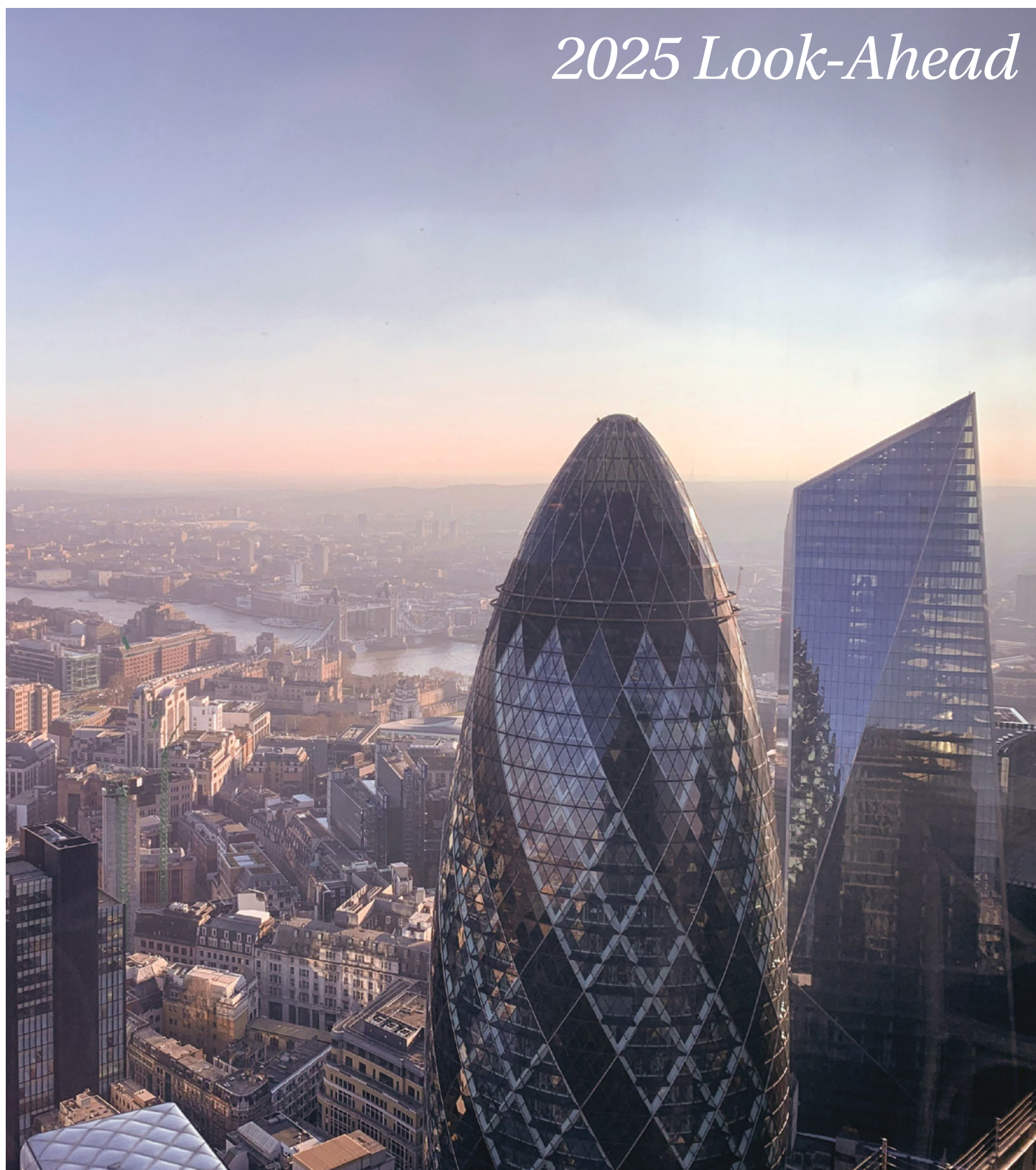




# *High-Net-Worth Giving Index*

*2025 Look-Ahead*



### *About this report:*

The **HNW Giving Index 2025** offers an in-depth, data-driven exploration of the philanthropic landscape among the UK's high-net-worth individuals (HNWIs). Drawing on insights from a robust survey of 301 respondents, each holding investable assets exceeding £10 million, the report explores the giving behaviours and emerging trends shaping modern philanthropy. By shedding light on the motivations, challenges, and opportunities in this space, it aims to inform strategic decision-making across the sector while highlighting the vast, untapped potential for charitable giving by the UK's wealthiest individuals.

### *About NPT UK:*

NPT UK provides donor-advised funds (DAFs) to donors in the UK and those around the world who wish to base their philanthropy from the UK. We are an independent charity driven by our mission to make philanthropy more convenient and efficient for donors. We offer DAF giving vehicles and expertise to philanthropists, family offices, and wealth managers from one of the world's leading financial centres.



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# 1. Foreword: John Canady, CEO of National Philanthropic Trust UK

National Philanthropic Trust UK (NPT UK) is proud to unveil its inaugural High-Net-Worth (HNW) Giving Index, a pioneering study designed to explore and illuminate the philanthropic behaviours, attitudes, and priorities of high-net-worth individuals (HNWIs) across the UK.

