

CLIENTS ENGAGE IN PHILANTHROPY



2/3 of HNW say that philanthropy is an important part of their life

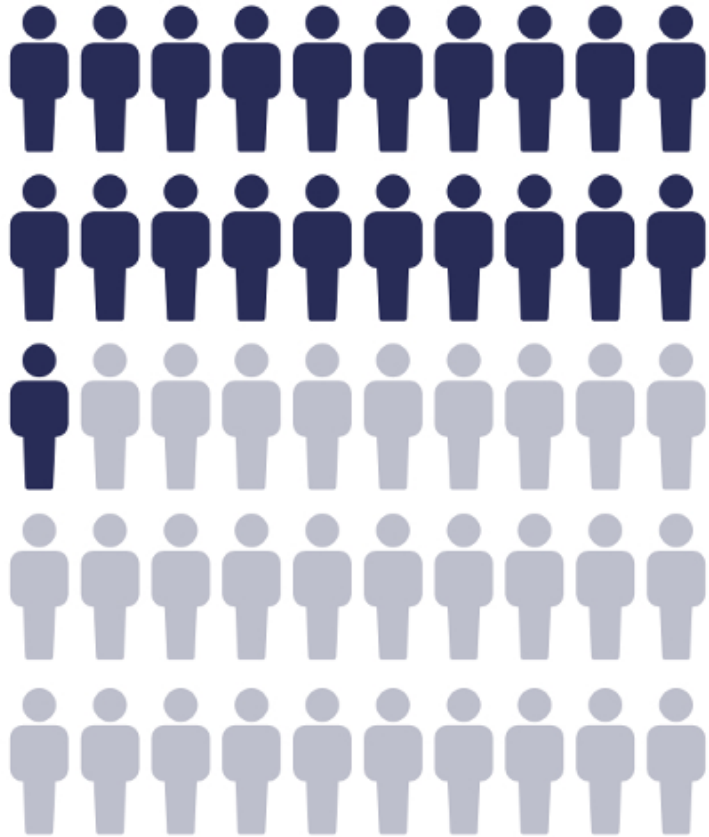


1/3 HNW see themselves as philanthropists



1/3 Affluent (£0.5m-£1m) plan to make a major gift within 5 years

CLIENTS WANT PHILANTHROPY ADVICE



41% of UK millionaires say it is important to discuss charitable giving with adviser

