



INDIA GIVING 2020

An overview of
charitable giving
in India

#IndiaGiving
May 2020

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FOREWORD

We have entered the third decade of the 21st century and yet, along economic lines, the Indian population is more divided than ever and the income gap between rich and poor continues to increase.

In 2015, the United Nations set out its framework for a safer, fairer global future through seventeen Sustainable Development Goals (SDGs), which the world strives to meet by 2030. With such a huge population and one of the world's largest economies, India's success in meeting the SDGs will be crucial and its global impact significant. Reducing poverty, inequality, environmental degradation, and ensuring prosperity, peace and justice must be prioritised. In the wake of the Covid-19 pandemic, now, more than ever, they must be our most urgent tasks.

Philanthropy has a vital role to play in building an equitable society and it is a well-documented fact that giving is ingrained in the Indian DNA. Over centuries, philanthropic gestures from individuals have shaped the lives of millions of people and communities across the country. Whilst we might assume that such gestures are governed by a sense of religious duty or community obligation, not enough is known about the size, scope and the impact of these acts of kindness, or even the wider reasons behind them. This report aims to shine a light on the nature of individual giving in India.

CAF India's survey of over 2,000 Indians provides insight into why Indians give, how often they give, and which causes they choose to support. It details changes over time in how people prefer to donate, as internet penetration increases and the advent of digital media has opened up multiple avenues for online fundraising.

This year, the survey has also asked people about their opinions on the relationship between NGOs and businesses in India. Do they trust non-profit organisations (Indian and international)? And would they prefer associating with responsible businesses that are actively involved in carrying out social development activities? These are some of the questions this report attempts to answer.

Over the past two decades, CAF India has worked closely with individuals, businesses and foundations, helping them to give more effectively and strategically to various social causes. The India Giving 2020 report is another effort in that direction. We hope that the report is able to help non-profit organisations strengthen their individual fundraising capacities and also inspire individuals give more strategically.

Let's get on with giving!



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 22 years, CAF India has actively engaged with stakeholders across a broad spectrum of areas working with over 300 businesses and effectively supporting more than 2,100 validated non-profit organisations across 27 states and Union Territories 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 £505m in over 100 countries each year.

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

PREFACE

This India Giving 2020 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 third edition of this unique collection of country reports. As the series has grown we have been able to start monitoring giving trends in these countries 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.

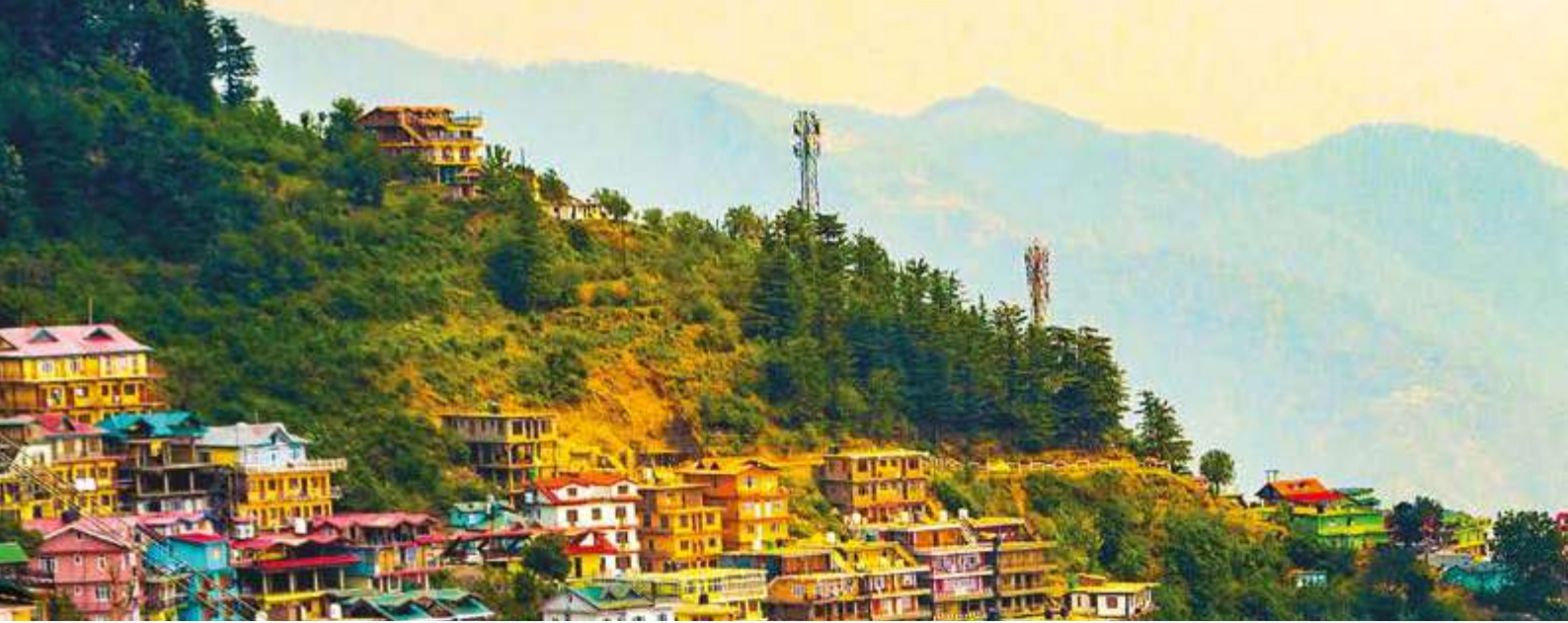
Michael Mapstone
Director of International
CAF Global Alliance

About CAF

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.

