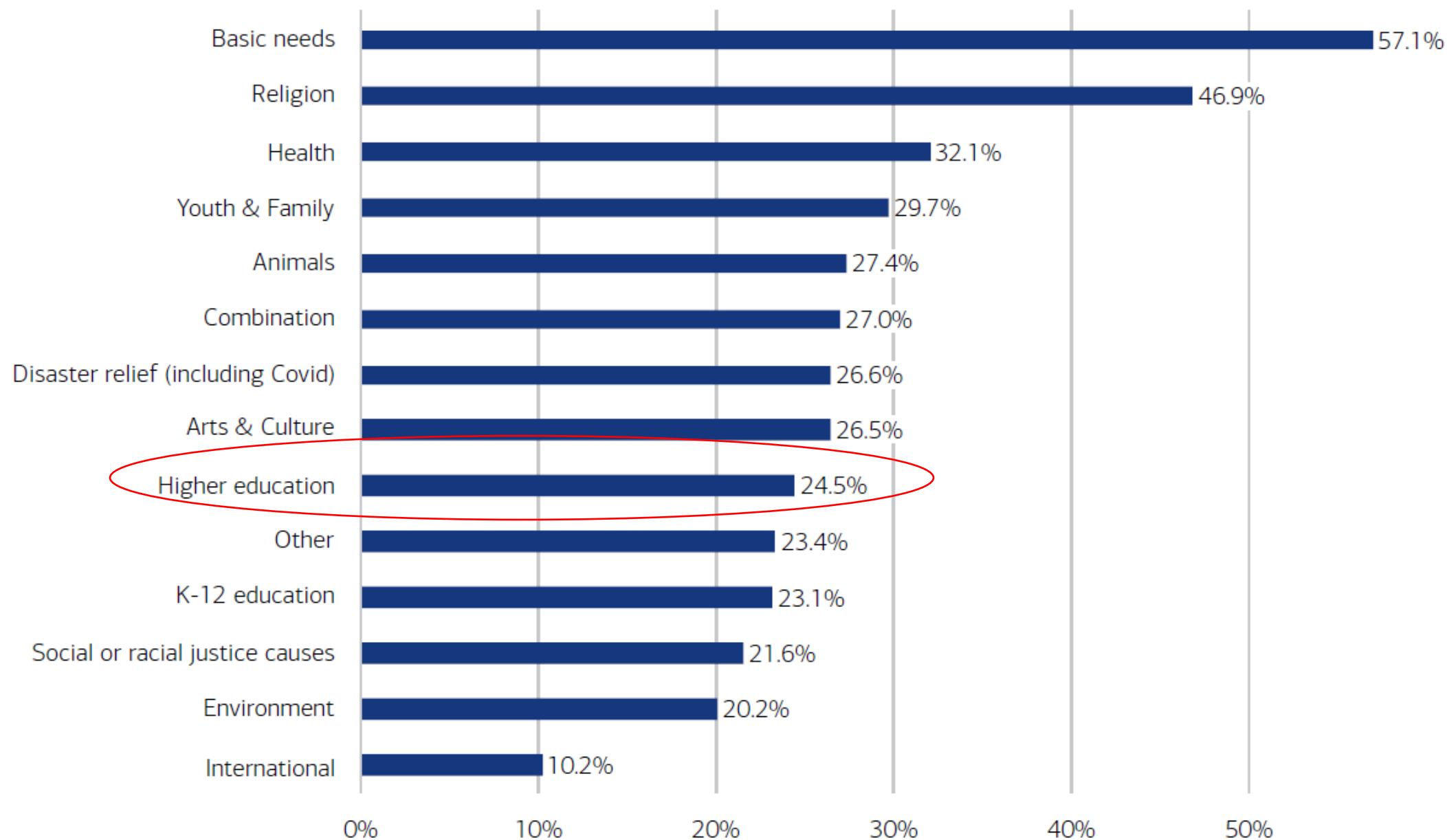
Give back to your community

Affluent households were asked to identify their top 3 giving categories. From 1-15, where did Higher Education rank?

9



Affluent households reporting giving to charitable categories



What was the average gift for an affluent volunteer?

