

An aerial topographic map of India, showing the country's diverse terrain from the Himalayas in the north to the coastal plains in the south. The map is color-coded by elevation, with greens and blues for lower elevations and browns and greys for higher elevations. The Indian Ocean is visible to the south and east.

# INDIA GIVING 2021

An overview of  
charitable giving  
in India

[#IndiaGiving2021](#)

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# FOREWORD

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I present this report in a world that has been forever changed by the events of the past year. A year in which an invisible enemy brought the world to its knees. In India, as in so many other parts of the world, lockdowns exposed the fault lines within our society. The huge chasms between India's rich and poor were out in the open and were chronicled in heart-wrenching images of poor migrant populations walking to their native villages from cities without food and water, braving the heat.

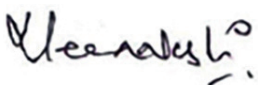
Many individuals, volunteers, NGOs, RWAs, and other socio-religious institutions stepped in to help. We also found new heroes in the thousands of frontline workers who fought daily to save lives. The pandemic has taught us all a lesson about the meaning of generosity, giving, courage and sustainability.

We now need to make the most of these lessons and strive to achieve the development goals that we had set for ourselves. Reducing poverty, inequality, environmental degradation, and ensuring prosperity, peace and justice must continue to be our priority. Philanthropy will play a major role in not only achieving these goals, but will also help the world to recover from the setbacks brought about by Covid-19.

The India Giving report 2021 shines a light on the individual giving landscape in India. This year, India Giving explores why and how people donate their time and money to social causes. Of the 2,053 people interviewed, 85% had taken a charitable action in response to Covid-19. A majority of people gave money directly to poor families, followed by donations to religious institutions, and then non-profit organisations.

This year, the survey also gauged the level of trust in non-profit organisations and whether the government and businesses should support them. The results were positive with most people agreeing that non-profits need the support of both governments and businesses. This is quite encouraging, given the challenges faced by the non-profit sector over the past year when the regulatory landscape was made more stringent and NGOs faced difficulties in raising funds for their activities.

We hope non-profits are able to derive insights through this report and are able to strategise their fundraising efforts accordingly. We also hope that this report inspires more individuals to give more strategically to non-profits in order to ensure they can achieve the greatest possible impact on our society and our most vulnerable.



Meenakshi Batra  
CEO  
CAF India



# KEY FINDINGS

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

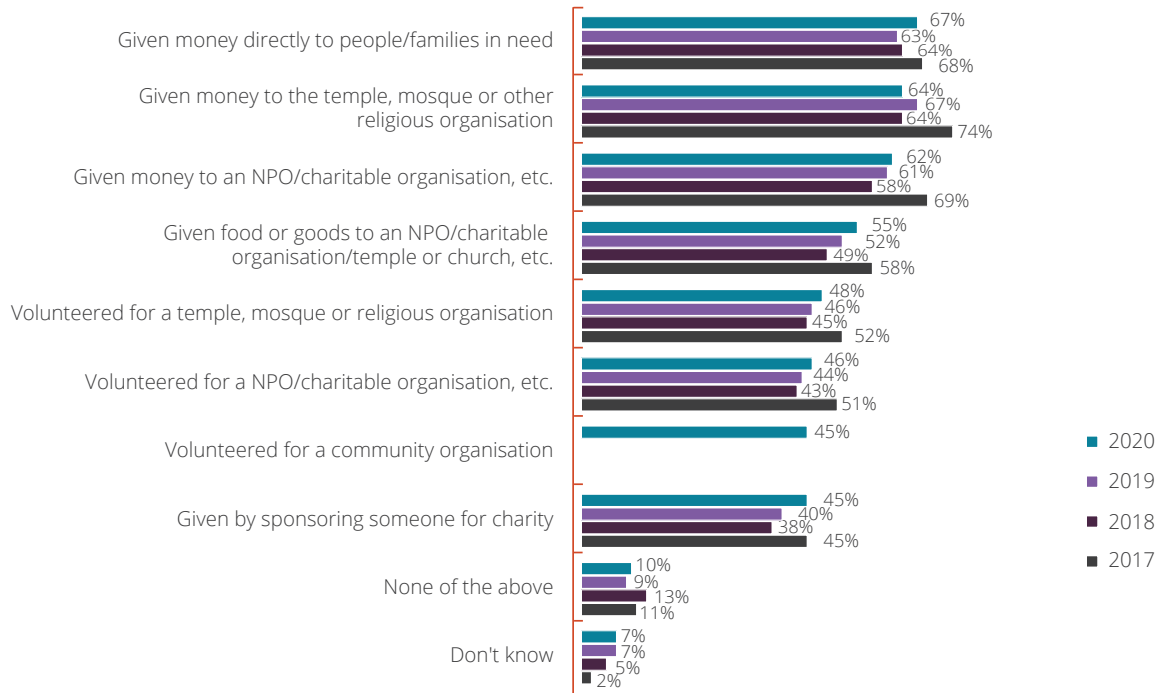
- Four in five (82%) people have done at least one charitable activity in the past 12 months (82%) and three in four (75%) have given money to a charitable cause, although there has been a large drop in participation amongst the over 55s.
- In total, 85% of adults have taken a charitable action in response to the Covid-19 pandemic. Two in three (65%) have given money or goods to a charity or community service and three in ten (31%) gave money to their friends, family or neighbours.
- Donating to help the poor has become much more common (63% vs 54% in 2019) whilst support for religious organisations has declined (46% vs 51% in 2019). In 2020, the average donation increased to Rs 15,628, suggesting that those who are giving, are giving more.
- Cash remains the most popular way for donors to give to charity but its use has declined in recent years (53% of donors in 2020 vs. 68% in 2018). Digital methods of giving have increased in popularity, particularly donating by digital wallet which has increased dramatically since 2019 (44% vs. 28% in 2019). The pandemic may have accelerated these trends – our research found that most of the public (72%) are avoiding using cash because of concerns around Covid-19.
- Most believe that charities have a positive impact locally (81%), nationally (77%) and internationally (68%) and the majority think that charities are trustworthy and work hard to achieve positive outcomes for their beneficiaries.
- Most people recognise the value that charities can add in the response to Covid-19. Three quarters (74%) believe that government should collaborate with charities in response to the pandemic. Most (72%) also believe that the government should be offering financial support to charities that may be struggling as a result of the pandemic.

# DETAILED FINDINGS

## 1.0 Overall picture of how people get involved

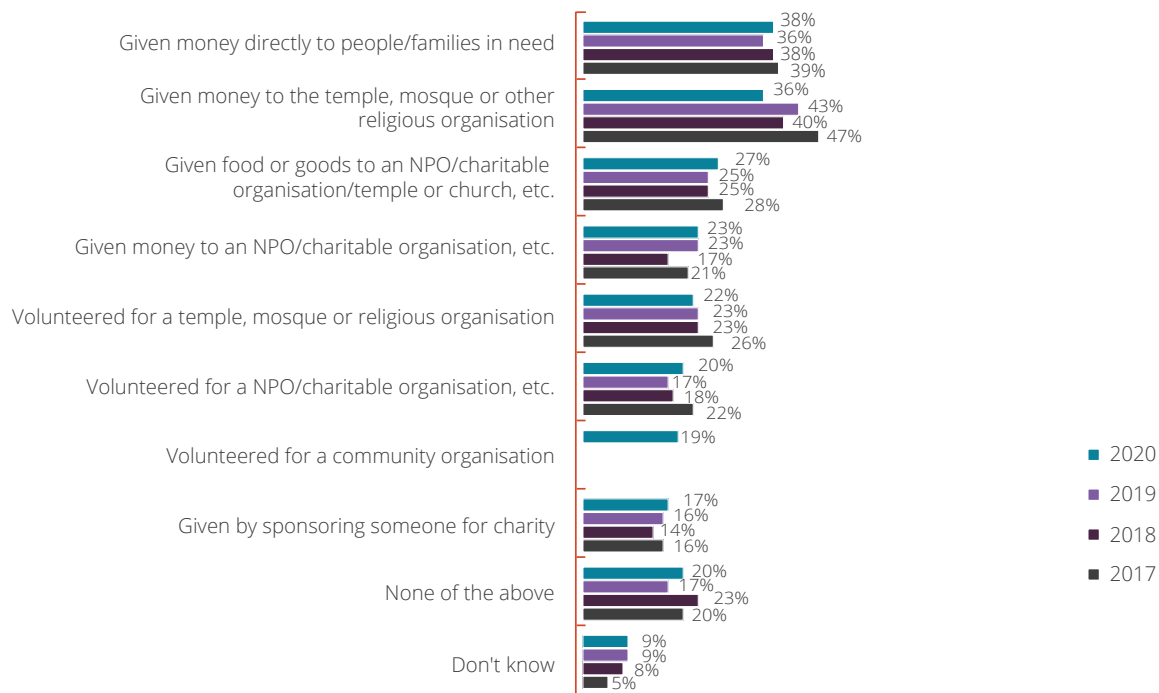
We asked adults aged 18+ to select which charitable activities, if any, they had done in the past 12 months and in the past four weeks.

