



INDIA GIVING 2017

*An overview of
charitable giving
in India*

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Foreword

It is my privilege to present the India Giving report 2017. Giving in India is as ancient as the country itself. The desire to give permeates the social fabric of our country. In the last few years, philanthropy has been on the upswing in India. We have witnessed a steady growth in planned giving. Our annual publication, the World Giving Index indicated in its 8th edition (2017) that the country is endorsing positive trends, especially amongst youth and women. India's ranking has improved to 81 from 91 in the last World Giving Index.

In the context of the India Giving Report it is promising to showcase that more than eight in ten (82%) people surveyed, report giving money in the last 12 months, by giving money to a charity, giving to a religious organisation, or by sponsoring someone.

Despite these improvements, the latent potential of a nation of more than a billion people continues to be hindered by developmental barriers. India ranked 131 on the Human Development Index and 116 on the Sustainable Development Goals (SDGs) Index in 2017. Conservative estimates indicate that India will face a shortfall of INR 533 lakh Crores if it is to achieve the SDGs by 2030. It needs significant funds to achieve these goals. Although the government remains the largest enabler of change, the role of private philanthropy is critical.

India is a nation of young people. Half of its population is under the age of 25, with two-thirds under 35. It is noteworthy that those in the middle age groups – 25-44 are the most likely to have volunteered in the last year.

Guided by its mission, CAF India continues to inspire and support strategic giving in India to meet development challenges. This India Giving report 2017 provides insight into individual giving in India, helping us deep dive into the ways of giving. With this data, we can reflect, develop and grow in order to work more effectively to strengthen civil society in the country.

We expect that the analysis will be of value to the broad spectrum of civil society organisations in India. I urge everyone involved in philanthropy to work together to achieve the acceleration in giving that is so much needed in our country.



Meenakshi Batra
CEO
CAF India

About CAF India

Established in 1998, Charities Aid Foundation (CAF) India, a not-for-profit organisation and offers strategic giving solutions to NGOs, corporates and individuals, for a more equitable and sustainable society. Over the past 20 years, CAF India has actively engaged with stakeholders across a broad spectrum of areas employing knowledge with over 100 businesses, 50,000 individual donors, effectively supporting more than 2100 validated non-profits across 26 states in India.

With its dedicated team of specialists, the organisation envisions to build a society motivated to give ever more effectively and help transform lives and communities. CAF India is a partner of the CAF Global Alliance, operating across six continents. Globally, CAF distributes on average £500m to over 50,000 NGOs in over 100 countries each year.

To find out more about CAF India, please visit www.cafindia.org

Preface

This India Giving 2017 report is one of an international series, produced across the CAF Global Alliance, a world leading network of organisations working at the forefront of philanthropy. The series also includes reports covering Brazil, Canada, Russia, South Africa, the United States, and the UK.

As this unique collection of country reports grows we will be able to look at trends in giving for the first time: how people of different ages and social groups give in different countries; the way they give; the rise of online or text giving; the importance of sponsorship and the different causes people support. We hope this suite of reports will give us a greater understanding than ever before of the different ways in which people give and the lessons we can all learn from giving in different parts of the world.



Michael Mapstone
Director of International
CAF Global Alliance

About CAF

Charities Aid Foundation (CAF) is a leading international not-for-profit organisation, originating in the UK, that works to make giving more effective and charities more successful.

Spanning six continents, with services provided by local experts in nine countries, we help donors - including individuals, major donors and companies – to create the greatest impact with their giving. We do this by working globally to increase the flow of funds to the charity and non-profit sectors through the provision of philanthropy products and services, whilst providing fundraising solutions and support for charities internationally.

