

An aerial, topographical view of India, showing the diverse landscape from the snow-capped Himalayas in the north to the coastal regions in the south. The colors range from deep blues of the oceans to greens of the plains and browns of the mountainous regions.

# INDIA GIVING 2019

An overview of  
charitable giving  
in India

#IndiaGiving  
April 2019



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# FOREWORD

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## About this report

We are on the brink of encouraging developments in giving trends in India; increasing internet penetration and use of social media are spurring awareness across society for individual giving and the causes that people support. Moreover, it shows a vibrant culture of generosity across all forms of giving from donating to volunteering through to engaging in civil society. To this end, the second edition of the India Giving report shines much needed light on charitable endeavours across civil society and illustrates the nature of individual giving. This report aims to stimulate more informed discussions and innovations in the (NPO) space.

The findings this year have highlighted the growing credibility of charitable organisations in promoting positive change in communities; this was especially true for people with higher incomes. In addition, the people surveyed have indicated that they would be more encouraged to give if they knew how the money is being spent. They are asking for more transparency within the NPO and charity sector; this should be viewed as an opportunity for NPOs to bring greater efficiency, structure and accountability to giving.

At CAF, our philosophy of making giving count is aimed at achieving this both for corporations and individuals, through various strategic giving mechanisms that we have set up over the years. Our intent is to make the process of giving easier, more transparent and ultimately fulfilling for donors and volunteers.

It was encouraging to note that the cause Indian people feel most compelled to support is alleviating poverty; this is an issue of global significance, considering that ending poverty is the number one United Nations sustainable development goal (SDG). Helping children was the second most common cause that people supported in India. Our findings also reveal that there is an opportunity to enable and encourage effective and strategic giving in a more sustained manner as a large number of donors gave monetary support.

We hope that consolidating data such as this can help NPOs to promote their strategic giving initiatives more extensively, whilst also promoting the vital importance of charitable giving when it comes to creating a fairer, more prosperous India.



Meenakshi Batra  
CEO  
CAF India

## About CAF India

Established in 1998, Charities Aid Foundation (CAF) India is 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 working with over 100 businesses and effectively supporting more than 2,100 validated non-profit organisations 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 70,000 NGOs in over 100 countries each year.

To find out more about CAF India, please visit [www.cafindia.org](http://www.cafindia.org)

# PREFACE

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This India Giving 2019 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 and civil society. The series also includes reports covering Australia, Brazil, Bulgaria, Canada, Russia, South Africa, the United States, and the UK.

This is the second edition of this unique collection of country reports. As the series grows we will be able to look at trends in giving for the first time: why and how people of different ages and social groups give in different countries; the way they give and who they give to, as well as gaining a better understanding of people's participation in social and civic activities beyond financial donations and volunteering.

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

CAF (Charities Aid Foundation) is a leading international charity registered in the United Kingdom. We exist to make giving go further, so together we can transform more lives and communities around the world. We are a champion for better giving, and for over 90 years we've been helping donors, companies, charities and social organisations make a bigger impact.