**Figure 1: Which, if any, of the following have you done in the past 12 months?**



Base: All adults aged 18+ 2020 (n=2,052); 2019 (n=2,058); 2018 (n=1,057); 2017 (n=1,002)

**Figure 2: Which, if any, of the following have you done in the past 4 weeks?**



Base: All adults aged 18+ 2020 (n=2,052); 2019 (n=2,058); 2018 (n=1,057); 2017 (n=1,002)

Eight in ten (82%) adults aged 18+ have done at least one charitable activity in the past 12 months (in line with 84% in 2019 and 82% in 2018). Those with a family income of Rs 30,000 and above are more likely than average to have done so (87%).

Fewer people did at least one charitable activity in the past four weeks compared to 2019 and 2017 (71% vs 74% and 75% respectively) but participation is in line with 2018 (69%). Adults aged 55+ and those with a monthly family income of below Rs 30,000 are least likely to have done any activity in the past four weeks at time of interview (55% and 67% respectively).

In 2020, there was a steep and sizeable drop in the charitable activity of those aged 55+. In comparison to 2019, past-12-month activity dropped by 15 percentage points from 87% to 73%, and past-four-week activity dropped by 18 percentage points from 73% to 55%. It is likely that these drops reflect the significant changes to daily life that took place across India, but particularly for the vulnerable, in response to the Covid-19 pandemic. The pandemic saw citizens distance socially from others or even self-isolate if vulnerable, and travel only for necessity; it is likely that some opportunities for charitable giving, particularly among the vulnerable, have been missed in comparison to pre-pandemic times. Throughout this report, we will explore the giving of those aged 55+ in comparison to their typical behaviour over previous years and in comparison to other age groups. We will look to understand how all donors responded directly to the pandemic, how typical giving behaviour changed as a result of the pandemic, and what changes, if any, can be seen in the use of cash and digital payment methods in 2020.

## 2.0 How people get involved – detail

### 2.1 Giving money

The proportion of people donating money or sponsoring someone for charity tends to fluctuate somewhat year on year. In 2020, three in four (75%) people gave money to a charitable cause via donation or sponsorship in the past 12 months, compared to 77% in 2019, 72% in 2018 and 82% in 2017. When asked about more recent giving, half (52%) had donated or sponsored in the past four weeks, compared to 58% in 2019, 51% in 2018 and 60% in 2017.

Giving money via donation or sponsorship has significantly decreased among the 55+ age group in 2020; just 64% of those aged 55+ donated or sponsored in the past 12 months (vs 79% in 2019) and two in five (39%) did so in the past four weeks (vs 55% in 2019). For the first year since we began this research in 2017, the donation and sponsorship activity of those aged 55+ is below the average for India as a whole.

Donation and sponsorship is more common among adults with a higher family income. Around eight in ten (81%) people with a monthly family income of Rs 30,000 or more donated money in this way in the past 12 months, (rising to 84% of those with a family income over Rs 100,000). Among those with an income of less than Rs 30,000, seven in ten (70%) said that they had donated or sponsored someone for a charitable cause.

The most common way that people donated money in the past 12 months is now through giving money directly to people/families in need (67%), an increase from rates seen in 2019 (63%) but in line with 2017 (68%). More adults gave in this way than gave money to religious organisations (64%), which was previously the most common method of donation (67% in 2019). Following giving to individuals and to religious organisations, people are most likely to give to non-profit organisations (NPOs) or charitable organisations (62%).

The decline in giving to religious organisations can also be seen in more recent giving activity; fewer adults have given to this cause in the past four weeks than did so in 2019 (36% vs 43%). The decline is particularly prominent among those aged 55+; their past-12-month giving to this cause fell by twenty percentage points (from 73% in 2019 to 53%) and past-four-week giving fell by seventeen percentage points (from 44% in 2019 to 27%).

## 2.2 Volunteering

In 2020 there was an uplift in volunteering activity which returned participation levels to those seen in 2017. Around six in ten adults (58%) volunteered in the past 12 months (vs 54% in 2019) and almost four in ten (37%) volunteered in the past four weeks (vs 32% in 2019). When thinking about the past 12 months, around half (48%) of adults say they volunteered for a religious organisation and a similar proportion (46%) volunteered for an NPO or charitable organisation. For the first time, we asked the public whether they had volunteered for a community organisation – more than two in five (45%) have done so in the past 12 months and one in five (19%) did so in the past four weeks.

Those aged 55+ are less likely to have volunteered than other age groups, with fewer than one in two (45%) having done so in the past 12 months and one in four (24%) doing so in the past four weeks. This is a pattern that we have seen in 2017 and 2018, although in 2019 they had volunteered at similar rates to other age groups.

For the first time since tracking began in 2017, men are now more likely than women to volunteer, both in the past 12 months (61% vs 55%) and in the past four weeks (40% vs 33%). This comes after an uplift in men's activity compared to 2019 (53% in the past 12 months and 32% in the past four weeks).

The top three causes for volunteering are the same as 2017, but there have been some changes in levels of support. Helping the poor is the most commonly reported cause (54%) and has seen significantly more support this year (vs 49% in 2019). Supporting children is the second most commonly supported cause (46%) and is in line with 2019. Religious organisations are third most commonly supported (41%) though fewer supported them than in 2019 (45%). Supporting older people (36%) and supporting homeless people (26%) both saw significant uplifts from 2019 (32% and 21% respectively).