CAF is a founding partner of the CAF Global Alliance, a leading international network of independent and locally-led organisations working at the forefront of philanthropy and civil society. The CAF Global Alliance includes partners from Australia, Brazil, Bulgaria, Canada, India, Russia, South Africa, United Kingdom, and the United States.

We are CAF and we make giving count.



KEY FINDINGS

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

- More than eight in ten (84%) people took part in at least one charitable activity in the past 12 months, in line with 2018 (82%) but lower than in 2017 (87%).
- Around three quarters (77%) of people gave money in the past 12 months, either by donating to an NPO/charitable organisation (charity), by giving to a religious organisation or by sponsoring someone.
- The most popular causes for donation remain the same as previous years: helping the poor (54%), supporting religious organisations (51%) and supporting children (49%).
- The typical (median) amount donated or sponsored in the last 12 months has remained consistent since 2017 at 5,000 rupees.
- Whilst cash remains the most common way to donate (58% of donors), its prevalence has declined since 2018 (68%). Over the same period, giving via a digital wallet has grown more commonplace (from 20% to 28% of donors).
- More than half of people (54%) have volunteered in the past 12 months. Whilst the most popular causes have remained the same since 2018, there has been an increase in volunteering for disaster relief (27% vs 15% in 2018).
- Overall, Indians agree that charities have a positive impact in their community (80%), their country (80%) and internationally (70%). More than half (56%) agree that most international charities and non-profits are trustworthy, whilst just under half (48%) feel the same about Indian charities.
- Nearly eight in ten (78%) think that businesses should support the communities in which they operate and seven in ten (70%) would be more inclined to buy a product or service from a business that donates to charitable causes or supports their local community.



DETAILED FINDINGS

1.0 Overall picture of how people get involved

We asked Indians which, if any, of seven charitable activities they had done in the last 12 months and in the last 4 weeks.

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

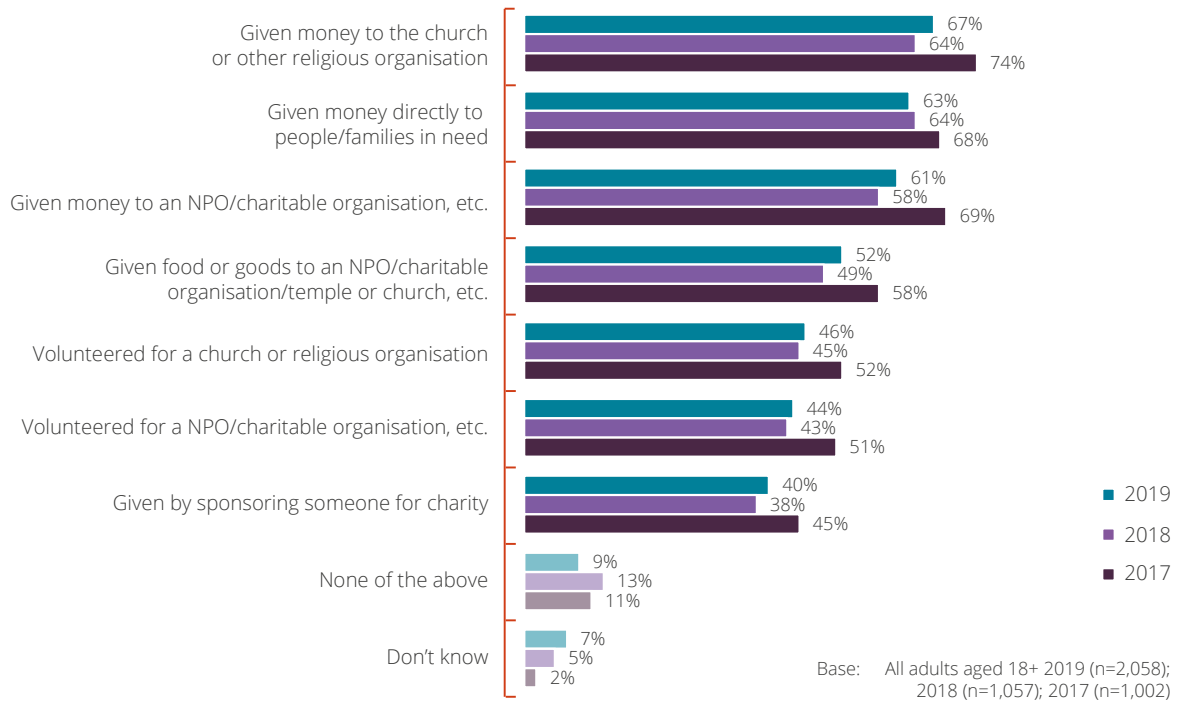
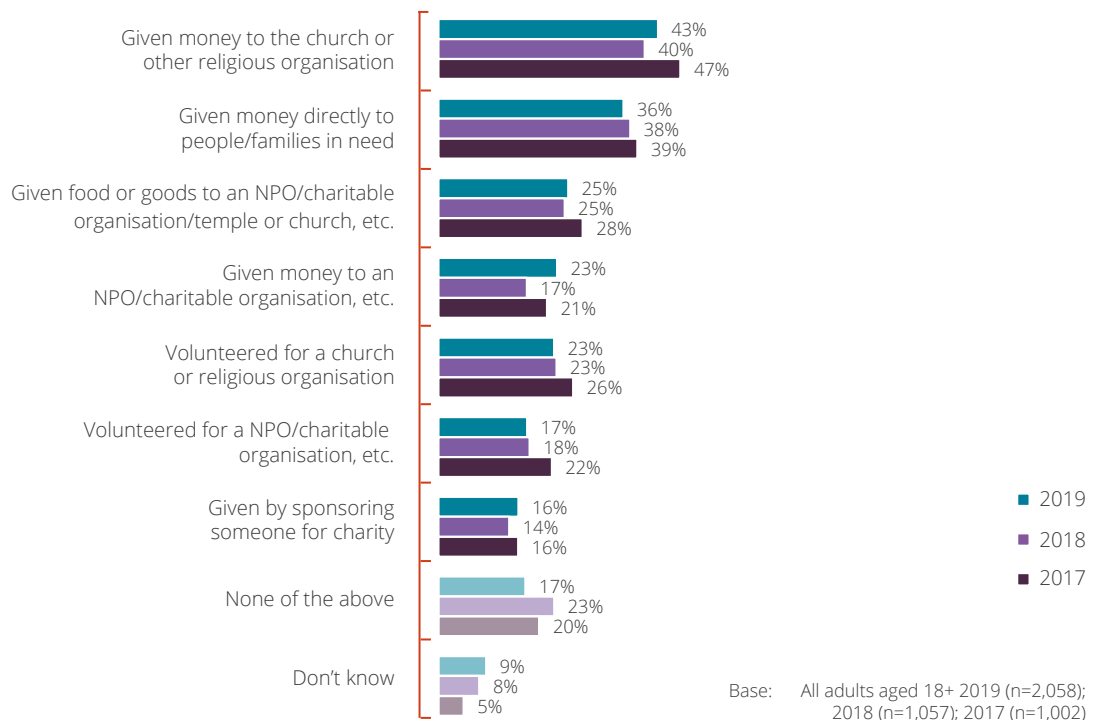