This comprehensive outlook, based on proprietary survey data, provides an unparalleled view into the dynamics shaping generosity within one of the world's most influential donor communities for the year ahead.

At its heart, this report underscores the resilience and strength of London as a global hub for philanthropy. London's vibrant ecosystem of wealth, innovation, and culture continues to anchor its position on the global stage. However, as our findings reveal, the city faces rising competition from other international giving hubs. To maintain its leadership, the UK must remain agile, innovative, and committed to supporting and evolving its philanthropic framework.

These efforts are vital—not just for the future of philanthropy, but for the UK as a whole. Philanthropy reflects some of our greatest national values: compassion, solidarity, and a collective spirit. From rallying together in times of crisis, like during the COVID-19 Pandemic, to supporting our brothers and sisters in zones of conflict, to celebrating initiatives like the Poppy Appeal campaign every November, the UK has long demonstrated an exceptional commitment to supporting others, both at home and globally.

Here at NPT UK, we are proud to facilitate giving through donor-advised funds (DAFs), which are emerging as a critical and growing part of the philanthropic ecosystem in the UK. Their flexibility, efficiency, and ability to align with strategic long-term giving goals make them an increasingly popular vehicle for HNWIs seeking to maximise their impact.

As we launch this inaugural edition of the HNW Giving Index, we invite you to explore the trends, insights, and stories shaping the future of philanthropy in the UK. It is our hope that this report will spark meaningful dialogue and inspire even greater generosity, helping to ensure that the UK remains at the forefront of global giving.

Together, we can build on our proud tradition of philanthropy and make an enduring impact—both at home and around the world.



A handwritten signature in black ink, appearing to read 'John Canady', with a stylized, flowing script.

**John Canady**  
CEO, NPT UK

## 2. Executive Summary

At the quarter mark of the century, the pace of change isn't just maintained - it's accelerating at an unprecedented rate. In this rapidly evolving world, philanthropy too is being transformed. This report, the High-Net-Worth Giving Index, a first of its kind, captures these shifts, offering data-driven insights to guide and inspire decision-making within the philanthropic sector.

Based on a comprehensive survey of UK-based individuals each with a net worth exceeding £10 million — classified as High-Net-Worth Individuals (HNWIs) — this report explores emerging trends, giving behaviours, and the evolving opportunities shaping the UK's philanthropic landscape. This report comes at a pivotal time when giving among HNWIs is on an upward trajectory. Overall, 74% of respondents expressed a strong motivation to increase their giving in 2025, with an anticipated average rise of 15% in their contributions. This underscores the resilience of giving from high-net-worth individuals, even amid complex economic and social challenges.

In the current climate, giving is not only a reflection of personal values but also a strategic response to global needs and opportunities. Despite uncertainties, the philanthropic community remains committed to driving meaningful impact.

This year's findings spotlight four top transformative trends shaping the landscape of philanthropy:

### 1. London's continued resilience as a global philanthropy hub.

Despite challenges and perceptions, London remains a leading centre for philanthropic activity. HNWIs continue to contribute to the city's reputation as a global giving hub, demonstrating both resilience and commitment to charitable causes. Our survey finds that the UK is highly regarded for giving: HNWIs ranked the UK (59%) just behind the United States (60%) as a leader in global philanthropy, but significantly ahead of other wealth hubs such as Switzerland (30%), Singapore (28%), Hong Kong (25%) and the UAE (16%).

### 2. The generational wealth transfer is shaping the next era of philanthropy

A significant generational shift is underway in how wealth is passed down and used for philanthropy. Younger HNWIs are already driving innovative approaches to giving, focusing on sustainability, social justice and measurable impact, while legacy planning is becoming increasingly central to the older generation's strategies. Over a third of respondents (40%) actively involve their children in their giving strategies.

### 3. AI's growing influence from donor strategy to measuring charitable impact.

The rapid adoption of artificial intelligence (AI) is revolutionising philanthropy, from optimising giving strategies to addressing global challenges with efficiency and precision. This trend speaks to the transformative role AI can have on the future of charitable engagement. Although only 6% use AI tools to streamline their giving currently, 60% of respondents are interested in AI solutions for researching charitable causes, while 51% are interested in AI for impact measurement.

### 4. The rise of non-cash giving

Beyond traditional financial assets, HNWIs are increasingly giving non-cash assets —such as shares, real estate, private equity holdings, and art —as part of their philanthropic strategies. Using these types of assets is expanding the boundaries of charitable giving. HNWIs are considering which other assets could be turned into philanthropic capital.



These trends not only reflect the evolving mindset of today's donors but also underscore the changing landscape of global philanthropy. The HNW Giving Index offers an in-depth look at these pivotal shifts and provides critical insights into the ever-evolving philanthropic sector. As we move forward into 2025, the data in this report will help shape conversations and strategies for the year ahead, guiding impactful and informed decisions in the world of giving.

Through this index and trends, this report finds four **actionable insights**:



1

To maintain its leadership as a philanthropic hub, the UK will need to focus on streamlining administrative processes and addressing rising costs of giving - two issues raised consistently by survey respondents.



2

Intergenerational collaboration and planning are critical to ensuring sustainable philanthropic legacies. Organisations must focus on engaging younger philanthropists through technology, impact-driven initiatives, and innovative cause areas.