For more information please visit www.cafonline.org

Key findings

Our analysis provides these key findings for individual giving in India:

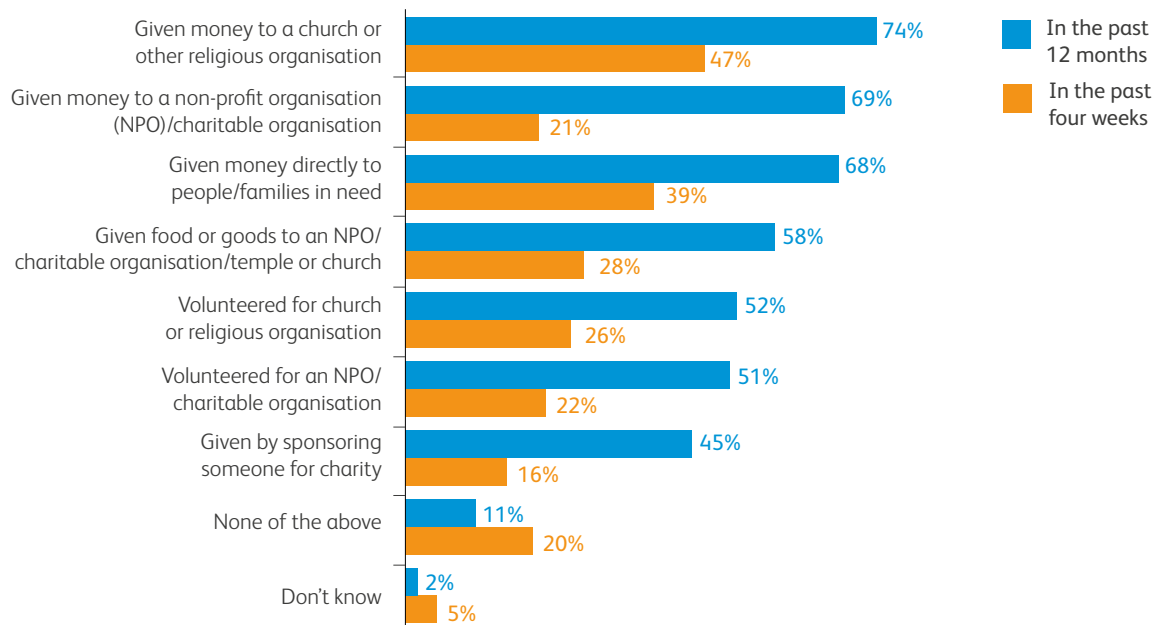
- Around eight in ten (82%) people surveyed report giving money in the last 12 months, by giving money to an NPO/charity, giving to a church/religious organisation, or by sponsoring someone.
- Supporting children is the most popular cause amongst donors (57%).
- Amongst recent donors (those who donated in the past four weeks) the typical (median) total amount donated or sponsored was 3,500 rupees.
- Amongst donors the most common methods of giving to a cause are by donating cash directly to the NPO/charity (42%), followed by donating online with a bank/credit card (40%) and giving via a donation box in shops or other public areas (35%).
- More than half of those surveyed reported volunteering in the past 12 months (59%) with supporting children remaining the most popular cause amongst volunteers (55%).
- Those in the middle age groups – 25-44 – are the most likely to have volunteered in the last year.
- More than half (54%) of donors said that they give because it makes them feel good.
- 42% of people surveyed said that knowing for sure how their money would be spent would encourage them to donate more money, time and goods in the next 12 months.

Detailed Findings

1.0 Overall picture of how people get involved

All those interviewed were shown a list of seven activities and asked whether they had done any of these both in the last 12 months, and in the last four weeks.

Figure 1: Which, if any, of the following have you done over the past 12 months/4 weeks?



Base: All adults aged 18+ (n=1,002)

At an overall level, nearly nine in ten people surveyed (87%) report doing any of these activities in the last 12 months, and three quarters (75%) report doing so in the last four weeks.

Those with an annual family income of 500,000 rupees or more are significantly more likely to have done one of the activities than those with a lower family income (93% vs. 80%).

Taking part in charitable activities peaks amongst middle aged respondents, with nine in ten 35-44 year olds (91%) and 45-54 year olds (90%) having participated, compared to eight in ten 18-24 year olds (81%).

2.0 How people get involved – detail

2.1 Giving money

Around eight in ten (82%) people surveyed report giving money in the last 12 months, either to a church or religious organisation (74%), to an NPO/charity (69%), or by sponsoring someone (45%). Six in ten (60%) report giving money in the last four weeks.

Those aged 18-24 are the least likely to have donated or sponsored in the last 12 months (76% compared to a high of 85% for 35-44 year olds).