Figure 2: Which, if any, of the following have you done in the past 4 weeks?



More than eight in ten (84%) people took part in at least one charitable activity in the past 12 months; in line with results from 2018 (82%) but lower than in 2017 (87%) It is possible that levels of giving and volunteering were elevated in 2017 due to that year's South Asian floods, said to be amongst the worst in decades.¹

Although charitable engagement among all adults is high, those aged 18-24 and 45-54 are least likely to have taken part in the last 12 months (78% and 81% respectively).

Three quarters of Indians (74%) reported doing at least one charitable activity in the past 4 weeks. This has returned to levels seen in 2017 (75%) after rates declined in 2018 (69%). Those aged 25-44 are most likely to have engaged in charitable behaviour in the last 4 weeks (77%).

2.0 How people get involved – detail

2.1 Giving money

In 2019 there was an increase in the proportion of Indians who donated or sponsored money, more than three quarters having done so in the last year (77% vs 72% in 2018). However, giving levels remain below those recorded in 2017 (82%).

Two thirds donated money to religious organisations (67%), in line with 2018 (64%) but lower than the three quarters (74%) seen in 2017. Six in ten (61%) donated money to NPOs or charities, up from 2018 (58%) but lower than in 2017 (69%). The pattern is the same for giving via sponsorship, which is in line with 2018 (40% vs 38% in 2018) but lower than in 2017 (45%).

The 25-34 and 35-44 age groups are most likely to have given money in the past 12 months (80% and 81% respectively) and are significantly more likely than those aged 18-24 (71%) to have done so.

Whilst giving is widespread across society, nevertheless the likelihood to donate money increases in line with household income. 73% of people with a household income under 30,000 rupees reported donating or sponsoring, compared to 82% of people with an income between 30,000 and 100,000 rupees, and 87% of people with an income of 100,000 rupees or more.

Less formal ways of giving are also common; around half (52%) have donated informally by giving food or goods to an NPO or charitable organisation or to a religious organisation. Those aged 25-44 are most likely to give this way (56%) and do so significantly more than the youngest age group (46% of 18-24 year olds).

2.2 Volunteering

Similar to the trend seen for donations, volunteering rates have also stabilised following a decline in 2018. Just over half (54%) of Indians volunteered in the last 12 months, similar to the levels seen in 2018 (52%) but lower than those seen in 2017 (59%).

In 2019, 46% volunteered for a religious organisation in the previous 12 months and 44% had volunteered for an NPO or charity. Those aged 45-54 are least likely to have volunteered, only 42% had done so compared with 54% on average.

Amongst those who volunteered, the most popular causes were helping the poor (49%), supporting children (46%) and supporting religious organisations (45%). These causes were also the most popular in 2017 and 2018. Other popular causes include helping the elderly (32%) and supporting disabled people (29%). In 2019 we also saw a significantly higher proportion of people volunteering for disaster relief causes, which almost doubled from 15% in 2018 to 27% in 2019.

¹ Wikipedia: 2017 South Asian Floods

3.0 Typical amount given

We asked how much donors gave to charitable causes via donations or sponsorship in the past 12 months or in the past 4 weeks.

Among those who gave money in the **past 12 months but not in the past 4 weeks**, the typical (median) amount donated has remained consistent at 5,000 rupees since 2017. Meanwhile the average (mean) donation has steadily declined over the last three years, from 24,293 rupees (2017) to 18,182 rupees (2018) and now 10,941 rupees.

