

PART THREE

Giving in Asia

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Executive Summary

Objectives

This report is a product of the Resource Mobilisation Project of the Asia Pacific Philanthropy Consortium (APPC). The project consisted of a series of **case studies** of innovative approaches to fund raising in seven countries and **surveys** of philanthropic giving in four of those countries, namely, India, Indonesia, the Philippines and Thailand.

The surveys collected data on the dimensions of giving along with people's motives for giving and methods most commonly used for fund raising. This report contains the results of the surveys in a comparative framework.

The survey component of the project was designed to:

- assist voluntary organizations in each country to identify and utilize more successful methods of fund raising;
- provide data for each country to assist policy formulation on voluntary organizations; and
- establish benchmark data for philanthropic giving in each country.

In establishing benchmark data the key variables for each type of giving relate to:

- percentage of households that give (the **giving rate**); and
- the average amount given per capita of the surveyed population (**average amount given per capita**).

The types studied were giving to voluntary organizations, giving to religious organizations and giving to individuals.

Challenges of Cross-Country Comparisons

It is always difficult to compare data across countries as the survey questions asked in each country can be different. In this project, extensive efforts were made to ask the same questions in each participating country using similar survey instruments. The survey instruments were based on a model instrument, agreed upon by the survey teams in a joint workshop, with some adaptations, e.g. additional questions, to meet the cultural needs in each country. The core questions required for the comparative data, except those on the effectiveness of fund raising—which were not asked in Thailand—were used in all four countries.

The data on giving to voluntary organizations was collected by asking respondents whether they gave and how much they gave to a number of different categories of voluntary organizations. These categories were based on those used in the Johns Hopkins Comparative Nonprofit Study. However, wherever possible, categories with only a small number of givers were avoided because of the low reliability of such data.

Participating countries could then add more categories. In some cases, those added overlapped with the core categories, thereby making comparison difficult. An example of this was the addition of Royal Charities in the Thai survey. But, all things considered, the data collected was comparable across countries.

Comparing data across countries also poses a challenge, when the sampling methodology used is not the same. In this project, the sampling methodology for three countries—India, Indonesia and the Philippines—was based on a stratified sample of the population according to socio-economic class. Those surveyed in these countries were restricted to classes A, B and C. The Thailand team considered the most cost-effective means of undertaking the survey, which was to sample individuals in the workplace using purposive sampling. On the advice of the Thai team, the results for Thailand were classified on A/B.

The respondents in the Thai survey were better educated than the social classes A and B for the other countries. Therefore, in considering the results it is important to note that the Thai sampling methodology produced a sample of well-educated respondents who may be more generous and have different attitudes to giving, especially in relation to religious giving, than a sample of social class A/B chosen from the general population in Thailand.

Major Findings

A detailed comparison of the findings from these four countries with other countries, both developed and undeveloped, was not possible within the scope of this project. The data collected for this study was restricted to a representative sample of social classes A, B and C, while the studies in most developed countries are a representative sample of the whole population. This factor should be taken into account in making comparisons with studies from other countries.

In other studies on giving, religion is normally included as one of the possible fields. Therefore, in comparing both the giving rate and the amount given with other studies, it would be necessary to aggregate the giving to voluntary organizations and religious organizations. (Alternatively, if appropriate data was available, comparisons could be made by disaggregating religious giving from other studies.)

Below we present five tables that summarize the major results from the four country surveys. They summarize only data from socio-economic status (SES) classes A and B, the only data set that is comparable across all four countries. These tables present, for each of the major recipient categories (individuals, religious organizations and voluntary organizations), the giving rate, the average amount given, the average amount given per capita of the sampled population, the way the total amount given is divided between the recipient classes, and the generosity ratio. The generosity ratio is calculated, for each socio-economic class, as the average amount given by the sample and as a percentage of the average household income of the sample. Where our data allows us, we will add a line that aggregates giving to all types of recipients.

The amounts of money given are shown in both United States dollars (\$US) and Purchasing Power Parity (PPP). Purchasing Power Parity is a measure of what it costs in various local currencies to buy a certain basket of goods and services.

Giving rate for SES A, A/B and B - percentage				
Country	India	Indonesia	Philippines	Thailand
Voluntary organizations	51	82	88	81
Religious organizations	88	85	93	93
Individuals	73	98	78	91

table 1

table 2

Average amount given by givers per annum for SES A, A/B and B				
\$US (PPP)				
Country	India	Indonesia	Philippines	Thailand
Voluntary organizations	\$14 (69)	\$42 (183)	\$129 (446)	\$176 (519)
Religious organizations	\$14 (66)	\$45 (197)	\$138 (477)	\$96 (283)
Individuals	\$21 (100)	\$52 (227)	\$203 (702)	\$345 (1018)

table 3

Average amount given per capita per annum for SES A, A/B and B only - \$US (PPP)				
Country	India	Indonesia	Philippines	Thailand
Voluntary organizations	\$ 7 (35)	\$ 34 (149)	\$113 (391)	\$143 (421)
Religious organizations	\$ 12 (58)	\$ 38 (167)	\$128 (444)	\$ 89 (263)
Individuals	\$ 15 (72)	\$ 51 (222)	\$159 (550)	\$314 (926)
TOTAL	\$ 34 (165)	\$123 (538)	\$400 (1385)	\$546 (1610)

table 4

Percentage given per capita by category of recipient for SES A				
Country	India	Indonesia	Philippines	Thailand
Voluntary organizations	21%	28%	28%	26%
Religious organizations	35%	31%	32%	16%
Individuals	44%	41%	40%	58%
TOTAL	100%	100%	100%	100%

table 5

Generosity ratio by category of recipient for SES A, A/B and B				
Country	India	Indonesia	Philippines	Thailand
Voluntary organizations	0.3%	1.6%	1.3%	1.4%
Religious organizations	0.6%	1.8%	1.5%	0.9%
Individuals	0.7%	2.5%	1.8%	3.0%
TOTAL	1.7%	5.9%	4.6%	5.3%

Similarities

Perhaps the most important finding of this study is that in all four countries, almost all high- to middle-income households made philanthropic gifts in the preceding twelve months. In this regard, these households appear to be as committed to philanthropy as are similar households in northern or developed countries. The difference, however, is that the comparison with developed countries has the limitation that developed countries tend to collect data on the giving rate for the whole population rather than for particular social classes.

Another similarity among all four countries is their uniformly high rate

of giving to religious organizations. This suggests that religious traditions are strong even among high- and middle-income households, precisely those groups most exposed to the secularizing influences of northern culture. Nonetheless, as we shall see below, religious beliefs are not uniformly powerful as a motive for giving.

Overall, there is a high rate of support for individuals in all four countries, but, as we shall see below, the way in which that support is divided between different groups of individuals varies between countries.

Again, there is a similarity among the four countries in the effect of socio-economic status on giving. While the effect of SES on the giving rate is small, it is greater on the average amount given. These findings are not surprising. Our data is not particularly well suited to study the effect of SES on generosity, but it appears that the generosity ratio falls slightly between households in SES A and those in SES C.

A final similarity among all the countries is the uniformly high level of importance given to “feeling of compassion” as a motive for giving. All other motives and the various techniques used vary between countries, sometimes in interesting ways, as we shall see below.

Differences

Not surprisingly, differences in the dimensions of giving among the four countries outnumber similarities.

This is nowhere clearer than in comparisons of the average amounts given by givers. Even when expressed in PPP, Indians in SES classes A and B give far smaller amounts than do Indonesians, while Thais and Filipinos—in that order—are far in front of both. This is true of giving to each major category of recipient, with the interesting exception that high- to middle-income Filipinos give more to religion than do Thais in classes A/B. The differences are even greater when we look at average amount given per capita. Comparisons across countries using SES classes should be treated cautiously as the way SES is measured differs among countries, as discussed in Chapter 4.

There are also limitations in that SES measures purchasing power, not available income. It is for this reason that we use the generosity ratio, to give an additional measure of philanthropic disposition among these SES classes in each country.

The generosity ratio shows a similar pattern to the other data. High- and middle-income Indians are not as generous as people from similar social strata in the three Southeast Asian countries. Indonesians, however, turn out to be more generous than Filipinos, while the apparent benevolent bent of Thais is shown to be less dramatic than the PPP measures suggest.

When we look at the way members of these strata in each country divide the way they allocate funds among the three main groups of recipients, we see some interesting similarities as well as differences. In all countries, individuals are the main recipients of philanthropy, receiving around 40 percent of the total given in three countries and a little more than half in Thailand. All four countries give between 20 and 30 percent to voluntary organizations. It is the proportion given to religious organizations that shows some interesting differences. Indians give the highest proportion to religion, followed by Indonesia, then the Philippines and last, Thailand.

As regards giving to other voluntary organizations, India is a particularly marked exception. This is true not only in amounts given, but in the numbers who give (the giving rate). For the three countries in Southeast Asia, the giving rate is as high as or even higher than in northern countries. But in India the giving rate is dramatically lower than the other three. In other words, barely half of the high- to middle-income Indians in our sample support other voluntary organizations. Expressed in still another way, almost one half of Indians from the social stratum that support religious organizations, do not support other voluntary organizations. Neither the demographics of these two groups, nor the motives of Indian givers suggest a reason for this difference.

When we turn our attention to the fields in which voluntary organizations are active, we see that those providing social services are the most popular in three countries. In Indonesia, development organizations are the most widely supported though there may be some overlap with social services. A look at the data on average amounts given to voluntary organizations in particular fields shows that in India and Thailand, supporters of such organizations in education give the largest amounts on average (though in India, development organizations receive the same level of support). In the Philippines those supporting development give the largest gifts (but those supporting cultural organizations also give large sums).