**We are CAF and we make giving count.**

# KEY FINDINGS

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

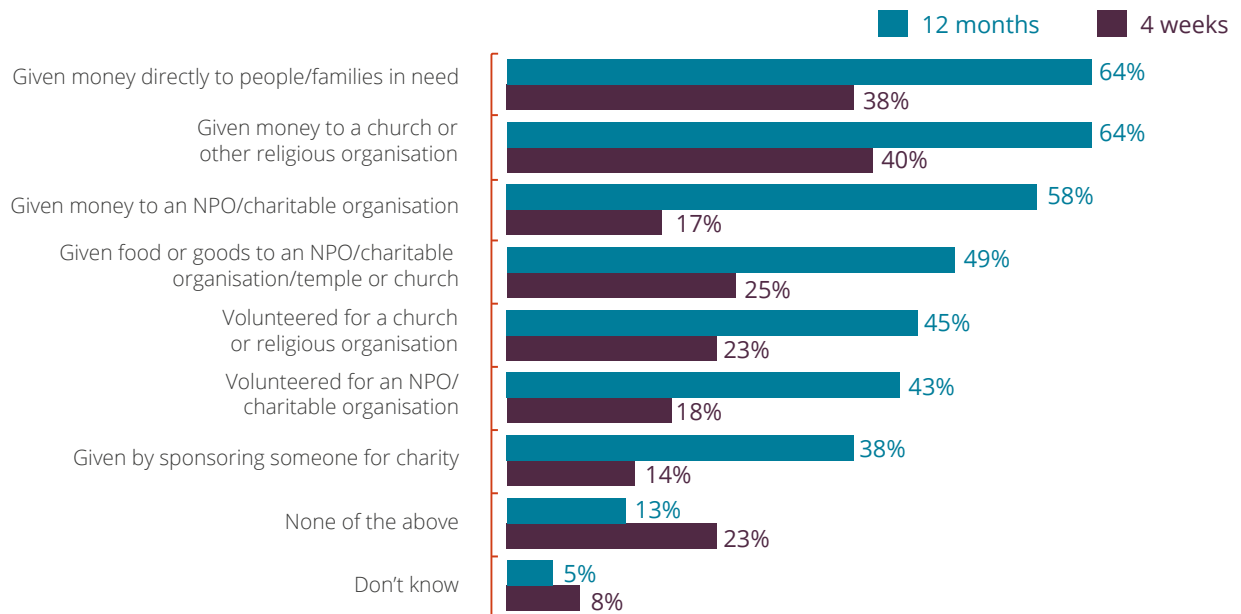
- Nearly three quarters (72%) of those surveyed report giving money in the past 12 months, either by donating to a charity, by giving to a church/religious organisation, or by sponsoring someone.
- Helping the poor was the most popular cause for Indians to have donated to (55%).
- The median amount donated or sponsored in the last year was 5,000 rupees, remaining consistent since 2017.
- Giving using cash was the most popular method of donation (68%).
- More than half of Indians (52%) have volunteered in the last year, with supporting children being the most popular cause (52%).
- Women are more likely to have either volunteered or donated to women's rights than men.
- Eight in ten (81%) believe that charities have had a positive impact on their local communities, 76% on India as a whole, while 71% said they have had a positive impact internationally. Those on higher household incomes feel more positively about the impact of charities.

# 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 in the last 12 months, and in the last four weeks.

**Figure 1: Which, if any, of the following have you done in the last 12 months/four weeks?**



Base: All adults aged 18+ (n=1,057)

Fewer people in this year's survey report doing at least one of the charitable activities listed – around eight in ten (82%) said that they did so, down from 87% in 2017. Participation in these activities in the last four weeks has seen a similar decrease, from 75% in 2017 to 69%.

As was the case in 2017, those with the highest household incomes are still more likely than those on the lowest household incomes to have done any of the activities listed. This is true both in the last 12 months (90% of those with a family income over 171,000 rupees per month vs. 79% of those with a family income under 17,100 rupees per month), and in the last four weeks (82% vs. 69%).

## 2.0 How people get involved – detail

### 2.1 Giving money

Fewer people donated money in 2018 - 72% did so in the last 12 months, down from 82% in 2017. People report donating, through a combination of giving to religious organisations (64%), donating to a charity/NPO (58%) or by sponsoring someone for a charity (38%). Half (51%) have given money in at least one of these ways in the last four weeks.

Those with monthly family incomes over 171,000 rupees are more likely to have donated or sponsored in the last 12 months (82%) than those with a household income of less than 17,100 rupees (69%).



### 2.2 Volunteering

Volunteering rates declined from 59% in 2017 to 52% in 2018.

In 2018, 45% of volunteers gave their time to a religious organisation and 43% to an NPO/charity. A number of people therefore volunteered for both. Those who volunteer are also likely to participate in other activities, with 96% of those who volunteered in the last 12 months also giving money.