3

As interest in AI-supported giving grows, philanthropic organisations should prioritise developing tools for transparency, impact tracking, and seamless donation management. Engaging younger philanthropists through digital-first approaches will be crucial.



4

Philanthropic organisations should emphasise the benefits and provide clear guidance for donors seeking to incorporate non-cash assets into their giving strategies. Charities hoping to attract gifts of non-cash assets should work to reduce administrative complexities of accepting such gifts.

## 3. Methodology

The online survey was conducted with 301 individuals, all of whom confirmed they have investable assets of £10 million or more. Each participant stated that their primary residence is in the UK or that their primary residence is divided between the UK and other locations. Notably, 71% of respondents reported owning homes abroad.

- **Fieldwork Dates:** 21 December 2024 – 5 January 2025
- **Average Length of Survey:** 14 minutes

The survey was executed by Strand's specialist quantitative research team. Strand is a member of the British Polling Council, and its research team operates under the guidance and ethical standards of the Market Research Society, with staff trained accordingly.

For this study, we utilised online panels comprising pre-registered and verified high-net-worth individuals (HNWIs). The panel providers employ a rigorous verification process, combining financial and professional checks, to ensure the authenticity of participants' high-net-worth status. This method has enabled us to access a dependable sample of HNWIs while safeguarding the integrity and credibility of the research.

This demographic was selected to provide a focused analysis of giving patterns among individuals with significant financial means for philanthropy. To enhance the robustness of the findings, we ensured that the sample was somewhat balanced in terms of age, gender, and background. Recognising the natural skew within this demographic, we closely monitored representation throughout the fieldwork process. In particular, we prioritised generational segmentation to address the growing interest in “next-generation” philanthropists.

Furthermore, the data was weighted by gender to ensure reasonable representation, thereby providing a more comprehensive and accurate reflection of the broader high-net-worth population in the UK.

### Weighting

Weighting was applied to ensure that the final dataset was representative of the target high-net-worth population. Specifically:

- **Gender:** The raw data yielded a sample with a gender distribution of 20%, and this was weighted to achieve a minimum of 40% female representation in the final dataset. This adjustment ensures a more balanced reflection of the population.

The weighting factor for gender was capped at a maximum weight of **2.0** to maintain the integrity of the data and avoid excessive distortion from over-weighting.

### Demographics monitored during sampling

To ensure diversity and robustness, the following factors were monitored during sampling:

- **Investable Assets:** All respondents were required to have investable assets of £10 million or more, and the sample was monitored to ensure inclusion of individuals with over £50 million in assets.
- **Giving Patterns:** All respondents had to report engagement in philanthropic giving, with the sample monitored to ensure a diverse range of giving behaviours.
- **Region:** The sample included respondents from regions outside Central London to ensure geographical diversity.
- **Gender:** A diverse sample was ensured, with weighting applied as described above.
- **Age:** The sample included respondents from a range of age groups, with particular attention to achieving representation of individuals under 40.

## 4. Telling the Stories: Giving in 2025

### 4.1. Trend 1.

#### *London: A Resilient Global Giving Hub, Despite Challenges*



The UK, with London as its leading centre, has long been recognised as one of the world's most critical hubs for philanthropy. This year's index reaffirms the UK's status as a global leader in large-scale giving. Notably, 75% of respondents indicated they reside in London, underscoring the city's significance as both a wealth centre and a driving force behind the UK's philanthropic prominence on the global stage.

Despite ongoing challenges such as rising costs of living and giving, regulatory complexities, and intensifying global competition, the UK's robust infrastructure, strong ecosystem of support and professional expertise, and relative tax efficiency continue to bolster its appeal. London, in particular, remains at the heart of this philanthropic leadership, serving as a magnet for HNWIs globally and reinforcing the country's role as a global giving powerhouse.



**Our research highlights the UK's strengths and identifies areas where targeted efforts could reinforce its position as a global philanthropic hub:**

- The UK ranks just behind the United States in global philanthropy leadership, with 59% of respondents identifying it as a top hub, compared to 60% for the US.
- The UK outpaces other philanthropic centres significantly, including Switzerland (30%), and other regions which are increasingly recognised as giving hubs such as Singapore (28%), Hong Kong (25%), and the UAE (16%).
- Among respondents who have residences in both the US and the UK, the UK ranked as a giving hub only three percentage points behind the United States, at 55% and 53%, respectively. Interestingly, the percentage of respondents favouring the UK was slightly lower among UK residents compared to non-residents, reflecting a broadly positive perception of the UK's philanthropic landscape.

Across 10 important dimensions of philanthropy, **satisfaction with giving in the UK is high.**

**The UK performs exceptionally in:**

- International Giving: 95% of respondents rated the UK above average, citing its ease of supporting causes worldwide.
- Sophistication of the Charity Sector: 93% recognised the UK's advanced and diverse nonprofit landscape.
- Professional Advice: 93% noted the quality and availability of philanthropic guidance.
- Investment Options for Charitable Funds: 91% valued the UK's diverse and sophisticated investment vehicles for charitable giving.
- Family Office Services: 89% highlighted the UK's strength in its structure of family offices who support enterprising families with a comprehensive suite of services including facilitating management of personal wealth and assets.
- Banking Infrastructure: 87% rated the UK highly for financial services supporting charitable activities.

