

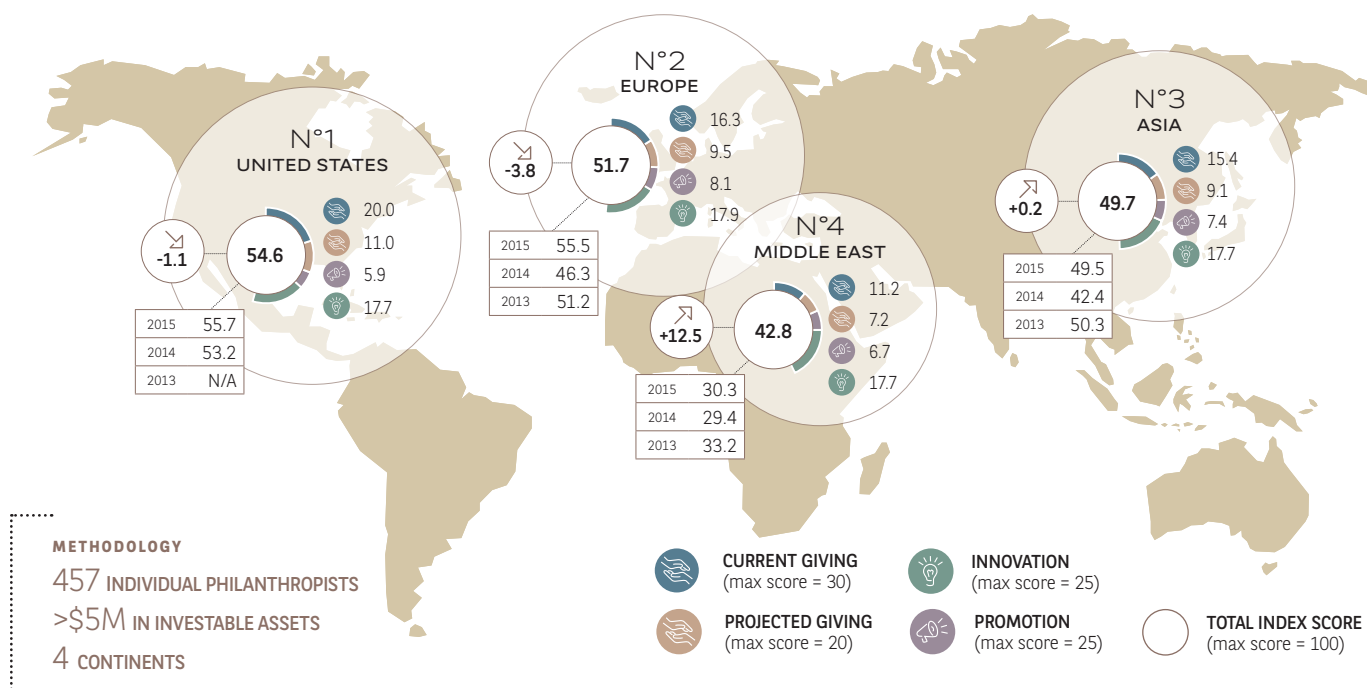
NEW PHILANTHROPY: BUILDING LASTING CHANGE

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



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%

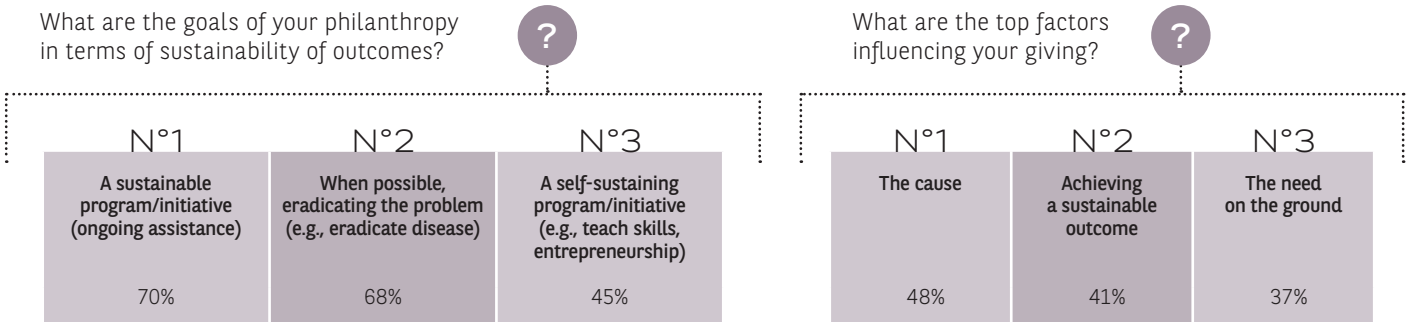
PLAN TO LEAVE AT LEAST A THIRD OF FORTUNE TO CHARITY

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%).



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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