The typical (median) amount for donations or sponsorship in the **past 4 weeks** has also declined since 2017, from 3,500 rupees to 2,500 rupees in 2018 and 2,000 rupees in 2019. The average (mean) amount given in the past 4 weeks has bucked the trend and risen from 8,361 rupees in 2018 to 9,672 rupees in 2019, although it is still lower than the high of 16,498 rupees recorded in 2017.

The higher donation amount recorded in 2017 may be due to increased giving as a result of the devastating South Asian Floods of that same year.



4.0 Which causes people give to

Helping the poor continues to be the most popular cause for Indians to donate to, with over half (54%) of donors and sponsors giving to this cause. This is followed by supporting religious organisations (51%) and supporting children (49%). All have consistently made up the top three cause areas since 2017.

Among donors, men were more likely than women to support a number of causes, including disabled people (32% vs 25%), animal welfare (14% vs 9%), environmental protection (16% vs 12%), and physical healthcare (10% vs 7%). Donors aged 18-34 are the most likely age group to support disabled people (31% vs. 24% of people aged 35+). Older donors are least likely to support women's rights, with 2% of those aged 55 and over supporting this cause compared with 10% on average. Support for women's rights is highest among 25-34 year old donors (13%), and is equally supported by men (8%) and women (11%).

Figure 3: Which of the following causes have you donated to/sponsored in the last 12 months/4 weeks?



Base: All donors (n=1,584)



5.0 How people give

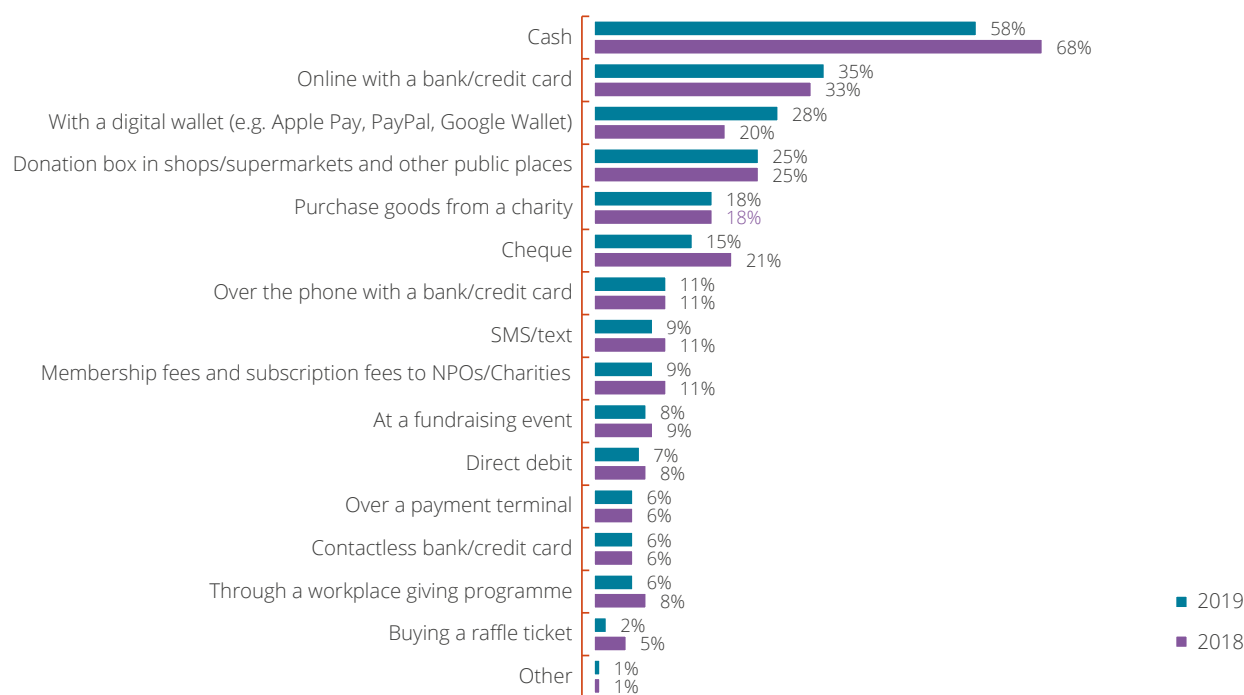
In 2019, donors made a shift towards digital payment methods. The number of donors giving via cash in the past 12 months fell by ten percentage points (from 68% to 58%) whilst at the same time, giving via a digital wallet (e.g. Apple Pay, PayPal, Google Wallet) increased significantly from 20% in 2018 to 28% of donors in 2019. It is now the third most popular method of donating.

Cheques have declined in use, with one in seven donors (15%) now using them compared to one in five (21%) last year. The second most popular method of giving to charity is online with a bank or credit card (35%) which is consistent with 2018 (33%).

Younger donors are most likely to donate with digital technologies such as via digital wallet (35% of 18-24 year olds vs 11% of those aged 55 and over) and least likely to use cash (52% vs 64% of those over 35) or cheques (11% vs a high of 19% among 45-54 year olds). Those aged 25 to 34 are the most likely to have donated with a bank or credit card (42%).

Among donors and sponsors, men are more likely than women to have given to charity with a digital wallet (31% vs 25%), SMS/ text (11% vs 7%), and direct debit (9% vs 5%).

