

Figure 1 How we built up the giving estimate - combining datasets

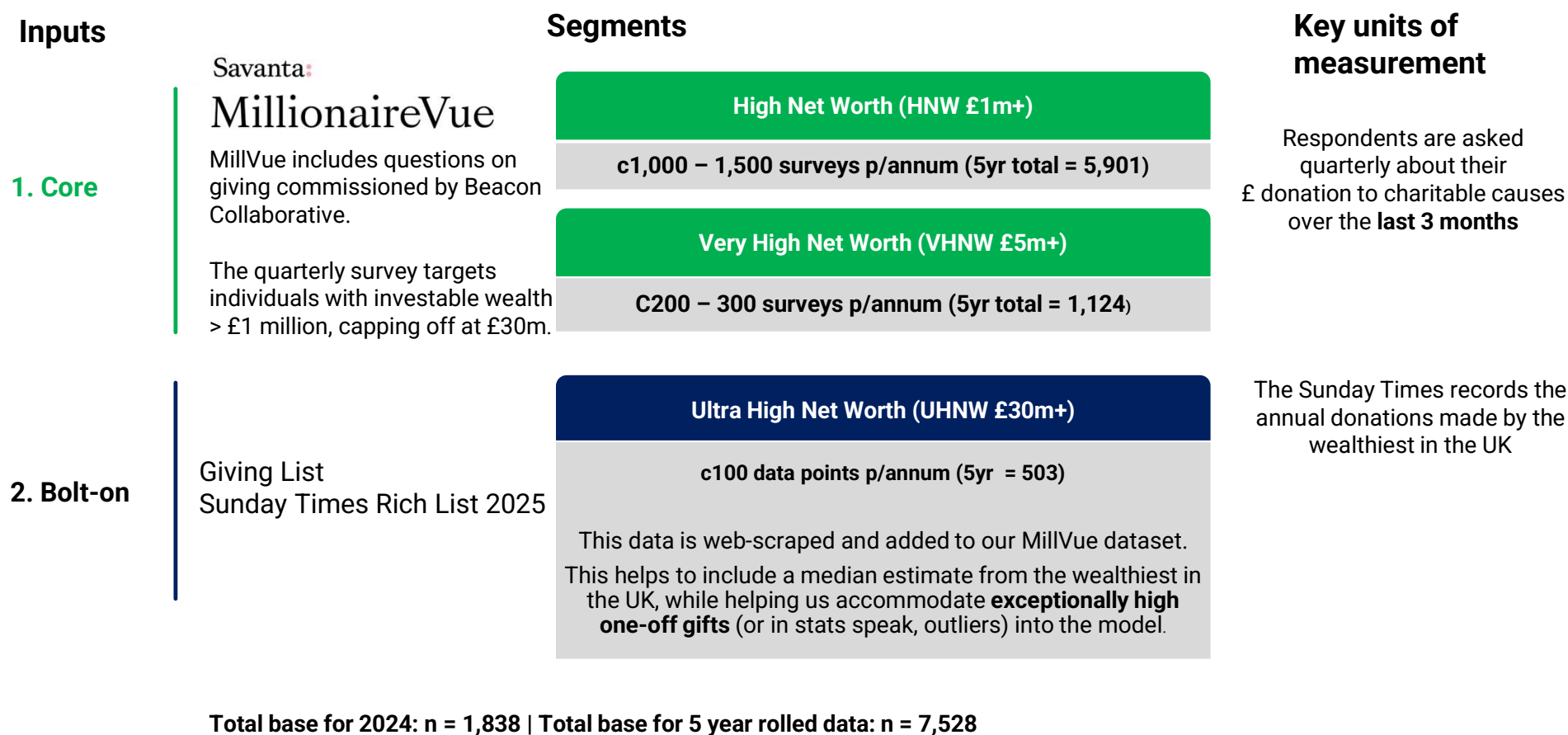


