

# CONTENTS

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<b>Foreword</b>	<b>3</b>
<b>Preface</b>	<b>4</b>
<b>Key Findings</b>	<b>5</b>
<b>Detailed Findings</b>	<b>6</b>
1.0 Overall picture of how people get involved	6
2.0 How people get involved – detail	7
2.1 Giving money	7
2.2 Volunteering	7
3.0 Typical amount given	8
4.0 Which causes people give to	9
5.0 How people give	10
6.0 Why people give	11
7.0 Engaging in civil society	12
8.0 The impact of charities	13
9.0 Encouraging future giving	14
<b>Method</b>	<b>15</b>

# 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.



**Raju Sisodhya**

Director of International

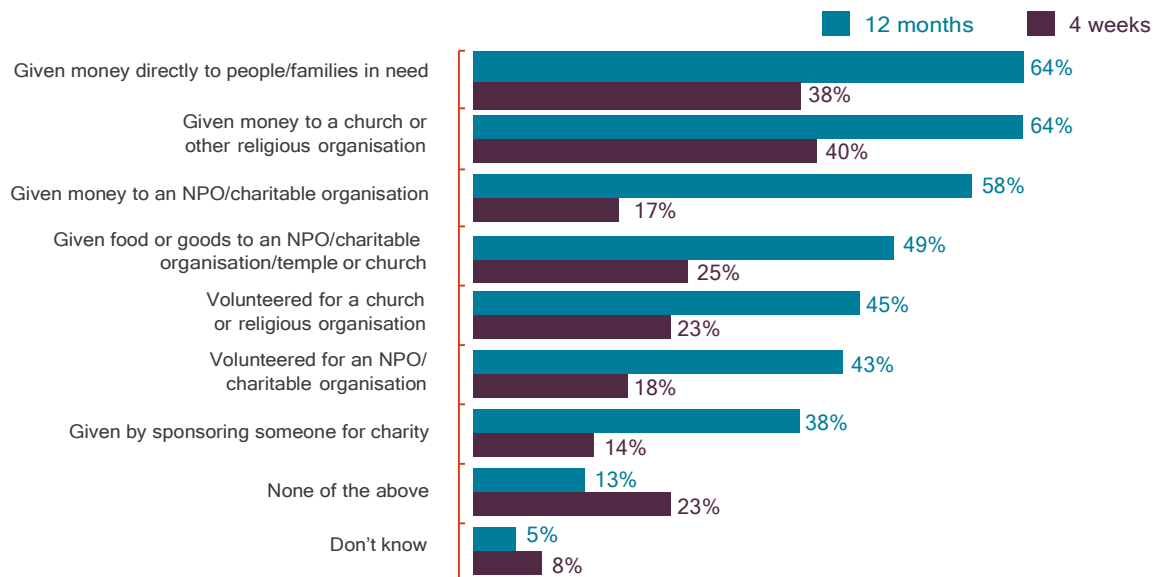
Military Support Hub

# 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%.

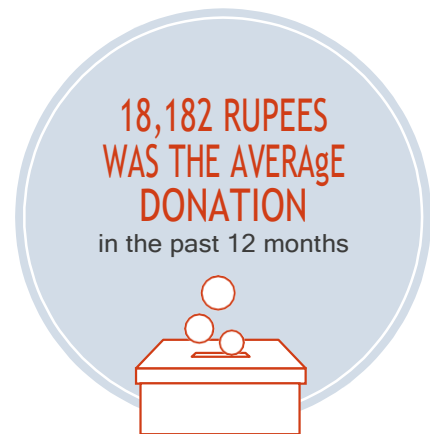
As was the case in 2017, those with the highest household incomes are still more likely than those on the lowest household incomes to have done any of the activities listed. This is true both in the last 12 months (90% of those with a family income over 171,000 rupees per month vs. 79% of those with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