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



2017 data not included due to change in answer codes

Base: All donors 2019 (n=1,584); 2018 (n=761). Responses for 'None of the above', 'Don't know' and 'Prefer not to say' not shown

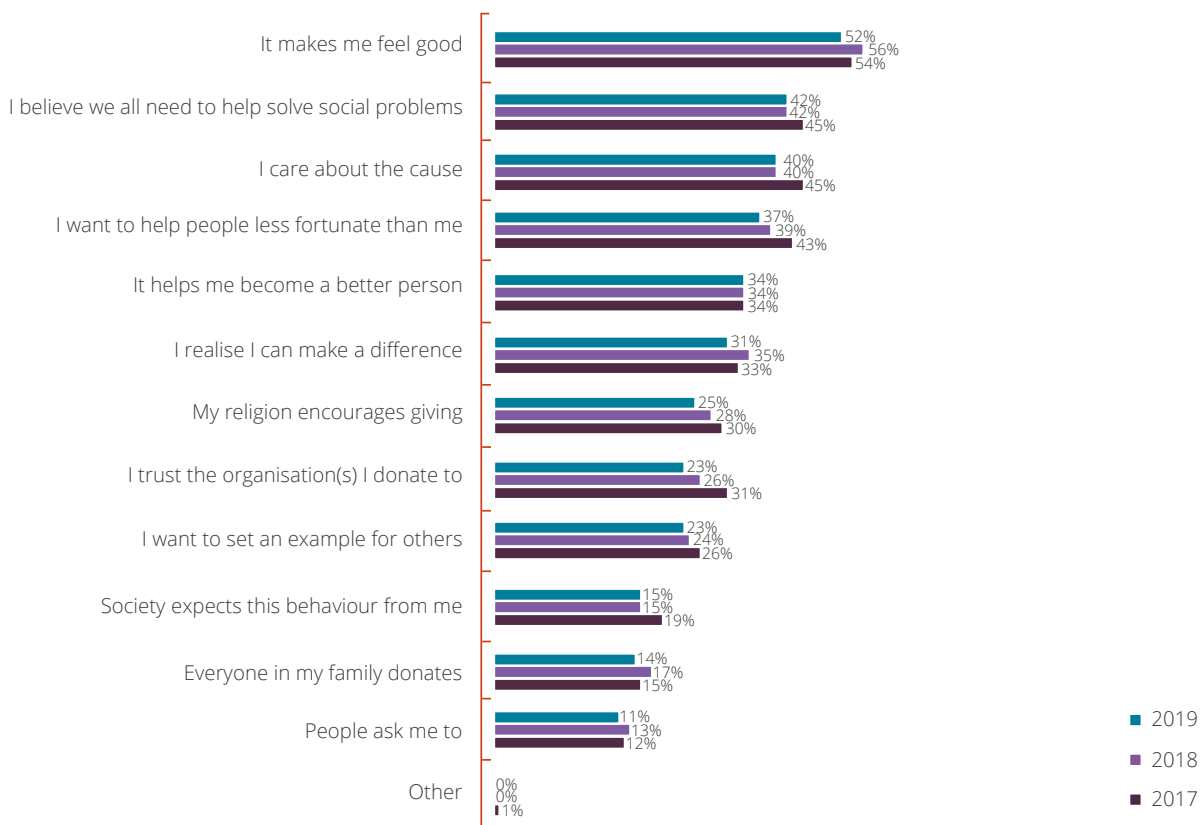
6.0 Why people give

The most common reason that donors say they give to charity is because it makes them feel good (52%); this has been the top reason given each year since 2017. Following this are the belief that we all need to help solve social problems (42%), caring about the cause (40%), and wanting to help less fortunate people (37%). Caring about the cause and wanting to help less fortunate people have decreased since 2017 (45% and 43% respectively).

Among donors, Indian men are more likely to be conscious of social pressure to donate, a pattern seen in previous years. Men are more likely than women to say they give to charity because it is expected of them (18% vs 11% of women), or that someone directly asked them to (13% vs 9% of women). A quarter of men also say they give because they trust the organisation they donate to (26% vs 20% of women). Women are more likely to give to charity because they care about the cause (42% of women vs 37% of men).

Older donors aged 55 and over are the most likely of all ages to donate to charity because they care about the cause (55% vs a low of 35% among 18-24 year olds). Those aged 55 and over are also the most likely to say they want to help people less fortunate than them (49% vs a low of 29% of 25-34 year olds).

Figure 5: Which of the following, if any, are reasons that you have given money in the last 12 months/4 weeks?



