

MEDIA RELEASE

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A new generation of philanthropists is prioritising impact, innovation and accountability, Lombard Odier survey reveals

- International survey reveals that while 80% of philanthropists say younger and older generations share the same values and motivations for giving, younger philanthropists are more than twice as likely to prioritise measurable impact and innovation.
- As wealth transfers across generations, philanthropy is becoming more structured, evidence-led and outcome-focused.
- The shift is being reinforced by the growing concentration of philanthropic capital among a smaller group of donors.

Lombard Odier, a global wealth and asset manager, today publishes its new report *The Next [Gen] Chapter of Philanthropy*, drawing on insights from a survey of 260 high-net-worth individuals (HNWIs) across Switzerland, Singapore, the UAE and the UK.

The report reveals how younger generations are influencing the evolution of philanthropy amid the biggest transfer of wealth in history, exploring the motivations of donors, how they give, the challenges they face, the support they seek, and how innovation and the evolution of new philanthropic vehicles shape their giving.

Generations tend to agree on the ‘why’ of philanthropy – divergence emerges around the ‘how’

Contrary to perceptions of a generational divide, 80% of survey respondents stated that younger and older generations were aligned on the values and motivations behind philanthropy. However, younger donors are changing how it is delivered, with this generation nearly three times more likely to cite measurable impact as a priority (19% vs 7%) and more than twice as likely to prioritise innovation (27% vs 13%).

This shift is also being driven by the increasing concentration of philanthropic capital among a small group of donors,¹ even as total giving reached record levels in 2025.² As wealth passes to the next

¹ Giving USA Foundation, *Giving USA 2026: The Annual Report on Philanthropy for the Year 2025*, researched and written by the Indiana University Lilly Family School of Philanthropy (Chicago: Giving USA Foundation, 2026). See also the accompanying analysis of the Fundraising Effectiveness Project on donor retention.

² Giving USA Foundation, *Giving USA 2026*

generation, giving is becoming more structured, evidence-led and intentional. Younger donors are more likely to use new tools and data, explore different giving vehicles, and ask more demanding questions about governance, outcomes and long-term impact.

Each market has its own traditions, culture and philanthropic infrastructure

The report shows that although the desire to give is strong and consistent across markets, there is no single template for next-generation philanthropy. Next to biographical factors shaping one's giving, each market's approach is shaped by local culture, family dynamics and how mature each country's giving infrastructure is. But one thread runs through all four: the next generation wants to give with more intention.

- Philanthropy in **Switzerland** is evolving through refinement rather than reinvention. Built on a mature culture of giving, donors increasingly see philanthropy as part of long-term family wealth planning, with 50% citing the integration of philanthropy into family wealth strategies as the top service they expect from wealth managers.
- **Singapore** combines digital sophistication with a strong appetite for innovation. 60% of respondents expect to make use of new or different giving vehicles and instruments in the future, highlighting a willingness to embrace new approaches for greater impact.
- In the **UAE**, philanthropy remains deeply rooted in faith, family and humanitarian responsibility, but donors are seeking a more structured approach. The country records the strongest demand for support in developing philanthropic strategies with KPIs (57%), highlighting a shift towards more measurable impact.
- The **UK** has a strong culture of community-focused giving, but donors increasingly recognise the value of collaboration. While 80% of respondents express interest in collaborating with other philanthropists, only 8% currently do so, highlighting an opportunity to translate generosity into greater collective impact.

Dr. Maximilian Martin, Global Head of Philanthropy at the Lombard Odier Group, comments:
"Philanthropy enters the second half of this decade carrying a contradiction it has not yet resolved. While in aggregate, giving has never been larger, the base of people doing the giving is thinning fast. As wealth passes to the next generation, philanthropy is increasingly bound up with a much bigger conversation: about succession, governance, family values and long-term purpose. Within this context, younger donors are not abandoning the values of previous generations but are asking how a more professional approach can translate those same values into more enduring impact."

"This evolution is changing the support families require. Philanthropy can no longer be treated as a standalone issue; this new generation of philanthropists requires a holistic approach which brings these considerations together, combining structural arrangements with broader ambitions to translate their aspirations into concrete, measurable change."

Methodology: This report combines quantitative survey findings presented in Lombard Odier's Global Philanthropy Survey with qualitative case studies and interviews. This survey reflects the views of 260 HNWIs with at least CHF 1m in investable assets, with 65 respondents in each market: Switzerland, Singapore, the UAE and the UK. The respondents are split 50/50 between the older (45+) and younger generations (under 45) and the research was carried out by CoreData between January-February 2026.



Philanthropy at Lombard Odier

Lombard Odier supports clients in translating their philanthropic aspirations into concrete, measurable impact. Drawing on a long-standing tradition of philanthropy and responsible stewardship, the Group provides tailored advisory services to help individuals and families define their philanthropic vision, develop effective giving strategies, and structure their charitable activities for long-term impact.