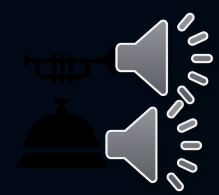
37000

\$2,000

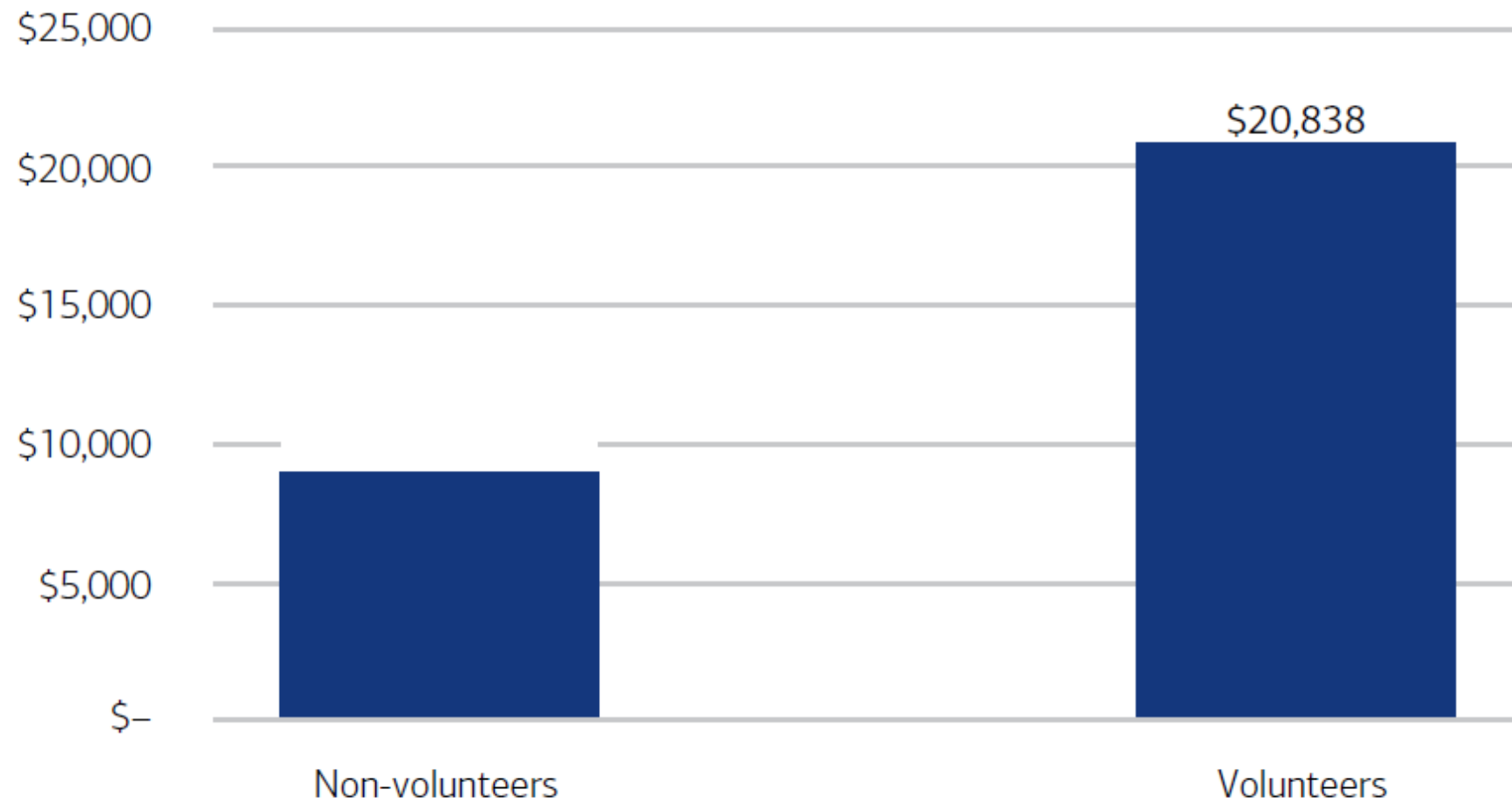
\$5,000

\$3,000

\$4,000

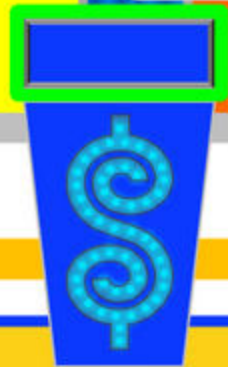


Average giving by affluent donors, by volunteer status in 2020



What percentage of affluent donors' giving would remain the same if income tax deductions for charitable donations were eliminated?