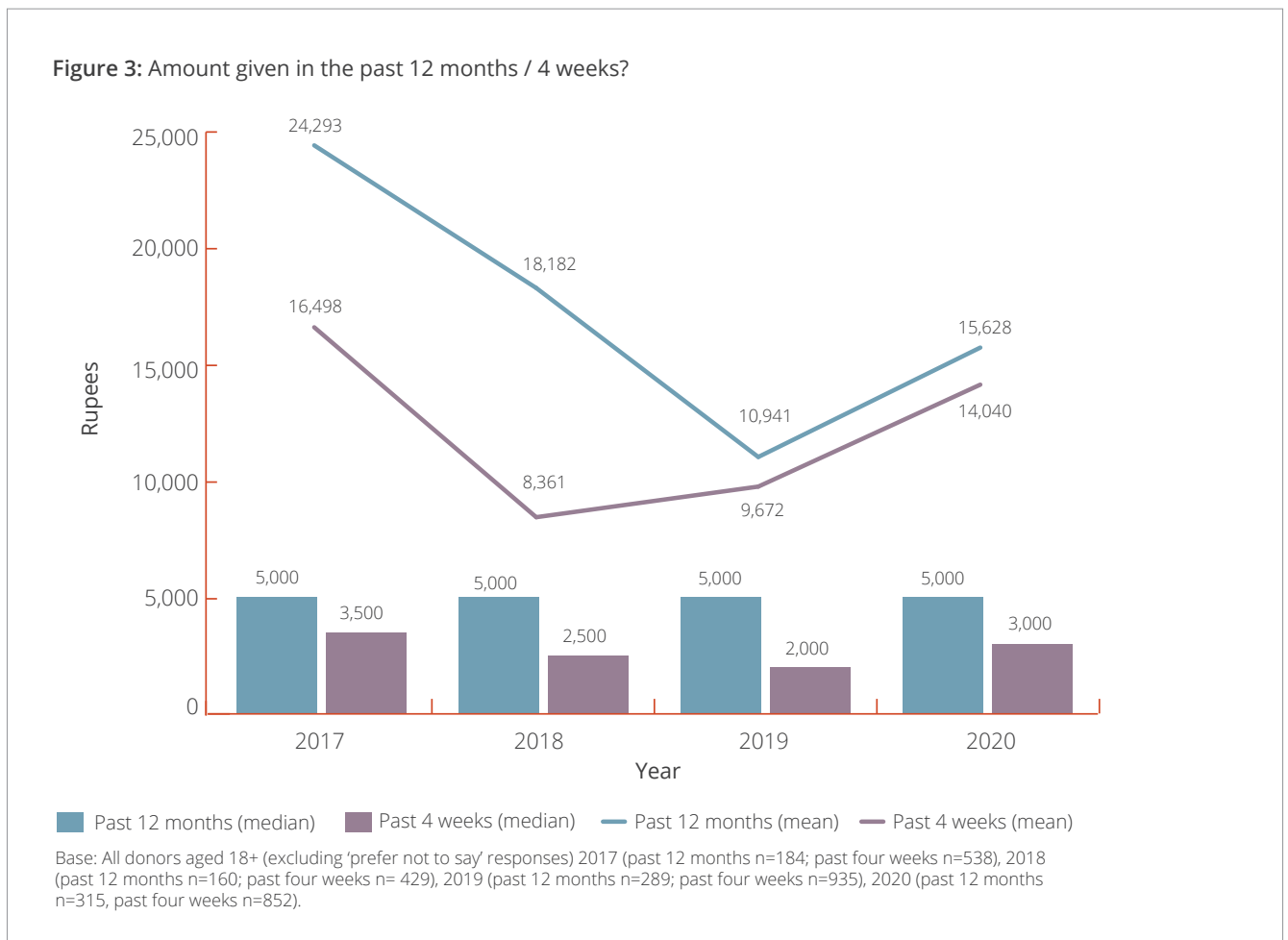


### 3.0 Typical amount given

Amongst those who had donated in the past 12 months, but not in the past four weeks, the typical (median) amount given is in line with previous years at Rs 5,000. However, amongst people who had given in the past four weeks, the typical (median) donation rose to Rs 3,000.

A similar picture is seen when analysing the average (mean) donation. The average amount given by those who have donated in the past 12 months, but not in the past four weeks shows a small recovery to Rs 15,628. In the past four weeks the average donation has risen to Rs 14,040.

In 2020, interviewing took place around the same time as Diwali, which may account for some of the increase in donation amounts compared to 2019, when interviewing took place in August.





## 4.0 Which causes people give to

In 2020, donors were most likely to have supported 'helping the poor' (63%) and did so at the highest levels recorded since 2017 (54% in 2019, 55% in 2018, and 56% in 2017). This large uplift is seen across all age groups below the age of 55, and is seen despite significantly fewer people aged over 55 supporting this cause compared to previous years (47% vs 58% in 2019, 59% in 2018, 56% in 2017).

The second most popular cause is support for children who are orphaned, seriously ill, or children with disabilities (53%). This level of support is up from 2019 (49%), in line with 2018 (52%) and down from 2017 (56%). There were no statistically significant differences in supporters by age, gender or region, with all about as likely as each other to have given to this cause.

The third most popular cause is the support of a religious organisation (46%) although support is the lowest recorded since 2017 (51% in 2019, 53% in 2018 and 51% in 2017). Older age groups are much less likely to have supported this cause than in the past; around two in five (42%) donors aged 55+ gave to this cause, a significant decrease from previous years where they have been largely in line with levels seen for the total population. Similarly, the proportion of those aged 45 to 54 giving to this cause has fallen from 58% in 2019 to 47% in 2020. It may be that risks and restrictions associated with the Covid-19 pandemic impacted the way that individuals interacted with religious organisations in 2020. Opportunities to give to organisations such as temples and mosques in person may have been missed, particularly among older citizens.

Other causes with smaller, yet sizeable, amounts of support include older people (37%), supporting disabled people (including deaf and blind individuals) (31%), and supporting homeless people (30%). The number of donors supporting older people has risen to levels seen in 2017 (37%) after steadily declining in recent years to a low of 31% in 2019. Support for the homeless has also seen an increase after having remained just below one in four in previous years – this is driven largely by an increase in support from those with a family income of over Rs 100,000 (43%).

There has been a significant increase in the proportion of donors giving to medical research (5% in 2019; 8% in 2020) and to scientific research (4% in 2019; 7% in 2020).

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



Base: All donors (n=1,535)

## 5.0 How people give

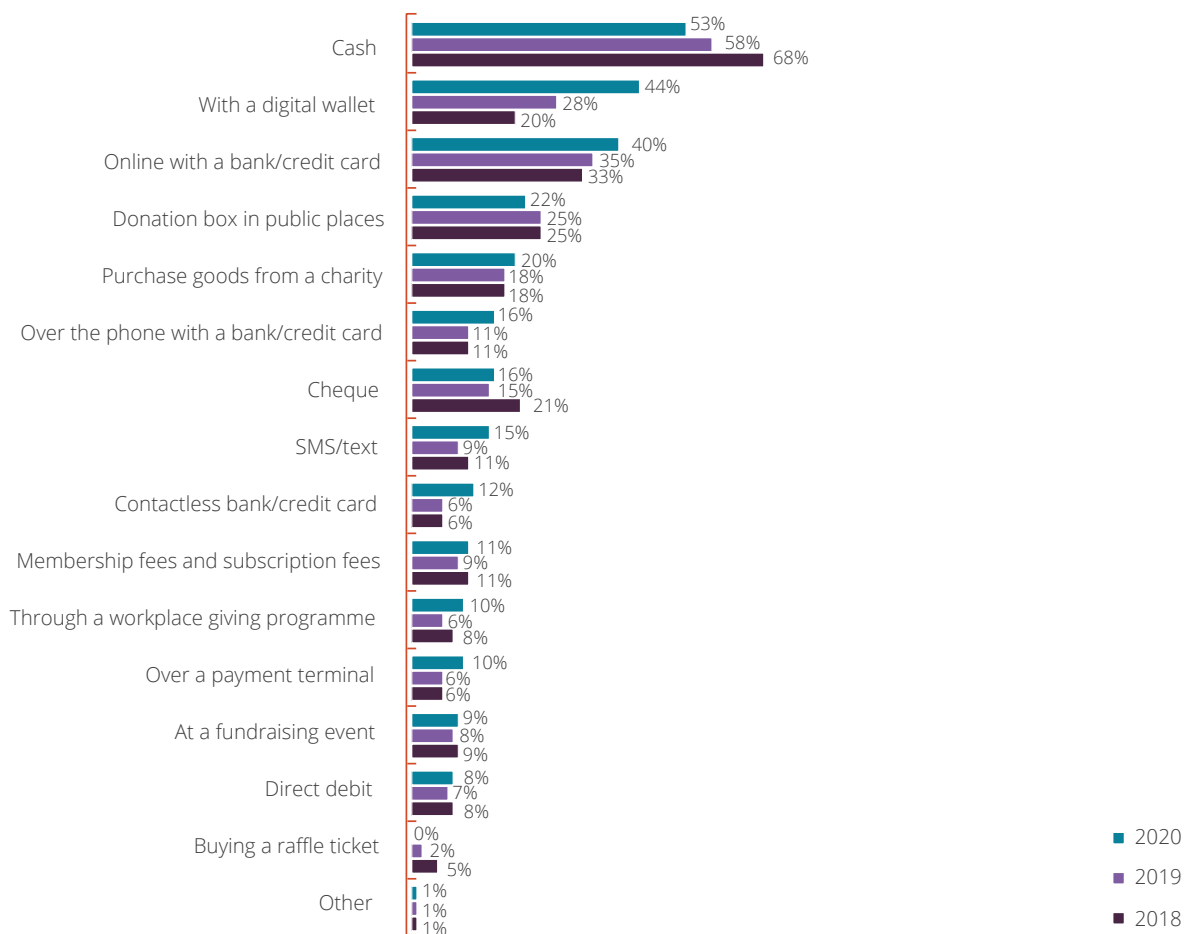
The most popular method of donation continues to be cash, with just over half of donors (53%) giving in this way. Donations via cash have dropped significantly since 2019 (58%) and in 2020 there was a steep rise in donations via digital wallets (44% vs 28% in 2019 and 20% in 2018).