Source: MillionaireVue Q1 2023, Savanta

CLIENTS WANT PHILANTHROPY ADVICE



CLIENT



1st: Spouse/partner



2nd: Professional Advisor

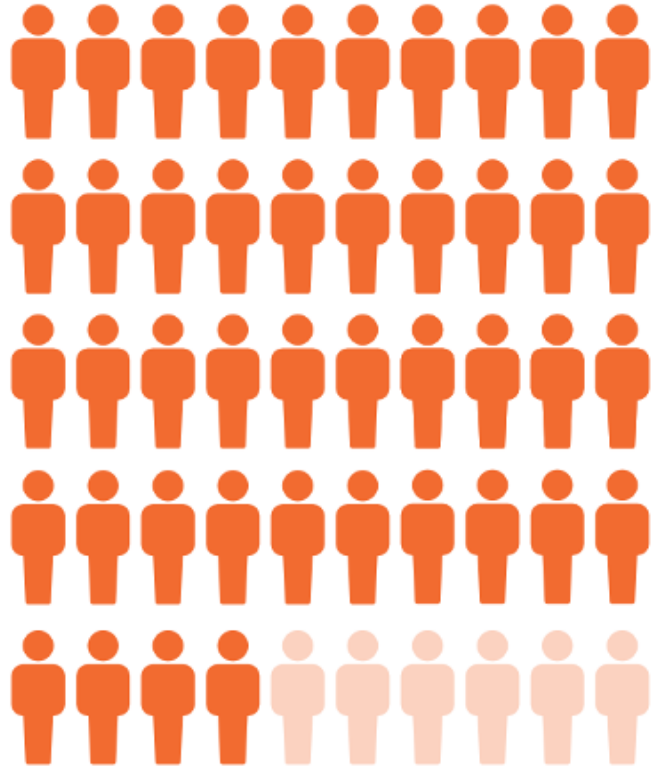
3rd: Non-profit*

4th: Other family members

5th: Philanthropic advisor/specialist

*Non-profit or charity to whom they already give

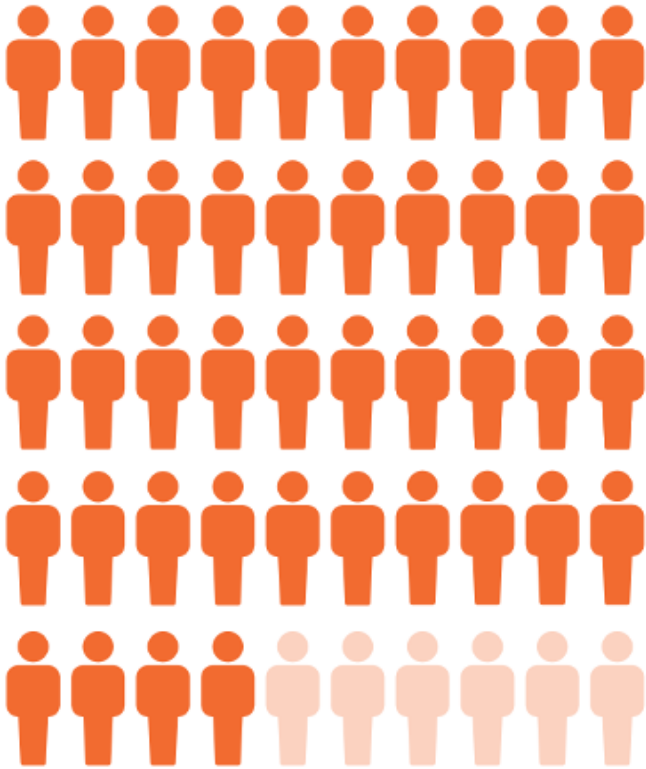