72.1%



PLINKO

The percentage of affluent donors who consider themselves knowledgeable about charitable giving.

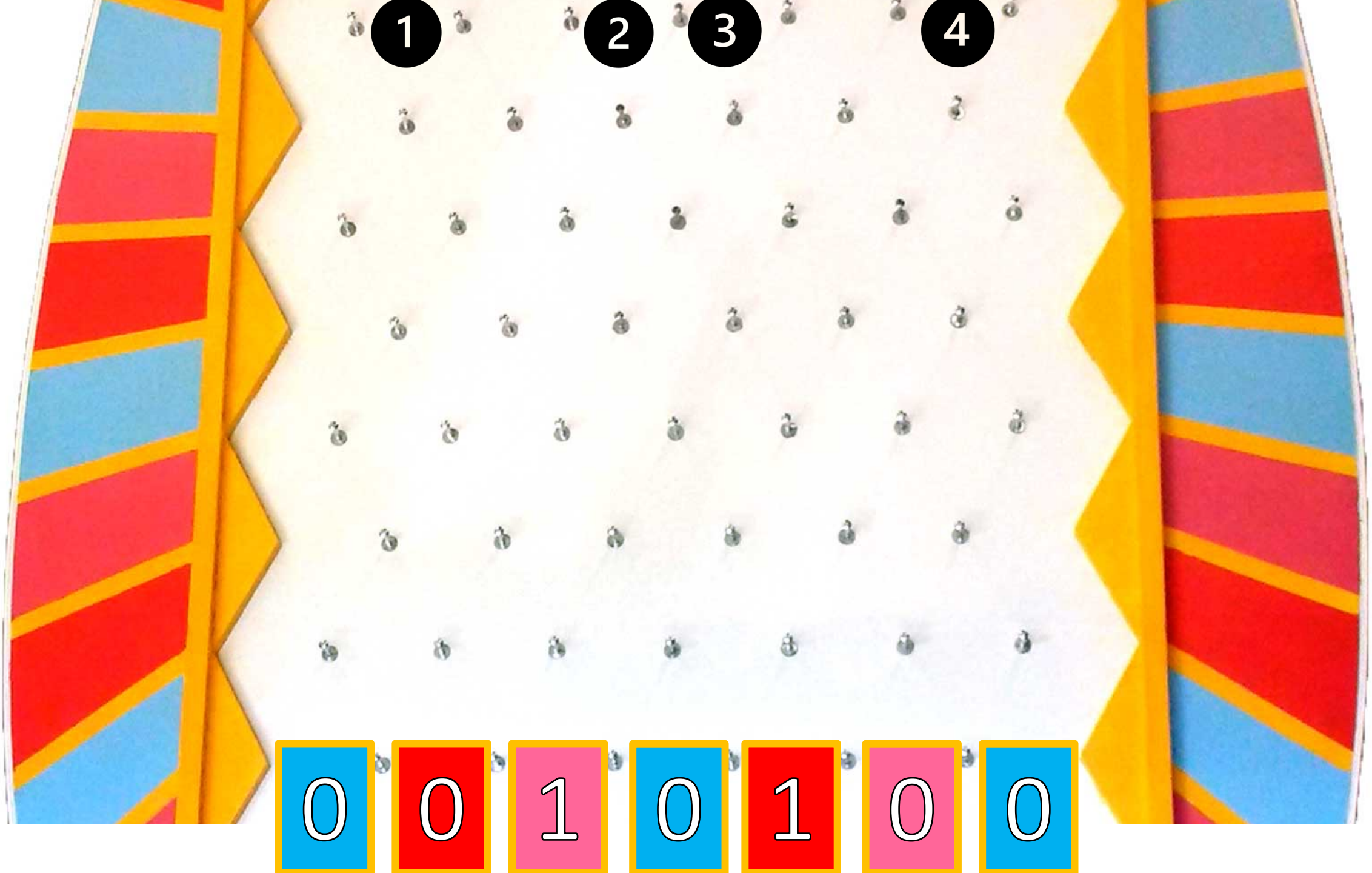
**Win
48%**

The percentage of donors considered “identifying something I care about and deciding what to donate,” was the top challenge