Around a third (31%) have volunteered in the last four weeks; (down from 36% in 2017) 23% for a religious organisation and 18% for a charity/NPO.

The top three causes for volunteering remain largely the same as last year. Volunteers are most likely to give their time to support children (52%), to help the poor (45%) and to support religious organisations (41%).

As we saw in 2017, nearly a fifth (18%) of women who volunteered directed those efforts towards supporting women's rights (vs. 10% of men who volunteered).

Volunteers with a monthly family income of more than 171,000 rupees (28%) are more likely than average (18%) to volunteer in support of environmental protection. Volunteers aged 45 and over are also more likely than average to support environmental protection (32% vs. 18% average) and disaster relief (28% vs. 15% average).

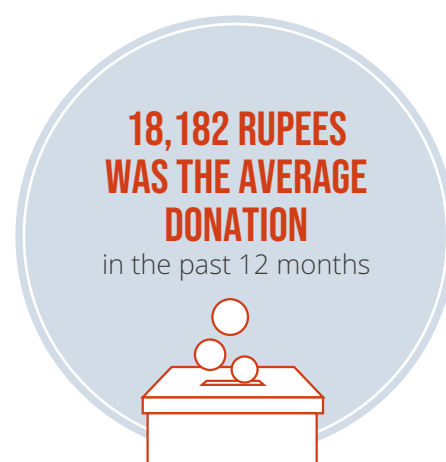


### 3.0 Typical amount given

Those surveyed were asked how much money they had given either in the past 12 months, or in the past 4 weeks.

Amongst those who had not donated or sponsored in the last four weeks, but had done so in the past 12 months, the typical (median) total amount given over the period was 5,000 rupees, whilst the average (mean) donation was 18,182 rupees. The median donation from the last 12 months has remained consistent since 2017, but the mean has dropped from 34,293 rupees, indicating that there are less big ticket donations being made by Indian donors.

The size of donations made in the last four weeks has also decreased since 2017. The typical (median) donation made in the last four weeks is 2,500 rupees, a decrease from 3,500; the average (mean) donation made in the last four weeks is 8,361 rupees, a decrease from 16,498.



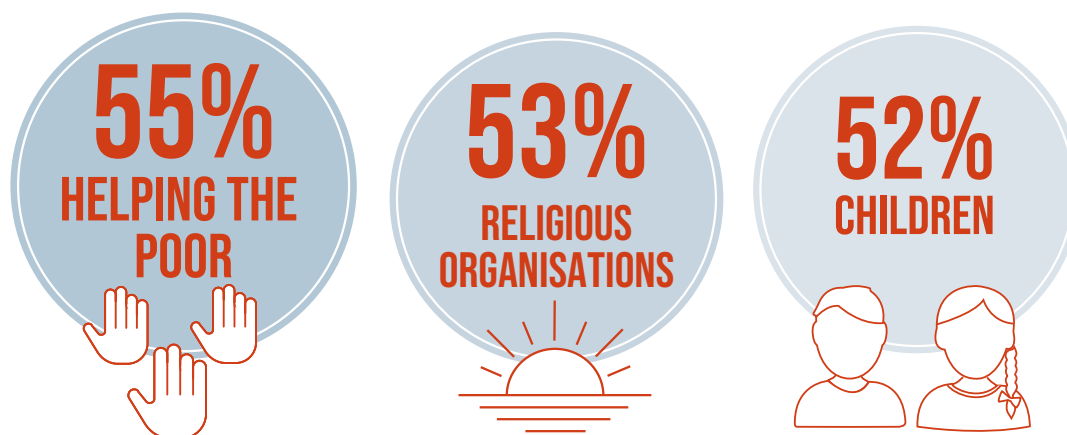


## 4.0 Which causes people give to

Helping the poor is the most popular cause to donate to in India, with over half (55%) of donors having given to this cause. This is followed by supporting religious organisations (53%) and supporting children including orphans, seriously ill children and children with disabilities (52%). These are the same top causes as seen in 2017.