**The UK also ranks highly for:**

- Regulatory environment: 77% found the UK's legal and tax frameworks conducive to philanthropy.
- Ease of establishing charitable giving structures: 71% appreciated the relative simplicity of giving structures.

**However, the UK's performance is comparatively less strong for:**

- Tax Incentives for Giving: 59% rated the UK positively, but this was an area for improvement compared to the US, Canada, and Singapore.
- Administrative Efficiency: 63% recognised the UK's effectiveness but noted room for streamlining processes further, trailing significantly behind Singapore.

While the UK faces challenges in maintaining its competitive edge, its strong performance across key dimensions, coupled with its unique blend of history, infrastructure, and expertise, ensures its position as a global leader in philanthropy. By addressing areas such as tax incentives and administrative efficiency, the UK has the potential to further solidify its standing and continue to attract HNWLs seeking to make a meaningful impact through strategic giving.



## Tax Attractiveness

62% of HNWI's emphasise that the UK's tax framework is a key factor in their giving decisions. Provisions like Gift Aid and inheritance tax relief are often highlighted as effective mechanisms that incentivise philanthropy, reinforcing the UK's appeal as a hub for charitable giving.

However, when compared to global leaders like the US or other players, like Switzerland and Singapore, the UK's tax framework reveals opportunities for enhancement.

How does the UK's tax landscape compare internationally?

### 1. The US, a longstanding leader in philanthropy:

The US has long been a global leader in charitable giving, in part due to its highly comprehensive and flexible tax framework.

- Broader Tax Relief on Asset Types**  
 In the US, donors benefit from income tax deductions on a wider range of asset types, including privately held shares and private equity interests.<sup>1</sup> While UK donors can gift such assets, the absence of equivalent income tax relief reduces their attractiveness for giving.
- Greater Variety of Giving Vehicles**  
 US donors have access to innovative giving structures like charitable remainder trusts (CRTs) and charitable lead trusts (CLTs), which allow for philanthropic contributions while maintaining certain financial benefits for donors or beneficiaries.<sup>2</sup> The UK currently lacks comparable, strategic options available to its donors.
- Facilitation of International Giving**  
 While UK donors benefit from relatively straightforward mechanisms for giving abroad, the US offers additional tools such as the Equivalency Determination (ED) regime.<sup>3</sup> This allows US-based donors to more easily support international causes by establishing that foreign charities are equivalent to US nonprofits. This supplements the Expenditure Responsibility (ER) regime which (more like the UK system), requires post-grant reporting from foreign grantees. Introducing an ED-style system could bolster the UK's appeal to globally-minded philanthropists.

<sup>1</sup> <https://www.nptrust.org/philanthropic-resources/philanthropist/five-kinds-of-private-equity-and-how-your-client-may-be-able-to-contribute-them-to-charity/>

<sup>2</sup> <https://www.fidelitycharitable.org/guidance/philanthropy/charitable-lead-trusts.html>

<sup>3</sup> <https://cafamerica.org/fundamentals/equivalency-determination-vs-expenditure-responsibility-which-is-right-for-you-2/>

## TAX ATTRACTIVENESS CONTINUED

## 2. Switzerland, an established giving hub:

Switzerland is a competitive force in philanthropy, leveraging its reputation for financial innovation and its advantageous tax landscape. 30% of respondents consider the nation as a hub, claiming the 3<sup>rd</sup> ranked spot, but trailing the US (60%) and the UK (59%) sizeably.

- **Donor-Friendly Flexibility**

Switzerland's tax framework offers tax deductions of up to 20% of taxable income for high-net-worth donors at the federal level. At the cantonal level, some cantons offer higher or in some cases like Basel-Landschaft, no limits for tax deductions. Tax-exempt status can also be granted to family foundations if they serve public interest goals. Given Switzerland's long standing private banking infrastructure, Swiss HNWI donors may also benefit from philanthropy advisory services through their wealth manager relationships. The UK risks lagging behind Switzerland in integrating philanthropy seamlessly with private wealth management strategies.

- **Global Connectivity**

Positioned as a global financial centre, Switzerland's approach to international giving is highly regarded, with 91% of survey respondents rating it positively. Its frameworks for cross-border donations are seen as both robust and facilitative, appealing to globally connected HNWIs.<sup>4</sup> The UK, like Switzerland, benefits from its status as a global financial and cultural hub, and ranks higher than Switzerland among respondents for international giving capabilities.

## 3. Singapore, a growing philanthropic centre:<sup>6</sup>

- **Favourable Tax Incentives**

Singapore offers a 250% tax deduction for qualifying domestic donations,<sup>7</sup> making it one of the most attractive countries for domestic giving. Singapore has also recently introduced the Philanthropy Tax Incentive Scheme (PTIS) to encourage more philanthropy – including overseas donations – by family offices. Singapore ranked highly among survey respondents in this regard with 76% commending the nation's tax incentives, outpacing the 59% who ranked the UK for tax incentives.