Figure 2 Trends in total annual giving *including* the biggest outlying gifts

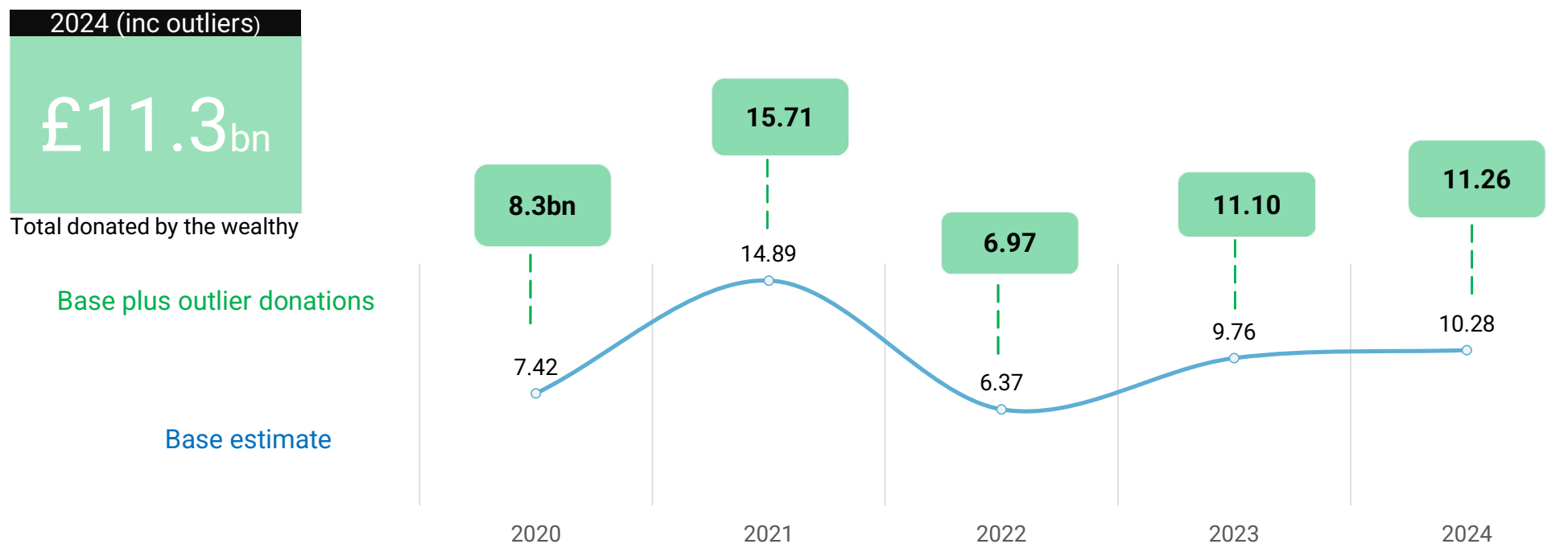
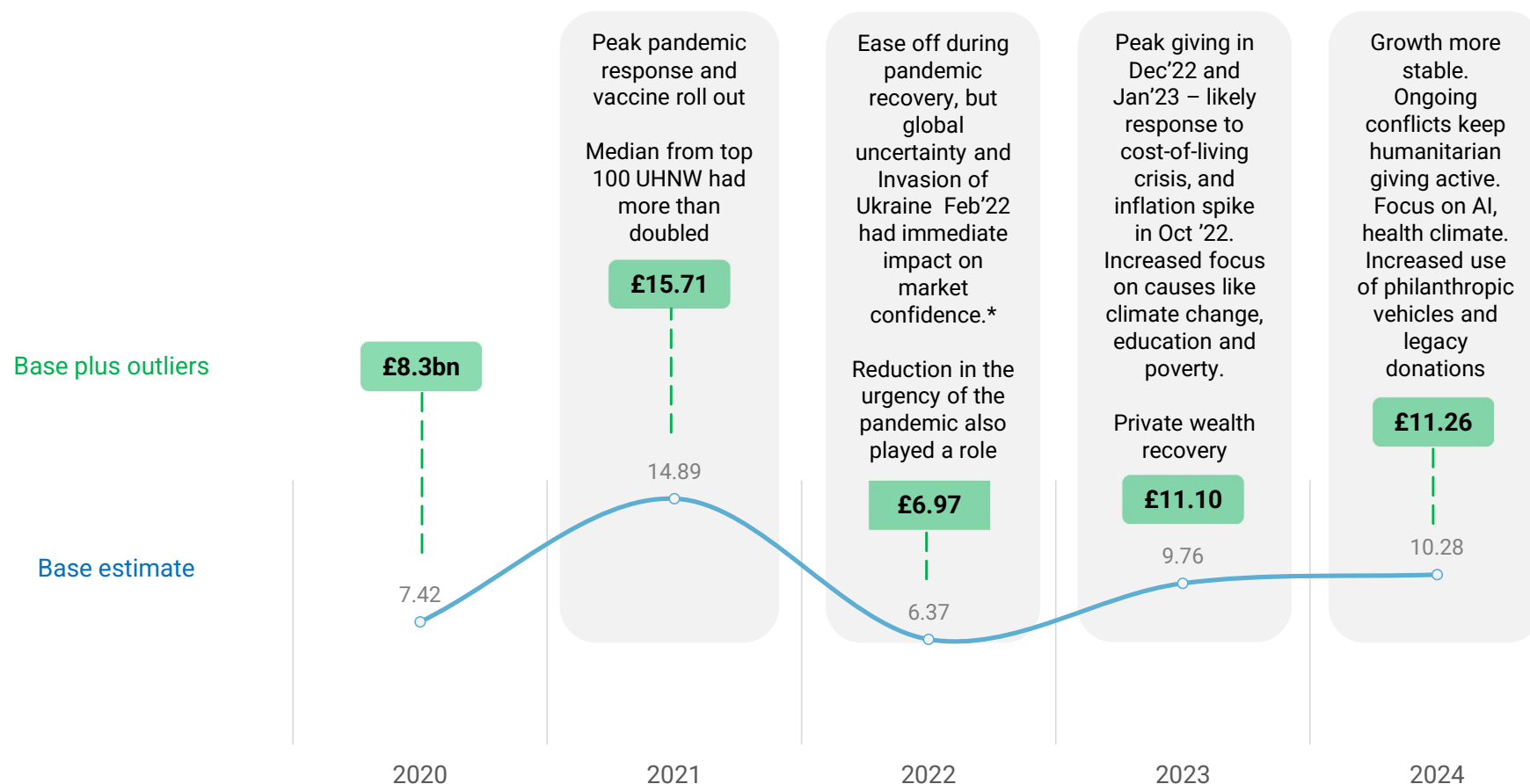