As seen with volunteering, women are more likely than men to have donated to women's rights (17% vs. 12%).

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



Base: All donors (n=761)

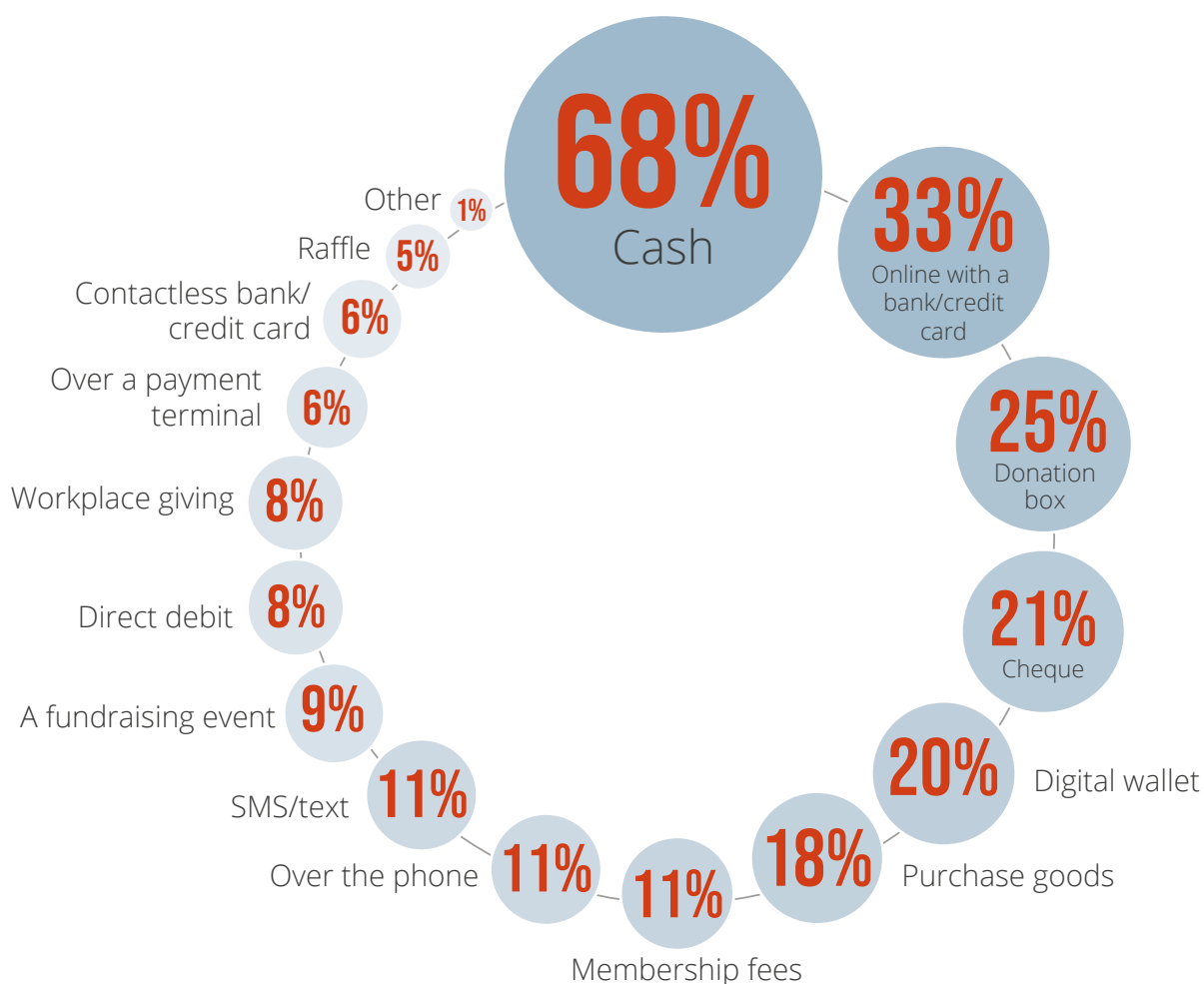
## 5.0 How people give

Giving using cash is the most common method of donation (68% of donors), followed by giving online with a bank/credit card (33%), and using a donation box in a shop or other public place (25%).

