

# Change the Conversation: How to Talk About Charitable Planning With HNW Investors



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What motivates  
high-net-worth  
investors to  
give back?



Commonwealth

Feeling good about  
sharing wealth



A close-up photograph of two hands clasped together. One hand is older with visible wrinkles and veins, while the other is younger with smoother skin. They are held firmly, suggesting a bond or support between them.

Having a  
connection to a  
particular issue

A group of volunteers are gathered around a table in a warehouse, preparing food boxes. In the foreground, a woman with curly hair is smiling and handing a jar of jam to another person. Other volunteers are visible in the background, working on the same task. The scene is well-lit, highlighting the teamwork and the impact of their work.

# Making an impact

A close-up photograph of a person's torso and arms. They are wearing a light-colored t-shirt and a teal apron over blue jeans. A white smartwatch is visible on their left wrist. They are holding a brown paper grocery bag with both hands. The bag is filled with fresh vegetables, specifically several orange and green bell peppers. The background is slightly blurred, showing a teal wall and a window.

Feeling a  
responsibility to  
give back

THURSDAY 14<sup>TH</sup> JULY

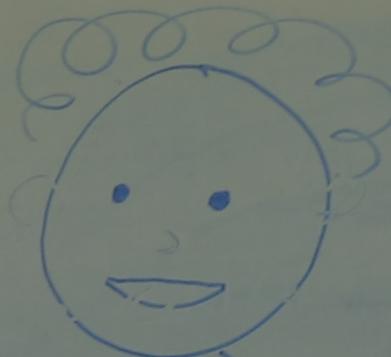
EAR

HEAD

TONG

HAND

ARM



HAIR

EYE

MOUTH

Kuala  
lumpu

Wanting to “do  
good” for future  
generations



A photograph showing a person's hands holding a large cardboard box. Inside the box are various food items: two yellow plastic bottles, several glass jars containing green olives, pickles, and beans, and several burlap sacks tied with twine, each filled with different types of beans (white, brown, and black).

# What motivates high-net-worth investors to give back?

@commonwealthfn



Feeling good about  
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Having a connection  
to a particular issue



# Making an impact



Feeling a responsibility  
to give back



Wanting to “do good”  
for future generations