Making a donation via a digital wallet is most common amongst donors aged 18-44 (46%), and peaks amongst 25-34 year olds (51%). In 2020, there were also significant increases in the use of digital wallets among donors aged 45-54 (38% vs 14% in 2019) and 55+ (25% vs 11% in 2019).

Other donation methods that have also seen an uplift in 2020 include online via a bank or credit card (40% vs. 35% in 2019), over the phone (16% vs 11%), SMS/ text (15% vs 9%) and contactless bank / credit card payments (12% vs 6%).



**Figure 5: In the last 4 weeks / 12 months have you given to a cause by any of these methods?**



Base: 2017 data not included due to change in answer codes. Base: All donors 2020 (n=1,535); 2019 (n=1,584); 2018 (n=761). Responses for 'None of the above', 'Don't know' and 'Prefer not to say' not shown

The reduction in cash use and the uplift in digital methods can be attributed to the growing popularisation of online digital payment methods in recent years. However, the trend is likely to have been accelerated by the Covid-19 pandemic.

Almost six in ten adults (57%) report that they rarely use cash. This is more common among those with a monthly family income of Rs 30,000+ (60%) and least common among those with incomes of less than Rs 15,000 (52%).

The pandemic saw the public adapt their attitudes and behaviours towards using cash; seven in ten (72%) agreed that they avoid using cash wherever possible because of Covid-19. The pandemic has also made people more aware of the risks posed by cash; four in five (80%) believe it is more hygienic to use contactless debit/credit cards or digital payment methods and this is how the majority (73%) nearly always make payments. However, the majority (76%) agree that it is important to keep cash in use for people who might prefer it.

Avoiding cash wherever possible is more likely amongst middle-aged adults (76% of 35-44s and 79% of 45-54s) than it was amongst other age groups (67% of 18-24s, 65% of those aged 55+). Women are also more likely than men to avoid cash use where possible (75% vs 70% of men) and are more likely to agree that cash carries germs that could put them at risk (73% vs 67% of men).

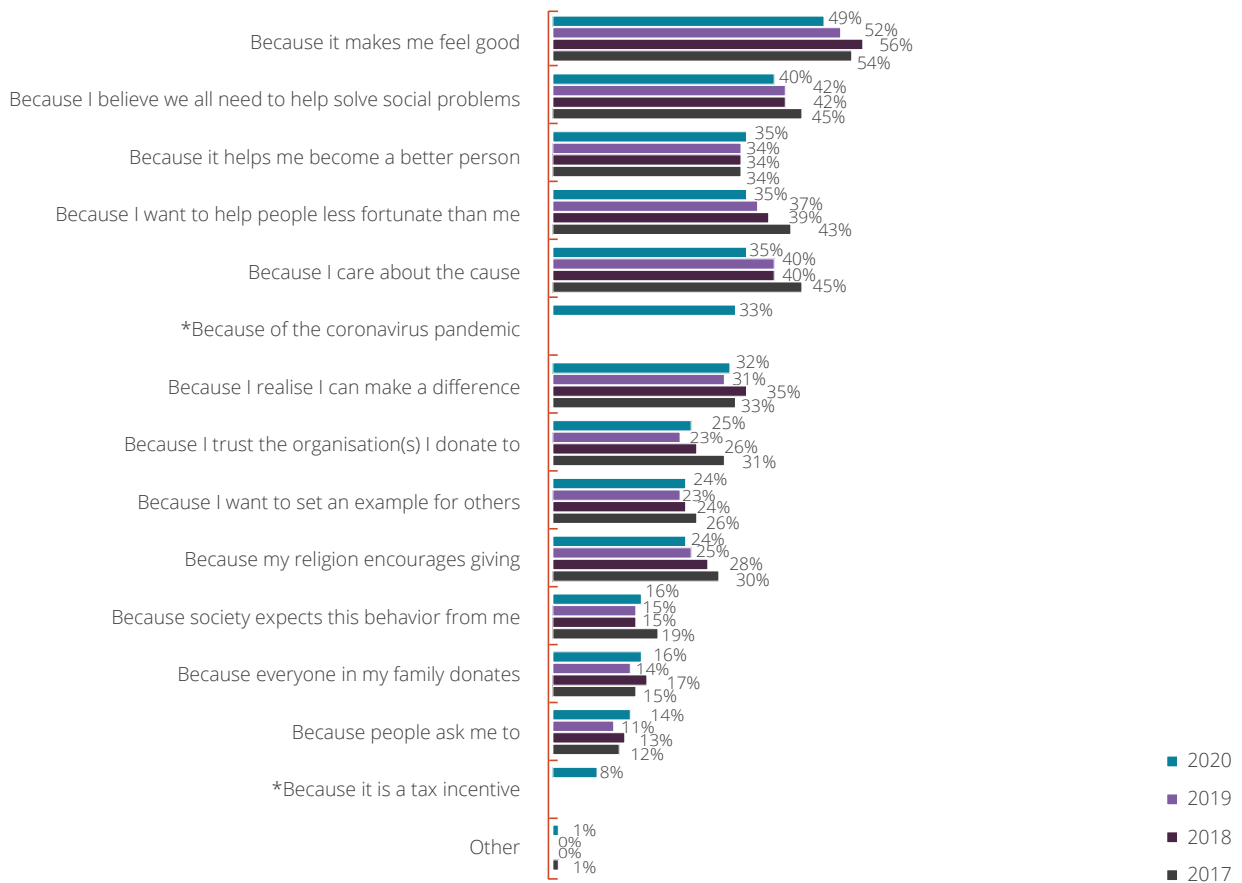
Though a broad majority agree that it is more hygienic to use digital payment methods, agreement does tend to increase in line with family income. Those with a monthly family income of Rs 50,000+ are most likely to agree (89%) and those with a monthly income of Rs 5,000 or less are least likely (64%).

## 6.0 Why people give

We asked donors why they donated money in the past year. The top reasons given are in line with previous years – half of donors (49%) told us giving makes them feel good, and two in five say we all need to help solve social problems (40%). Around one in three give because they want to help people less fortunate than themselves (35%), because they care about the cause (35%), or because they believe it helps them to become a better person (35%).

In 2020, we introduced two additional reasons to the list shown to donors – one in three (33%) reported that they had donated specifically because of the coronavirus pandemic (rising to 42% among those aged 45-54), and around one in 12 (8%) said that they were motivated by tax incentives.

**Figure 6: Which of the following, if any, are reasons that you have given money in the last 12 months/4 weeks?**



Base: All donors 2020 (n=1,535); 2019 (n=1,584); 2018 (n=761); 2017 (n=817) Responses for 'None of the above', 'Don't know' and 'Prefer not to say' not shown  
\*Statement added in 2020

