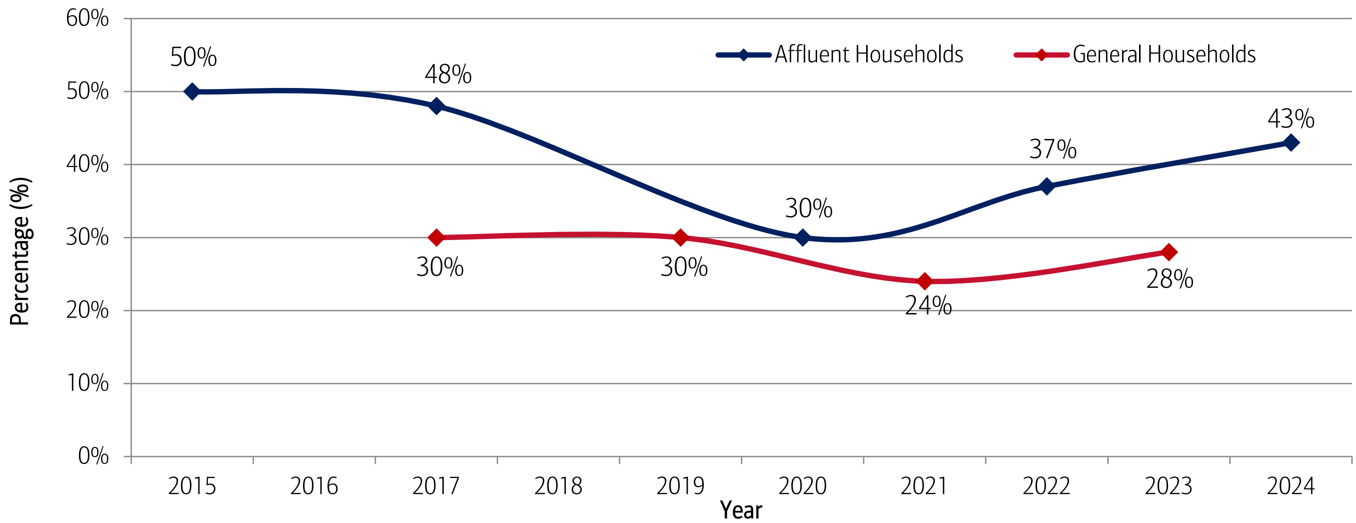
Daily Insights

Volunteering rebounds among affluent donors

04 November 2025

Volunteering among affluent American households is bouncing back, rising from 30% in 2020 to 43% in 2024
Affluent households vs. general households that volunteer (%)



Source: 2025 Bank of America Study of Philanthropy (affluent household data); US Census Bureau and AmeriCorps, 2023 Civic Engagement and Volunteering Supplement (general household data)
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After hitting a low of 30% in 2020 due to COVID-related challenges, the 2025 Bank of America Study of Philanthropy found that affluent Americans have embraced volunteering with renewed enthusiasm. In 2024, 43% of affluent households volunteered their time and talents to charitable organizations – up from 37% in 2022.

These volunteers contributed an average of 120 hours during the year, working with an average of two organizations. Their most common activities included collecting and distributing basic needs items (36%) and volunteering for religious organizations (29%). And not only did they give their time, they also contributed financially – with average donations more than double those of non-volunteers.

For more, read: 2025 BofA 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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Disclosures

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