- **Streamlined administrative environment**

With its efficient administrative landscape and strong international connectivity, Singapore is becoming a key base for HNWIs seeking impactful, tax-efficient giving solutions with low-burden administrative requirements—the nation ranked first among respondents for its administrative process. Simplifying administrative processes and reducing bureaucratic hurdles would enhance the UK's appeal as a philanthropic hub, encouraging HNWIs to increase their charitable activities locally.



### Actionable Insight: Strengthening the UK's Philanthropic Leadership

To maintain its leadership, the UK will need to focus on streamlining administrative processes and addressing rising cost of giving – two issues raised consistently by survey respondents.

Simplifying processes for establishing and managing charitable giving structures and enhancing cost efficiency will not only strengthen donor satisfaction but also bolster the UK's competitive edge against emerging global hubs. These improvements can ensure the UK continues to attract and retain high-net-worth donors seeking impactful and efficient avenues for philanthropy.

<sup>4</sup> <https://www.swissphilanthropy.ch/en/philanthropic-funds/european-cross-border-donations-fund/>

<sup>5</sup> <https://www.mas.gov.sg/schemes-and-initiatives/philanthropy-tax-incentive-scheme-for-family-offices>

<sup>6</sup> <https://www.iras.gov.sg/taxes/other-taxes/charities/donations-tax-deductions>



## 4.2 Trend 2.

### *A Great Intergenerational Wealth Transfer: Redefining Philanthropy*



Intergenerational wealth transfer is reshaping the landscape of philanthropy. Younger HNWI are already driving innovative approaches to giving, focusing on technology, sustainability, and measurable impact, while legacy planning is becoming increasingly central to the older generation's strategies. Importantly, younger generations are introducing their own values and interests into their philanthropic activities, reflecting a significant shift in focus and strategy across age groups.

While 59% of respondents surveyed fall within the 40–59 age bracket, 11% are under 40. These younger philanthropists are notable for their emphasis on technology-driven solutions and climate-related causes. Older donors (30% over 60) prioritise legacy planning and traditional cause areas like education and healthcare.

#### Generational Comparison: Areas of Giving

Giving Category	Under 40 HNW (%)	Overall HNW (%)	Difference
Environment/Climate	28	18	+10
Scientific Research	21	15	+6
Social Justice	15	10	+5
International Dev	18	14	+4
Animal Welfare	8	5	+3
Education/Youth	30	30	0
Healthcare/Medical	25	25	0
Poverty/Mobility	22	22	0
Other	2	3	-1
Emergency Relief	10	12	-2
Faith-based	5	8	-3
Arts/Culture	8	12	-4
Local Community	15	20	-5

**Our research uncovers that young people are motivated to give, and older-generation HNWLs are increasingly including their children in charitable decision-making:**

- Nearly a third of respondents (30%) actively involve their children in their giving strategies.
- Family offices play a pivotal role in shaping decisions for 32%, fostering a cross-generational bridge.
- Joint decision-making with spouses is common, reported by 51% of respondents.

**Transferring wealth remains dominant among HNWLs:**

While entrepreneurship and professional success account for 20% and 17% of wealth origins respectively, generational wealth transfer plays a dominant role, making up the majority of net worth for 41% of respondents. This underscores the enduring influence of inherited wealth, as families focus on preserving and strategically managing assets across generations. Succession planning is prevalent as families prepare for the future of their charitable endeavours. Among respondents, 36% have formal succession plans in place, ensuring continuity and alignment with long-term goals. Additionally, 30% have implemented measures such as training or knowledge-sharing programs to equip the next generation with the tools and insights necessary for impactful giving. These efforts demonstrate the importance of strategic planning in sustaining philanthropic legacies.

Engaging younger philanthropists will be critical for organisations aiming to adapt to these generational shifts. Younger donors are notably drawn to technology, innovative cause areas, and impact-driven initiatives, reflecting their priorities and aspirations. By aligning strategies to address these interests while fostering intergenerational collaboration, the philanthropic sector can ensure sustainable growth and a lasting legacy across generations.



**Actionable Insights: Turning giving into a tradition**

Intergenerational collaboration and planning are critical to ensuring sustainable philanthropic legacies. Organisations must focus on engaging younger philanthropists through technology, impact-driven initiatives, and innovative cause areas.

## The rise of donor-advised funds

Donor-advised funds (DAFs) are emerging as a pivotal giving vehicle in high-net-worth philanthropy. DAFs allow donors to contribute assets, receive immediate tax benefits, and then recommend grants to charities over time, offering a flexible and streamlined approach to strategic giving.

Used by 9% of respondents, DAFs are particularly valued for their flexibility, tax efficiency, and facilitation of the donation of certain non-cash assets. Their growing role in facilitating strategic giving highlights their increasing relevance within the philanthropic landscape. By simplifying complex giving processes, DAFs empower donors to make strategic, impactful contributions with minimal administrative burden. Their growing role in facilitating thoughtful, long-term philanthropy underscores their increasing importance in the philanthropic landscape.

Looking to the future, donors are also rethinking the structures they use to give. 13% of respondents intend to establish new giving vehicles, driven by a desire to achieve greater impact (48%) and adapt to tax or regulatory changes (40%). These trends point to a rising interest in innovative approaches to managing and distributing charitable contributions and a shift toward a more strategic, impactful, and adaptive philanthropic landscape — one that may better meet the needs of both donors and the causes they support.