## 7.0 Engaging in civil society

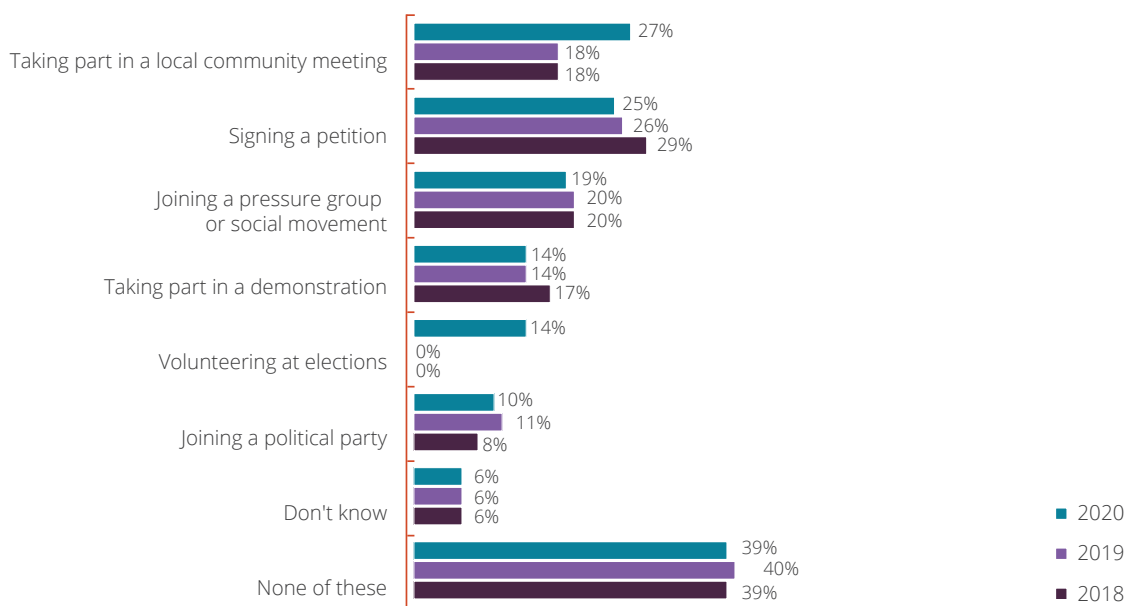
Despite, or perhaps because of, Covid-19, participation in social and civic activities has remained consistent since 2018 with 56% participating in some way. As in 2019, men are more likely to have participated than women, but half of women were nevertheless involved (60% vs 51%). Similarly to charitable activity, participation among those aged 55+ has declined in comparison to previous years (38% vs 54% in 2019 and 56% in 2018).

In 2020 there was a significant increase in the proportion of people taking part in a local community meeting; more than a quarter (27%) took part compared to just under a fifth (18%) in previous years. For the first time, community meetings surpass joining pressure movements and signing a petition to become the most common way for people to be involved in civic society. The increase is consistent across all incomes and age groups, and may have been prompted by a need for community organisation in response to Covid-19.

In line with 2019, one in four (25%) have signed a petition and one in five (19%) have joined a pressure group or social movement. Participation in a demonstration is also unchanged since 2019 (14%), perhaps reflecting the farmers' protests that took place in 2020. The same proportion of people reported volunteering at elections (14%).

Those aged 25-34 are the most likely to have done most of the activities listed, including joining a pressure group (23%), taking part in a demonstration (18%), and volunteering at elections (17%).

**Figure 7: In the last 12 months, have you been active in a political or social cause in any of the following ways?**



Base: All adults aged 18+ 2020 (n=2,053); 2019 (n=2,058); 2018 (n=1,057)

## 8.0 The impact of charities

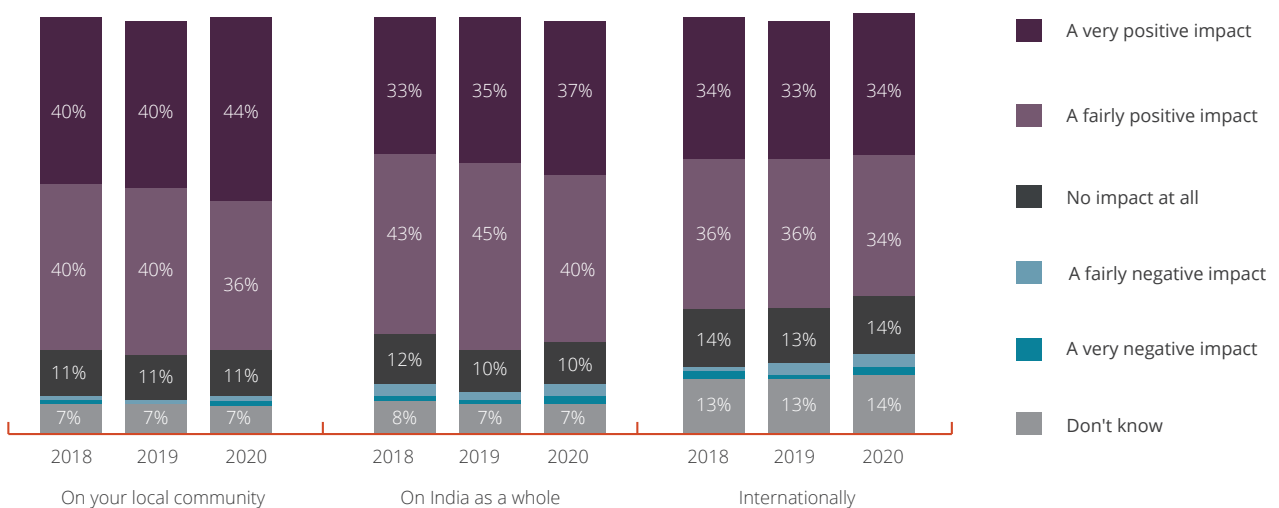
Generally, the public continue to be positive about the impact of charities. Four in five (81%) believe that the impact on their local community has been positive with only a very few considering it negative (2%). More than three in four (77%) consider the impact on India as a whole to be positive whilst only one in 20 (5%) now consider charities to have a negative impact (up from 3% in 2019 and in line with 2018). Around seven in ten (68%) consider the impact of charities internationally to be positive. This is in line with previous years, though the very small proportion who consider charities to have had a negative impact internationally has increased (5% vs 3% in 2018).

Wealthier people are more likely to have a favourable view of national and local impact. Of those with an income of Rs 30,000+, almost nine in ten (87%) have a positive view of the local impact of charities and a similar proportion (85%) have a positive view of charities nationally. Among those with a monthly family income under Rs 15,000, seven in ten have a positive view of the impact of charities locally (73%) and nationally (68%).

Overall, men are more likely than women to consider the impact of charities internationally to be negative (6% vs 4%). Again, those with a monthly income of Rs 30,000 are more likely to have a positive impression, three in four (75%) believe this to be the case compared with three in five (59%) of those with an income below Rs 15,000.

Attitudes towards the impact of charities have fluctuated among young people aged 18-24. Compared to 2018, fewer think that the impact of charities internationally has been positive (64% in 2020, 66% in 2019, 72% in 2018). In contrast, the perception of local impact improved in 2020, having dipped in 2019 (80% in 2020, 75% in 2019, 80% in 2018). There has been little change in young peoples' perception of the national impact.

**Figure 8: What impact, if any, do you think charities have had?**



Base: All adults aged 18+ 2020 (n=2,053); 2019 (n=2,058); 2018 (n=1,057)



## 9.0 Perceptions of the impact of charities

We asked those who thought the impact of charities on their local communities was positive to tell us why they thought this. Respondents were able to recall times they had seen charities bring about positive change for people in need:



*"Cause I know them not as locally but personally also... We can see their efforts because we are aware with their work and environment"*

*"Charities have positive impact on our local community, there is no doubt about this. Most of us get motivated by seeing their initiative and work towards the society which make us come forward to do the same for our society."*

*"A small amount can bring a huge change and that huge change impact the society in a positive way to bring another positive change that the cycle continues"*

*"Charities help the people like providing food, flood relief in my cities during emergency situation"*



Several answers directly referenced witnessing the response of charities to the Covid-19 crisis:



*"In the present situation of Covid-19 pandemic the charitable trusts have come forward to help the society by providing masks and sanitizers to create a safer society and which have controlled the pandemic to a great extent."*

*"Because I've been seeing the change in the local community during the current pandemic and many of the charities have come up providing food for the needy."*

*"In the current Covid-19 situation charities can help a lot. They can supply sanitiser and masks to people. They also announce awareness to people regarding Covid-19."*

Base: All adults aged 18+ who said that charities have a positive impact on their local community (n=1,658)



Of those who believe that charities have had no impact on their local community, reasons given for this included not having witnessed any improvements to the area, or not having seen any charities present in their community:



*"Because to my knowledge, no charities have worked with my local community."*

*"In our local community, there are many underprivileged and uneducated people. There has been no help for them."*

*"Charities are springing up everywhere, but nothing is changing around me. Perhaps the people working there are corrupt themselves."*

*"All charity people do show off, but none of them do the work to the community."*

Base: All adults aged 18+ who said that charities have no impact on their local community (n=219)



Few feel that the impact of charities has been negative. For those who do hold this view, reasons include the perception that charities participate in corruption and scams:



*"Because most of the time, they either keep the money with them for their use, and even if they give, they give only 5-10% of the amount."*

*"I see no one helping poor in my local community who are collecting money from us"*

*"Some charity officials pocket most of the funds and only give away some to the needy"*

Base: All adults aged 18+ who said that charities have no impact on their local community (n=42)



## 10.0 Encouraging future giving

The public were asked what, if anything, would encourage them to donate money, goods or time in the next 12 months.