Those with a family income of 1 million rupees or more are significantly more likely to have donated or sponsored in the last 12 months (91%) than those with a family income of less than 100,000 rupees (70%).



2.2 Volunteering

Around three-fifths (59%) of people surveyed have volunteered in the past 12 months, with 51% having done so for an NPO/charity, and 52% for a religious organisation. Almost universally (99%), those who had volunteered for an NPO/charity in the past 12 months had also donated money or sponsored someone.

Over a third (36%) have volunteered in the last four weeks; 22% for an NPO/charity and 26% for a religious organisation. This means that a number of people have done both.

Those in the middle age groups are more likely to have volunteered in the last year, with around two thirds of 25-34s and 35-44s having done so (68% and 66% respectively), compared to 46% of those aged over 55 (the lowest level).

Volunteers are likely to give their time to support children (55%), help the poor (51%), and support religious organisations (46%).

Unlikely causes to volunteer for include scientific research and medical research (6% each).

Whilst a similar proportion of men and women say that they have volunteered, men who volunteered are more likely to have done so for multiple causes, including helping the poor (56% of men who volunteered), supporting animal welfare (17%) and volunteering for sports and leisure related activities (17%).




3.0 Typical amount given

Donors were asked how much they had given either in the past 12 months, or the past four weeks.

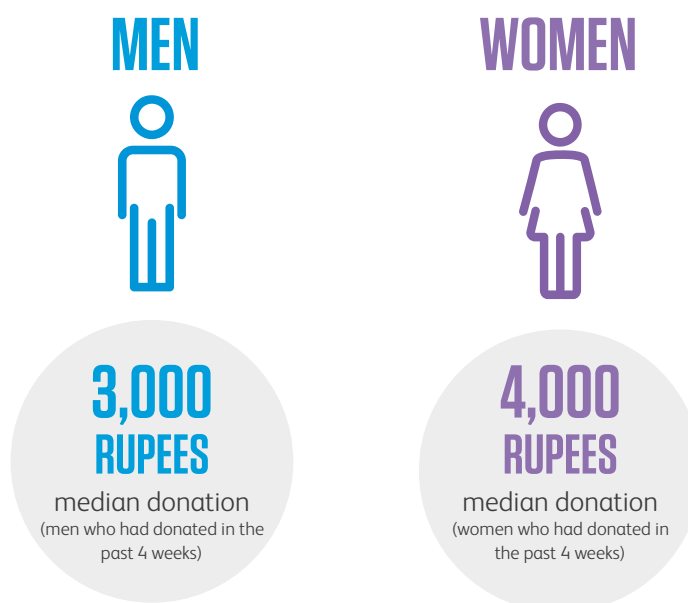
Amongst those who gave money in the past 12 months, but not in the past four weeks the typical (median) amount given over the period was 5,000 rupees, whilst the average (mean) amount donated was 24,293 rupees. Amongst those who have made a donation or sponsored someone in the last four weeks, the typical amounts donated over the period is 3,500 rupees, whilst the average (mean) amount donated was 16,498 rupees.

3,500
rupees was the
typical donation



Those with higher incomes donated more on average, though less as a proportion of their earnings. Amongst families with an income of less than 500,000 rupees, the typical (median) donation/ sponsorship amount is 2,000 rupees, whilst amongst those with a family income of 500,000 rupees or more, the typical amount doubles to 4,000 rupees.

Men (60%) and women (59%) are equally likely to have reported donating in the last four weeks. Whilst women report their typical (median) donation to be slightly higher than men's (4,000 rupees vs. 3,000 rupees), the average (mean) donation for men is slightly higher than for women (17,385 rupees vs. 15,526 rupees), indicating that they may be more likely to make a high value donation¹.



¹ Mean = average amount given across all individuals. Median = middle value of all amounts given by individuals

4.0 Which causes people give to

Amongst those who donated money, the top three causes are supporting children (orphans, seriously ill children, children with disabilities), with nearly three in five (57%) of those who donated having given to this, closely followed by helping the poor (56%) and supporting religious organisations (51%). Supporting scientific research and overseas aid are the least popular causes to give to (both 5%).