Women who donated are more likely to have donated via text (14% vs. 8% of men), while men are more likely to have donated online with a bank/credit card (38% vs. 28%).

Donors aged 18-24 are particularly unlikely to have used a cheque to make their donation (11% vs. 21% average). Those aged 18-34 are more likely than their older counterparts to have donated with a digital wallet, such as Apple Pay or PayPal (25% vs. 20% average).

**Figure 3:** In the last four weeks/twelve months have you given to a cause by any of these methods?



Base: All donors (n=761)

## 6.0 Why people give

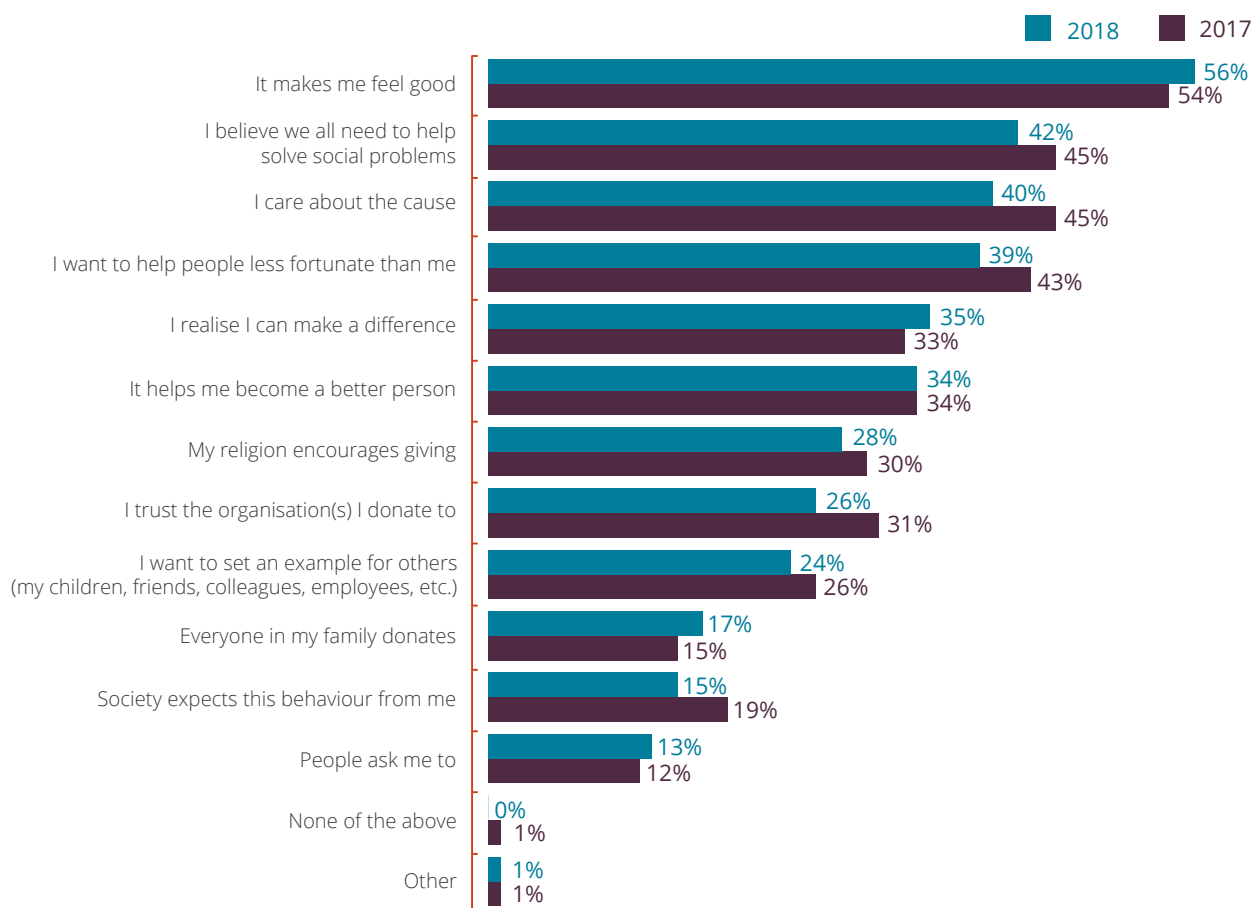
The most common reason for donating was because it made the donor feel good (56%), remaining unchanged from 2017 (54%). Believing that we all need to help solve social problems (42%) and because they care about the cause (40%) are also popular reasons for giving money

