

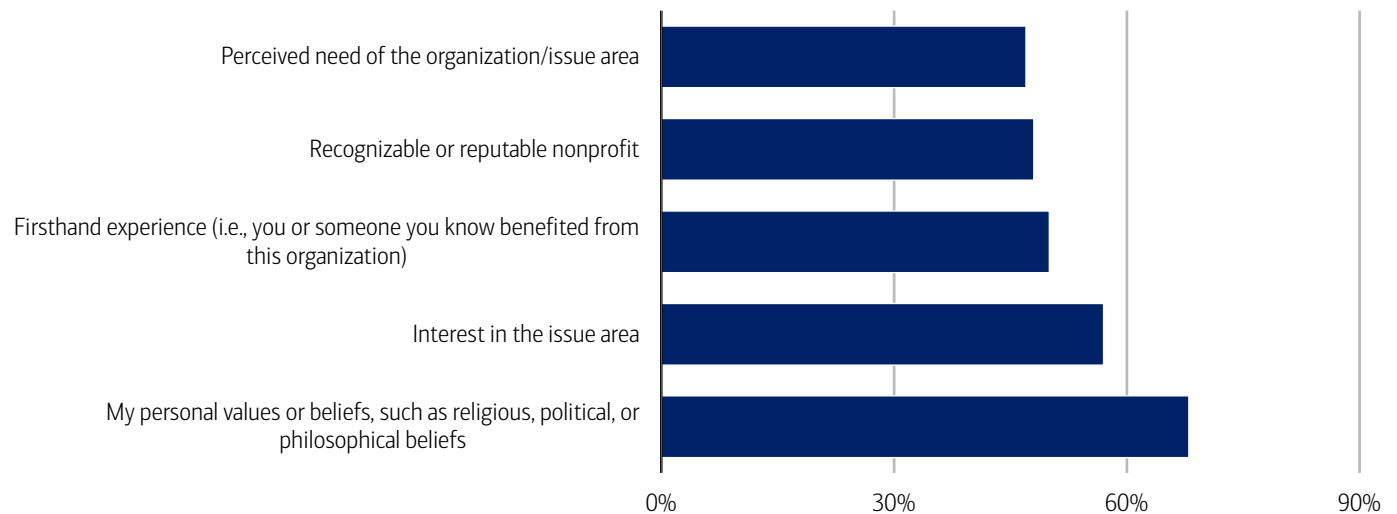
## Daily Insights

# Personal values drive charitable giving

01 December 2025

**More than two out of three affluent donors (68%) point to their values or beliefs as their reason for selecting an organization or cause to support**

Top five reasons affluent donors chose a cause or organization to support (%)



Source: 2025 Bank of America Study of Philanthropy

BANK OF AMERICA INSTITUTE

Ahead of Giving Tuesday, how will you choose which charitable cause to support? The 2025 Bank of America Study of Philanthropy finds that personal values remain the strongest driver of charitable giving among affluent Americans. In fact, 68% of these donors say their choices are guided by personal values and beliefs, while 57% are motivated by interest in specific issue areas. This deeply personal connection to giving helps explain why 87% of donors report finding their charitable giving personally fulfilling.

For more, read the [2025 Bank of America Study of Philanthropy](#).

## Methodology

The Bank of America Study of Philanthropy is a biennial look at the giving and volunteering practices of affluent Americans, with intentions to provide insightful research data for use by nonprofit governing boards and professionals, charitable advisors, donors and others interested in philanthropy and the nonprofit sector. It has been researched and written at the Indiana University Lilly Family School of Philanthropy, in partnership with Bank of America, since 2006.

The 2025 study is based on a nationally representative sample of 1,514 wealthy U.S. households with a net worth of more than \$1 million (excluding primary residence) and/or annual household income of \$200,000 or more. Respondents reported an average net worth of \$24.2 million (median \$2 million) and an average income of \$571,876 (median \$350,000).

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