**Win
39%**

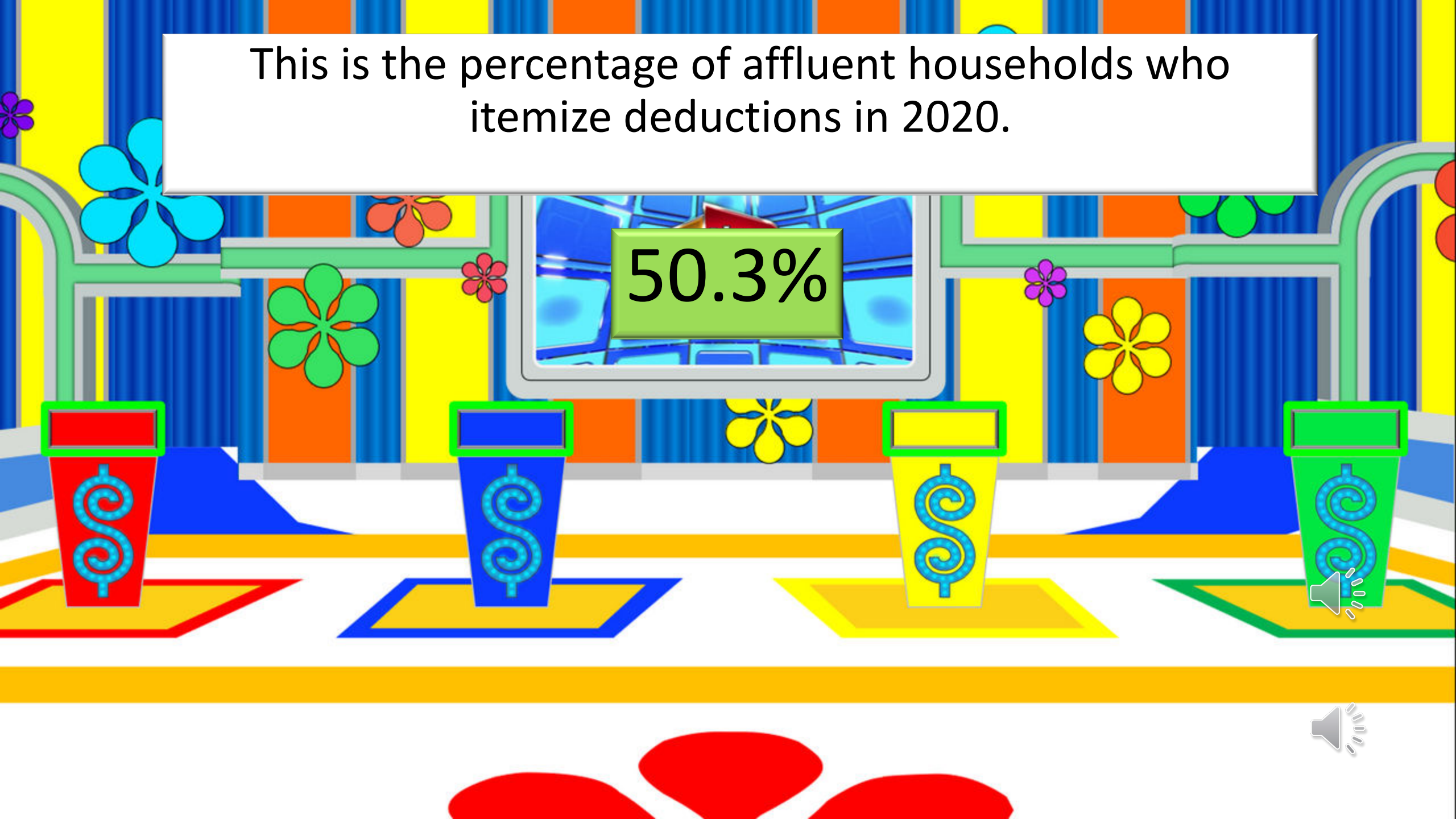
The percentage of donors considered “understanding how much I can give,” was the top challenge