As seen in 2017 men who donated are more likely to say that they gave money because society expects this behaviour from them (18% vs. 12% of women). They are also more likely to give because they trust the organisations they give to (29% vs. 22% of women).

Older donors (aged over 45) are more likely than those in the youngest age group (18-24 years) to give for a range of reasons. This includes: because it makes them feel good (57% vs. 46%), because they want to help people less fortunate (46% vs. 35%), because they care about the cause (46% vs. 34%), because they trust the organisations they donate to (38% vs. 19%) and because society expects this behaviour from them (20% vs. 12%). The younger group are more likely to have given because they believe it helps them to become a better person (38% vs. 27%).



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

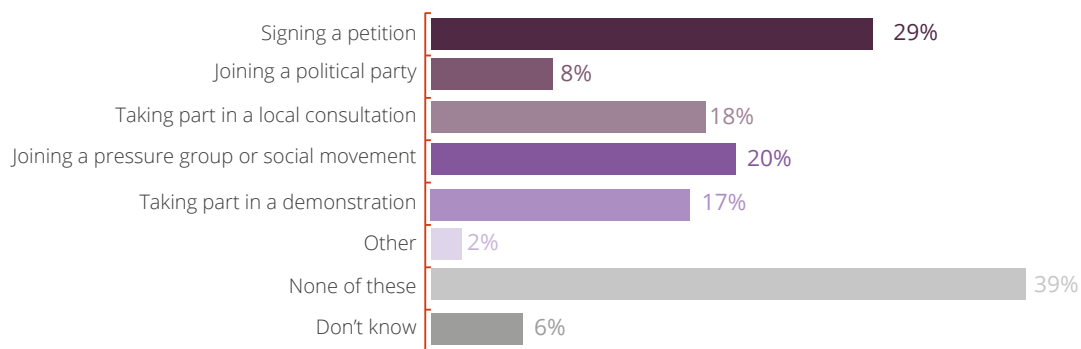


Base: All donors (n=761)

## 7.0 Engaging in civil society

This year we also asked about people's participation in other social and civic activities besides the giving already described earlier in the report. All those interviewed were shown a list of five activities and asked whether they had done any of these in the last 12 months.

**Figure 5:** 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+ (n=1,057)

More than half (55%) of people surveyed have taken part in at least one of the civic activities listed. Men are more likely than women to say that they have taken part in a local consultation (22% vs. 15% of women). Those aged 25-34 are the most likely age group to have joined a political party (12% vs. 8% on average).