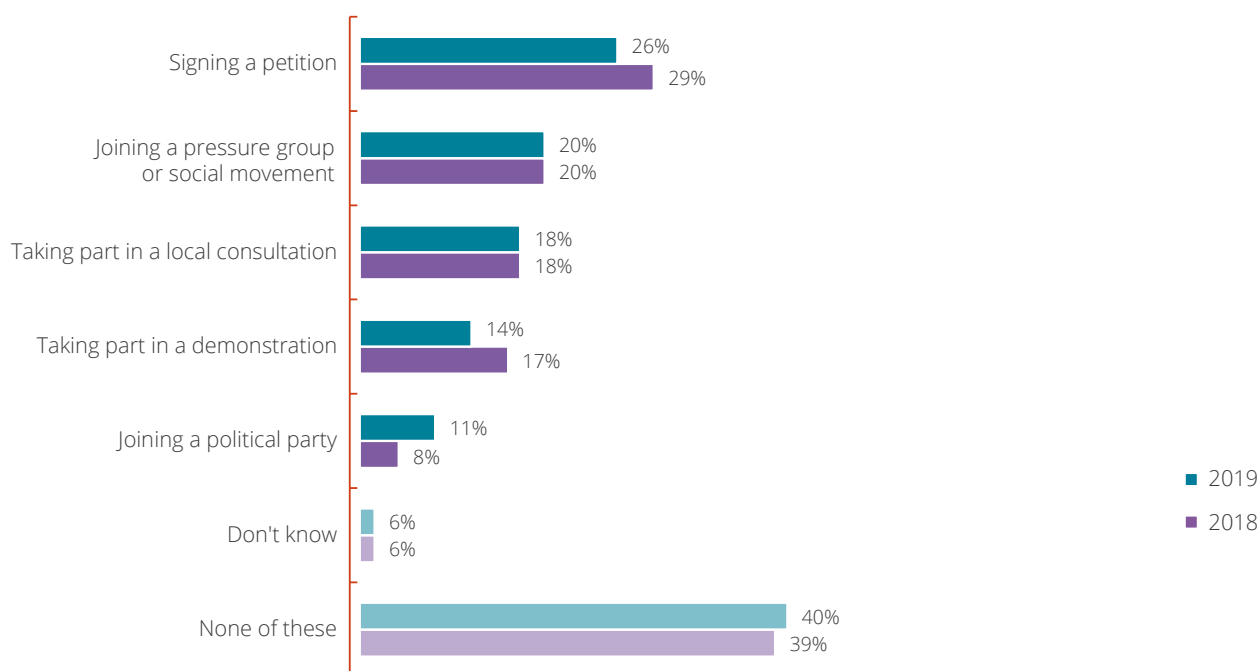
Base: All donors 2019 (n=1,584); 2018 (n=761); 2017 (n=817) Responses for 'None of the above', 'Don't know' and 'Prefer not to say' not shown

7.0 Engaging in civil society

As well as capturing the giving habits of Indians, for the second year in a row we asked about participation in other social and civic activities in the last 12 months. This engagement is largely consistent with 2018. Over half (54%) have participated in some way with a quarter (26%) having signed a petition, one in five (20%) having joined a pressure group or social movement and just under one in five (18%) having taken part in a local consultation.

The number to have joined a political party significantly increased from 8% in 2018 to 11% in 2019, possibly due to the 2019 Indian General Election which took place less than six months before this research was conducted. It may also be the case that with an election offering a way of expressing political sentiment, fewer felt the need to take part in a demonstration – with significantly fewer having done so in 2019 (14%) than in 2018 (17%).

Figure 6: 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+ 2019 (n=2,058); 2018 (n=1,057)

Indian men are more likely than women to have done at least one of the social or civic activities (57% vs 51%). In particular, they are more likely to have joined a pressure group or social movement (21% vs 18% of women) or joined a political party (13% vs 8% of women).

Those aged 25-34 are the most likely to have taken part in a demonstration (19% vs 14% on average) and taken part in a consultation (22% vs 18% on average). Signing a petition is most common among those aged 55 and over, more than a third (36%) have done so compared with a quarter of Indians (26%) on average.

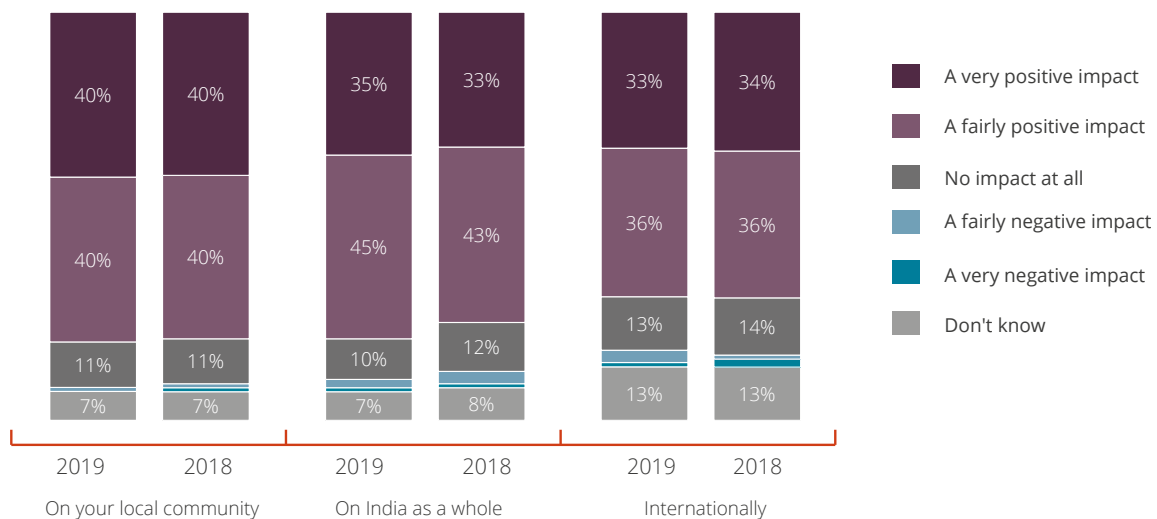
8.0 The impact of charities

Generally, Indians are positive about the impact that charities have. Eight in ten (80%) say that charities have had a positive impact on their **local community** and seven in ten (70%) say that they have had a positive impact **internationally**. These results are both in line with 2018. Eight in ten (80%) also agree that charities have had a positive impact on their **country as a whole**, a significant increase from 2018 (76%).

Women are more likely than men to say that charities have a positive impact on India as a whole (82% vs 78% of men) and this positivity among women has increased since 2018 (77%). Whilst those aged 25-44 are the most likely age group to agree with this statement, the biggest increase has been amongst those aged 55 and over, up 13 percentage points (78% vs 65% in 2018).