**Win
31%**

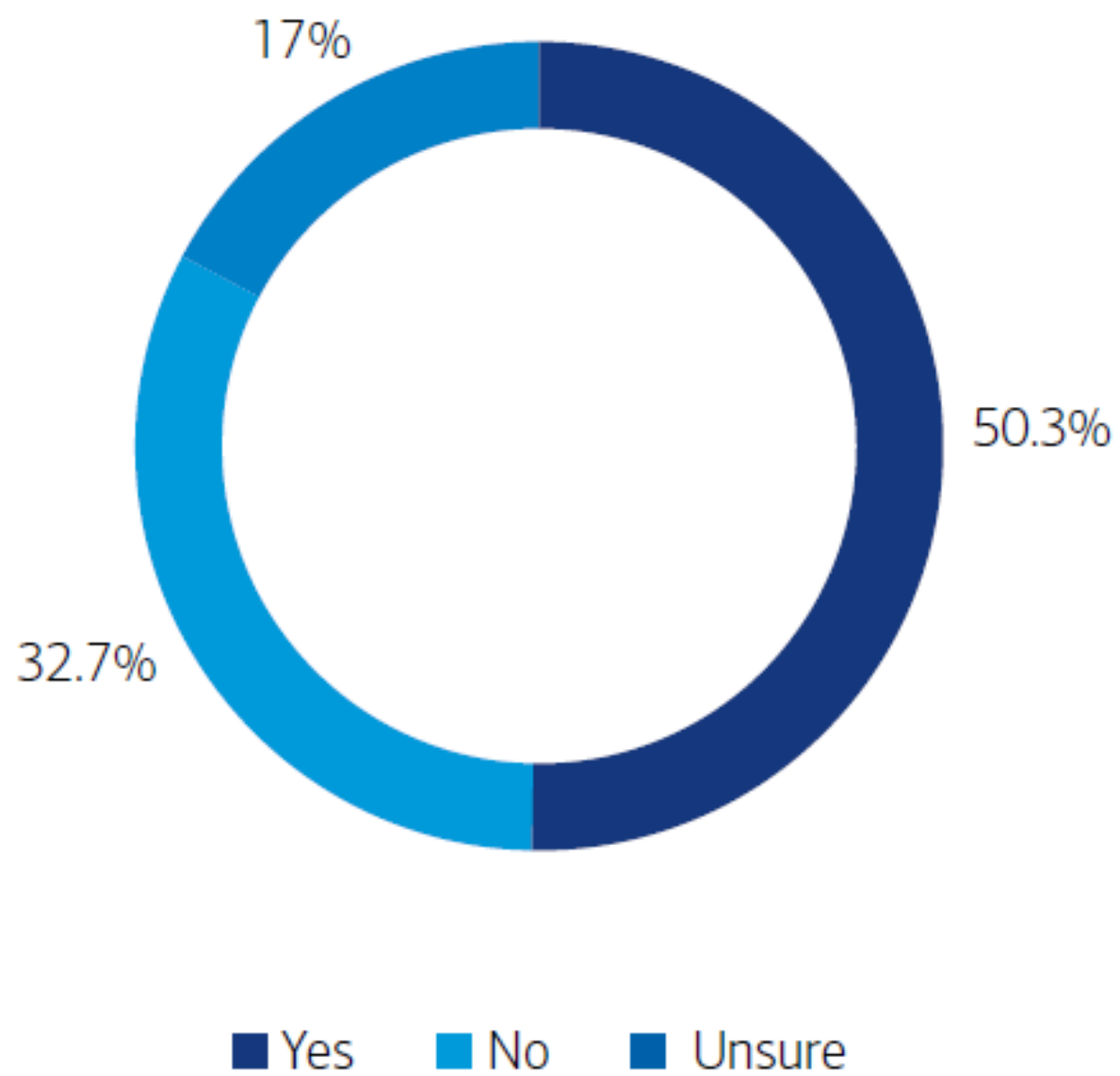


This is the percentage of affluent households who itemize deductions in 2020.