Figure 3 Trends in total annual giving *excluding* large outlying gifts



Total estimates are based on weighted medians of giving by HNW (£1m+), VHNW (£5m+) and UHNW (£30m+), sourced by MillVue, and Sunday Times top 100 donations. MillVue medians have been annualised as they reflect quarterly responses.

Figure 4 External events may explain some of the trends in giving



*Note: giving in response to the Ukraine war would have built up over time post initial uncertainty and market volatility.

Figure 5 At an annual average of 18%, HNW giving growth compares well with market returns

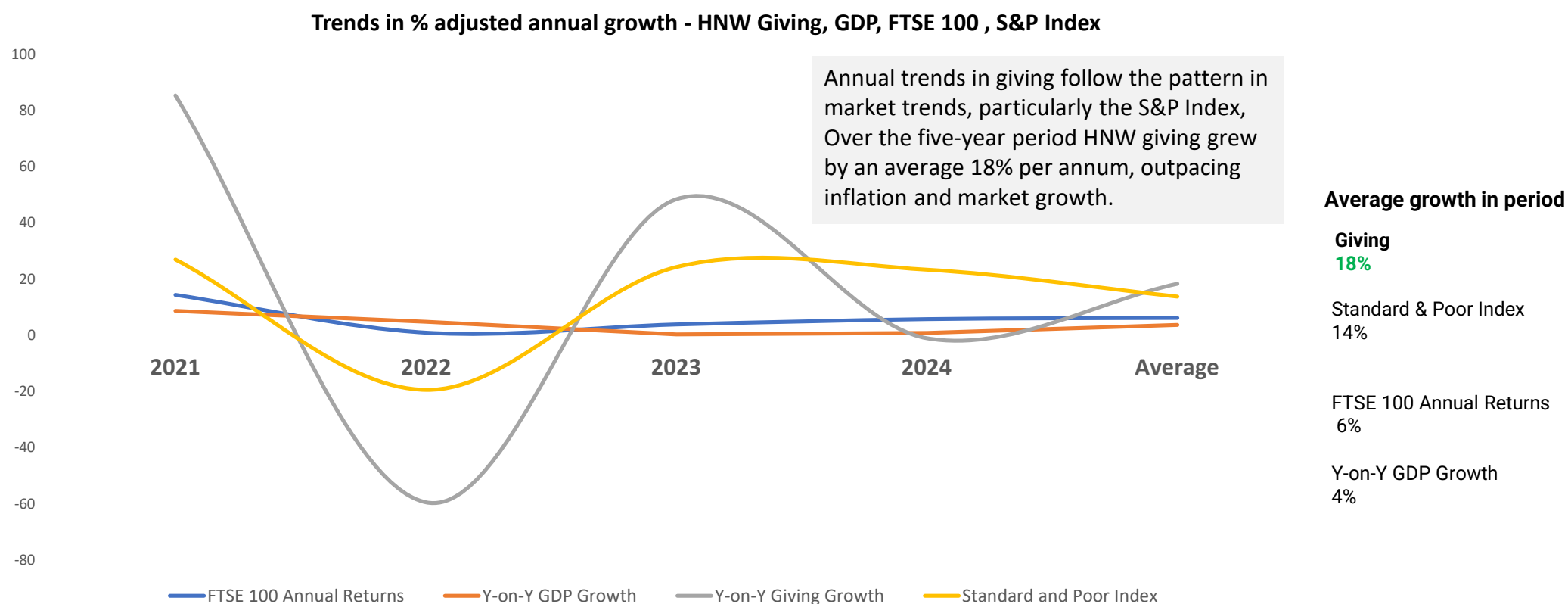


Figure 6 Data do not show evidence of strong seasonal effects in HNW giving

High Net worth £1m+

Very High Net worth £5m+

Ultra High Net worth £30m+ (excl. here as measured annually)

Mill View data measures these two groups at the quarterly level, and are netted in the granular view below

Respondents are asked to note their donations over the last three months, so this peak reflects Nov-Jan – COL with inflation spiking in Oct '22 and Ukraine initiatives in Aug'22 are likely to have had an impact