### 4.3 Trend 3.

#### *AI: Transforming the Future of Giving*



AI is becoming an emerging powerful tool for HNWI's and philanthropic giving. AI can transform the future of giving by enabling more precise, efficient, and impactful philanthropy. While the tools are still evolving and many applications to philanthropy have yet to be fully developed, the potential for AI to revolutionise how donors engage with causes and measure their impact is immense.



## Our research reveals that AI and online platforms are becoming a part of the giving journey:

### Adoption Trends:

- 46% of respondents frequently use online platforms for donations, reflecting the growing digitisation of philanthropy.
- Despite the growth of online platforms, AI-powered tools for impact measurement and grant optimisation are currently used by only 6% of respondents, suggesting significant growth anticipated in the next five years.
- Interest in deploying AI as part of giving is very high. 60% of respondents are interested in AI solutions for researching charitable causes, while 51% are interested in AI for impact measurement. Among respondents under 40, this rises significantly to 75% and 64% respectively.

### AI can help to solve many of the general barriers to philanthropy:

- Tracking the effectiveness of donations remains a challenge for 41%. 35% identify finding suitable giving opportunities as a key challenge, while 31% struggle with managing multiple giving vehicles. AI solutions can assist philanthropists across each of those areas.

As AI continues to evolve, its potential to solve longstanding barriers in philanthropy—such as tracking impact, identifying the right causes, and managing multiple giving vehicles—will become increasingly important. The next few years are likely to see rapid growth in AI-powered solutions, particularly among younger philanthropists who are already showing a high level of interest.

For philanthropic organisations, the opportunity is clear: to stay ahead of this transformative trend, it is essential to prioritise the development of AI-driven tools that meet the growing demand for precision, efficiency, and impact measurement. Embracing AI today will help shape a future where giving becomes more informed and impactful, appealing to a new generation of philanthropists eager to harness technology for meaningful change.



### Actionable Insights: AI streamlining giving on all fronts

As interest in AI-supported giving grows, philanthropic organisations should prioritise developing tools for transparency, impact tracking, and seamless donation management. Engaging younger philanthropists through digital-first approaches will be crucial.

By investing in AI-driven tools and approaches, the philanthropic sector can unlock transformative opportunities, empowering donors to maximise their impact and address challenges with greater confidence and efficiency.

## 4.4 Trend 4.

### *The Rise of Non-Cash Giving*



As the landscape of philanthropy evolves, HNWI's are increasingly seeking to diversify their charitable strategies by leveraging non-cash assets for philanthropy. Beyond cash donations, assets such as publicly traded securities can be used as philanthropic capital. HNWI's are also using illiquid non-cash assets to fund their philanthropy. Private equity interests, properties, and even art are gaining traction as significant sources of philanthropic capital.

Currently, a significant portion (84%) of donor portfolios include non-cash investments:

- 34% of total assets are held in funds and securities,
- 30% is invested in property,
- 18% is invested in illiquid assets like private equity or private company ownerships,
- 2% is also invested in alternative investments.

The trend toward giving non-cash assets is particularly evident in recent donor activity. Over the past two years, 57% of respondents reported donating shares or property, highlighting their dominance as preferred non-cash contributions. Looking ahead, **smaller but growing segments are exploring more avenues for non-cash giving:**

- 9% of respondents plan to donate hedge fund or private equity holdings in the next year.
- 7% are considering cryptocurrency donations.

These emerging trends reflect the expanding landscape of philanthropic opportunities.

It is estimated that there are around 20,000 individuals in the UK with a net worth exceeding £10 million, and respondents indicated that around 84% of their wealth is non-cash assets. Leveraging the estimate that, on average, respondents gave around 1.1% of their wealth, if these HNWIs gave 1.1% of their non-cash estimates, this figure represents over a £1.8 billion opportunity that can be unlocked on top of cash giving. However, this estimate is likely to be on the lower end, as 74% of HNWIs expressed their desire to increase the amount they give in 2025, and by an average of 15%. If translated to non-cash assets, this would present a significant financial opportunity.



#### **Actionable insight: Driving illiquid asset donations**

Philanthropic organisations should emphasise the benefits and provide clear guidance for donors seeking to incorporate non-cash assets into their giving strategies. Charities hoping to attract gifts of non-cash assets should work to reduce administrative complexities of accepting such gifts.



## 5. Conclusion

The first-of-its-kind HNWI Giving Index offers data-driven insights as a look-ahead to 2025 to guide and inspire decision-making within the philanthropic sector. Drawing on a robust survey of individuals each with investable assets exceeding £10 million, this report has examined key trends and themes influencing the giving landscape in the UK, demonstrating the great giving opportunity in the UK of HNWIs that can be unlocked with the right mechanisms.

This report finds that the UK is widely recognised as a hub for philanthropy with a strong ecosystem of support and a favourable regulatory environment, and that citizens, particularly HNWIs, are optimistic about giving. Despite challenges such as rising costs of giving and global competition, the UK's infrastructure, tax framework, and professional expertise continue to make it an attractive destination for philanthropic activity. 74% of respondents plan to increase their giving in 2025, and by an average of 15% - demonstrating a growing momentum toward philanthropy, and, in turn, their intentions to achieve good for the world.