**MORE THAN HALF  
HAVE TAKEN PART  
IN AT LEAST ONE  
CIVIC ACTIVITY**



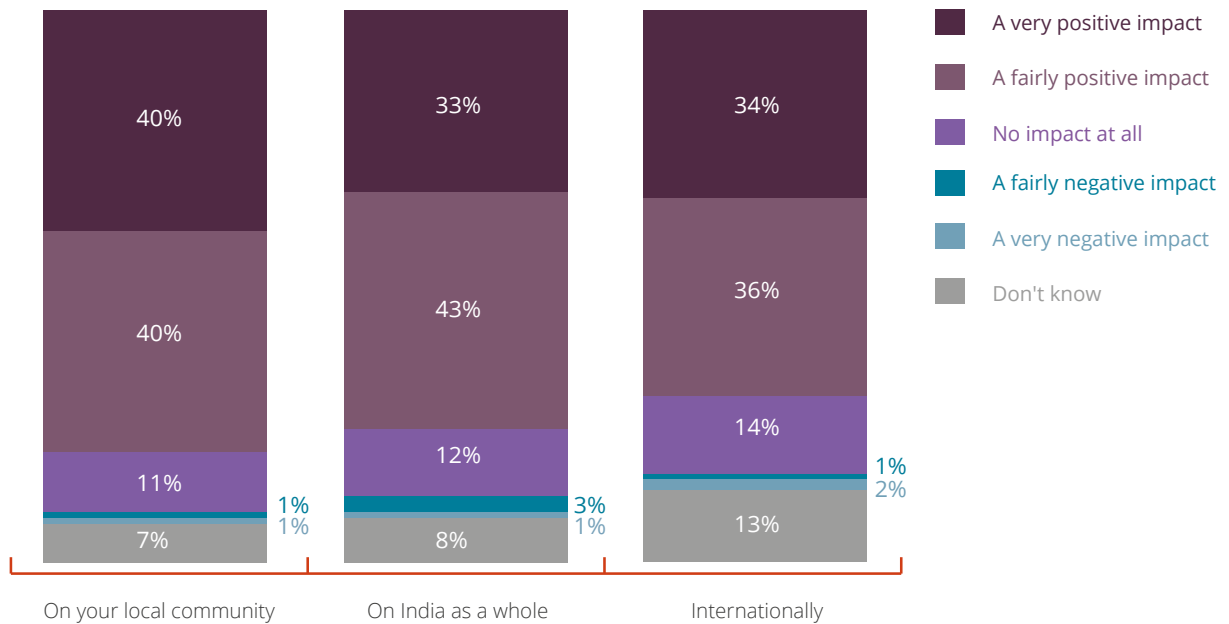


## 8.0 The impact of charities

Eight in ten (81%) say that charities have a positive influence on their local community, three quarters (76%) say charities have had a positive impact on India as a whole, and 71% say they have had a positive impact internationally. Very few people overall say that charities have a negative impact on these areas.

Those on the highest monthly family incomes, of over 171,000 rupees, are more likely to believe that charities have had a positive impact, both on their local communities (90% vs. 81% average) and on India as a whole (86% vs. 76% average).

**Figure 6:** What impact, if any, do you think charities have had?



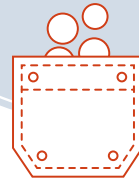
Base: All adults aged 18+ (n=1,057)

## 9.0 Encouraging future giving

The top three things that would encourage people to donate more money, time or goods over the next 12 months are unchanged from 2017 – knowing for sure how their money would be spent (38%), more transparency in the NPO/charity sector (32%) and having more money themselves (30%). Five percent say that nothing would make them increase their donating in the next 12 months.

The oldest respondents, aged 55 and over, are more likely than others to say that nothing would make them increase their donating in the next 12 months (11%), while those aged 18-24 are particularly unlikely to say that tax incentives would make them donate (7% vs. 13% average). Those aged 25-34 are more likely than other ages to say that being able to find a charity which works towards a specific cause they care about (34% vs. 28% average) and having better access to ways of making payments (26% vs. 20% average) would make them give more.

**38% WOULD DONATE MORE IF THEY KNEW HOW THEIR MONEY WOULD BE SPENT**



**32% WOULD DONATE MORE IF THERE WAS MORE TRANSPARENCY IN THE NPO/CHARITY SECTOR**



# METHOD

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

In India, 1,057 interviews were completed online between 2 and 31 August 2018. The survey was conducted using the YouGov panel.

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.

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  $\pm 3\%$ .

# CAF Global Alliance


The CAF Global Alliance 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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