Quarter end medians (log scale) - HNW + VHNW

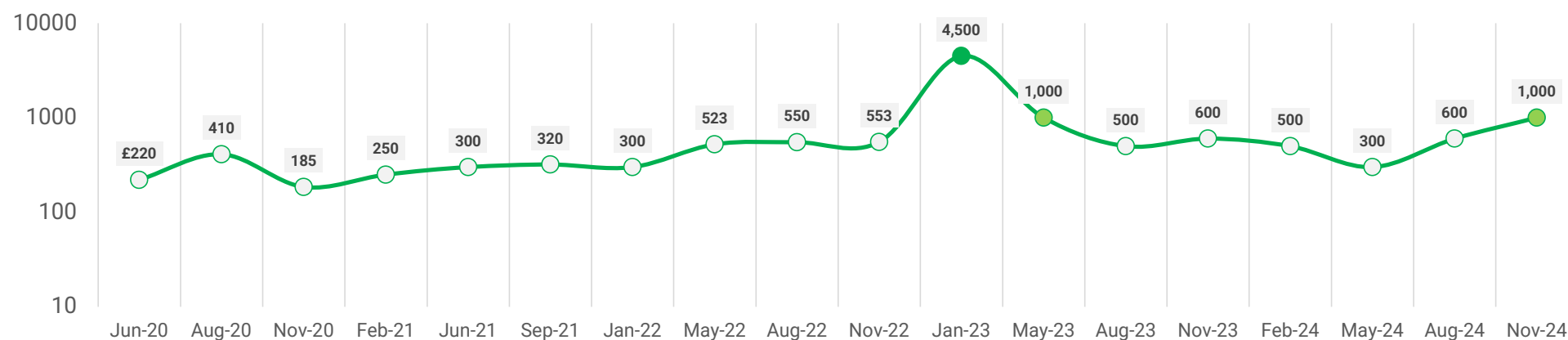
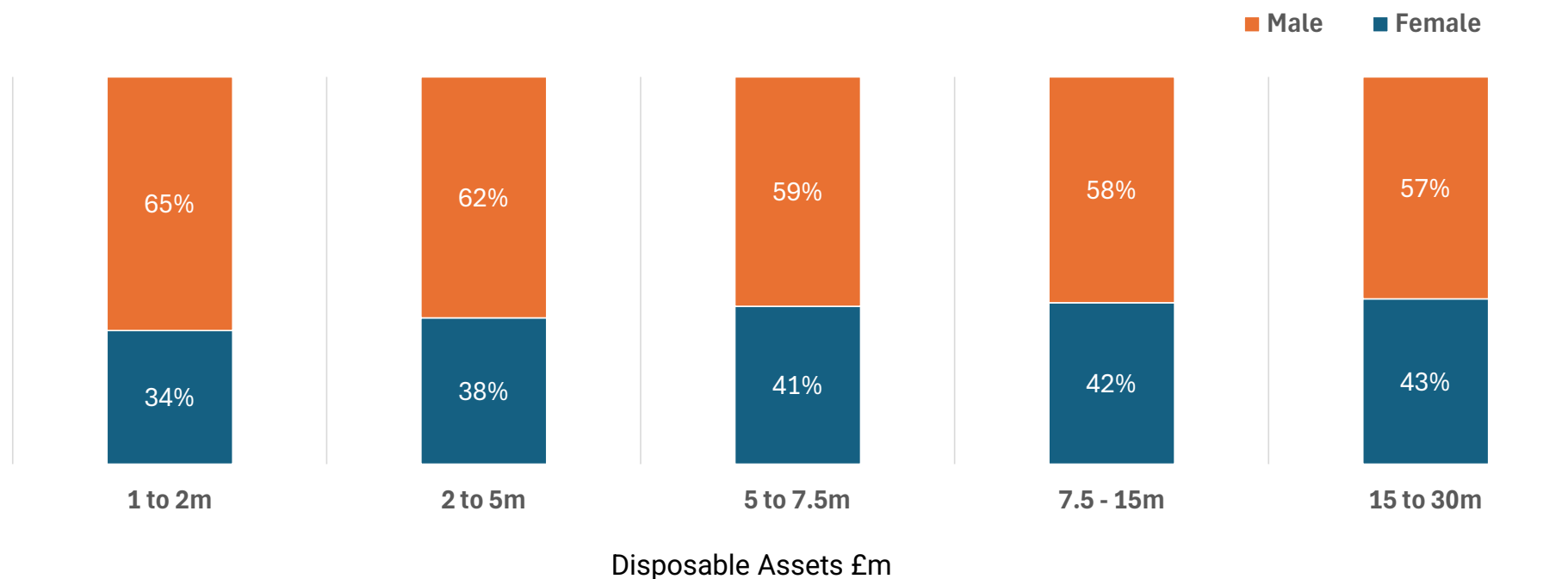