**With four key trends arising in the middle of the decade, the report sets out four actionable insights to foster a supportive ecosystem of giving and drive the momentum of philanthropy:**



1

To maintain its leadership as a philanthropic hub, the UK will need to focus on streamlining administrative processes and addressing rising costs of giving - two issues raised consistently by survey respondents.



2

Intergenerational collaboration and planning are critical to ensuring sustainable philanthropic legacies. Organisations must focus on engaging younger philanthropists through technology, impact-driven initiatives, and innovative cause areas.



3

As interest in AI-supported giving grows, philanthropic organisations should prioritise developing tools for transparency, impact tracking, and seamless donation management. Engaging younger philanthropists through digital-first approaches will be crucial.



4

Philanthropic organisations should work to reduce administrative complexities of accepting gifts of non-cash assets and provide clear guidance for donors seeking to incorporate non-cash assets into their giving strategies.

By adopting these insights and strategies, organisations can unlock the full potential of HNWIs and foster a culture of sustained, impactful giving within the UK.

## 6. Detailed Data Read-Out

### 6.1. A. *Wealth and Demographics of Givers*

#### Asset Allocation of Overall Wealth:

Q. What is the approximate value of your assets in each of the following categories?

##### Traditional Investments [34%]:

- 34% of total assets are held in funds and securities, reflecting a preference for stability and long-term growth.

##### Liquid Assets [15%]:

- 15% of assets are in cash or equivalent, ensuring flexibility for donations.

##### Alternative or Illiquid Investments [50%]:

- 30% is invested in property, often linked to philanthropic initiatives such as housing projects or endowment-backed development.
- 18% is invested in illiquid assets like private equity or private company ownerships.
- 2% invested alternative investments such as cryptocurrencies.

#### Demographic Highlights

**Gender:** Q. How would you describe your gender?

- 59% of respondents are male, 40% female (1% prefer not to say).

**Age:** Q. What is your age?

- 11% are under 40, primarily through intergenerational wealth.
- 59% are aged 40–59, representing the majority group focused on legacy-building and structured philanthropy.
- 30% are aged 60 or older, prioritising endowments, estate planning, and family foundations.
- The mean age is aged 56.

**Regional Representation:** Q. Where is your primary residence?

- 75% reside in Central London, reaffirming its position as a philanthropy hub.
- 9% have a primary residence in the South East.
- 13% have a primary residence split between the UK and overseas.
- 4% are elsewhere in the UK.
- 71% have a residence abroad, especially North America (41%), Asia (25%) and the Middle East (12%).

#### Professional Status and Wealth Sources

**Active Professionals:** Q. What is your current professional status?

- 20% are active business owners, leveraging corporate profits for giving.

**Wealth Origins:** Q. What best describes the origin of the majority of your current net worth?

- Entrepreneurship (23%) and professional careers (16%) are critical.
- Generational wealth transfer accounts for 41% of the sample, reflecting its important role.

## 6.2. B. Regional Rankings

Top ten 'global leaders' for philanthropy: League table

Q. Which countries do you consider to be global leaders in philanthropy?	total
United States	60%
United Kingdom	59%
Switzerland	30%
Singapore	28%
Hong Kong	25%
Canada	19%
UAE	16%
Australia	16%
Germany	15%
France	13%

Q. How would you rate the X Country compared to other major countries on philanthropy?

Dimension	1st	2nd	3rd	4th	5th	6th	7th	8th	9th	10th
<b>Tax Incentives for Giving</b>	US (85%)	Canada (81%)	SG (76%)	CH (71%)	<b>UK (59%)</b>	HK (59%)	Australia (56%)	UAE (52%)	Germany (50%)	France (47%)
<b>Ease of Establishing Structures</b>	US (91%)	SG (86%)	CH (81%)	<b>UK (71%)</b>	Canada (66%)	HK (63%)	UAE (61%)	Australia (59%)	Germany (57%)	France (54%)
<b>Administrative Efficiency</b>	SG (90%)	US (81%)	CH (76%)	<b>UK (63%)</b>	HK (60%)	Canada (55%)	UAE (51%)	Germany (51%)	France (48%)	Australia (46%)
<b>Regulatory Environment</b>	US (86%)	CH (81%)	<b>UK (77%)</b>	SG (74%)	Canada (72%)	HK (69%)	Germany (66%)	Australia (61%)	France (60%)	UAE (56%)
<b>Banking Infrastructure</b>	CH (92%)	US (91%)	<b>UK (87%)</b>	HK (82%)	SG (80%)	UAE (77%)	Canada (74%)	Germany (72%)	Australia (70%)	France (67%)
<b>Family Office Services</b>	US (91%)	<b>UK (89%)</b>	CH (86%)	HK (84%)	SG (82%)	UAE (76%)	Canada (74%)	Germany (72%)	Australia (70%)	France (68%)
<b>Investment Options</b>	US (96%)	CH (93%)	<b>UK (91%)</b>	SG (86%)	HK (84%)	Canada (82%)	UAE (77%)	Germany (74%)	Australia (72%)	France (70%)
<b>Quality of Professional Advice</b>	US (96%)	CH (93%)	<b>UK (93%)</b>	SG (89%)	HK (86%)	Canada (83%)	UAE (81%)	Germany (77%)	Australia (74%)	France (72%)
<b>Charity Sector Sophistication</b>	US (96%)	<b>UK (93%)</b>	CH (90%)	SG (89%)	HK (86%)	Canada (83%)	UAE (81%)	Germany (77%)	Australia (74%)	France (72%)
<b>International Giving Capabilities</b>	US (97%)	<b>UK (95%)</b>	CH (91%)	SG (87%)	HK (84%)	Canada (82%)	UAE (80%)	Germany (77%)	Australia (74%)	France (72%)



