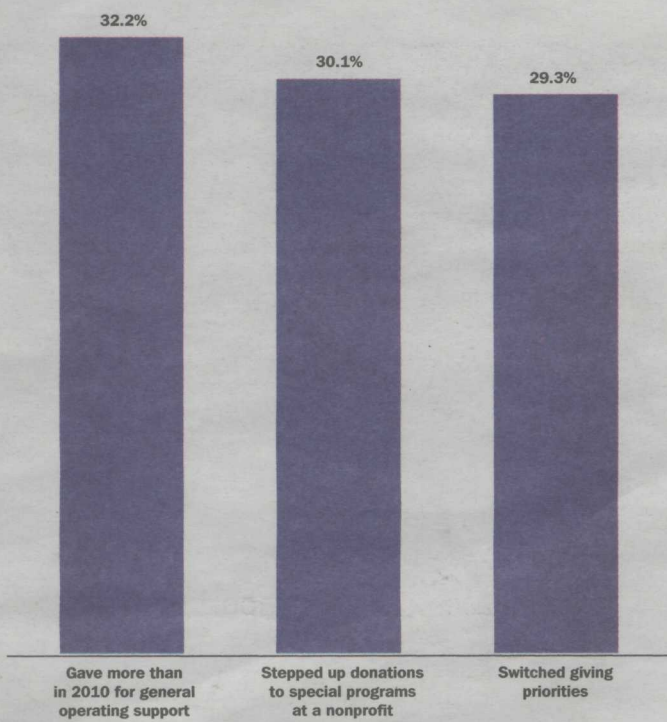
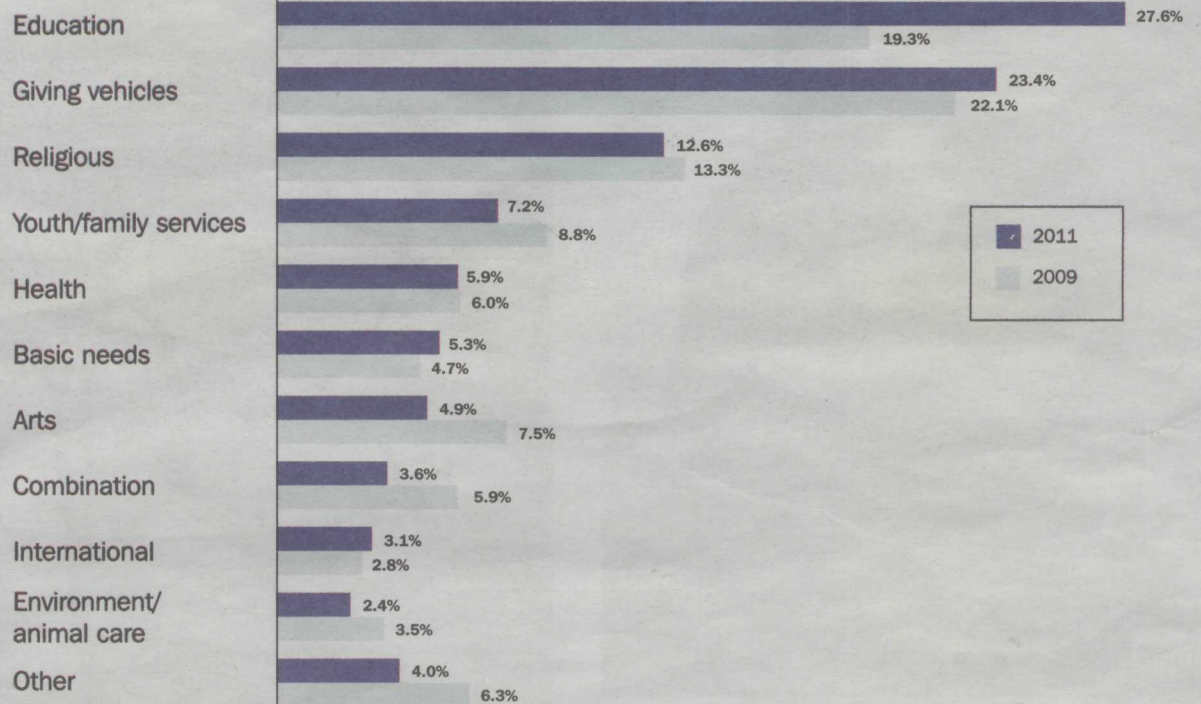


# America's Wealthiest Donors: How They Give and How They View Nonprofits

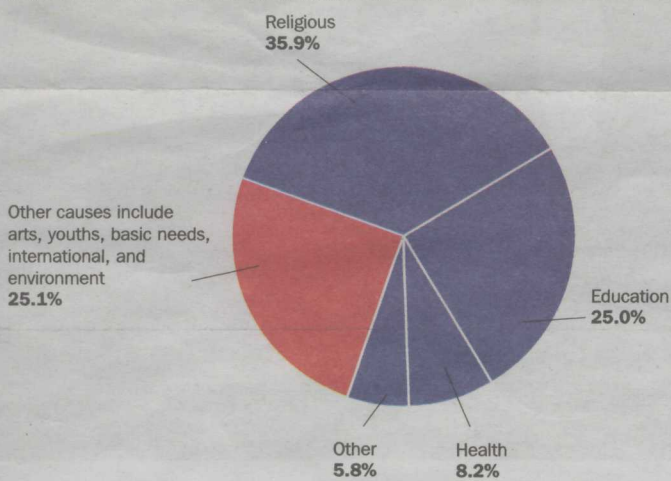
## Adjusting Giving: Share of Donors That Took Specific Steps Due to Bad Economy