As with volunteering, whilst a similar proportion of men and women say that they donated money, men are more likely than women to give to multiple causes - including anti-corruption initiatives (14% of men who donated), community development and urban environment (13%), and sport and leisure activities (13%).

Those donors with a family income of 1 million rupees or more are most likely to have given to helping the poor (62% vs. 56% average), and those with less than 100,000 rupees are less likely to have given to supporting religious organisations (37% vs. 51% average).

Figure 2: Which of the following causes have you donated to/sponsored in the last 12 months/4 weeks?



Base: All donors (n=817)

5.0 How people give

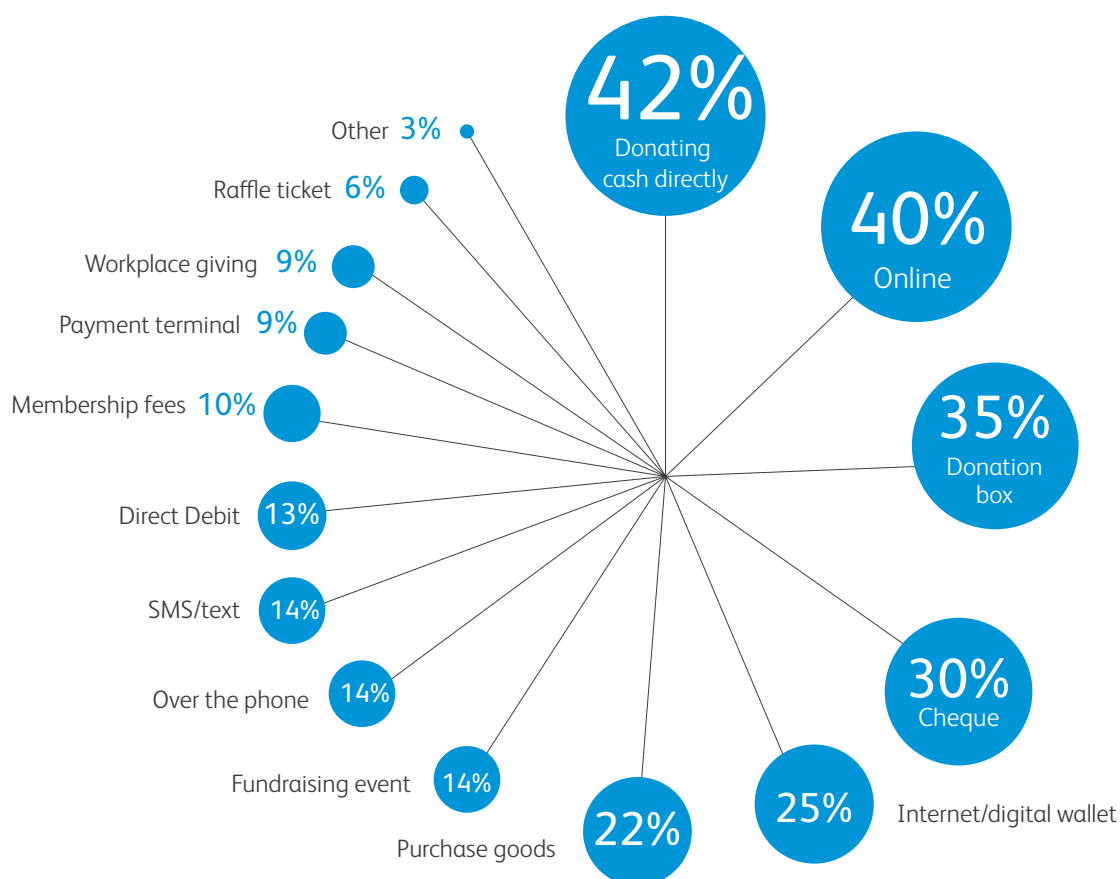
The most common methods of giving amongst donors are by donating cash directly to the NPO/charity (42%), donating online with a bank/credit card (40%) and giving via a donation box in shops or other public areas (35%).

The least common methods of donation are by purchasing a raffle ticket (6%), through workplace giving (9%), and via a payment terminal (9%).

Men are more likely to have donated cash directly to the NPO/charity (46% vs. 38% of women) and online with a bank/credit card (43% vs. 36%).