However, when we examine the average amount given per capita of the population surveyed (a measure which combines the giving rate and the

average amount given) education receives the largest amount from our sample in Thailand, while in India and the Philippines, it is social services. In Indonesia, the largest sum goes to development NGOs, a little more than that received by voluntary organizations providing education. In India, the level of support for social services would be considerably higher if we counted organizations providing support to victims of calamities to the social services.

Of equal interest is that, compared to households of similar class in the two other countries, Thais and Filipinos are more likely to give to voluntary organizations in many fields. This supports the thinking that the Philippines and Thailand have a particularly lively and widely spread voluntary sector.

There are also differences in the support given to different groups of individuals in the four countries. Giving to individuals here should be viewed as having two components—giving to those such as relatives, friends and subordinates, with whom the giver has a direct and on-going relationship; and giving to strangers, such as beggars. Interestingly, in three of the four countries, three-quarters or more of the population surveyed gave to beggars (and over 60 percent in Thailand), though the amounts given were small. Nonetheless, it indicates that direct gift-making to the needy is favored over relying on intermediary organizations as is most common in the north. Of course, the needy are numerous in these countries, and those with high incomes would be aware that such people have no other source of income. The percentage of those supporting beggars in Thailand is likely to be lower than in the other countries because of government efforts to prevent street begging.

Interestingly, the two countries (Thailand and Indonesia) where more than 50 percent of the sample gives to relatives were the most affected by the financial crisis that hit a number of Asian countries in 1997. Thailand also stands out for its high level of giving to needy subordinates (a category added by the Thai team). In the Philippines, while giving to relatives is below 50 percent, giving to friends is much higher than in other countries. India has the lowest numbers of those who give to relatives and friends. These figures suggest that high income Indians have few ties with poorer people, whether relatives or friends. This is perhaps because the growth of a large middle class happened earlier in India than in the Southeast Asian countries (where many of the middle-class have relatives back in their home villages), or perhaps because the financial crisis, which India avoided, impoverished many of the new middle-class.

Regarding motives for giving, we see a great deal of difference in the responses given by our different country samples. One striking difference is the greater value given to religious beliefs in Indonesia, where almost all the respondents say it is an important/very important reason for giving. This motive is affirmed by about three-quarters of the sample in India and the Philippines but by less than 40 percent in Thailand.

By contrast, over 60 percent of Thais cite “to return a favour/passing the kindness” as a major motive compared with less than 10 percent of Indonesians (and 40 to 50 percent of the other two country groups). These differences point to the strength of philanthropy in the Islamic religious tradition and suggest that the Buddhist tradition that dominates in Thailand emphasizes reciprocal obligations rather than direct philanthropy. Interestingly, Thais give proportionately less to religious organizations. This finding may be influenced by the fact that the sample in the Thai study is better educated than those in the other countries.

From a practical point of view, the data gives some guidance to those who would like to increase the funds raised for other voluntary organizations. Except for India, there are relatively few people who do not give at all. The most fruitful approach in those countries will be to increase the amount given by those who already give. In India there are many who give to religious organizations but not to other voluntary organizations. But there are no obvious features that distinguish such people and could help voluntary organizations to target their fund raising appeals. However, religion is cited as the most important motive for giving for 50 percent of those higher income Indians who do give to other organizations, suggesting that organizations that would raise funds should appeal to a religious motivation.

It is interesting to examine the different methods used to raise funds and their success rates (see Chapter 10). This data shows, for example, that selling tickets to special events is a highly successful method of fund raising in India, but is used sparingly (on only 11 percent of our sample). In India, too, gifts are successfully obtained from 85 percent of those approached at the workplace, but only 22 percent report being approached, suggesting another potentially effective manner of fund raising.

Households and individuals give to other individuals, religious organizations and other voluntary organizations. The questions for other voluntary organizations are:

- ▶ Can the total amount of giving be increased so the funds flowing to these other voluntary organizations can also increase?
- ▶ Can these other voluntary organizations obtain a greater share of the total funding by diverting some of the funding currently going to individuals or religious organizations?

The answers to these questions may vary between countries and also by category of organization. If a voluntary organization is trying to increase the total size of philanthropic giving, then it should consider whether households/individuals do not give because they are not approached in the most effective way or they do not give because they do not choose to do so.

There are clearly better ways of approaching households/individuals that will increase both the giving rate and the average amount given. The case studies that are part of this overall project are designed to assist voluntary organizations in this regard. ▶

1 | Introduction

Background

This chapter is designed to highlight the results from the perspective of voluntary organizations. It is a product of the Resource Mobilisation Project of the Asia Pacific Philanthropy Consortium (APPC). The project consisted of a series of **case studies** of innovative approaches to fund raising in seven countries and **surveys** of philanthropic giving in four of those countries: India, Indonesia, the Philippines and Thailand.

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The core questions required for the comparative data were asked in all four countries, except those on the effectiveness of fund raising, which were not asked in Thailand. This was unfortunate because such data could also provide guidance for fund raisers in the three countries.

The data on giving to voluntary organizations was collected by asking respondents whether they gave and how much they gave to a number of different categories of voluntary organizations. These categories were based on those used in the Johns Hopkins Comparative Nonprofit Study with some changes to reduce the number of categories. Wherever possible categories with only a small number of givers were avoided due to the low reliability of such data collected.

Participating countries could then add more categories. In some cases this caused difficulties in comparing the data when the categories added overlapped the core categories used in each country. An example of this was the addition of Royal Charities in the Thai survey. But, all things considered, the data collected was comparable across countries for most categories.

Comparing data across countries also poses a challenge when the sampling methodology used is not the same. In this project, the sampling methodology for three countries—India, Indonesia and the Philippines—was based on a stratified sample of the population according to socio-economic class. Those surveyed in these countries were restricted to classes A, B and C.

The Thailand team considered the most cost-effective means of undertaking the survey was to sample individuals in the workplace. On the advice of the Thai team, the results for Thailand were classified on A/B. These respondents in the Thai survey were better educated than the social classes A and B for the other countries. Therefore, in considering the results it is important to note that the Thai sampling methodology

produced a sample of well-educated respondents who may be more generous and have different attitudes to giving, especially in relation to religious giving, than a sample of social class A/B chosen from the general population in Thailand.

Giving Rate to Voluntary Organizations

A key objective of the survey was to determine the giving rate to voluntary organizations across the four countries. There is a high rate of giving to voluntary organizations in Indonesia, the Philippines and Thailand but a markedly lower giving rate for India.

Giving rate to voluntary organizations (percentage)				
Country	India	Indonesia	Philippines	Thailand
SES A, A/B and B	51	82	88	81
SES A, B, A/B and C	46	77	86	na

table 1.1

Figure 1 shows the giving rate by socio-economic class. There is little difference in the giving rate by socio-economic status for India, Indonesia and the Philippines.

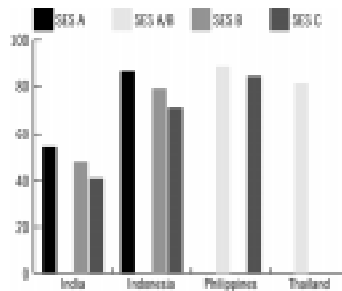


figure 1.1

This giving rate can be compared for socio-economic classes A, A/B and B with giving to religious organizations and giving to individuals.

One of the most important findings is that in all four countries, almost all high- to middle-income households made some philanthropic gifts in the preceding twelve months. In this regard, these households appear to be

table 1.2

Giving rate - SES classes A, A/B and B only				
Country	India	Indonesia	Philippines	Thailand
Voluntary organizations	51	82	88	81
Religious organizations	88	85	93	93
Individuals	73	98	78	91

as committed to philanthropy as are similar households in northern or developed countries.

For India, the giving rate to religious organizations is comparable with the other three countries. In India there are households that choose to give to religious organizations but do not give to voluntary organizations. For other countries most households/individuals that give to religious organizations also give to voluntary organizations.

Amount Given to Voluntary Organizations

For each type of giving, the average amount given by those households that gave (**average amount given by givers**) was the actual variable collected from the respondents but a core variable in the results is the **average amount given per capita** of the surveyed population. The average amount given per capita can be calculated as the giving rate multiplied by the average amount given by givers.

For cross-country comparisons of purchasing power, the international community has developed what are called Purchasing Power Parities (PPPs). These are measures based on what it costs in various local currencies to buy a certain basket of goods and services. Therefore, the amounts given are shown in US dollars as these are more easily converted to local currencies, and in Purchasing Power Parity (PPP) as this is the most appropriate measure for cross-country comparisons. Purchasing Power Parity is a measure that reflects the relative costs in various local currencies to buy a certain basket of goods and services.

To cite an example, in 2000, the official currency exchange rate was 43 Indian rupees to buy one US dollar and 40 Thai baht to do the same. However, the amount that a dollar (43 rupees) can purchase in India is greater than a dollar (40 Baht) can purchase in Thailand, or than what a dollar can purchase in the United States. In India in 2000, the PPP conversion factor from US dollars was approximately five while in Thailand it was approxi-

mately three. That means that in India, 43 rupees would purchase about five times as much as a dollar in the United States: while 40 Thai baht would purchase about three times as much as a dollar in the United States.

Average amount given per annum to voluntary organizations for SES A A/B and B only				
	India	Indonesia	Philippines	Thailand
Average amount given by givers				
US dollars	\$14	\$42	\$129	\$176
Purchasing Power Parity	69	183	446	519
Average amount given per capita				
US dollars	\$7	\$34	\$113	\$143
Purchasing Power Parity	35	149	391	421

table 1.3

The differences between India and the three other countries are more dramatic when comparing average amount given per capita, as this takes into account both the lower giving rate and the lower average amount given by givers. For example, in India 51 percent of households indicated giving to voluntary organizations and on average they gave \$14 per household. Therefore the average amount given per capita of the surveyed population was calculated at \$7 (51 percent x \$14).