As well as being the most likely to agree that charities have a positive impact on their country, 25-44 year olds are also the most likely age group to agree that charities have a positive impact on their local communities (84%), in line with the findings from 2018.

Figure 7: What impact, if any, do you think charities have had?



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

9.0 Perceptions of the impact of charities

Reasons for perceiving a positive impact

Respondents were asked to explain why they feel charities have had an impact on their community.

For the 80% who say that charities have had a positive impact on their community, just under half (48%) say that this is because they make a difference or help people in need. Older age groups are more likely to state this than younger groups (57% of 45-54 year olds and 60% of those aged 55 and over).



“During the last flood charities helped people so much. They are helping people in this year’s flood also by collecting clothes and food to the people who are affected by flood and landslides.”

“There are quite a few people living near my community for whom any money or help given to the children goes a long way in changing their life for good.”

“Because there are people I know who had financial problems with medical care in their families and needed charitable help which they got to a certain extent. Mainly because medication has become so expensive that even the middle class cannot afford it at times.”

Around one in ten state that charities are raising awareness (12%), that they do good or important work (11%), or that they provide a service (10%). Women are more likely than men to state that they provide a service (12% vs 8%).

“Because they really help to improve the quality of life of people by making sure that they have access to the basic amenities of life.”

“Charities have helped the poor in our local community by providing education for children, books and clothes for the needy children, organising health camps for the poor, arranging collective marriages for the poor females etc.”

Base: All adults aged 18+ who said that charities have a positive impact on their local community (n=1,651)

Reasons for perceiving no impact

Among those stating that charities have had no impact on their local communities, the most common reasons were that they can't see any improvement or evidence that charities help (21%) and that charities don't reach those who need it (11%).



"Local causes like social hygiene, civic sense and general education is not improved at all."

"Locally I don't think anyone is even properly aware of what NGO's are. People might have heard about such organisations but may not really know what they are, how they run, who exactly they help, how much efforts are required, how they provide relief, how's their incentive system, etc. We just know in general that they help needy people but don't know behind the scene facts."

There is also a lack of trust in charities, with one in ten saying that they don't trust them (9%) and more feeling that charities are corrupt or out for their own good (12%).

"Because most of them are not trustworthy and create no impact for the people in need from the fund raised."

"They are not transparent in how they spend the money and how they help the needy."

"They may misuse our charities or hard earning money by not spending on the exact cause. They use it on their own personal cause in the name of charities."

Base: All adults aged 18+ who said that charities have no impact on their local community (n=232)

10.0 Encouraging future giving

Knowing for sure how their money would be spent is the top factor that would make Indians likely to donate more to charity in the next 12 months (36%), as was the case in both 2018 and 2017. This is particularly the case for those aged 45 and over (44% say it would make them donate more in the next 12 months compared to 36% on average).

Other factors that would encourage future giving are having more transparency in the NPO/charitable sector (27%), having more money themselves (27%), finding a charity that works towards a specific cause they care about (24%), knowing more about NPO/charitable organisations and their activities (23%) and knowing that the sector is well regulated (21%). Several of these factors suggest that trust plays a key role in the likelihood to give more in the next 12 months.

The desire to have better access to ways of making payments peaks at 21% of 25-34 year olds compared to 13% of those aged 55 and over. Younger respondents were more likely to feel motivated by access to a workplace giving programme (15% of 18-44 year olds, falling to 7% of those aged 55 and over) or having their donation added to or matched by their employer (a high of 14% of 25-34 year olds vs a low of 3% among those 55 and over). Donors aged 55 or over are significantly most likely of all ages to say that transparency in the sector will encourage them to give more (39% vs 27% on average).

Only 5% said that nothing would make them increase donating in the next 12 months.

11.0 Trust in charities

In 2019 we asked a new set of questions designed to understand perceptions of trustworthiness in relation to charitable organisations operating in India as well as internationally. The picture emerging is quite mixed.

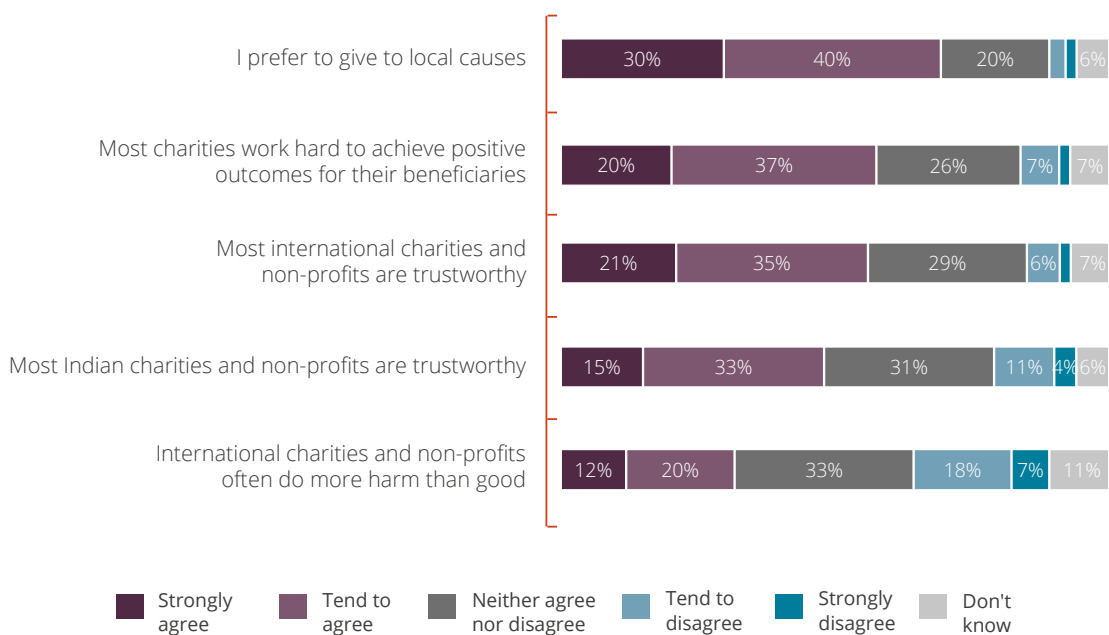
More than half (56%) agree that most international charities and non-profits are trustworthy, whilst just under half (48%) feel the same about Indian charities. Men are more likely than women to trust international charities (58% vs 54% women) and are more likely to strongly agree that they are trustworthy (23% vs 18% of women).

