



Professional Philanthropic Advisors

# Financial Advisors & Philanthropy: **The Facts**

When wealth advisors include philanthropic support in their services, current research indicates that they realize significant positive outcomes, such as increased client loyalty and satisfaction

and a greater opportunity to engage with the next generation. Recent research also suggests that a substantial population of high net worth clients want and need these services.

**Only 41% of individual donors research the charities to which they give**

Only 17% of donors research comparable organizations. Rodman provides this service.

**91% of High Net Worth Households Give to Charity**

In 2015, 91% of high net worth families gave to charity with an average dollar amount of \$25,508. 28% of these families plan to increase giving over next 3 years.

**Philanthropic Support Increases Client Satisfaction by 40%**

Clients who receive philanthropic planning support through their financial advisors are 40% more likely to be very satisfied with their advisors.

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*If you provide the philanthropic support for a client to be more generous than they imagined that they could, it creates a moat around you and that client that no other financial advisor is going to breach.*

Brad Hulse, CIMA, CFP, CAP, First Vice President,  
Senior Investment Management Consultant, Wealth Advisor, Morgan Stanley

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## 33% of High Net Worth Individuals Participate in Impact Investing and Desire Guidance

When advisory services include guidance on social impact investments, 90% of investors report being extremely satisfied or satisfied. The 'double bottom line' of investing to do good, while doing well, is increasingly popular with investors.

## 42% of Millennial Heirs Will Stay with Advisors Who Support Family Philanthropy

Heirs of family wealth (33%) and, in particular, millennial heirs (42%) are found to be more likely to stay with their family's wealth advisor if that advisor provided support in philanthropic planning.

## Philanthropy is Increasingly Valued Among Wealthy Families

The benefits of incorporating strategic philanthropy into wealth management services have been increasing alongside a growth in American philanthropy, which has multiplied 6 times since the 1950's, even after taking inflation into account. 62% of investors believe philanthropy is an important way to educate the next generation regarding family values and legacy.

Sources:

*Giving USA; US Bureau of the Census; CPI inflation adjustments by the editor, The Almanac of American Philanthropy 2015*  
*The 2016 U.S. Trust Study of High Net Worth Philanthropy*  
*The Transformative Power of Philanthropy: An Exploration of How the Desire to Make an Impact is Evolving Advisor-Client Relationships, 2016, State Street Global Advisors*  
*Money in Motion, Multigenerational Wealth Management, 2015, State Street Global Advisors*

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