50.3%



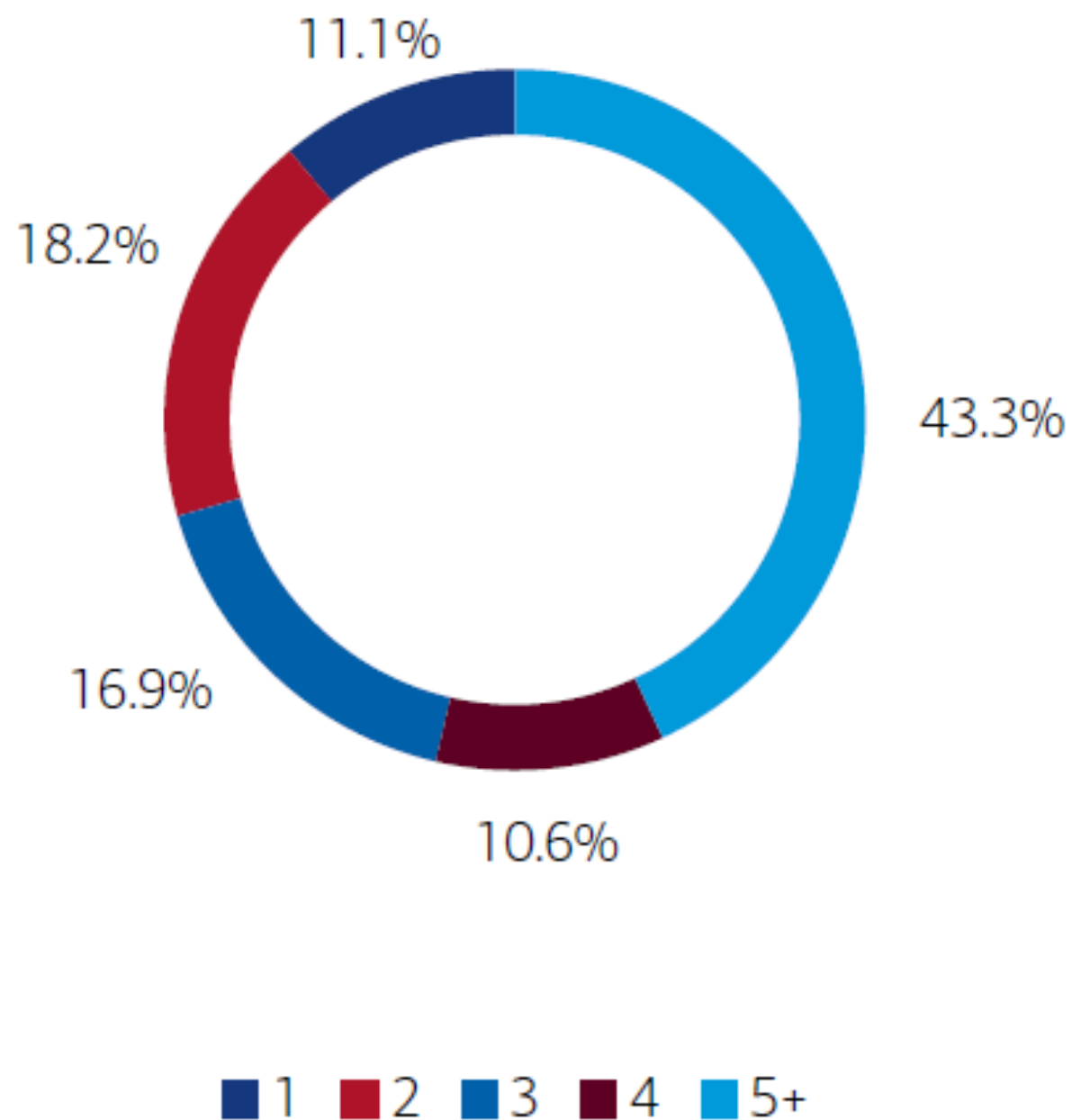
Affluent households' plans to itemize deductions in 2020



The study showed the highest percentage of affluent donors gave to 5+ organizations in 2020. What percentage of donors gave to 5+?