Through Fondation Philanthropia, its Swiss umbrella foundation, Lombard Odier offers turnkey solutions that enable donors to support multi-donor thematic funds or establish dedicated donor-advised funds tailored to their philanthropic objectives. The Foundation manages the legal, administrative and accounting aspects of giving while benefitting from pooled resources and shared expertise. This allows donors to focus on their philanthropic mission and maximise the impact of their contributions.

Complementing this offering, Fondation Lombard Odier, the Group's corporate foundation, supports innovative solutions to some of the world's most pressing humanitarian and environmental challenges through long-term partnerships, knowledge-sharing and catalytic funding.



About Lombard Odier

Lombard Odier is a global wealth and asset manager. For 230 years and through more than 40 financial crises, the Group has aligned itself with the long-term interests of private and institutional clients. It has a strong balance sheet with a CET1 ratio of 31% and a Fitch rating of AA-, the highest possible rating for a bank of its size.

Structured as an independent partnership, Lombard Odier is solely owned by its Managing Partners. This governance model allows the Group to remain completely client-focused and innovative at the highest level in the organisation.

Lombard Odier is an investment house that provides a comprehensive offering of discretionary and advisory portfolio management, wealth services and custody. Asset management services are offered through Lombard Odier Investment Managers (LOIM). The Group has created cutting-edge banking technology, which is also leveraged by other Swiss and European-based private banks and financial institutions.

The Group had total client assets of CHF 367 billion at 30 June 2026. Headquartered in Geneva since 1796, at end-June the Group had 26 offices in 19 jurisdictions and employed 2,895 people.

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APPENDIX

Regional insights derived from HNWI's across the four key markets include:

Switzerland: A philanthropy hub built for longevity

- The culture of giving in Switzerland is already mature, with 82% of respondents stating that generations are aligned on the values and motivations behind philanthropy.
- Accountability is a defining feature of the Swiss market, as every Swiss respondent rated long-term project sustainability as important, and 98% valued measurable outcomes.
- Swiss donors increasingly see philanthropy as part of long-term wealth structuring, with the integration of philanthropy into family wealth strategies ranking as the top service expected from wealth managers, cited by 50% of respondents.

Case studies:

- **Andrea Studer: Catalytic capital, with staying power**
- **Third-generation philanthropy: Legacy as a launchpad**

Singapore: A future-focused philanthropy ecosystem

- Singapore's philanthropic landscape is shaped by a highly organised, innovation-oriented approach to giving. The market records the highest use of data dashboards for tracking impact (43%), donor-advised fund portals (35%) and specialised philanthropy software (28%), reflecting a strong embrace of technology and data-driven decision-making.
- Donors are increasingly embracing new approaches to philanthropy, with 60% expecting to make use of new or different giving vehicles and instruments in the future, highlighting a strong appetite for innovation and evolution in how giving is structured.
- More respondents cite tax efficiency and financial planning as a motivation for philanthropy (28%) than in any other market, reflecting the extent to which giving is being integrated into broader wealth, succession and legacy planning.

Case studies:

- **Sonia Tsao: Investing in the future we want to build**
- **Esther Chang: Trust as the engine of collaboration**

UAE: A culture of giving rooted in values

- The UAE's philanthropic landscape is shaped by a strong culture of generosity, where philanthropy is closely linked to family identity, social responsibility and the desire to put values into action.
- As the country's giving ecosystem matures, governance is emerging as a key priority. 22% of respondents say philanthropy is never discussed within their family or decision-making

structure, the highest proportion across the four markets, highlighting a significant opportunity to strengthen continuity and long-term impact.

- At the same time, donors are seeking more structured approaches to giving, with the UAE recording the highest demand for support in developing philanthropic strategies with KPIs (57%), signalling a shift towards more strategic and measurable philanthropy.

Case studies:

- **Fadi Ghandour: Entrepreneurial philanthropy rooted in community**
- **Muna Al Gurg: A more deliberate model of giving**
- **H.E. Badr Jafar: Creating the conditions for next-gen philanthropy**

United Kingdom: A tradition of giving, built on community

- The UK records some of the highest levels of intergenerational consensus in the survey: 86% aligned on philanthropic values and 83% aligned on strategy. Philanthropists also have a distinctly local pulse, with 86% of respondents prioritising local and community impact.
- Younger donors are more focused on impact, structure and execution than their older counterparts. Among younger donors, 78% say measurable outcomes matter, compared with 48% of those 45 and over.
- The UK's strongest opportunity may lie in collaboration. Some 80% of respondents say they want to collaborate, but only 8% currently do so.

Case studies:

- **Ben Goldsmith: Backing nature's return**
- **Omid Majidpour: The archaeology of giving**