However, a third (32%) of Indians also agree that international charities often do more harm than good, and men are more likely to agree with this than women (36% vs 28% of women). This attitude is highest amongst people aged 25-34 (37% vs 32% average).

Despite this, around three in five people (58%) think that most charities work hard to achieve positive outcomes for those they are supposed to help.

Many Indians favour supporting charities in their local communities with seven in ten (69%) saying that they prefer to give to local causes.

Figure 8: To what extent do you agree or disagree with the following?



Base: all adults aged 18+ (n=2,058)

12.0 Business and charity

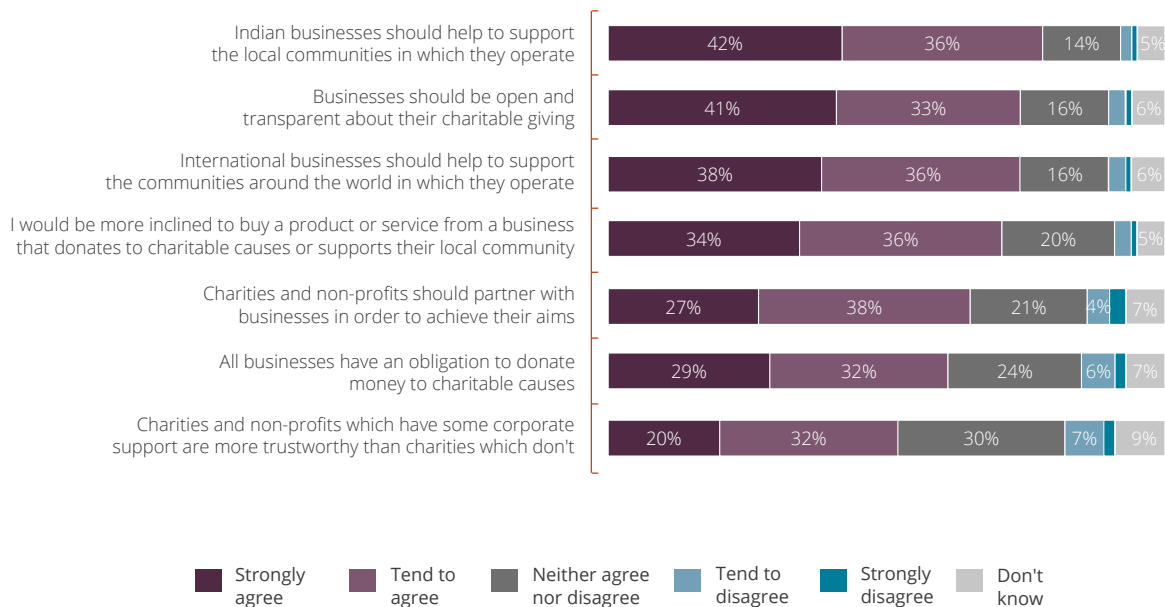
In 2019 we asked Indians some new questions about their views on the relationships between businesses and charities and the role businesses have to play in civil society.

Many think that businesses have a role to play in supporting the communities they impact. Three quarters (74%) agree that international businesses should help to support the communities around the world in which they operate and almost eight in ten (78%) agree that Indian businesses should help support the local communities in which they operate. Seven in ten (70%) would be more inclined to buy a product or service from a business that donates to charitable causes or supports their local community.

When it comes to charitable giving, three quarters (75%) agree that businesses should be open and transparent, and three fifths (61%) agree that businesses have an obligation to donate money to charitable causes. There is support for partnership between businesses and charities, with almost two thirds (65%) agreeing that charities and non-profits should partner with businesses in order to achieve their aims. Further, over half (52%) agree that charities and non-profits which have some corporate support are more trustworthy than those which do not.

Men are more likely than women to agree that charities have an obligation to donate to charitable causes (63% vs 59%). In general, younger Indians (aged 18-24) are more likely to answer “don't know” for all statements, suggesting less understanding or engagement with the topic amongst this group. Those with household incomes of 30,000 rupees or more had higher levels of agreement to all of the statements around businesses and civil society than people with incomes of less than 30,000 rupees.

Figure 9: To what extent do you agree or disagree with the following statements?



Base: all adults aged 18+ (n=2,058)

METHOD

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

In India, 2,058 interviews were completed online between 13th and 27th August 2019. 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. 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 we paid out £646 million to charities in 95 countries around the world.

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