Trust in how their money is spent is the most common motivator for future giving (32%). However, agreement is lower than recent years (36% in 2019 and 38% in 2018), particularly amongst men (29%) and young people (26% of 18-24 year olds). As in previous years, the likelihood of selecting this motivator increases with age and is more prevalent amongst women than men.

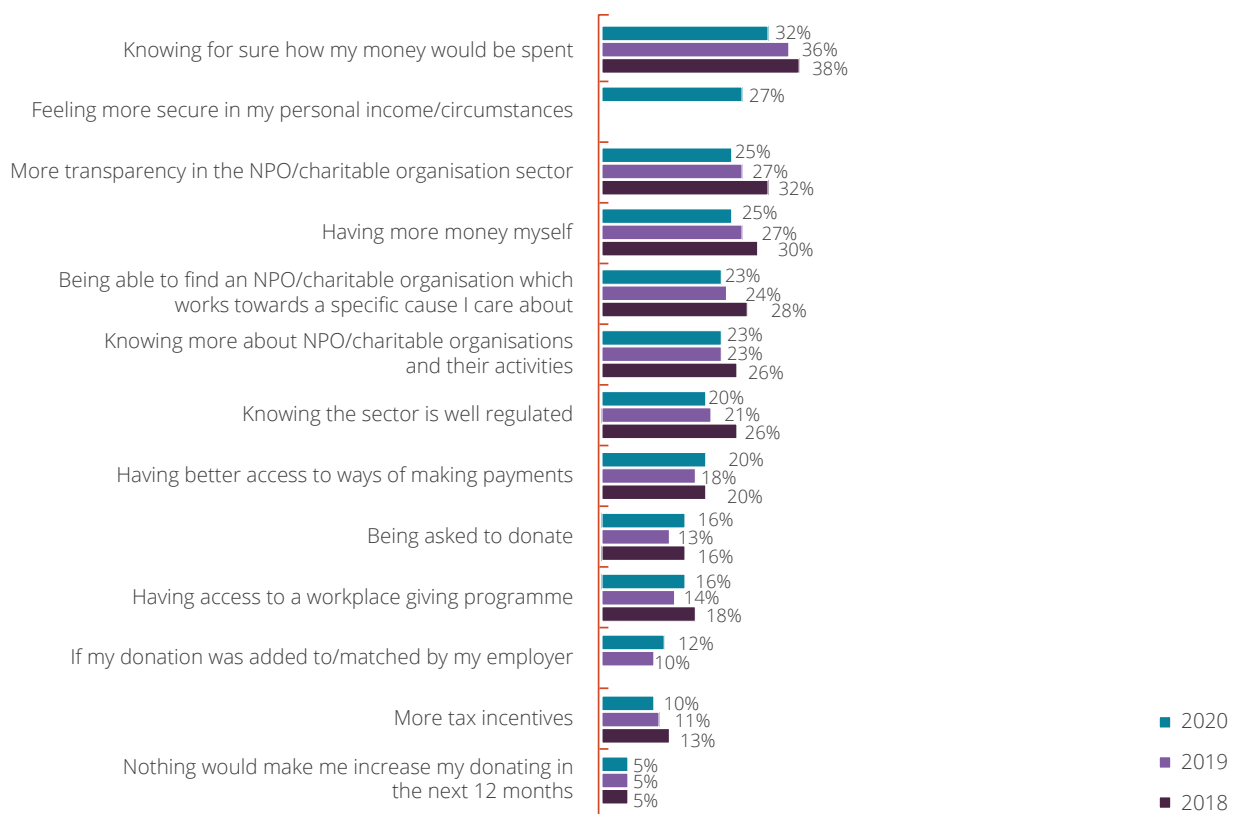


In addition to trust in spend appearing to be a less of a motivator for future giving, we also see that declines in concern for transparency and regulation in the sector, recorded in 2019, have been maintained in 2020. This may suggest that concerns around the proper conduct of charities are becoming less prominent drivers to future giving. One in four (25%) report that more transparency in the NGO/charity would motivate future giving, maintaining the significant drop seen in 2019 (27% down from 32% in 2018). Similarly, one in five (20%) reported knowing the sector is well regulated as a motivator, maintaining the significant drop seen in 2019 (21% vs 26% in 2018).

Other top motivators for future giving include feeling more secure in one’s personal circumstances (27%) and having more money themselves (25%), particularly amongst women (29% and 28% respectively). The 45-54 age group are also more likely than younger age groups to say that having more money themselves would encourage them to donate more to charity (34% vs 24% of those aged 18-44).

Only a minority (5%) say that nothing would encourage them to donate more, a figure unchanged since 2018.

**Figure 9: Which, if any, of the following would make you likely to donate money, goods or time to the not-for-profit sector in the next 12 months?**



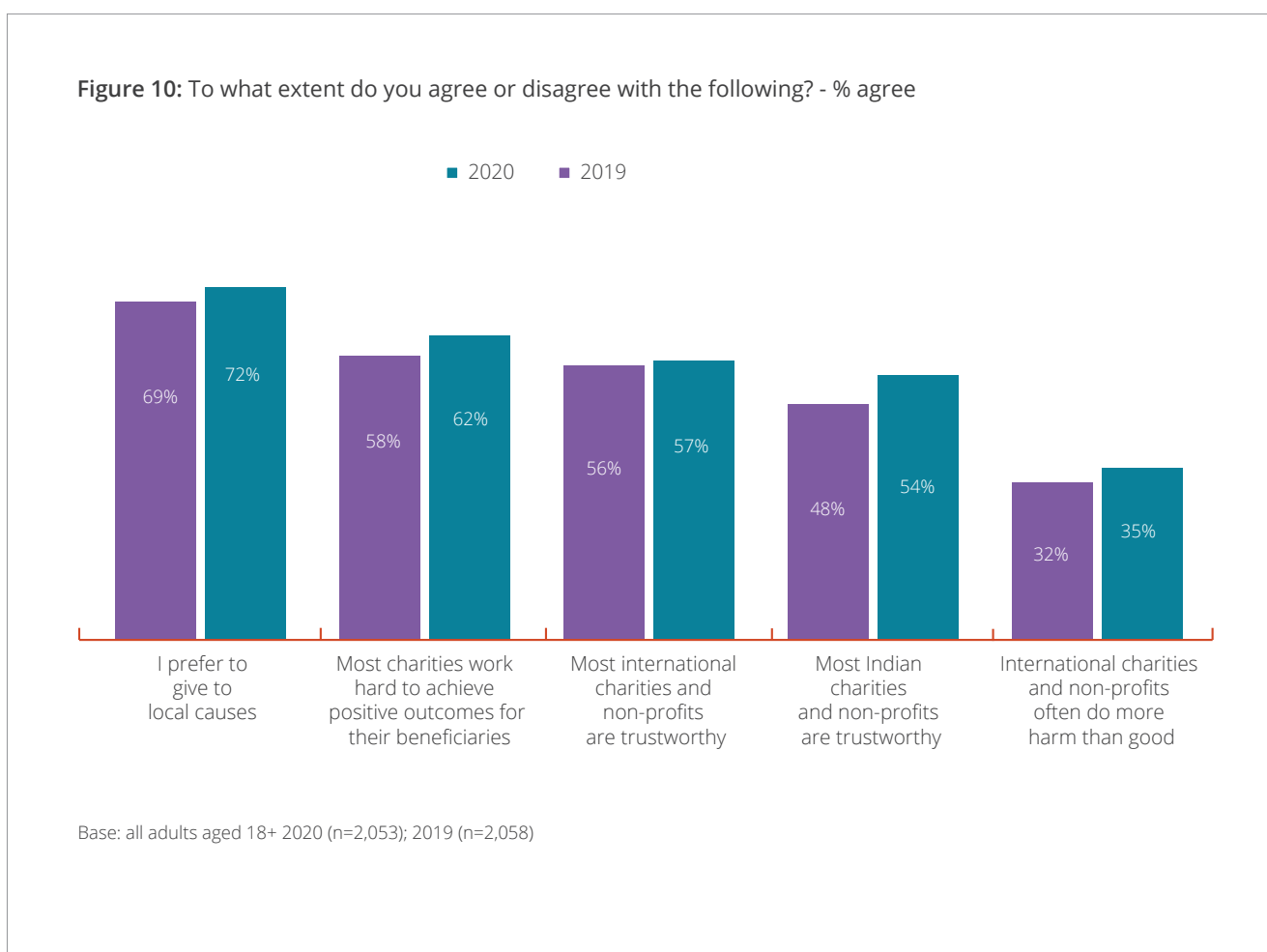
Base: 2017 data not included due to change in question wording. Base: All Adults 18+ 2020 (n=2,053); 2019 (n=2,058); 2018 (n=1,057). Responses for 'Other', 'Don't know' and 'Prefer not to say' not shown