Those aged 25-34 are also significantly more likely than any other age group to have donated online, with over half (54%) doing so. Over a third (35%) of this age group have also used an internet/digital wallet and a fifth (20%) have paid over the phone with a bank/credit card.

Figure 3. In the [last 12 months/4 weeks] have you given to a cause by any of these methods?



Base: All donors (n=817)

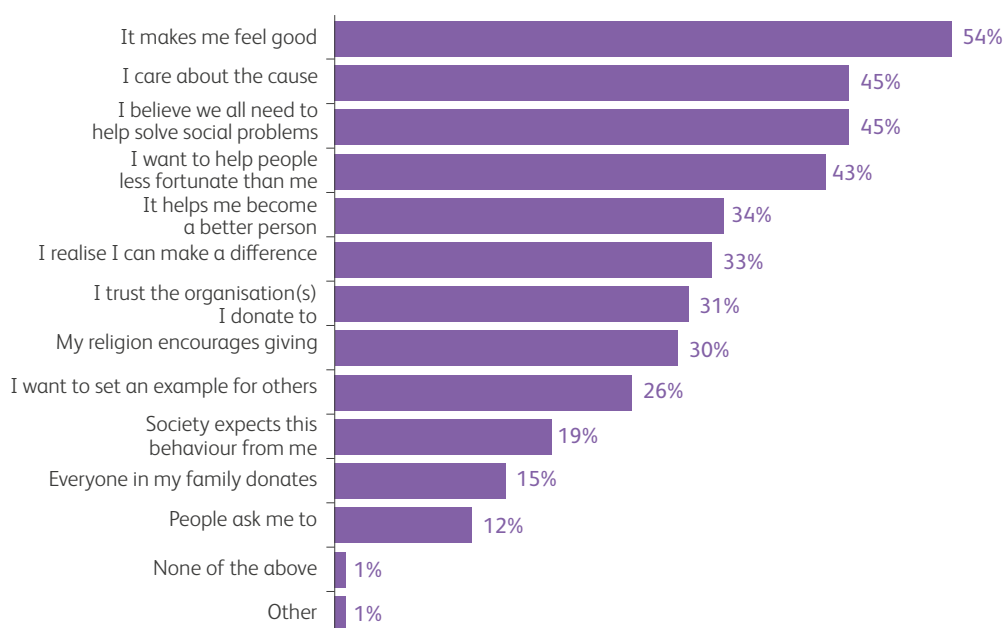
6.0 Why people give

The most common reason for giving amongst donors is that it makes them feel good, with over half saying this (54%). Caring about the cause and believing we all need to help solve social problems are the second most common reasons amongst donors (both 45%), followed by wanting to help people less fortunate (43%).



Men who donate are more likely to say that they gave money because society expects this behavior from them (24% vs. 15% of women). Donors in the oldest age group (aged over 55) are more likely than those in the youngest age group (18-24 years), to give money because they care about the cause (51%) and less likely than average to do so because they want to set an example to others (14% vs. 26% overall).

Figure 4. Which of the following, if any, are reasons that you have given money in the last 12 months/4 weeks?



Base: All donors (n=817)

7.0 Encouraging future giving

Knowing for sure how their money would be spent would encourage those surveyed to donate more money, time or goods over the next 12 months (42%), along with more transparency in the NPO/charitable sector (37%).

This is followed by having more money themselves (34%), knowing more about the NPOs/charities and their activities (34%), and being able to find an NPO/charity which works towards a specific cause they care about (31%). These three reasons all score higher among those earning 1 million rupees or more.

4% say that nothing would make them increase their donating in the next 12 months.



Method

This report is based on data collected by YouGov on behalf of CAF.

In India, 1,002 interviews were completed online in the English language between 6th and 17th July 2017. The survey was conducted using YouGov's panel partner, Toluna, an international online panel provider.

Due to the level of internet penetration in India (c. 31%), the sample is representative of the urban population and is weighted to known population data on demographics including age and gender.

At the time of fieldwork, 1 rupee was worth £0.012.

Differences are reported at the 95% confidence level (the level of confidence that the results are a true reflection of the whole population). The maximum margin of error (the amount of random sampling error) is calculated as $\pm 3\%$.

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