For comparing the differences **between** countries the PPP measures are used. These show less dramatic differences between the amounts given in Thailand and the Philippines and the amounts given in India and Indonesia. This is because the PPP measures the cost of a given basket of goods and services in each country.

The amount given per capita can be compared for socio-economic classes A and B with giving to religious organizations and giving to individuals.

Average amount given per capita per annum for SES A, A/B and B only - \$US (PPP)				
Country	India	Indonesia	Philippines	Thailand
Voluntary organizations	\$ 7 (35)	\$ 34 (149)	\$113 (391)	\$143 (421)
Religious organizations	\$ 12 (58)	\$ 38 (167)	\$128 (444)	\$ 89 (263)
Individuals	\$ 15 (72)	\$ 51 (222)	\$159 (550)	\$314 (926)
TOTAL	\$ 34 (165)	\$123 (538)	\$400 (1385)	\$546 (1610)

table 1.4

Households in India, Indonesia and the Philippines all gave a larger average amount per capita to religious organizations than to voluntary orga-

nizations. In India it was some 65 percent larger. Indians also gave twice as much to individuals as voluntary organizations.

In Thailand, the surveyed population gave more on average to voluntary organizations than religious organizations and then, on average, more than twice as much was given to individuals than voluntary organizations.

The amounts given to different types of recipients can also be shown in percentage terms. This is shown in Table 1.5.

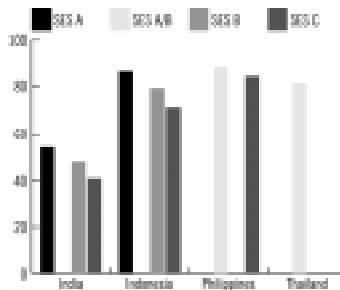
table 1.5

Percentage given per capita by category of recipient for SES A				
Country	India	Indonesia	Philippines	Thailand
Voluntary organizations	21%	28%	28%	26%
Religious organizations	35%	31%	32%	16%
Individuals	44%	41%	40%	58%
TOTAL	100%	100%	100%	100%

The average amount given per capita to voluntary organizations, shown in Figure 1.2, varies markedly by socio-economic status in Indonesia and the Philippines and to some extent in India. This shows the importance of identifying not only households that are more likely to give to voluntary organizations but also those households that are likely to give larger gifts.

For fund raisers it is important to identify both those households who are more likely to give and, within this group, those who are more likely to give larger amounts. The country reports for India and Indonesia provide guidance on the geographic locations where households are both more likely to give and where they are more likely to give larger amounts.

figure 1.2



Giving Rate by Category of Organization

The giving rate for each field is shown in Table 1.6. In all countries the giving rate to social services is relatively high and the giving rate to culture and arts is relatively low. The India survey added giving to victims of calamities and victims of war. In other countries these organizations should have been classified as social services. Therefore, if these fields had been included in social services the giving rate for social services in India would have been higher.

The Philippines shows evidence of a more developed voluntary sector than other countries with organizations in five fields having a giving rate of more than 30 percent. Thailand also shows relatively high giving rates across a number of fields. In Thailand, there is also a relatively high giving rate to Royal Charities.

Field	India	Indonesia	Philippines	Thailand*
Culture & arts	7	5	15	5
Sports & recreation	4	13	36	14
Education	7	30	36	35
Health	5	5	30	23
Social services	18	39	61	51
Environment	1	3	35	13
Development	2	54	10	27

table 1.6

Amount Given by Category of Organization

The amount given by givers to organizations in different fields is shown in Table 1.7. These amounts are shown in both \$US and PPP (in brackets).

As mentioned earlier, this is the measure of giving actually collected from each respondent. After a positive response to the question about giving to organizations in each field, each respondent is asked the amount given in the last 12 months.

The average amounts given should provide benchmarks for voluntary organizations in each country. Organizations should be able to compare the average amounts given to their organization with the average amounts given to organizations in the same field in that country.

table 1.7

Average amount given by givers per annum to voluntary organizations by field for socioeconomic classes A, A/B, B and C - \$US (PPP)				
Field	India	Indonesia	Philippines	Thailand*
Culture & arts	\$ 3 (14)	\$ 7 (28)	\$ 51 (177)	\$ 36 (105)
Sports & recreation	\$ 4 (21)	\$ 5 (20)	\$ 22 (77)	\$ 92 (271)
Education	\$ 11 (54)	\$ 22 (97)	\$ 39 (134)	\$123 (363)
Health	\$ 6 (27)	\$ 8 (33)	\$ 22 (77)	\$ 47 (140)
Social services	\$ 7 (32)	\$ 13 (58)	\$ 35 (121)	\$ 48 (142)
Environment	\$ 11 (52)	\$ 34 (148)	\$ 18 (62)	\$ 20 (60)
Development	\$ 8 (39)	\$ 14 (60)	\$ 59 (205)	\$ 56 (164)

* Classes A/B for Thailand only

Table 1.7, in conjunction with Table 1.6, shows that a field with a low giving rate often has quite a high average gift. For organizations in these fields it is important that they target their fund raising efforts carefully. Organizations in fields such as social services may need to be less targeted, although it should still be worthwhile identifying those types of households giving relatively large gifts.

The average amounts given per capita shown in Table 1.8 reflect both the giving rate and the average amount given by givers. Again these amounts are shown in both \$US and PPP (in brackets). For India, if the average amounts given to “others” are combined with social services, more than 60 percent of the amount given goes to social service organizations. In Indonesia, there is a relatively large amount given to education while in the Philippines the amounts given are equally spread across the fields.

In Thailand, the average amount given to education is likewise relatively large, but this may be a reflection of the higher education levels of the

table 1.8

Average amount given per capita of the population surveyed to voluntary organizations by field for socioeconomic classes A, A/B, B and C - \$US (PPP)				
Field	India	Indonesia	Philippines	Thailand*
Culture & arts	\$ 0.2 (1)	\$ 0.3 (1)	\$ 7.4 (26)	\$ 1.7 (5)
Sports & recreation	\$ 0.2 (1)	\$ 0.6 (3)	\$ 8.1 (28)	\$ 13.0 (39)
Education	\$ 0.8 (4)	\$ 6.7 (29)	\$ 14.0 (48)	\$ 43.6 (129)
Health	\$ 0.3 (1)	\$ 0.4 (2)	\$ 6.7 (23)	\$ 10.9 (32)
Social services	\$ 1.2 (6)	\$ 5.2 (23)	\$ 21.3 (74)	\$ 24.7 (73)
Environment	\$ 0.1 (1)	\$ 1.0 (4)	\$ 6.3 (22)	\$ 2.8 (8)
Development	\$ 0.2 (1)	\$ 7.5 (32)	\$ 5.9 (20)	\$ 15.0 (44)
Others**	\$ 2.1 (10)	\$ 1.3 (5)	\$ 3.0 (10)	\$ 31.0 (99)
All Fields	\$ 5.1 (25)	\$ 23.0 (100)	\$ 72.7 (251)	\$142.7 (421)

* Classes A/B only for Thailand

** For India, “others” includes giving to victims of war and calamities. For Thailand, “others” includes Royal Charities.

surveyed population in Thailand. More than 20 percent of the total giving goes to Royal Charities in Thailand.

The Generosity Ratio

In comparing the amount given across countries a useful measure is the **generosity ratio**. This is calculated as the average amount given by the sample as a whole as a percentage of the average household income of the sample (an indicator of capacity to give).

The generosity ratio shows a similar pattern to the other data. High- and middle- income Indians are not as generous as people from similar social strata in the three Southeast Asian countries. Indonesians, however, turn out to be marginally more generous than Filipinos, while the apparent benevolent bent of Thais is shown to be less dramatic than the PPP measures suggest.

Generosity ratio by category of recipient for SES A, A/B and B				
Country	India	Indonesia	Philippines	Thailand
Voluntary organizations	0.3%	1.6%	1.3%	1.4%
Religious organizations	0.6%	1.8%	1.5%	0.9%
Individuals	0.7%	2.5%	1.8%	3.0%
TOTAL	1.7%	5.9%	4.6%	5.3%

table 1.9

Reasons for Giving

A similarity between all the countries studied is the uniformly high level of importance of “feeling of compassion” as a motive for giving. Other points of interest are the importance of believing in the cause to the Filipinos, religious beliefs to the Indonesians and, as might be expected, the returning of a favour to the Thais. The small percentage of Thais reporting religious beliefs/practice ties in with previous data for the Thai survey.

Table 1.11 shows the different methods of fund raising that the surveyed population in each country has experienced over the last 12 months.

table 1.10

Selected reasons for giving (percentage reporting very important/important)				
Reason	India	Indonesia	Philippines	Thailand
A feeling of compassion	91	89	99	90
Giving makes the giver feel good	81	89	99	65
Due to religious beliefs/practice	76	98	76	38
Believing in the cause/organization	64	46	92	61
To return a favor/passing the kindness	43	na	52	63

table 1.11

Method of fund raising (percentage approached by each method)				
Method of giving	India	Indonesia	Philippines	Thailand
In the street, by a person collecting money for an organization	34	72	61	na
Through an appeal in the mail for an organization	5	15	39	21
An appeal in the newspaper/media	20	6	18	18
At your door by a person collecting for your organization	48	81	81	na
By telephone as part of an appeal for an organization	2	4	6	na
To buy tickets to a special event	11	12	82	na
By a relative/friend/dependant	16	20	76	16
At workplace	22	30	34	11

Aside from questions about methods that had been used to persuade them to make a donation, respondents were also asked if they gave when approached in a particular way. This data gives us a rough guide to the effectiveness of various fund raising methods, though in only three of the four countries (the question was not asked in Thailand). Clearly those methods that persuaded the respondent to give are more effective than those with only a low positive response. The data is presented in Table 1.12.