## 11.0 Trust in charities

The majority of people tend to broadly trust charities. Just over six in 10 (62%) agree that most charities work hard to achieve positive outcomes for their beneficiaries, a figure that has increased from 2019 (58%). International charities and national charities are both seen as trustworthy in and of themselves (57% and 54% respectively). For national charities, trust is up compared to 2019 (48%).

Around seven in ten (72%) people prefer to give to local causes. This is particularly true for those with a monthly family income of more than Rs 15,000 (77% vs 61% of people with a family income below Rs 15,000). The most likely of all to prefer local causes are those with a monthly family income between Rs 50,000 and Rs 90,000 (81%).

Around one in three (35%) agree that international charities and non-governmental organisations (NGOs) often do more harm than good, whilst around one in five (22%) disagree.





## 12.0 Covid-19

### Support for charities and the community

At the time of writing, India has the second highest number of cumulative confirmed cases worldwide<sup>1</sup>. The Government launched a national lockdown in March 2020 and the pandemic has had a severe impact on the country's healthcare systems and national economy. This section examines how Covid-19 has affected giving behaviour, perceptions and use of charities and how it has impacted community relations.

The majority (85%) of people have done at least one activity to support charities or their community in direct response to the pandemic, with two in three (65%) giving money or goods to a charity or community service. Looking at charity support specifically, more than two in every five (44%) people have donated money to a charity and around one in three (35%) donated goods to a charity. Those with a family income over Rs 30,000 were most likely to have donated either money or goods in response to the pandemic – more than seven in ten (72%) did so compared to six in ten (59%) of those with an monthly family income under Rs 15,000.

The public also responded to the pandemic with community based activities. Three in ten (31%) gave money directly to their friends, family or people in their community, and a similar proportion (27%) took action to support individuals directly (e.g. by running errands, keeping in contact with the isolated, etc.). One in five (19%) donated money or goods to community services such as schools, hospitals or care homes.

Whilst the youngest adults surveyed were just as likely as other age groups to donate money and goods to charity (64% vs 65% total), when it comes community based activities, 18-24 year olds were less likely to take part. This group were less likely than average to have given money to family, friends or people in the community (23% vs 31% total), to support family, friends or people in the community via errands etc. (23% vs 27% total), to respond to an appeal organised by an individual or crowd funder (7% vs 11% total) or to take part in a fundraising event (8% vs 12% total).

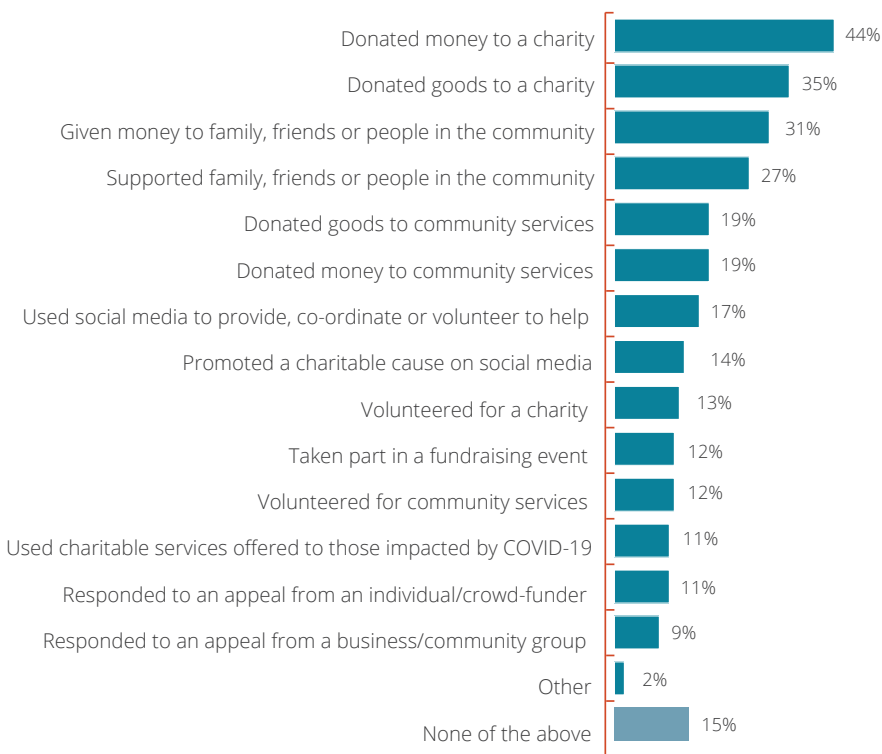
People aged 55+ are the most likely to report they had done none of the actions listed (29% vs 15% total). Many people in this age group may have felt vulnerable and will therefore have decided to isolate.

Around one in ten (11%) adults said that they had used a charitable service offered during the pandemic.

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<sup>1</sup> Source: John Hopkins University, <https://coronavirus.jhu.edu/data/cumulative-cases>. Accessed 9.12.2020

**Figure 11: Have you done any of the following as a direct response to the Covid-19 pandemic in India?**



Base: all adults aged 18+ 2020 (n=2,053)

### How giving behaviour changed in the pandemic

We asked donors how their giving habits had changed, if at all, because of the pandemic. There have been some shifts in support for international charities and for local communities.

Around one in three (35%) have given more to charities that are supporting their local community whilst one in six (17%) cut down on the amount they give to international charities. Around three in ten have refocused their giving to charities responding to the crisis (28%) or have given to new and different charities to usual (27%).

One in three (33%) are giving more to charities than they usually do, whilst around one in five (22%) are giving less. One in seven (15%) have stopped a regular payment to a charity in order to save money.

Donors with higher household incomes were more likely to increase their giving or redirect it in response to the crisis. As many as half (51%) of donors with family incomes of Rs 100,000+ gave more to charity than they would usually do. One in three (33%) of those with an income of Rs 50,000+ gave to new and different causes and one in three (33%) of those with a monthly family income of Rs 30,000+ had refocused their giving to charities responding to the crisis. Wealthier donors were also more likely to shift their focus to local giving; around one in two (47%) of those with family income of Rs 100,000+ have given more towards charities that support the local community, and one in four (26%) gave less toward international charities than usual.

### Changes to personal circumstances

The pandemic brought about great upheaval to India, with many citizens struggling to work as they normally would or to access essential services. We asked how the pandemic had impacted disposable income.

Two in every five people (40%) reported a decrease to their disposable income, whilst a similar proportion (37%) reported an increase. Fewer than one in four (22%) saw no change to household disposable income.

Men are more likely to report an increase in disposable household income than are women (40% vs 35%) who are instead more likely to say the pandemic has had no impact (25% vs 20% of men). Those aged 25-34 are more likely to have seen an increase (43%) and households with a family income of Rs 15,000-Rs 29,000 are most likely to have seen a decrease (47%).