SUPPLY IS NOT MEETING DEMAND



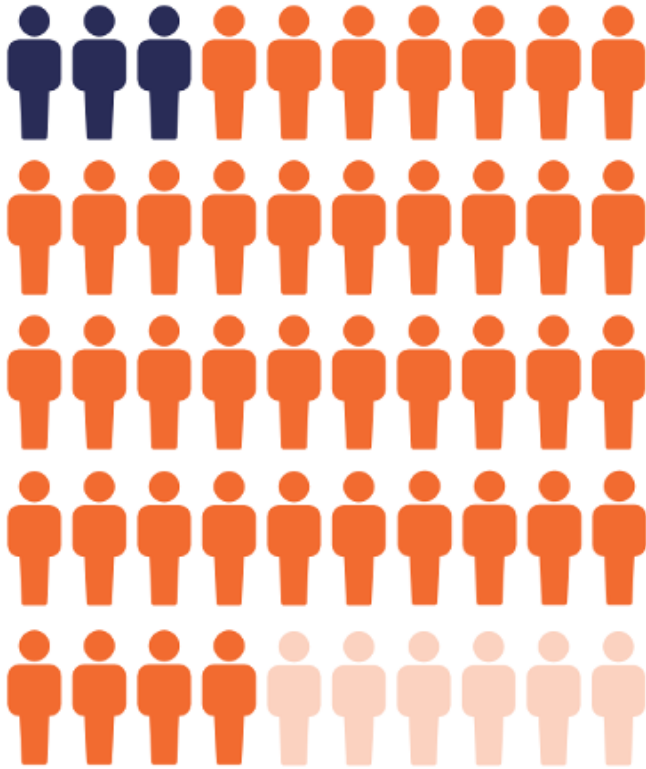
87% of clients want philanthropy advice

Source: CEGInsights 2023

SUPPLY IS NOT MEETING DEMAND



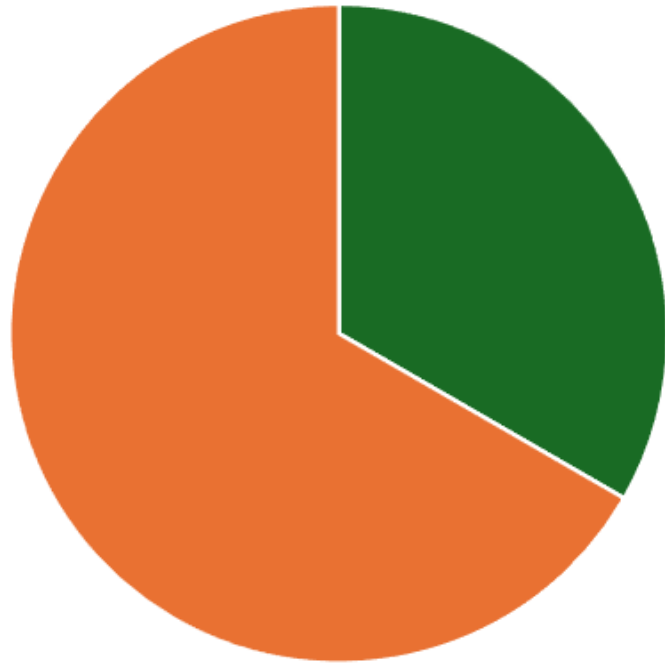
87% of clients want philanthropy advice



Just **6%** get philanthropy advice

Source: CEGInsights 2023

SUPPLY IS NOT MEETING DEMAND



