

Philanthropy of Wealthy People in Germany

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The meaning of wealth rises which is inter alia perceptible by the growing number of “High Net Worth Individuals” (HNWIs)¹. In 2013, there were 1.1 million HNWIs living in Germany and 13.7 million of them living worldwide. The number of wealthy people has increased in the last ten years by 0.3 million in Germany and 6.0 million HNWIs worldwide (Capgemini/Merill Lynch, 2004; Capgemini/RBC Wealth Management, 2014). Regarding social responsibility wealthy people are often seen in a key role. This is due to the general idea that they have a special creative power in addition to their financial opportunities. Among other things, society legitimizes wealth inequalities by the fact that rich people enter into social commitments and assume social responsibility (Lauterbach/Ströing, 2012).

The study “Vermögen in Deutschland” (ViD, “Wealth in Germany”, 2008/2009) is the first survey with quantitative data of people owning available capital assets of at least 200,000 Euros. The study includes information about 472 households (831 people) which will be statistically analyzed.

This presentation examines two research questions: first, how the HNWIs are financially involved in philanthropic projects or organisations, and second, which wealthy people are philanthropists and which are not and what motivates them.

83 percent of the examined group act philanthropically, 73 donate money. This presentation evaluates firstly the extent of their donations and which purposes they support. Second, are there differences in their values, for example according to social responsibility or occupational situations? What are their reasons to act philanthropically? Most frequent theoretical discussions according to motives for social commitment deal with the contrast between altruistic and self-oriented reasons. International and national research shows in particular that both altruistic and self-oriented motives are meaningful and that they interact together in the long term (Bekkers/Wiepking, 2007; Gensicke/Geiss, 2010; Hacket/Mutz, 2002; Ströing, 2015). Which motives are responsible for the commitment of wealthy money donators in Germany?

Literature

Bekkers, René and Wiepking, Pamela, 2007: Generosity and Philanthropy: A Literature Review. Vrije Universiteit Amsterdam.

Capgemini and Merrill Lynch, 1998: World Wealth Report 1998. Capgemini and Merrill Lynch.

Capgemini and Merrill Lynch, 2004: World Wealth Report 2004. Capgemini and Merrill Lynch.

Capgemini and RBC Wealth Management, 2014: World Wealth Report 2014. Capgemini and RBC Wealth Management.

¹ HNWIs are defined by owning at least one million US-Dollar net financial assets (Capgemini/Merill Lynch, 1998).

- Gensicke, Thomas and Geiss, Sabine*, 2010: Freiwilliges Engagement in Deutschland 1999-2004. Ergebnisse der repräsentativen Trenderhebung zu Ehrenamt, Freiwilligenarbeit und bürgerschaftlichem Engagement. In Auftrag gegeben und herausgegeben vom Bundesministerium für Familie, Senioren, Frauen und Jugend. Wiesbaden: VS-Verlag für Sozialwissenschaften.
- Hacket, Anne und Mutz, Gerd*, 2002: Empirische Befunde zum bürgerschaftlichen Engagement. Aus Politik und Zeitgeschichte, 9. 39-46.
- Lauterbach, Wolfgang and Ströing, Miriam*, 2012: Philanthropisches Handeln zu Lebzeiten und über den Tod hinaus. Berliner Journal für Soziologie, 22. 217-246.
- Ströing, Miriam*, 2015: Reichtum und gesellschaftliches Engagement in Deutschland. Eine empirische Analyse der Determinanten philanthropischen Handelns reicher Personen. Wiesbaden: Springer VS.

9-10 July 2015, ESSEC Business School, Paris, France

European Research Network on Philanthropy (ERNOP)

- Association, since 2008, President: Theo Schuyt (Amsterdam), u.a. Pamela Wiepking (Rotterdam), Rene Bekkers (Amsterdam)
- Institutional member of the ISTR (International Society for Third-Sector Research, u.a. Annette Zimmer (director), Stefan Toepler)
- Institutional members of ERNOP in Germany: Heidelberg University, Centre for Social Investment (Helmut Anheier)

Research questions

- Who are philanthropists and who not? **Differences according to (gender, education), values, ideas of taxes, responsibility, religiosity, occupation**
- What do they do? Money-donation, volunteering, foundation (support)?
- Which purposes do they support?
- Why do they act philanthropically?

Methods

- descriptive analysis of quantitative data

Data sources

- HViD, "High Net Worth in Germany", 2014/2015; includes information on 130 households

Brief description of the results

Engagement insgesamt

- **81,5%** (n=106; N=130)
- Differences according to (gender, education), values, ideas of taxes, responsibility, religiosity, occupation

Foundation (establishment/endowment)

- **11,6%** (n=15; N=129)

Total amount for foundation/s

N	Mittelwert	Median	Standardabweichung	Minimum	Maximum
10	83.300	42.500	149.858	1.000	500.000

Money-donation

- **74,4%** (n=96; N=129)

Gesamtspendenhöhe (in €)

N	Mittelwert	Median	Standardabweichung	Minimum	Maximum
81	16.450	2.500	87.833	100	792.000

➔ Nochmal ohne Extremwerte

- Different purposes of donation

Volunteering

- **38,5%** (n=50; N=130)

- **Üblicher Zeitaufwand im Monat**

N	Min	Mittelwert	Median	Standardabweichung	Max
47	4	18,9	12,0	23,0	151

➔ nochmal ohne Extremwerte

- different purposes of volunteering

Motives of philanthropy

Notes

- 2.500 characters
- research article (8.000 words) or practice paper (2.000-3.500 words)
- chapter about philanthropy from Onati (stroeing_wealth and will_final)
- chapter about the definition of wealth including the pyramid of wealth from Onati
- chapter about vid-data from Onati

The number comprises 1.1 million people in Germany and 13.7 million people worldwide in 2013. This is a strong increase to 2003 with at that time 0.8 or rather 7.7 million people (Capgemini and Merrill Lynch, 2004-2011; Capgemini and RBC Wealth Management, 2012-2014).

Notiz:

- Evtl. Das Wort “**theoretical** debates” einbauen
- Fokus auf dem „warum“ – theoretische Debatten zu Motiven, außerdem Einstellung zum Staat, Verantwortungsbewusstsein...
- Zuspitzung auf Geldspenden und Stifter (Untergrenze einbauen – wie herleiten?)
- Verhältnis Spenden zum Gesamtvermögen