At the time of interviewing (Nov 2020), most were concerned for the future. Seven in ten (72%) said they are worried about the security of their own household income over the next six months, with 31% very worried. Those aged 35-44 are the most worried (76%) while those aged 55 and above are the least (61%). Concern over finances may have impacted donation activity; those who are worried about their household security are twice as likely to have stopped a regular charity donation as those are not worried (18% vs 9%).

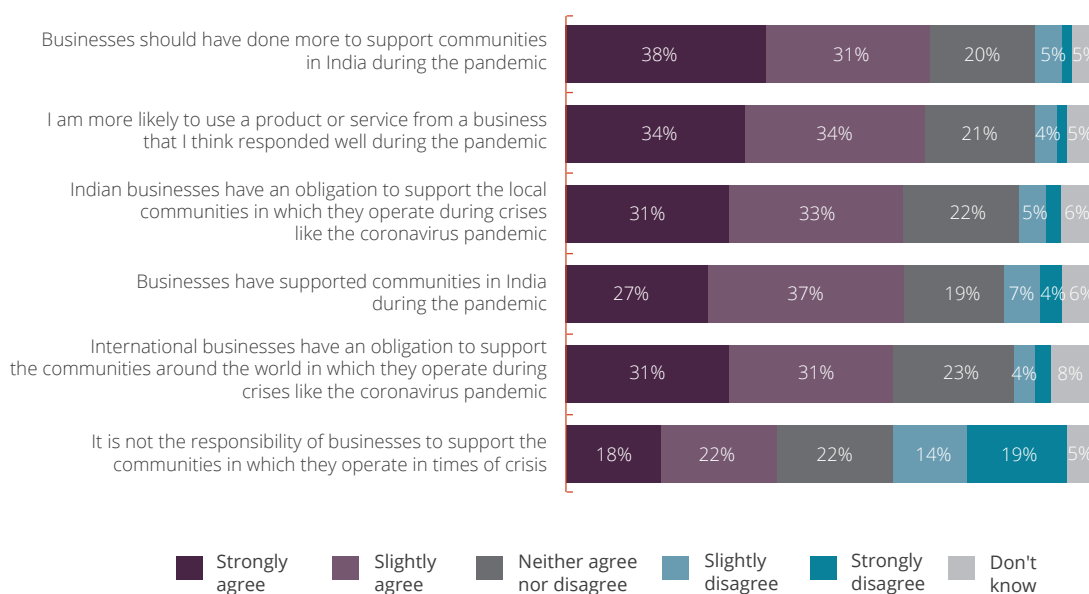
### Attitudes towards business support

Adults aged 18+ were also asked about how they felt businesses have supported communities during the pandemic.

While most think that businesses in India have provided support to communities during the pandemic (64%), a majority also think that they should have done more (69%). Many agree that supporting communities is a responsibility for businesses: six in 10 agree that both national (64%) and international (62%) businesses have an obligation to support the communities in which they operate during times of crisis. Businesses are being judged by consumers on their response during the crisis, with around seven in 10 (68%) agreeing that they are more likely to use a product or service from a business if they think they responded well during the pandemic.

Two in five (40%) people disagree and believe that it is not the responsibility of businesses to support the communities in which they operate during times of crisis. This viewpoint is more common amongst men (44% vs 37% of women) and is less common with age (44% of 18-34s agree vs just 26% of those aged 55+).

**Figure 12: Thinking about the role that businesses play in society, to what extent do you agree or disagree with the following statements?**



Base: all adults aged 18+ 2020 (n=2,053)

## Public view on government support for charities

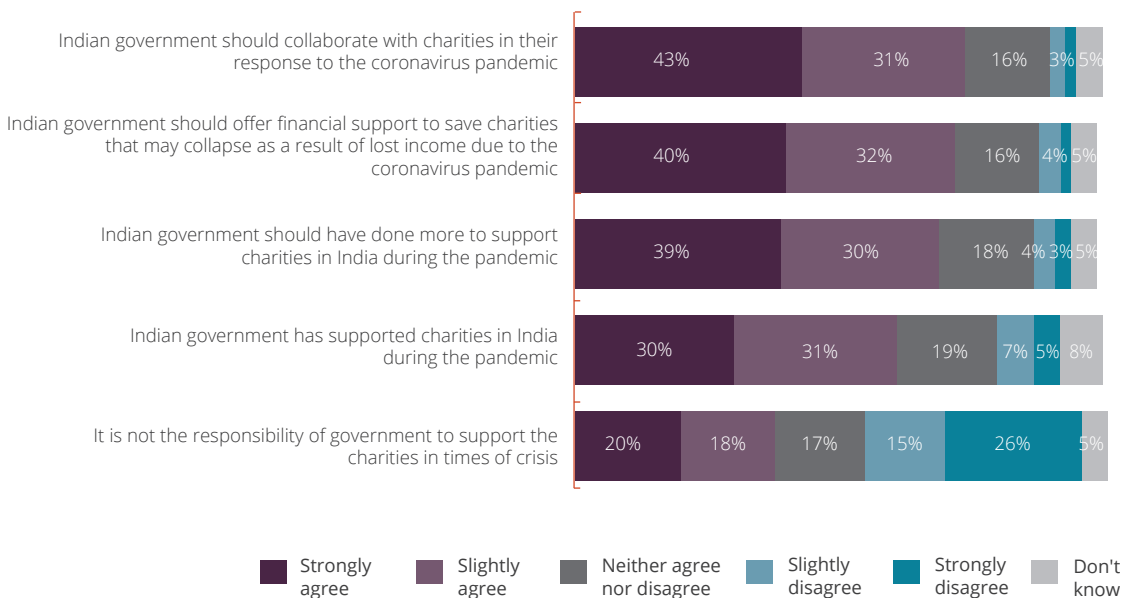
In addition to views on how businesses have responded to the pandemic, we asked the public to share their views on government support for charities during in the crisis.

Most recognise the important role that charities can play during the crisis; three quarters (74%) agree that the Government should collaborate with charities in their response to the pandemic. This includes a majority (62%) of those who have not done any of charitable activities in the past 12 months, which suggests that even those who are unwilling or unable to support charities themselves recognise their impact.

Similar to people’s perceptions of the business community, many believe that the Government has also supported charities through the pandemic (61%), but a majority believe that they should have done more (69%). Most (72%) also believe that the government should be offering financial support to charities that are in danger of collapsing because of Covid-19. Again, those who have done no charitable activity are also in agreement (63%).

As with business, more than a third (37%) of people do not believe that the Government has a responsibility to help charities during times of crisis. This group are more likely to be men (41% vs 34% of women) and to be younger (43% of 25-34s agree vs 23% of those aged 55+).

**Figure 13: To what extent do you agree or disagree with the following statements?**



Base: all adults aged 18+ 2020 (n=2,053)

### How charities coped during the pandemic

Throughout 2020, CAF surveyed a small number of charities in India to understand how charities are responding to the crisis and to identify what they needed by way of support from policymakers and from donors. The results of this research were published in real time, and can be found on the CAF India website.

## METHOD

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

In India, 2,053 interviews were completed online between the 10th and 24th November 2020. This is twice the number that were interviewed in 2017 and 2018. The survey was conducted using YouGov's online panel.

Due to the level of internet penetration in India (c. 20%)<sup>2</sup>, the sample is representative of the urban population and is weighted to known population data on demographics including age and gender.

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  $\pm 3\%$ .

### Percentages shown in data visualisations

The percentages shown within this publication are all rounded to the nearest whole number or to one decimal place. In reality though, for the analysis by CAF, the underlying data is rounded to two decimal places. This means that on some occasions the sum of two points on a chart appears to differ from the corresponding figure in the text. This is because the charts have been rounded to whole numbers, whilst the text refers to underlying data which has been rounded to two decimal places.

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<sup>2</sup> International Telecommunication Union (ITU) World Telecommunication/ICT Indicators Database (2018)

# CAF International


CAF International is a leading international network of independent, locally led organisations working at the forefront of philanthropy and civil society. It is a champion for better giving and civil society and harnesses local knowledge and expertise to help donors, companies and civil society make a bigger impact. Last year more than 70,000 charities received over £500m in donations in more than 100 countries.

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