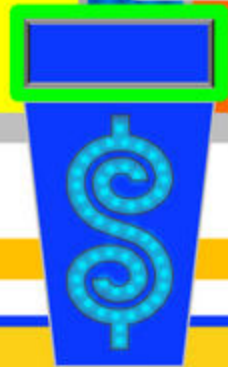


Affluent individual giving by number of organizations

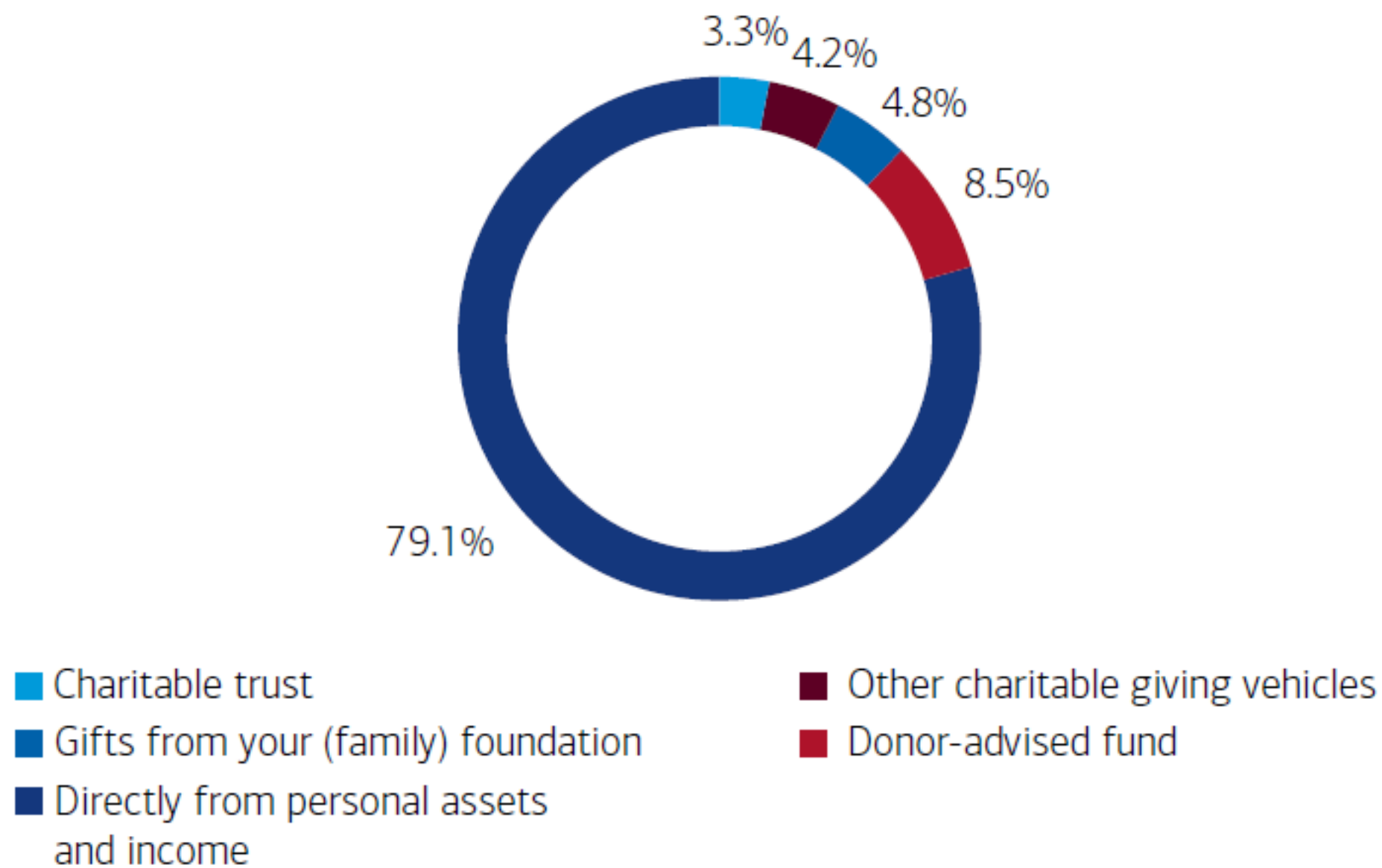


Giving from personal assets and income was the primary way affluent households gave. What percentage?