### 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.



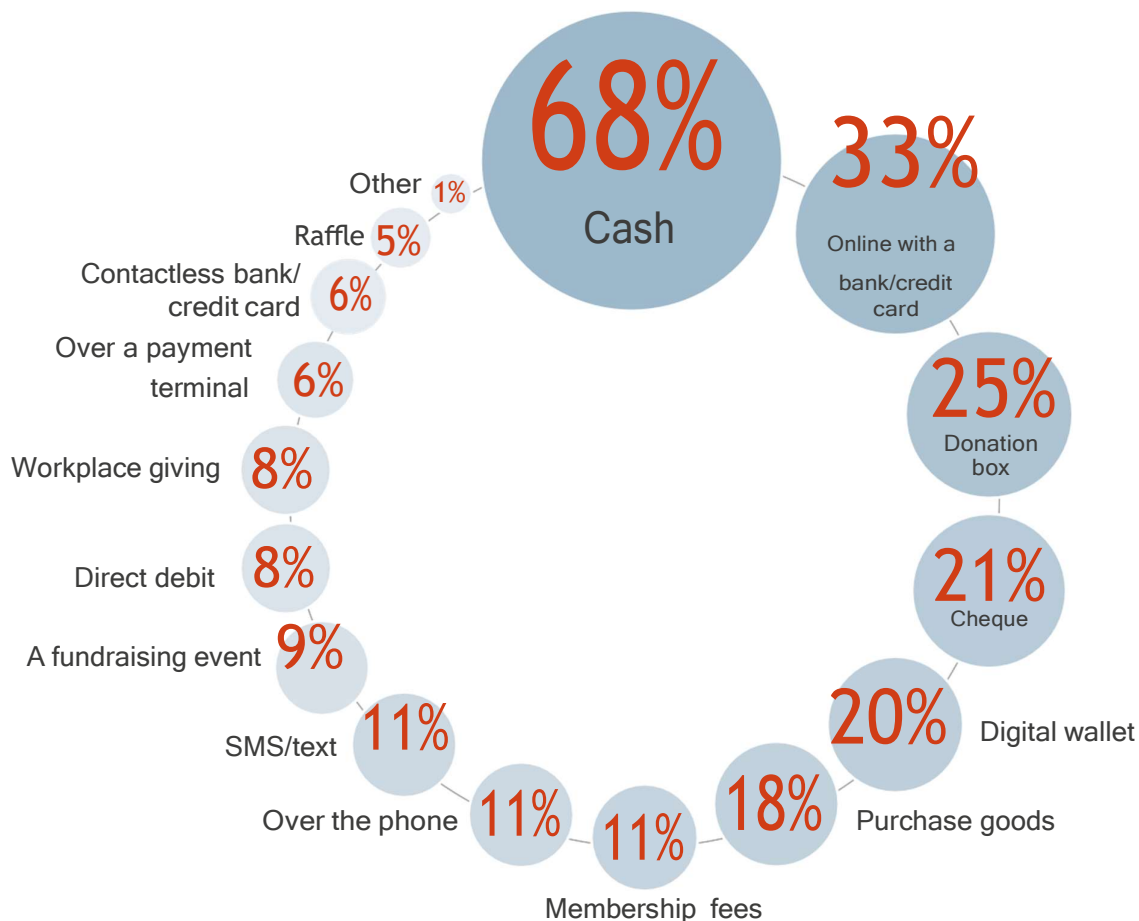
## 5.0 How people give

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?

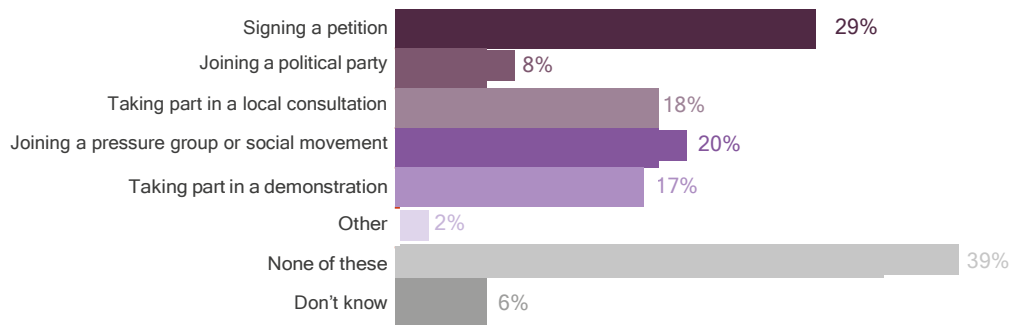


Base: All donors (n=761)

## 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.

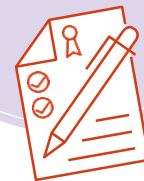
**Figure 5:** In the last 12 months, have you been active in a political or social cause in any of the following ways?



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



## 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