When combined with data on the frequency with which different techniques are used, the results of this effectiveness measure provide a useful guide to fund raisers. In the Philippines for example, mail appeals are very effective but not used much. The effectiveness rate of this technique suggests it could be used more. Similarly, special events are effective in all three countries but are not so much used in Indonesia and India. They should be. Workplace giving seems particularly effective in all three countries, but is not as widely used as it could be.

Effectiveness of fund raising methods (percentage of those approached by this method who gave)				
Method of giving	India	Indonesia	Philippines	Thailand
In the street, by a person collecting money for an organization	63	53	69	na
Through an appeal in the mail for an organization	57	44	82	na
An appeal in the newspaper/media	35	48	64	na
At your door by a person collecting for your organization	75	48	86	na
By telephone as part of an appeal for an organization	57	13	33	na
To buy tickets to a special event	80	68	97	na
By a relative/friend/dependant	81	57	98	na
At workplace	85	70	94	na

Future Work

In undertaking future studies for a given amount of funding there is a trade-off between asking a smaller number of questions of a larger sample and asking a larger number of questions of a smaller sample. The former can provide more reliable estimates of some key variables while the latter can provide more comprehensive information for fund raisers.

A more comprehensive study is justified at intervals of some three to four years to understand the relationships between different types of giving and the reasons people give. In the interim it may be more cost effective to use omnibus surveys to ask questions on only a selected number of key variables.

The difficulty with an omnibus survey, especially when costs can be charged per question, is to ensure that the questions are carefully selected.

In asking questions about giving to voluntary organizations, it is important to note that the way the questions are asked can affect the results. The total amount given to voluntary organizations in this project is calculated by summing up the amounts given to organizations in different fields such as social services. The method of asking these questions not only provides data on the average amounts given to organizations in various fields; it also assists the respondent to recall all the amounts given over the last 12 months.

Even when asking only selected questions, it is important to ask about religious organizations so that religious giving is not confused with giving to other voluntary organizations. However, giving to individuals could be omitted, as it is more difficult to define individual giving. For example, should individual giving be confined to individuals in need, or should it be confined to individuals outside the household? The information is also less useful for fund raisers who need to target households that are more likely to give larger gifts to voluntary organizations.

An important addition to the model survey instrument, compared with the Johns Hopkins work, were questions on methods of fund raising. This seems to be a worthwhile topic for additional work, especially if some questions can be added on preferences for fund raising as well as the effectiveness of methods of fund raising. It would also be useful to analyze effectiveness of fund raising for different types of giving and even for different categories of voluntary organizations if the sample size was large enough.

In some countries credit cards are used extensively to ensure that givers deliver the gift at the time of agreeing to the gift. Credit cards are used for fund raising by mail, telephone and public media campaigns. In other countries fund raising is more centered in the workplace and periodic deductions are made from salaries. In many Asian countries, few people had been approached to raise money through events but when this did occur it tended to be very effective.

At the time of developing the model instrument, the results from the case studies were not available. Now that the results are at hand, it would be useful to generate a more comprehensive survey on methods of fund raising. This could be undertaken with a study of effective methods of fund raising—especially emerging trends—in developed countries.

In terms of population surveys, the results of the surveys for this project should provide benchmarks for future studies. The reliability of the current surveys depends, among other things, on the numbers in the sample as outlined in the attachment to the complete report.

It also depends on the extent that the random stratified sample of the surveyed population is applied. In India, the sampling methodology had the benefit of good census data by socio-economic class and location. This makes it easier for the survey company to identify geographic areas with large proportions of socio-economic classes A, B and C. The sampling meth-

odology in India could be relatively easily replicated especially if the same survey company would do future surveys.

The Indonesian survey team did not have the extensive census data available to the survey company in India. Therefore, a future survey may get different results because the sampling methodology may be more difficult to replicate.

The Indian survey also ensured that only classes A, B and C were included in the sample by using a grid to identify such classes at the beginning of the interview. The Indonesian survey team was not as rigorous in excluding only classes A, B and C, as the socio-economic classes were allocated as part of the analysis. This does not affect the comparisons for Indonesia for classes A and B that are the major comparisons used in this project. A future survey in Indonesia would need to be more rigorous in this aspect of the methodology.

The Philippine survey was undertaken as part of an omnibus survey. The major problem in terms of reliability is the relatively small sample size. This could be resolved by utilizing an omnibus survey at intervals of 2 to 3 months to provide a larger sample. It would be cost effective to ask a smaller number of questions. Repeating the survey in the Philippines would provide more reliable benchmarks. It should be possible to combine this additional data with data from the current survey if this was undertaken under similar economic conditions as the current survey.

In Thailand, the survey team decided that the most cost effective approach was to undertake a stratified sample by occupation. As mentioned above, this produced a better educated sample than might be found in social classes A and B in the general population. For future comparative data, it may be appropriate to undertake a survey in Thailand of the general population in classes A and B.

The reliability of the current surveys can only be tested by replicating the surveys in each country. The key recommendation for future surveys is that it is better to obtain more reliable estimates of fewer variables than ask too many questions that can lead to respondent fatigue as well as additional costs. It is also important to ask the questions in the same way especially for future surveys using these surveys as benchmark data. ▶

2 | The Model Instrument

Definition and Scope of Giving

In the survey the following definition of giving was used:

“We would like to ask you about giving and donating money. By this we mean a voluntary contribution, one that is unrelated to the purchase of goods and services for yourself. For example, some people and families donate money to help the poor; others give to cancer research, for hunger relief or (use salient examples in the context of your country).”

People make gifts of money and goods to **individuals**, such as members of their family, friends and beggars, and to organizations. These organizations include **religious organizations** such as mosques and temples and **other voluntary organizations**, such as social service or environment organizations. Although a major objective of the survey was to collect data that would assist these other voluntary organizations to undertake more effective fund raising, it was considered important to collect data on giving to individuals and religious organizations, to place giving to other organizations in its wider context. For this reason, people were asked about their giving to each of the above-mentioned groups.

Components of the Model Instrument

The model survey instrument has six major sections. These are:

- measures of giving to individuals;
- measures of giving to religious organizations;
- measures of giving to other voluntary organizations;
- reasons for giving;

- methods of fund raising; and
- demographic data.

Giving to Individuals

The model instrument collects data about the extent of direct giving to individuals. The recipients of individual giving studied across all countries were relatives, friends and beggars. In some countries a question was also asked about victims of calamities, and in Thailand a question was asked about subordinates (in need). In Thailand, the questions about relatives and friends were targeted to relate to relatives (in need) and friends (in need). Thailand also created a separate category called (in a translation from the Thai), “Social Tax.” This referred to gifts exchanged between family friends and neighbors on various celebratory occasions such as a wedding or a graduation, or on the death of a family member. These have an obligatory character to them and the Thais do not consider them philanthropic. As a result, they are excluded from these comparative results.

Surveys also collected data about supporting individuals with gifts in kind as well as money. But some countries did not ask about gifts in kind made to organizations. For this reason, data on giving in kind is not considered in this report. It can be found in several of the country reports.

Giving to Religious Organizations

By religious organizations is meant organizations whose primary purpose is the provision of opportunities for religious worship and the encouragement of religious behavior. It was recognized that, in some cases, religious organizations passed gifts on to other organizations. In some countries, respondents were asked, “What causes do you think the money that you gave to religious organizations will be used?” Nonetheless, it is assumed that the primary recipient of the gift was the religious organization (or an individual such as a monk) and the giving was in fulfillment of a religious purpose.

The section on religious giving allows each country to ask particular aspects of religious giving for their country. The Indonesian team developed a section on tithing for the different religious groups in Indonesia. The Thailand team was able to collect data on giving to monks.

Giving to Other Voluntary Organizations

To obtain comparative data by field of activity to other organizations for giving, it is necessary to use a consistent classification of fields across all countries.

The classification used is the International Classification of Nonprofit Organizations (ICNPO) that has been used in the Johns Hopkins Project. At the inception workshop in Manila some of the categories in this classification were collapsed to simplify the collection and analysis of data. Each country was asked to prepare a list of the most appropriate organizations in each field for their particular country. Thus, it became easier for the respondent and the interviewer to classify the organizations into the ICNPO category. In some countries, however, these separate categories were added to the list of destinations rather than collapsed into the appropriate ICNPO class. This made sense in the context of the particular country, but made comparison difficult.

Reasons for Giving

The reasons for giving asked in Stage 1 of the Philippines survey were discussed at the inception meeting in August 2000. From this discussion a smaller number of reasons were incorporated in the model instrument. This allowed individual countries to add additional reasons that were important within each individual country. For example, the Indonesian survey had social solidarity as a reason for giving.

Methods of Fund Raising

The section on methods of fund raising was developed for the APPC comparative study. This provides data on the types of fund raising currently being utilized in each country and the percentage of people who give for each type of fund raising.

Demographic Data

Most countries asked for data on education, occupation, income and religion.

3 | Sampling Methodology

As noted in Chapter 2, an important decision taken at the inception meeting was to limit the scope of the survey to higher income classes in large cities. The decision was taken in the interests of economy, but also because these were the groups that had the most to give. Although all countries had stratification systems based on an A, B, C, D and E division, each country defined such classes in different ways. These differences, together with a somewhat wider or narrower geographical spread, were the two most important factors that made comparisons between the data from each country difficult. A further difference was that three countries sampled households on a random basis, while in Thailand, the sample was drawn on the basis of occupation, using purposive sampling.

This is a brief overview of the sampling methodologies, which are dealt with in more detail in the country reports.

Sampling by Socio-economic Status (SES)

For all countries, the sample design required the respondents to be drawn from socio-economic classes A and B. For Thailand and the Philippines, there was no distinction made between classes A and B in collecting the data. In India, Indonesia and the Philippines, interviews were also conducted with respondents from class C.