79.1%



Affluent household's primary source of donations to charitable causes





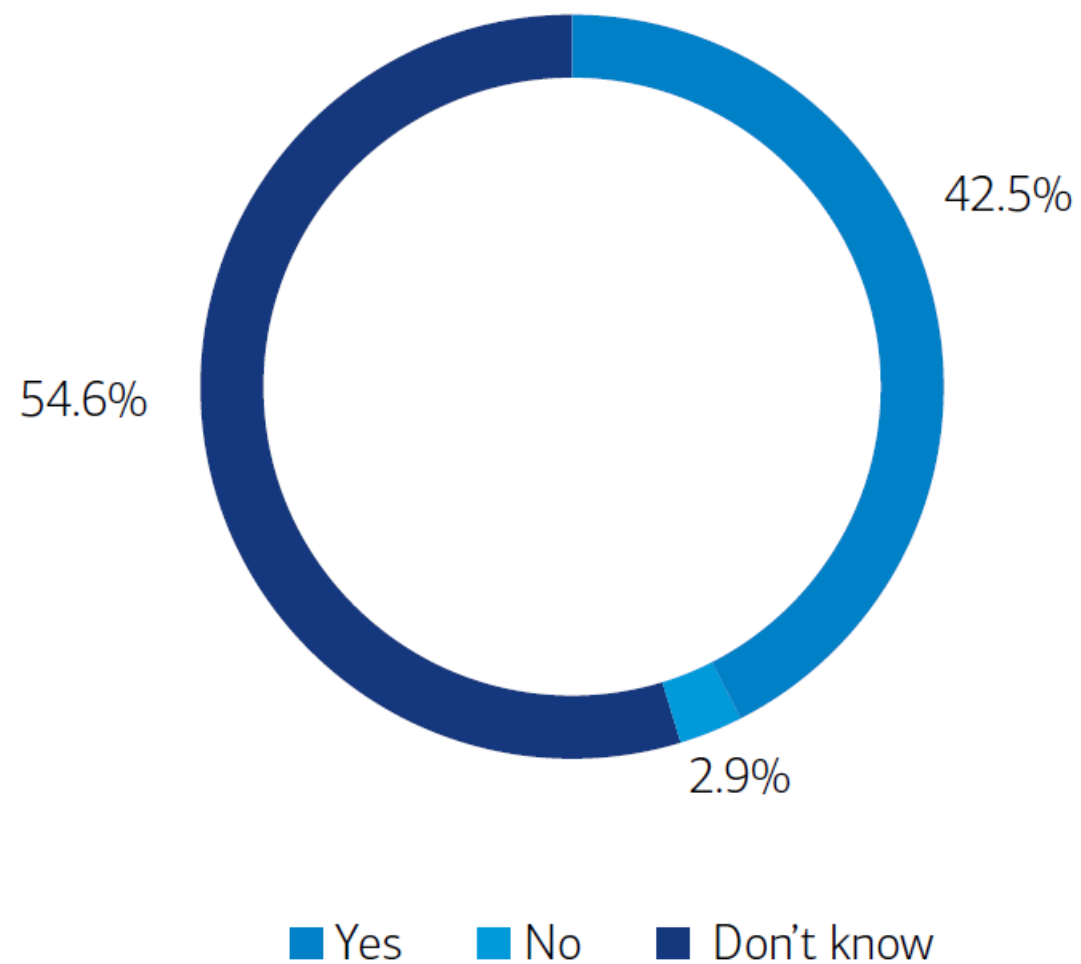
7 7 4 7 7 7 7 7 4 5 6 3 8 4 2

42.5%

Percentage of affluent donors
who perceive their gift is making
an impact.



Percentage of affluent donors who perceive their charitable giving to be having an impact





FOUNDATION
FOR FRATERNAL
EXCELLENCE

Seminar

Kyle Yarawsky

Vice President

Pennington & Company

kyarawsky@penningtonco.com



Scan to access the full report:
*2021 Study of High Net Worth
Philanthropy*