## 6.3. C. *Giving Structure Motivations*

**Motivations for Structured Giving:** Q. For each charitable giving structure you currently use, what are the main reasons you chose this approach?

- **Tax Efficiency:** Identified as the primary motivator by 71% of respondents, particularly for large, one-time gifts.
- **Administrative Simplicity:** 58% cited simplicity as a key driver.
- **Professional Advice:** 42% rely on wealth managers or advisors to guide the structured vehicle used in their giving.

**Challenges:** Q. For each charitable giving structure you don't currently use, what are the main reasons you haven't adopted this approach?

- **Administrative Burdens:** 41% identified complexity as a barrier to adopting more structured vehicles.
- **Cost of Structures:** 36% noted high establishment and maintenance costs as a deterrent.

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## 6.4. D. *Giving Practices and Family Involvement*

**Family Dynamics:** Q. Which, if any, of the below are typically involved in your charitable giving decisions?

- **Spouse Involvement:** 51% involve spouses in decision-making, emphasising shared values and strategic alignment.
- **Children's Engagement:** 30% of respondents actively involve children, integrating them into decision-making and exposure to philanthropic operations.
- **Family Offices:** 27% use family offices.

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## 6.5. E. *Asset Types and Cause Areas*

**Non-Cash Asset Giving:**

- **Dominance of Shares and Property:** Q. How frequently have you donated the following assets in the past two years?
  - 57% of respondents have donated shares or property in the past two years.
- **Emerging Trends:** Q. How likely or not are you to donate each of the following assets in the next two years?
  - 9% plan to donate hedge funds or private equity holdings within the next year.
  - 7% are exploring cryptocurrency donations, though this remains niche.

**Cause Areas:**

- **Top Causes:** Q. What is your typical level of charitable giving support you provide for each of the following causes?
  - Education (32%), healthcare (27%), and poverty alleviation (24%) are the leading areas of focus.
- **Geographic Giving Focus:** Q. In the past year, how did you split your giving across geographic areas?
  - UK-Centric Giving: 50% of respondents primarily fund UK-based initiatives.
  - Global Contributions: 50% allocate funds internationally, particularly to developing nations and regions impacted by climate change.

## 6.6. F. *Planned Changes in 2025*

### Strategic Adjustments

**Establishing New Structures:** Q. Looking ahead to 2025, what significant changes are you planning to make to your giving? Q. What is driving these changes?

- 13% of respondents plan to establish new giving vehicles, with the key drivers for change being a desire for greater impact (48%) and tax or regulatory changes (40%).

**Increasing Donations:** Q. How do you expect your giving to change in 2025?

- 74% expect to increase their annual donations in 2025, driven by an average of 15%.
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## 6.7. G. *Technology's Role in Philanthropy*

**Adoption Trends:** Q. How frequently or not do you use these technologies for your charitable giving?

- Online Platforms: 48% of donors use online platforms for donations and grant-making.
- AI Integration: 8% utilise AI tools to measure impact, streamline grants, and optimise giving portfolios.
- Cryptocurrency Donations: 4% of respondents have explored cryptocurrency platforms.

**Future Focus:** Q. How interested or not are you in using each of the following emerging technologies for charitable giving?

- Real-Time Impact Tracking: 40% of respondents expressed interest in tools for real-time reporting of charitable outcomes.
  - Automated Grant-Making: 35% cited automation as a way to streamline giving while managing multiple vehicles.
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## 6.8. H. *Legacy Planning and Succession*

**Next Generation Involvement:** Q. To what extent are any of your family members in the generation below you currently involved in the following aspects of your charitable giving?

- 68% involve younger family members in philanthropic planning, with 30% offering some kind of formalised training programme to the next generation.
- Collaborative Decision-Making: Family offices mediate between generations for 32% of respondents.

**Succession Strategies:** Q. If any, what arrangements do you have in place for each of the following aspects of the future of your giving? Q. What are your main motivations for involving the next generation in your charitable giving?

- Formalised Plans: 36% of respondents have written succession plans for their charitable vehicles.
- Motivations: Family values (49%) and wealth stewardship (37%) drive legacy-focused strategies.

### *About this research:*

This report was prepared by National Philanthropic Trust UK in collaboration with Strand Partners.

Strand Partners is committed to the highest standards of research quality and ethics. We are a member of the British Polling Council and adhere to its strict methodological guidelines that ensure transparency and accuracy. Our specialist research team is trained by the Market Research Society and operates in compliance with its ethical framework. We also follow the global ESOMAR guidelines, ensuring our research meets globally recognised standards.



