

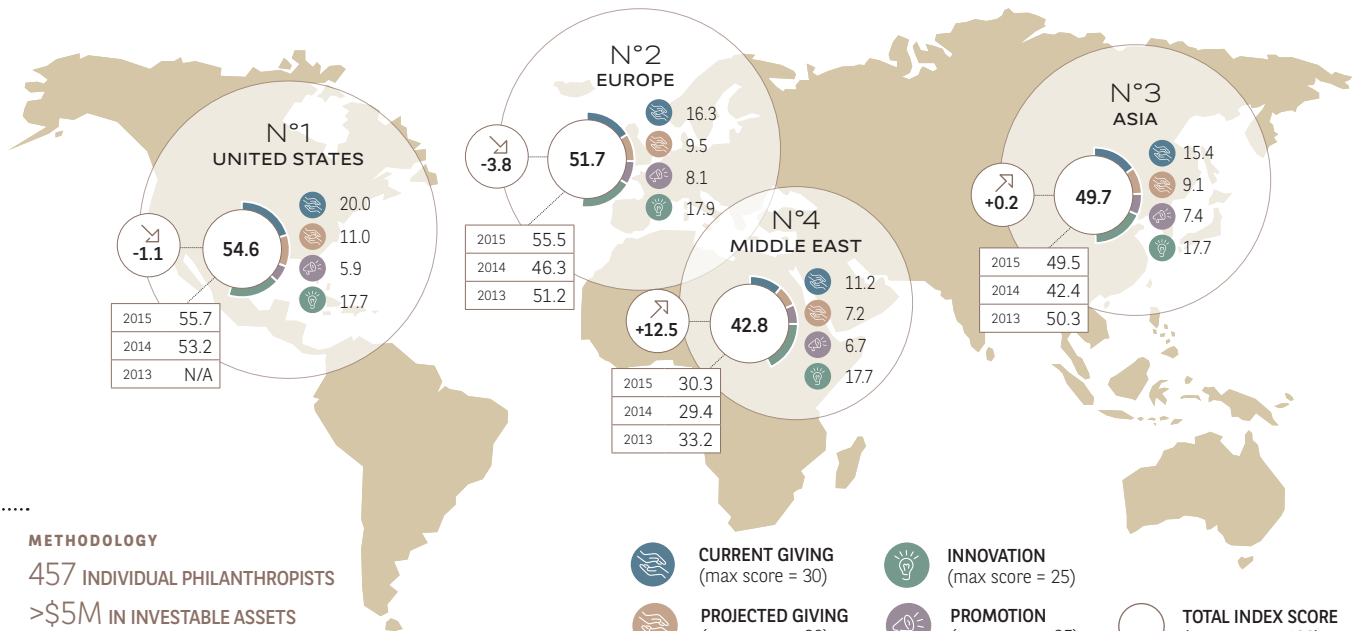
NEW PHILANTHROPY: BUILDING LASTING CHANGE

2016 BNP PARIBAS INDIVIDUAL PHILANTHROPY INDEX

Forbes
INSIGHTS

AT A GLANCE

2016 INDEX RESULTS – AS IN YEARS PRIOR, THE UNITED STATES TOPS THE OVERALL RANKING, FOLLOWED BY EUROPE, ASIA AND THE MIDDLE EAST



METHODOLOGY

- 457 INDIVIDUAL PHILANTHROPISTS
- >\$5M IN INVESTABLE ASSETS
- 4 CONTINENTS

- CURRENT GIVING** (max score = 30)
- INNOVATION** (max score = 25)
- PROJECTED GIVING** (max score = 20)
- PROMOTION** (max score = 25)
- TOTAL INDEX SCORE** (max score = 100)

2016 PHILANTHROPIST PROFILE

“Health” is his top cause, with the exception of Asia choosing “Environment”. He is very keen on **collaborating**, whether it is with other **philanthropic organizations** (54%) or **individual philanthropists** (53%). From 13% in the Middle East to 38% in the United States, **he plans to leave at least 1/3 of his fortune to charity.**