Figure 7 Female participation in giving increases with wealth

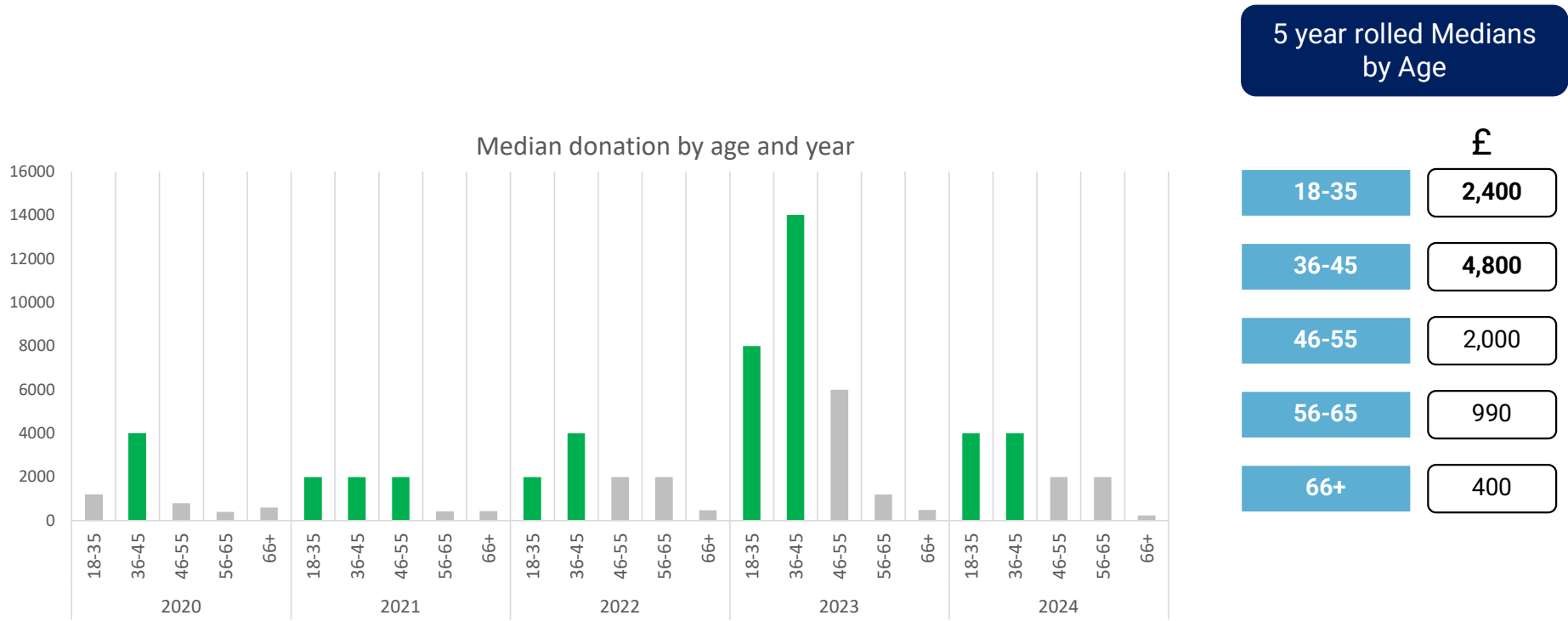
Gender (%) by Wealth



Based on a 5-year view of the MillVue (HNW + VHNW) data. Total base = 7,018

Figure 8 Trends in giving by age show higher donations by younger age-groups

Those between 36 and 45yrs tend to respond with higher donations and there’s an indication that younger wealthy individuals are donating more in the recent two years



Based on a 5-year view of the MillVue (HNW + VHNW) data. Medians are annualised.

Figure 9 Peak giving by UHNW donors registered in 2021 response to COVID

Ultra High Net Worth £30m+
Derived from STGL Top 100 donors and reflects annual amounts