In this project the sampling methodology for three countries—India, Indonesia and the Philippines—was based on a stratified sample of the population according to socio-economic class. Such classes surveyed were restricted to classes A, B and C in these three countries.

The Thailand team considered that the most cost-effective means of undertaking the survey was to sample individuals in the workplace. On the advice of the Thai team the results for Thailand were classified on A/B. The respondents in the Thai survey were better educated than the social classes A and B for the other countries. Therefore, in considering the results it is

important to note that the Thai sampling methodology produced a sample of well-educated respondents who may be more generous and have different attitudes to giving, especially in relation to religious giving, than a sample of social class A/B chosen from the general population in Thailand.

Socio-economic status is measured in different ways in each country. For example, in India a grid is used that classifies socio-economic status by the level of occupation and income. In the Philippines, the classification is based on family income, type of dwelling unit, occupation and educational background of the household head. A similar method is used in Indonesia. In Thailand, it is based on income but uses occupation as a proxy for income level. Further details are provided in the country reports.

Sampling by Urban Areas

In India, the proposed sampling methodology was designed to conduct interviews in the four mega-metros and ten other cities with a population of more than one million. The four mega-metros were Delhi, Chennai (formerly known as Madras), Kolkata (Calcutta) and Mumbai (Bombay). The ten other cities were chosen to represent the five major regions in India. The results from these cities were used to represent the 22 cities in India with a population of more than one million.

In Indonesia, interviews were conducted in Jakarta and ten other cities. Six of these cities have a population greater than one million persons, while the other four cities are state capitals or have particular features of importance for patterns of giving. In Indonesia, some of these urban areas surveyed did not strictly meet the criteria for comparable data but these urban areas were important for understanding the extent and directions of philanthropy in that country.

In both India and Indonesia, the two most populous countries in the project, identifying regional differences was a particularly important part of the project.

The Thailand survey used purposive sampling in two provinces. There were 800 interviews in Bangkok and 400 in Nakornratchasima. The second survey for the Philippines was undertaken in the National Capital Region (NCR).

Demographic measures by country (2000)				
Nature of urban area	India	Indonesia	Philippines	Thailand
Metros	4	1	1	1
Sample size	2400	400	400	800
Cities > 1 million	10	6		1
Sample size	4000	1260		400
Other large cities	-	4		
Sample size		840		
Total	6400	2500	400	1200

Weighting the Sample Data

So that the results collected from the sample would reflect the distribution of key variables in the population under study, the results were weighted by the appropriate weightings of the selected variable. The ability to use appropriate weights depended on the availability of data about the population surveyed. For example, in India there was extensive census data for each major city by socio-economic class. In other countries, data of this quality is not available.

The Indian results were weighted by ACNielsen as part of the analysis. This was based on the number of households in each socio-economic class in cities with a population of more than one million.

The population estimates for the Philippines were weighted by the proportion in each socio-economic class in the National Capital Region. The weightings for Indonesia were also based on the numbers in the population in each of the socio-economic classes A, B and C in the cities surveyed.

For Thailand, the weightings were undertaken using the estimated numbers of individuals in each of the occupational classes. ▀

4 | Comparisons

Common Measures

Comparing behavioral data across countries is always challenging. For the most part we compare percentages of the population who do something or believe something or experience something. But for some things we are interested in, we need other measures.

In the case of giving, for the last sets of questions, reasons for giving and experience of methods of fund raising, simple percentage comparisons are appropriate. To compare data on the extent of giving requires some more complex approaches.

The most important questions to ask of respondents are whether, over a specified period, they gave, to what they gave and the amount they gave. It is also useful to know their level of income.

From these questions, data can be determined on:

- the percentage of households in the sample who gave (**giving rate**),
- the average amount given by households who gave (**average amount given by givers**), and
- the average amount given by households in the surveyed population (**average amount given per capita**).

From these estimates the following ratio can be determined:

- the average amount given by the sample as a whole as a percentage of the average household income of the sample (an indicator of capacity to give). This provides what can be called the **generosity ratio**.

These measures are all useful for cross-country comparisons. But not all of them are immediately suitable for comparative purposes.

Explaining Purchasing Power Parities

The first and fourth of these measures, being ratios, do not need to be expressed in a common value to enable comparisons between countries. It is easier to make international comparisons of the second and third measures by introducing an additional concept, that of Purchasing Power Parity.

For cross-country comparisons of purchasing power, the international community has developed what are called Purchasing Power Parities (PPPs). These are measures based on what it costs in various local currencies to buy a certain basket of goods and services. Therefore, the amounts given are shown in US dollars as these are more easily converted to local currencies, and in Purchasing Power Parity (PPP) as this is the most appropriate measure for cross-country comparisons. Purchasing Power Parity is a measure that reflects the relative costs in various local currencies to buy a certain basket of goods and services.

To cite an example, in 2000, the official currency exchange rate was 43 Indian rupees to buy one US dollar and 40 Thai baht to do the same. However, the amount that a dollar (that is 43 rupees) can purchase in India is greater than a dollar (that is 40 Baht) can purchase in Thailand, or than a dollar can purchase in the United States. In India in 2000, the PPP conversion factor from US dollars was approximately five while in Thailand it was approximately three. That means that in India, 43 rupees would purchase about five times as much as a dollar in the United States, while 40 Thai baht would purchase about three times as much as a dollar in the United States.

Some Basic Cross-Country Comparisons

The following two tables contain some basic demographic and economic variables for the four countries involved in this study.

table 4.1

Demographic measures by country (2000)				
Measure	India	Indonesia	Philippines	Thailand
Population (millions)	1005.3	212.6	75.6	62.7
Population growth	1.9%	1.6%	2.0%	1.5%
Life expectancy	62	65	68	71
Urban population	28%	38%	57%	36%
Majority Religion	Hindu	Muslim	Catholic	Buddhist

Source: Statistics from the World Bank cited in Asia Week, August 2001
 – www.asiaweek.com

The second table contains several basic economic variables (taken from the World Bank, cited in *Asia Week*). ►

Economic measures by country (2000)				
Measure	India	Indonesia	Philippines	Thailand
GNP (PPP)	\$1710B	\$558B	\$272B	\$368B
Per capita GNP (PPP)	2,167	2,685	3,622	5,757
Per capita GNP (nominal USD)	\$452	\$617	\$1,046	\$1,949
GDP annual growth	5.7%	5.1%	3.6%	3.1%
PPP conversion factor for local currency units	9.0	2,299	14.5	13.7
PPP conversion factor for US dollars	4.79	4.35	3.46	2.95

Source: Statistics from the World Bank cited in *Asia Week*, August 2001
 – www.asiaweek.com

table 4.2

5 | Giving to Voluntary Organizations

Introduction

The chapters that follow report the results of giving to other voluntary organizations, giving to religious organizations and finally, giving to individuals. For ease, we refer to these as voluntary organizations, religious organizations and individuals.

For each chapter data will be provided by the five measures outlined in Chapter 3. For each of these measures we provide headline data from SES classes A and B. These are the data that can be better compared across all four countries.

For each major category of recipient, we also provide data on giving by SES classes A, B and C for India and Indonesia, and Classes A/B and C for the Philippines. This is to test whether socio-economic status has any effect on these measures.

In addition, we explore giving to voluntary organizations in various fields of activity in a separate chapter. We also provide data on giving to different categories of individuals.

The report also touches on people's reasons for giving and methods used to raise funds as well as their experience of these methods. Further, the report covers the response in the three countries to these different methods of fund raising.

Comparing the Overall Giving Rate

In Table 5.1, the giving rate to other voluntary organizations is compared across the four countries studied.

table 5.1

Giving rate to voluntary organizations (percentage)				
Country	India	Indonesia	Philippines	Thailand
SES A, A/B and B	51	82	88	81
SES A, B, A/B and C	46	77	86	na

The measures in the first row are the most appropriate for the comparisons across the four countries studied and consequently are highlighted in bold. There is little difference in the giving rates to voluntary organizations across Indonesia, the Philippines and Thailand. All are over 80 percent. However, India is substantially lower at 51 percent.

These measures of the giving rate in Table 5.1 can provide a benchmark for future surveys of giving to voluntary organizations in the countries studied. For future studies, for socio-economic classes A and B, the benchmark measures are those in the first row, while for future studies that survey classes A, B and C, the appropriate benchmarks are in the second row. The data in the country reports for India, Indonesia and the Philippines can be more easily reconciled with the data in the second row as the country reports for these countries reflect the data for social classes A, B and C.

Comparing the Giving Rate by Socio-economic Status

Table 5.2 shows the giving rates to voluntary organizations by socio-economic status.

table 5.2

Giving rate to voluntary organizations by socio-economic status (percentage)				
Country	India	Indonesia	Philippines	Thailand
SES A	54	86		
SES A/B			88	81
SES B	48	79		
SES C	41	71	84	

It can be seen from Table 5.2 that the giving rate declines slightly as we move from social classes A to B to C. These differences are as might be expected. Individuals in higher socio-economic classes, with greater capac-

ity to give, are more likely to give than individuals in lower socio-economic classes.

Comparing the Average Amount of Giving by Givers

The average amount of giving can be compared more easily across countries if only one measure of the amount of giving is used. In the table below the amount of giving to voluntary organizations is combined for socio-economic classes A and B to provide one comparative measure of giving in terms of Purchasing Power Parity.

The comparison of the amounts given is also shown in US dollars—and it is also provided for social classes A, B and C—so that the data can be reconciled with the country reports.