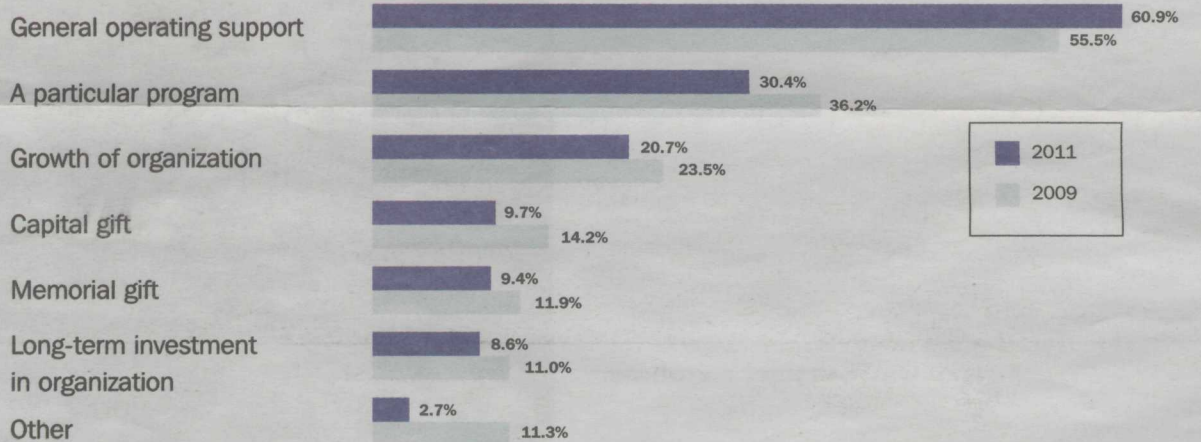
## Causes That Wealthy Donors Support



## Causes That Got the Largest Gift a Wealthy Donor Made

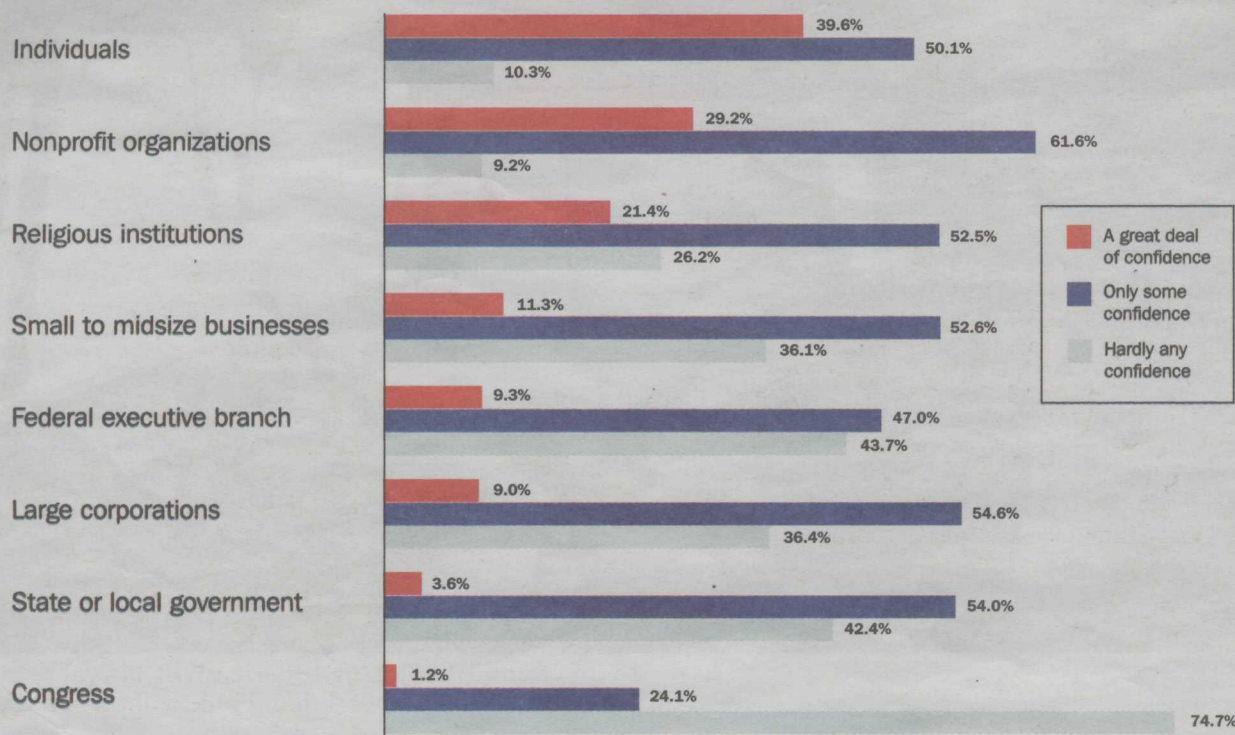


## Where Donors Shifted Their Biggest Gifts



Note: Results may be slightly skewed by changes in how questions were asked.

## People and Institutions Wealthy People Believe Can Solve Society's Problems



Note: In the study of 2009 giving, researchers did not ask about religious institutions.

- 82%** Share of donors who say it is important that nonprofits spend an appropriate amount on overhead
- 78%** Share who say they don't want nonprofits to distribute their names to others
- 37%** Share who want detailed information about how effective a charity is
- 38%** Share who stopped giving in 2011 because a nonprofit asked too often or for an inappropriate amount
- 59%** Share who stopped giving for that reason in 2009
- 50%** Share who say they would give the same amount even if federal tax deductions for charitable gifts were eliminated