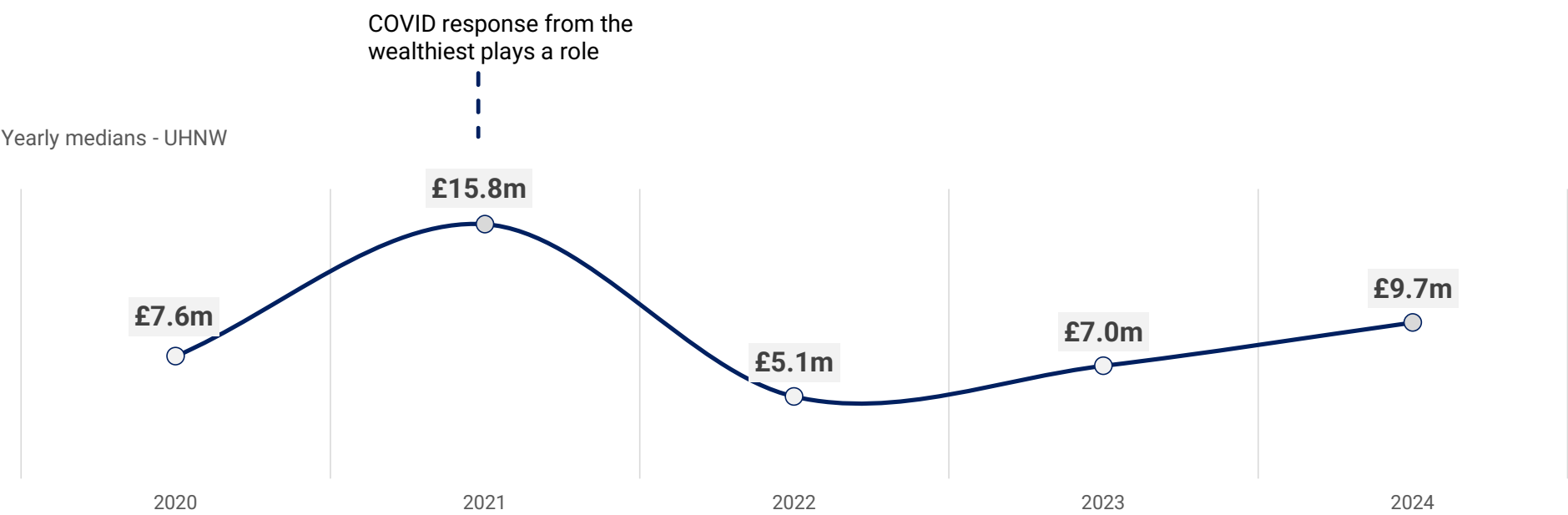


Figure 10 A granular look at the top 100 donations by decile

£ Median giving by decile (Sunday Times Giving List – Top 100 donations) – 2024

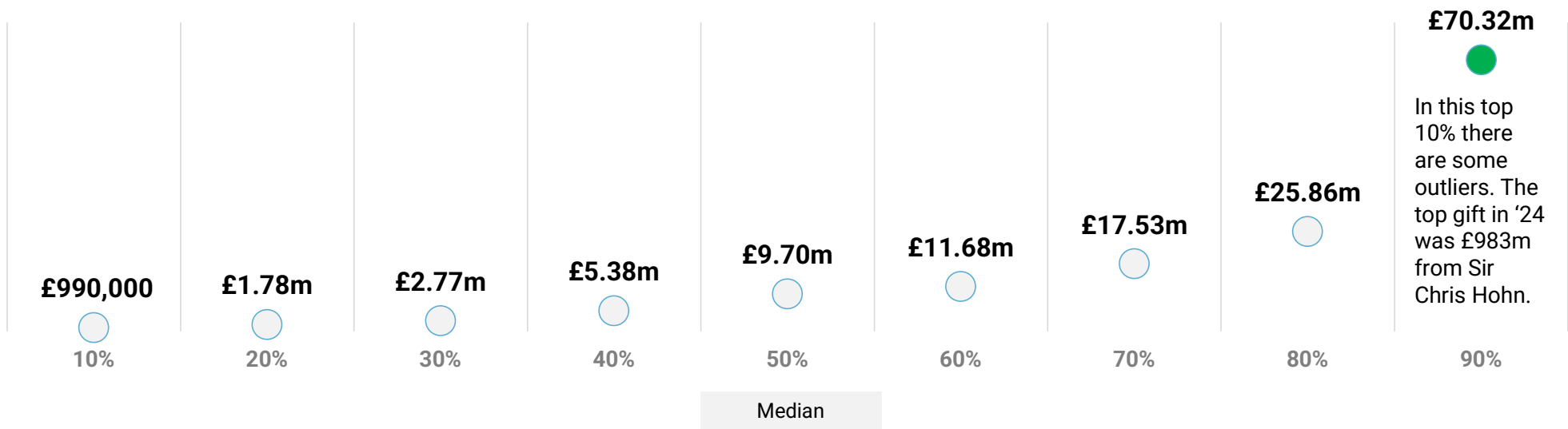


Figure 11 The 'top 6' account for a sizeable and increasing share of Top 100

Cumulative giving from the **Top 100**, shows the top 6 account for around 40-60% of the total donation value

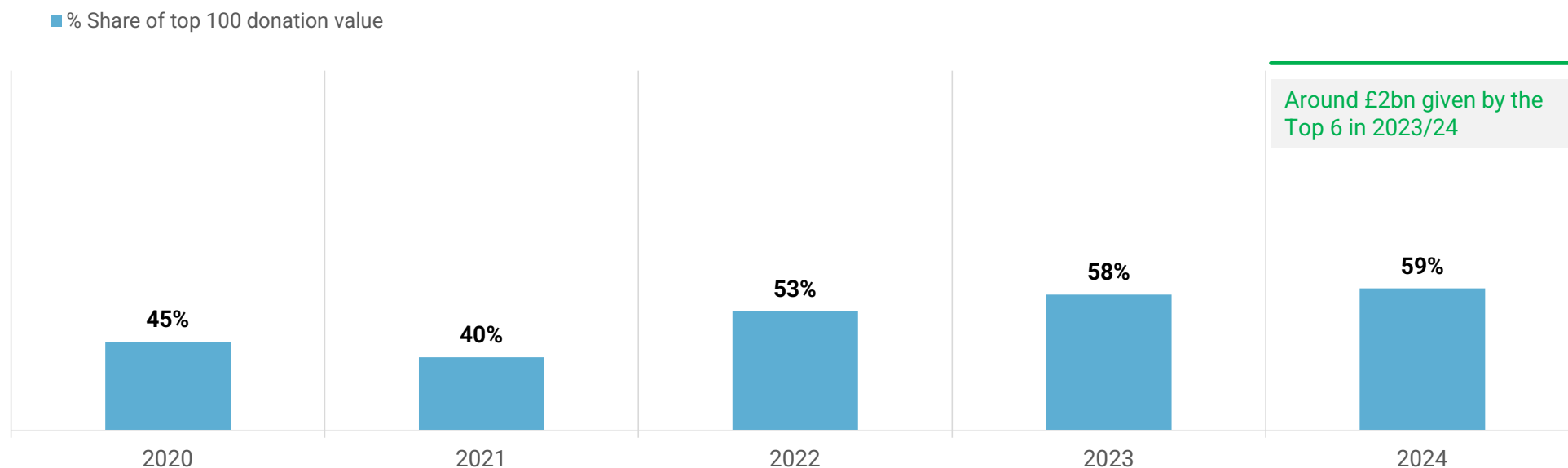


Figure 12 Summary of number and value of outliers added each year

Year	Number of outliers added	Value £bn
2020	x2	£0.88bn
2021	x3	£0.82bn
2022	x2	£0.60bn
2023	x3	£1.34bn
2024	x1	£0.98bn

2024 £983m donated by Sir Chris Hohn

This donation clearly pulls ahead of others in 2024
(as supported by boxplots and z-scoring / standard deviations)

Therefore, we add absolute donation value for this very generous gift to the base estimate from the model (which is calculated from medians). This process gives us a more **complete** picture of giving.

Figure 13 Market sizing calculations: general approach

The median from each wealth band was extrapolated to the known population for each group, while taking donation rates into account. While there are nuances in how the medians and weights are produced, the final calculation for the base estimate is set out here.