Average amount given by givers to voluntary organizations				
Socio-economic status	India	Indonesia	Philippines	Thailand
SES A, A/B and B				
Purchasing Power Parity	69	183	446	519
US dollars	\$14	\$42	\$129	\$176
SES A, A/B and B				
Purchasing Power Parity	53	131	294	na
US dollars	\$11	\$30	\$85	na

table 5.3

Table 5.3 shows that, in PPP terms, the amount given by givers for social classes A and B is about three times as much in the Philippines and Thailand as it is in Indonesia, despite the fact that all countries have similar giving rates. Then, the average amount given by Indonesians is twice as much as the amount given by Indians.

For future surveys in these countries for social classes A and B only, the benchmark measures that can be used are those of the amount of giving to voluntary organizations in the top half of the table, while for future surveys with interviews across social classes A, B and C the measures in the bottom part of the table should be used.

Comparing the Average Amount of Giving per Capita

The average amount of money given per capita combines the giving rate with the average amount given by givers. In simple terms, the average amount given (by givers) is multiplied by the percentage of people who give (the giving rate). A low average in the size of gifts made by givers, but from many givers, will produce the same effect for a concerned population as large gifts made by few givers. For example, if 80 percent of the population gives an average amount of \$10 each, the average amount per capita is \$16. But if 10 percent of the population gives an average amount of \$160 each the average amount per capita is also \$16.

The average amount of money given per capita (of the population surveyed) combines the giving rate with the average amount given by givers. This means that the comparisons of giving to other organizations in India with that in the other countries are even more dramatic, in that the average amounts given per capita reflect both the lower giving rate to voluntary organizations in India and the smaller average amount given.

table 5.4

Average amount given per capita to voluntary organizations				
Socio-economic status	India	Indonesia	Philippines	Thailand
SES A, A/B and B				
Purchasing Power Parity	35	149	391	421
US dollars	\$7	\$34	\$113	\$143
SES A, A/B and C				
Purchasing Power Parity	24	100	254	na
US dollars	\$5	\$23	\$73	na

In a similar way the combination of lower average size of the gift (by givers) with a lower giving rate emphasize the effect of socioeconomic status on giving. This can be seen more clearly when we separate the socioeconomic classes.

table 5.5

Average amount given per capita to voluntary organizations by socio-economic status (Purchasing Power Parity)				
Country	India	Indonesia	Philippines	Thailand
SES A	49	258		
SES A/B			391	421
SES B	25	93		
SES C	12	25	218	

For comparisons of the amount of giving per capita with studies in other developing countries, it is essential to determine whether the studies were undertaken for the population as a whole or for only some social classes. The importance of this can be seen in Table 5.5 where the amounts given in PPP vary dramatically by socio-economic class.

Comparing Amounts Given Using the Generosity Ratio

A person's generosity is not simply a measure of what he gives, but rather what he can afford to give. A person who earns \$200 per year and gives away \$20 is more generous than someone whose annual income is \$200,000 but gives \$10,000. We can compare giving as a percentage of income for those who give and aggregate that for the groups we are interested in comparing. But that will compare only givers within each group. If we want to compare the generosity of two groups, say upper and middle class Thais with upper and middle class Indians, we should compare the performance of the whole group. This means comparing the average amount given per capita of the group as a percentage of the average income of that group.

We can also use the generosity ratio to compare the generosity of different SES classes.

Table 5.6 does both of these things. The first line displays the generosity ratio for comparison across countries. This comparison of the generosity of socio-economic classes A and B across the four countries shows that Indonesians are the most generous in their giving to voluntary organizations, followed by Thais and then Filipinos. Indians are a long way behind.

The generosity ratio across the three socio-economic classes indicates that in all cases, it declines as we move down the socio-economic class ladder.

Generosity ratio for giving to voluntary organizations by socio-economic status				
	India	Indonesia	Philippines	Thailand
SES A, A/B & B	0.3%	1.6%	1.3%	1.4%
SES A	0.4%	1.7%		
SES A/B			1.3%	1.4%
SES B	0.3%	1.6%		
SES C	0.2%	1.0%	1.1%	

table 5.6

der. However, the movement is different when we look at the generosity ratio of giving to religious organizations and to individuals.

Giving to Voluntary Organizations by Field

Persons surveyed in each country were asked about their giving to different voluntary organizations active in different fields. Seven major categories were used in each country. However, several countries had additional fields. For example, Thailand added Royal Charities to the list of organizations and India added organizations dealing with victims of war/terrorism and natural calamities. Data is likewise reported for socioeconomic classes A, B and C in India, Indonesia and the Philippines, but only for A/B in Thailand.

Giving rate by field

This data were aggregated to provide the overall giving rate and amount given to organizations. It is important to note that the data were collected in this manner as it provides a way of asking for the information so that the individual is prompted to recall the different types of organizations to which he may have given.

The giving rate to voluntary organizations in different fields shows some important similarities but usually one country behaves differently from the others. For example:

- the high rate of giving to social services compared with most other fields in all countries;

table 5.7

Giving rate to voluntary organizations – socio-economic classes A, A/B, B and C (percentage)				
Field	India	Indonesia	Philippines	Thailand*
Culture & arts	7	5	15	5
Sports & recreation	4	13	36	14
Education	7	30	36	35
Health	5	5	30	23
Social services	18	39	61	51
Environment	1	3	35	13
Development	2	54	10	27

* Classes A/B only for Thailand

- the low giving rate in India to education (only seven percent) compared with the three other countries which are all over 30 percent;
- the high giving rate to health organizations in the Philippines, and to a lesser extent Thailand, compared with India and Indonesia which were both only five percent; and
- the comparatively high giving rate to development organizations in Indonesia and to environment organizations in the Philippines.

There appears to be a low incidence of giving to social services (only 18 percent) in India compared with the other three countries. However, this must be qualified since the Indian survey had two additional fields of giving to organizations dealing with victims of war/terrorism and their families (18 percent), and organizations dealing with victims of natural calamities and their families (21 percent). In other countries, giving to these organizations would be included in social services. However, it is likely that many of the respondents giving to these two fields may have also given to social services and/or would have given to organizations in both these additional fields. Hence, the overall percentage to social services would be considerably lower than 57 percent which is the aggregation of the three fields. The above complexity shows the importance of using the same fields for each country for making valid cross-country comparisons.

In Thailand, there was a giving rate of 34 percent to Royal Charities. As the Royal Charities operate across a number of fields, it is not possible to aggregate them into any particular field.

Compared with Indians and Indonesians, the Thais and Filipinos are more likely to give to many voluntary organizations in many fields. In the Philippines, voluntary organizations in each of the seven fields receive support from at least 10 percent of well-off Filipinos. Indeed, organizations in five of the seven fields are supported by at least 30 percent of the Philippine sample. This supports the proposition that the Philippines has a particularly lively and widely spread voluntary sector.

In Thailand, organizations in only one field (the arts) are supported by less than 10 percent of the sample, but only two fields are supported by more than 30 percent. In Indonesia, support is more concentrated. Only in four fields are voluntary organizations supported by more than 10 percent of the sample and only two fields are supported by more than 30 percent.

Average amount given by givers by field

Table 5.8 displays this data in US dollar values to match the data presented in the country reports. Table 5.9 presents the data in PPP, the better to enable cross-country comparisons.

table 5.8

Average amount given by givers per annum to voluntary organizations by field (US dollars per annum) – socio-economic classes A, A/B, B and C				
Field	India	Indonesia	Philippines	Thailand*
Culture & arts	\$ 3	\$ 7	\$ 51	\$ 36
Sports & recreation	\$ 4	\$ 5	\$ 22	\$ 92
Education	\$ 11	\$ 22	\$ 39	\$123
Health	\$ 6	\$ 8	\$ 22	\$ 47
Social services	\$ 7	\$ 13	\$ 35	\$ 48
Environment	\$ 11	\$ 34	\$ 18	\$ 20
Development	\$ 8	\$ 14	\$ 59	\$ 56

* Classes A/B only for Thailand

table 5.9

Average amount given per capita of the population surveyed to voluntary organizations by field (US dollars per annum) – socio-economic classes A, A/B, B and C				
Field	India	Indonesia	Philippines	Thailand*
Culture & arts	14	28	177	105
Sports & recreation	21	20	77	271
Education	54	97	134	363
Health	27	33	77	140
Social services	32	58	121	142
Environment	52	148	62	60
Development	39	60	205	164

* Classes A/B only for Thailand

In PPP terms, Thais who give to education give the largest average gift (but they are from classes A and B only). Within each country, average gifts to education are among the three largest in size. The range in the size of average gift to each field is smallest in the Philippines. The variation in size of average amount given in India is also relatively small, but the size of those amounts is also far smaller than in other countries.

In some countries, several fields received large average gifts, but, as we shall see, when we look at average gift per capita, there were few who gave to these fields.

For example, the Indonesians give the largest amount to environment organizations but Indonesians have a giving rate of only 3 percent for this category of organization. The Indians give a relatively large amount to development organizations but the giving rate is only 2 percent. Filipinos give relatively large amounts to cultural organizations and development organizations, \$51 and \$59 respectively, but the giving rate is relatively low at 15 and 10 percent respectively for these categories of organizations.

There is a distinct pattern of having a high average amount given for organizations where the giving rate is low. This is due to a small percent of the population giving relatively large amounts to these organizations in these fields. On the other hand, for social service organizations where the giving rate is higher for all countries, the average amount given by givers is relatively low.

For organizations in fields where the giving rate is low, it is more important for fund raisers to use their efforts to identify those people who are more likely to give in order to maximize the total fund raising.

Average amount given per capita by field

The average amount given per capita of the population surveyed combines the giving rate and the average amount given per capita. It provides a different picture of the fields that receive higher average amounts compared with other fields.