28% of advisers ask about philanthropy in initial fact-find

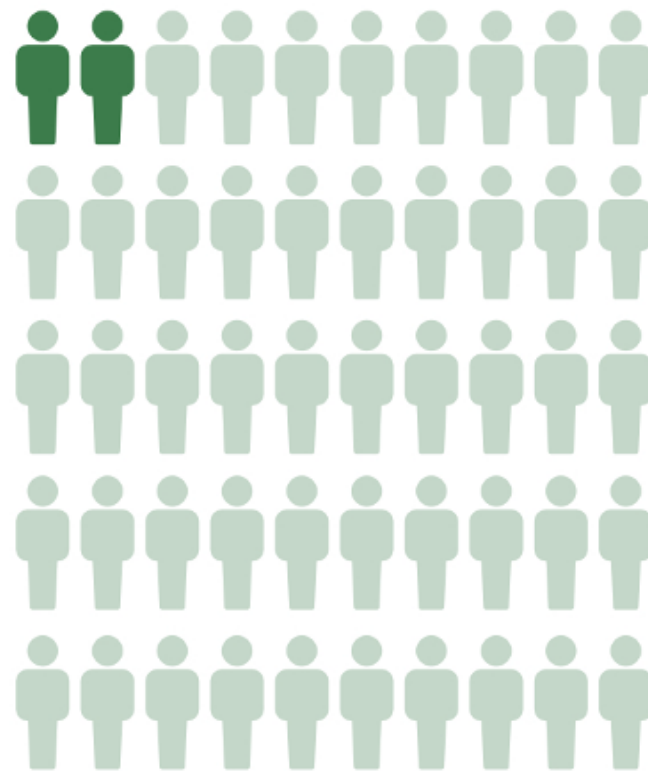
Source: CAF, 2023

GLOBAL RETURNS PROJECT

PHILANTHROPY ADVICE IS LACKING

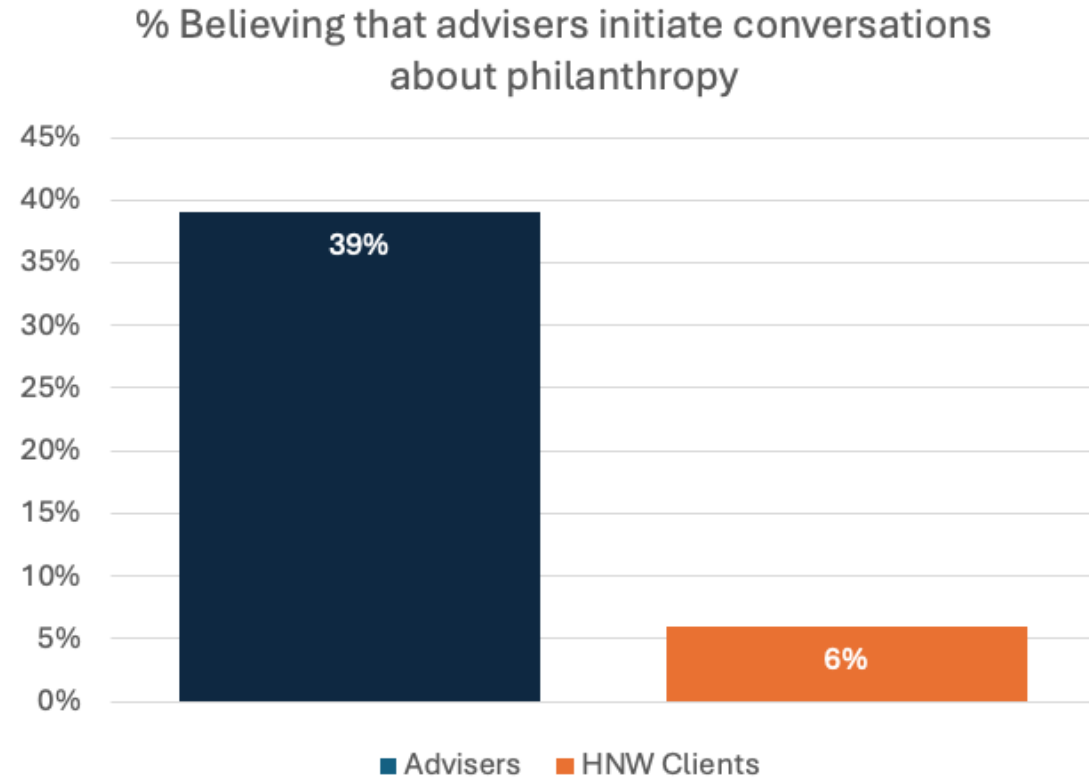


Only **26%** of UK millionaires' advisers have ever mentioned charitable giving



Less than 4% of UHNW are "very satisfied" with the philanthropy services they receive