TOP MOTIVATION

U.S.	Personal experience	43%
EUROPE	Sense of duty	52%
ASIA	Desire to give back to society	58%
MIDDLE EAST	Religious faith	47%

BEST COLLABORATION

U.S.	Other individual philanthropists	48%
EUROPE	Collaboration with other philanthropic organizations	63%
ASIA	Other philanthropic organizations	65%
MIDDLE EAST	Other individual philanthropists	57%

TOP PHILANTHROPIC AREA

U.S.	Health	60%
EUROPE	Health	63%
ASIA	Environment	68%
MIDDLE EAST	Health	64%

PREVALENT TYPE OF GIVING

U.S.	Local	24%
EUROPE	Regional	34%
ASIA	National	38%
MIDDLE EAST	Local	50%

PLAN TO LEAVE AT LEAST A THIRD OF FORTUNE TO CHARITY

U.S.	38%
EUROPE	26%
ASIA	27%
MIDDLE EAST	13%

HOW CAN INDIVIDUAL PHILANTHROPY MAKE A PERMANENT DIFFERENCE FOR THE BETTER?

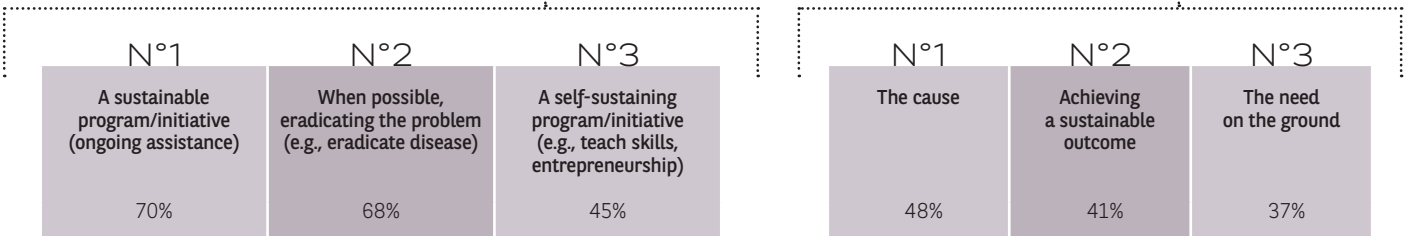
MAKING CHANGE STICK

Achieving a sustainable outcome is the second top motivation of philanthropists at 41%, after the cause itself (48%). To them, it is about maintaining ongoing assistance (70%), eradicating the problem (68%) or creating self-sustaining program (45%).

What are the goals of your philanthropy in terms of sustainability of outcomes?



What are the top factors influencing your giving?



GETTING THE RIGHT ADVICE

Building a lasting change is an ambitious goal. This is why philanthropists rely on external resources and collaborate together.

TOP 5 RESOURCES

N°1	Family/relatives	59%
N°2	Peer exchanges	58%
N°3	Online research	58%
N°4	Philanthropy advisors/agencies	57%
N°5	External experts in the area of focus	57%

TOP 5 TYPES OF COLLABORATION THAT LEAD TO SUSTAINABLE OUTCOMES

N°1	Collaboration with other philanthropic organizations	54%
N°2	Collaboration with other individual philanthropists	53%
N°3	Collaboration with non-philanthropic organizations	33%
N°4	Going solo	26%
N°5	Cooperation with government	23%

IMPACT INVESTING & COLLABORATIVE PHILANTHROPY

Impact investing (54%) and Collaborative philanthropy (53%) are considered as the top trends to achieve sustainable outcome.

TOP 5 APPROACHES WITH THE MOST PROMISE FOR CREATING SUSTAINABLE OUTCOMES

N°1	N°2	N°3	N°4	N°5
Impact investing	Collaborative philanthropy	Sharing of data/best practices	Venture philanthropy	Philanthropy aimed at systemic change
54%	53%	38%	25%	16%

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