Average amount given per capita of the population surveyed to voluntary organizations by field (US dollars per annum) — socioeconomic classes A, A/B, B and C				
Field	India	Indonesia	Philippines	Thailand*
Culture & arts	\$ 0.2	\$ 0.3	\$ 7.4	\$ 1.7
Sports & recreation	\$ 0.2	\$ 0.6	\$ 8.1	\$ 13.0
Education	\$ 0.8	\$ 6.7	\$ 14.0	\$ 43.6
Health	\$ 0.3	\$ 0.4	\$ 6.7	\$ 10.9
Social services	\$ 1.2	\$ 5.2	\$ 21.3	\$ 24.7
Environment	\$ 0.1	\$ 1.0	\$ 6.3	\$ 2.8
Development	\$ 0.2	\$ 7.5	\$ 5.9	\$ 15.0
Others**	\$ 2.1	\$ 1.3	\$ 3.0	\$ 31.0
All Fields	\$ 5.1	\$ 23.0	\$ 72.7	\$ 142.7

* For India, "others" includes giving to victims of war and calamities. For Thailand, "others" includes Royal Charities

** Classes A/B only for Thailand

table 5.10

When we turn to the average amount given per capita we see that voluntary organizations in education and social services received the largest amount of support in all four countries (in India, all the other figures can be added to social services, as can a good part of the other category for Thailand). It also shows the relative strength of support to voluntary organizations across all fields in the Philippines when compared with other countries.

In per capita terms the average amount given to organizations in different fields can be aggregated to determine the average amount given to all fields. ►

table 5.11

Average amount given per capita of the population surveyed to voluntary organizations by field (Purchasing Power Parity) -- socio-economic classes A, A/B, B and C				
Field	India	Indonesia	Philippines	Thailand*
Culture & arts	1	1	26	5
Sports & recreation	1	3	28	39
Education	4	29	48	129
Health	1	2	23	32
Social services	6	23	74	73
Environment	1	4	22	8
Development	1	32	20	44
Other	10	5	10	99
ALL FIELDS	25	100	251	421

* Classes A/B only for Thailand

6 | Giving to Religious Organizations

Comparing the Giving Rate

In Table 6.1 below, the giving rate to religious organizations is compared across the four countries studied. The figures, in bold, for social classes A and B are the appropriate measures for the comparisons across the said four countries.

Giving rate to religious organizations (percentage)				
Country	India	Indonesia	Philippines	Thailand
SES A, A/B and B	88	85	93	93
SES A, B, A/B and C	87	84	86	na

table 6.1

There are some minor differences in the giving rates to religious organizations for social classes A and B in all four countries, in that India and Indonesia are marginally lower than Thailand and the Philippines.

The results incorporating class C show that there is little difference across the three countries for which there is data. This measure allows the giving rates to be reconciled with the data given in the country reports and provides benchmark data for future studies incorporating social class C.

That the giving rate for social classes A and B is marginally lower in Indonesia may appear surprising, given the strong encouragement of philanthropy in Islam. The clearest sign of this encouragement can be seen in the *Zakat*, the obligation to giving a certain proportion of income (or property) that falls on Muslim households with a relatively high level of wealth. Most of those of Muslim faith in our sample would be under such an obligation, an obligation that in Indonesia, the predominantly Muslim country in our group of four, is facilitated by the state designating certain Zakat collection agencies. However, the Zakat does not have to be paid to a religious organization such as a mosque. In Indonesia, our partners took the

view that data on gifts made under the Zakat obligation would be collected separately and are not included in this report. However, while Islam places a Zakat obligation on people of relatively high wealth or earning, they and others are encouraged to give (or give more) under what is called the *Sadaqah* obligation. Again, this encouragement does not require gifts to a mosque or other religious organizations.

Comparing the Giving Rate by Socio-economic Status

Table 6.2 shows the giving rates to religious organizations by socio-economic status.

table 6.2

Giving rate to religious organizations by socio-economic status (percentage)				
Country	India	Indonesia	Philippines	Thailand
SES A	87	88		
SES A/B			93	93
SES B	88	84		
SES C	86	83	85	

Table 6.2 shows that for India and Indonesia there are only marginal differences in the giving rate to religious organizations by social class. This can be compared with giving to voluntary organizations where there is a noticeable difference in the giving rates for these countries.

Comparing the Average Amount of Giving by Givers

The average amount of giving to religious organizations can be compared more easily across countries if only one measure of the amount of giving is used. In Table 6.3 the amount of giving to religious organizations is combined for socio-economic classes A, A/B and B to provide one comparative measure of giving in terms of Purchasing Power Parity. This comparison of the amounts given by givers is also given in US dollars so that the data can be reconciled with the country reports.

The measures of the amount of giving to religious organizations in the top half of the table can be used as a benchmark measure for future surveys

Average amount given by givers to religious organizations				
Socio-economic status	India	Indonesia	Philippines	Thailand
SES A, A/B and B				
Purchasing Power Parity	66	197	477	283
US dollars	\$14	\$45	\$138	\$96
SES A, A/B, B and C				
Purchasing Power Parity	53	131	297	na
US dollars	\$11	\$30	\$86	na

in these countries for social classes A and B only. These measures are highlighted in bold.

This table shows that, in PPP terms, the amount given by givers to religious organizations is far higher in the Philippines than elsewhere. The amount given in the Philippines is almost seven times higher than in India.

Future surveys with interviews across social classes A, B and C, should use as benchmark measures those in the bottom part of the table. For comparisons of the amount of giving to religious organizations with studies in other developing countries, it is essential to determine whether the studies were undertaken for the population as a whole or for only some social classes. The importance of this can be seen in Table 6.5 where the amounts given in PPP are shown by socio-economic class.

For India, the average amount given by givers in social class A is nearly double the average amount given by givers in social class C. For Indonesia, this difference is even more dramatic in that social class A is some seven times social class C. The differences in the amounts across social classes are similar for both religious organizations and voluntary organizations.

Comparing the Average Amount of Giving per Capita

The average amount of money given per capita (of the population surveyed) combines the giving rate with the average amount given by givers. In simple terms, the amount given by givers for each type of giving is multiplied by the percentage of people who give (the giving rate).

table 6.4

Average amount given per capita to religious organizations				
Socio-economic status	India	Indonesia	Philippines	Thailand
SES A, A/B and B				
Purchasing Power Parity	58	167	444	263
US dollars	\$12	\$38	\$128	\$89
SES A, A/B, B and C				
Purchasing Power Parity	46	110	256	na
US dollars	\$10	\$25	\$74	na

When we look at the effect of SES, we find the expected decline across SES classes. The decline is least dramatic in India where A and B are effectively the same, while SES C is still more than half of SES B. By contrast, in Indonesia, the decline is much greater.

table 6.5

Average amount given per capita to religious organizations by socioeconomic status (Purchasing Power Parity)				
Country	India	Indonesia	Philippines	Thailand
SES A	63	287		
SES A/B			444	283
SES B	62	122		
SES C	38	44	260	

Comparing Amounts Given Using the Generosity Ratio

A review of the generosity ratio for religious organizations indicates that among classes A and B, Indonesians are the most generous, followed by Filipinos. Indians are noticeably less generous in their support for religion.

As to the effect of SES we find that in India and Indonesia, members of SES B are more generous than SES A or C. Indeed, in India, members of SES C are slightly more generous than those in SES A. ▶

table 6.6

Generosity ratio for giving to religious organizations by socioeconomic status				
	India	Indonesia	Philippines	Thailand
SES A, A/B & B	0.6%	1.8%	1.5%	0.9%
SES A	0.5%	1.9%		
SES A/B			1.5%	0.9%
SES B	0.7%	1.8%		
SES C	0.6%	1.5%	1.3%	

7 | Giving to Individuals

Comparability of the Data

Comparing the data on giving to individuals across the four countries studied is more problematic than the comparisons of giving to voluntary organizations and religious organizations.

The data on giving to individuals were collected by asking respondents whether they had given to different categories of recipients such as relatives, friends, beggars and victims of calamities. However, these questions were asked in different ways in some countries.

In three countries, it was possible for respondents to report gifts to any relatives and friends, while in Thailand the questions were asked about relatives **in need** and friends **in need**. This has the effect of narrowing the level of giving reported and is a preferable way to ask the question and should be followed in future surveys.

In Thailand, the question in relation to giving to beggars was asked in terms of beggars/street children. This had the effect of widening the scope of the question. It is recommended that this wider category should be used in subsequent surveys.

These differences in the questions should be kept in mind in the comparisons of individual giving across countries. It should be noted that changing the questions in subsequent surveys in the countries studied makes the data for individual giving from this survey of limited use as a benchmark for future surveys.

Comparing the Overall Giving Rate to Individuals

In Table 7.1, the giving rate to individuals is compared across the four countries studied.

This measure of the giving rate could provide a benchmark for future surveys of giving to individuals in Thailand, if the recommendations for future surveys were adopted. For other countries, these measures would be less useful as a benchmark.