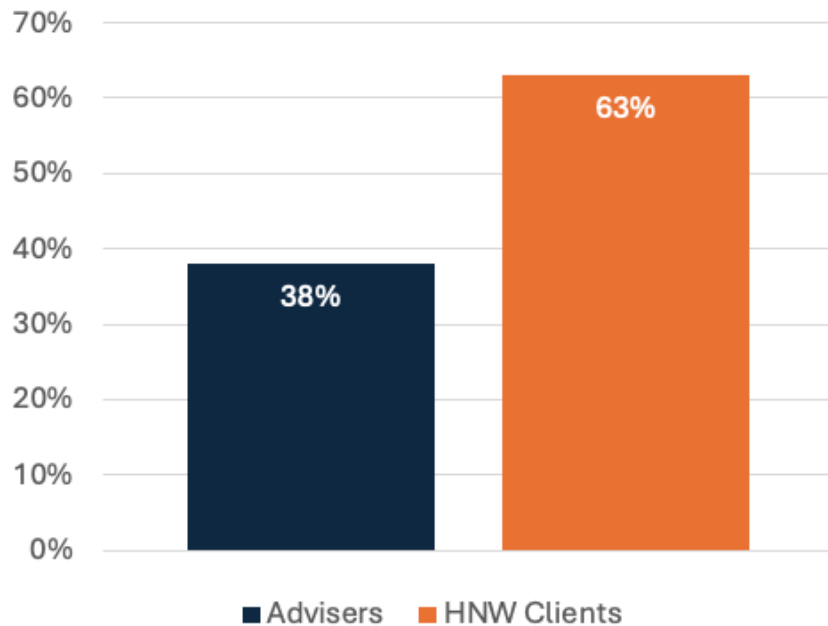
PHILANTHROPY ADVICE: ADVISER MISCONCEPTIONS



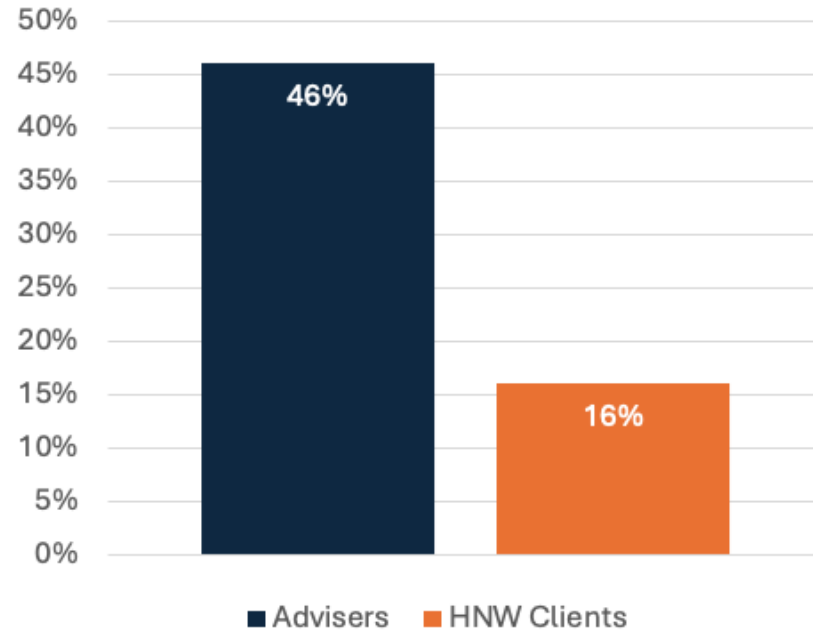
Source: The Philanthropic Initiative, U.S. Trust

PHILANTHROPY ADVICE OFTEN MISSES THE MARK

Perception that philanthropy conversations are 'mostly based on technical topics'



Belief that HNW Clients give 'to reduce taxes'



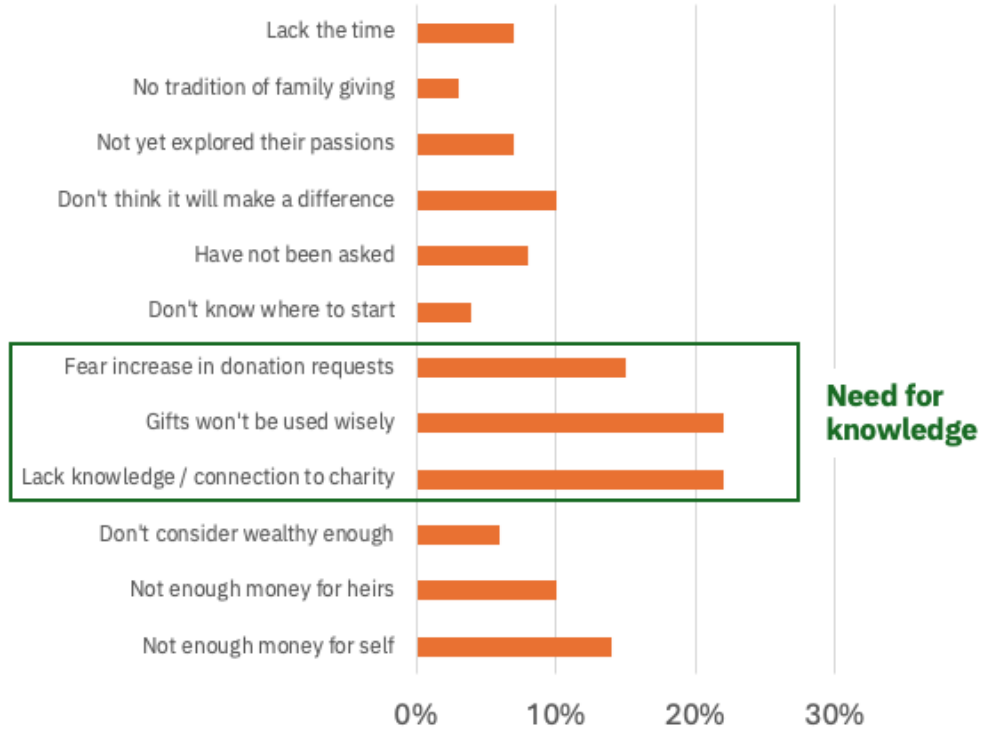
Source: The Philanthropic Initiative, U.S. Trust

WHY HNWI ARE HESITANT TO GIVE

Professional Advisers



HNW Consumers



Source: The Philanthropic Initiative, U.S. Trust