The giving rate shows very high rates of support for individuals in Indonesia and Thailand, but somewhat lower rates in India and the Philippines.

table 7.1

Giving rate to individuals (percentage)				
Country	India	Indonesia	Philippines	Thailand
SES A, A/B and B	73	98	78	91
SES A, B, A/B and C	72	96	81	na

Comparing the Giving Rate by SES

The Philippines is the only country showing differences in the giving rate to individuals with a five-point difference between social classes A/B and C.

table 7.2

Giving rate to individuals by socioeconomic status (percentage)				
Country	India	Indonesia	Philippines	Thailand
SES A	73	99		
SES A/B			78	91
SES B	73	97		
SES C	71	95	83	

Comparing the Average Amount Given by Givers

The average amount given by givers to individuals is shown in the following table. The average amount given by Thais is substantially greater than that in the other three countries. In terms of average amount given, Filipinos are the next highest. It should be recalled that the Thai survey used a narrower set of categories for giving to friends and relatives.

table 7.3

Average amount given by givers to individuals				
Socio-economic status	India	Indonesia	Philippines	Thailand
SES A, A/B and B				
Purchasing Power Parity	100	227	702	1,018
US dollars	\$21	\$52	\$203	\$345
SES A, A/B, B and C				
Purchasing Power Parity	85	161	509	na
US dollars	\$18	\$37	\$147	na

Comparing the Average Amount Given per Capita

table 7.4

Average amount given per capita to individuals				
Socio-economic status	India	Indonesia	Philippines	Thailand
SES A, A/B and B				
Purchasing Power Parity	72	222	550	926
US dollars	\$15	\$51	\$159	\$314
SES A, A/B, B and C				
Purchasing Power Parity	61	163	414	na
US dollars	\$13	\$37	\$120	na

Once again, the contribution of high giving rate and high average gift size makes the average amounts given by Thais in classes A and B significantly higher than the average amount given by other countries. Also, there is a considerable variation among countries, with India giving by far the smallest amount.

table 7.5

Average amount given per capita to individuals by socioeconomic status (Purchasing Power Parity)				
Country	India	Indonesia	Philippines	Thailand
SES A	84	345		
SES A/B			550	926
SES B	63	148		
SES C	46	66	390	

We find that social class has a dramatic effect on the amount given to individuals in all three classes where data is available. The drop between classes A and C is greatest in Indonesia.

Comparing Amounts Given Using the Generosity Ratio

When we compare the generosity ratio for giving to individuals, we see that classes A and B in Thailand are the most generous, followed by Indonesia.

When we examine the effect of SES on generosity, we see that generosity in giving to individuals is higher in lower SES classes in both Indonesia and the Philippines, while SES class has no effect on generosity in India.

table 7.6

Generosity ratio for giving to individuals by socio-economic status				
	India	Indonesia	Philippines	Thailand
SES A, A/B & B	0.7%	2.5%	1.8%	3.0%
SES A	0.7%	2.3%		
SES A/B			1.8%	3.0%
SES B	0.7%	2.7%		
SES C	0.7%	2.8%	2.0%	

Comparing the Giving Rate to Categories of Individuals

table 7.7

Giving rates to individuals by recipient and country (percentage)				
Recipient	India	Indonesia	Philippines	Thailand
Relatives	14	56	56	51
Friends	12	32	82	29
Beggars	80	81	92	63
Victims of calamities	31	39	41	na
Others	7	na	na	34

As noted in Chapter 3, data were collected on giving to different categories of individuals. Details of giving rates to these different categories can be found in Table 8.8. They show that in all four countries, a higher proportion of people in classes A, B and C support beggars than they sup-

port other categories. They also show considerable variation across countries. For example, most Indians support beggars but few support relatives or friends. By contrast, friends are strongly supported in the Philippines.

Comparing the Average Amount Given to Categories of Individuals

The tables below present the amounts given by givers in US dollars and PPP terms.

Average amount of money given by givers to individuals by recipient and country (US dollars per annum)				
Recipient	India	Indonesia	Philippines	Thailand
Relatives	\$31	\$39	\$75	\$406
Friends	\$18	\$20	\$71	\$168
Beggars	\$ 3	\$ 5	\$ 9	\$10
Victims of calamities	\$ 6	\$11	\$34	na
Others	\$12	na	na	\$143

table 7.8

Average amount of money given by givers to individuals by recipient and country (PPP)				
Recipient	India	Indonesia	Philippines	Thailand
Relatives	155	206	354	1287
Friends	90	106	335	533
Beggars	15	26	42	32
Victims of calamities	30	58	160	na
Others	59	na	na	453

table 7.9

Comparing the Amounts Given per Capita to Categories of Individuals

When we look at the average amount given per capita, once again, the extraordinarily large amounts given by classes A and B in Thailand when compared with classes A, B and C in other countries stand out. Relatives are the single largest category of recipient in three countries, but are behind friends in the Philippines. In Thailand, subordinates in need receive slightly more than do friends. What is also striking is the relatively small amount

that is given on average to beggars. They are supported by most but receive very little. ▶

table 7.10

Average amount of money given per capita to individuals by recipient and country (US dollars per annum)				
Recipient	India	Indonesia	Philippines	Thailand
Relatives	\$ 4	\$23	\$42	\$207
Friends	\$ 2	\$ 6	\$58	\$ 48
Beggars	\$ 2	\$ 4	\$ 8	\$ 6
Victims of calamities	\$ 2	\$ 4	\$14	na
Others	\$ 1	na	na	\$ 53
TOTAL	\$12	\$37	\$122	\$314

table 7.11

Average amount of money given per capita to individuals by recipient and country (PPP)				
Recipient	India	Indonesia	Philippines	Thailand
Relatives	21	99	145	612
Friends	10	28	201	142
Beggars	11	18	29	19
Victims of calamities	9	19	48	na
Others	4	na	na	155

8 | Reasons for Giving

The table below compares the percentage for each country reporting a particular reason as very important or important. The major findings are:

- The uniform importance of a feeling of compassion;
- The importance of religious beliefs/practice in Indonesia (98 percent) compared with India (76 percent) and the Philippines (79 percent) and the relative unimportance of that motive in Thailand;
- The relative importance of believing in the cause/organization in the Philippines (92 percent) compared with India (64 percent) and Thailand (61 percent) and Indonesia (46 percent).

Reasons for giving (percentage reporting very important/important)				
Reason	India	Indonesia	Philippines	Thailand
A feeling of compassion	91	89	99	90
Giving is easier than volunteering time	75	na	85	37
Giving makes the giver feel good	81	89	99	65
Due to religious beliefs/practice	76	98	76	38
Being asked to give	49	na	55	27
Believing in the cause/organization	64	46	92	61
To return a favor/passing the kindness	43	na	52	63
Pressured to give	18	1	14	22

na = data not collected

table 8.1

The reasons for giving are also compared across countries in Figure 8.1.

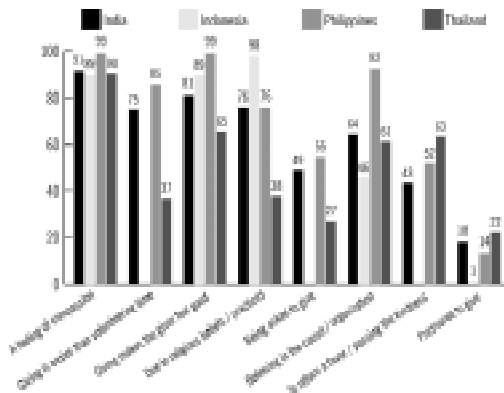


figure 8.1

9 | Methods of Fund Raising

Methods of Fund Raising

Respondents were asked about the methods by which they had been approached to give and whether they had responded favorably to that approach. The questions on the methods of fund raising were asked of those respondents who were approached in the last 12 months to give money to an organization.

The major findings are:

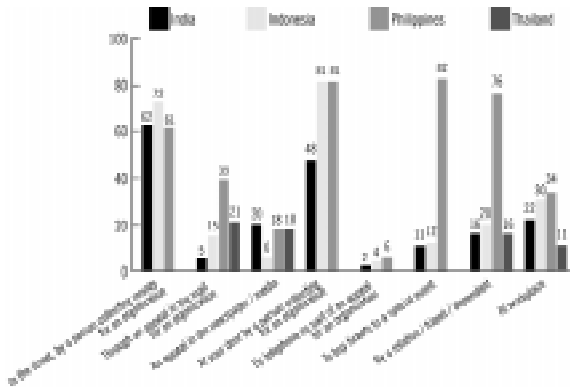
- The percentage of households approached at the door was 81 percent for the Philippines and Indonesia compared with only 48 percent for India.
- The percentage of households approached in the street was 72 percent for Indonesia and 61 percent for the Philippines, compared with only 34 percent for India.
- The percentage of households approached by mail was low in both India and Indonesia (15 percent for Indonesia and only 5 percent for India) and the percentage approached by telephone was even lower (4 percent and 2 percent respectively).
- The percentage of households approached to buy tickets for a special event was very high in the Philippines (82 percent) but very low in both India and Indonesia.

table 9.1

Method of fund raising (percentage approached by each method)				
Method of giving	India	Indonesia	Philippines	Thailand
In the street, by a person collecting money for an organization	34	72	61	na
Through an appeal in the mail for an organization	5	15	39	21
An appeal in the newspaper/media	20	6	18	18
At your door by a person collecting for your organization	48	81	81	na
By telephone as part of an appeal for an organization	2	4	6	na
To buy tickets to a special event	11	12	82	na
By a relative/friend/dependant	16	20	76	16
At workplace	22	30	34	11

na = data not collected

figure 9.1



Although only a small percentage were approached to buy tickets for special events, the percentage of those approached giving by this method was relatively high.

Effectiveness of Fund Raising Methods

As they were asked about methods that had been used to persuade them to make a donation, respondents were also asked if they gave when approached. This data give us a rough guide to the effectiveness of various fund raising methods, though in only three of the four countries (the question was not asked in Thailand). Clearly, those methods that persuaded the

table 9.2

Effectiveness of fund raising methods (percentage of those approached by this method who gave)				
Method of giving	India	Indonesia	Philippines	Thailand
In the street, by a person collecting money for an organization	63	53	69	na
Through an appeal in the mail for an organization	57	44	82	na
An appeal in the newspaper/media	35	48	64	na
At your door by a person collecting for your organization	75	48	86	na
By telephone as part of an appeal for an organization	57	13	33	na
To buy tickets to a special event	80	68	97	na
By a relative/friend/dependant	81	57	98	na
At workplace	85	70	94	na

na = data not collected

respondent to give are more effective than those with only a low positive response. The data are presented in Table 9.2 and Figure 9.1.

When combined with data on the frequency with which different techniques are used, the results of this effectiveness measure provide a useful guide to fund raisers. In the Philippines for example, mail appeals are very effective but not used much. The effectiveness rate of this technique suggests it could be used more. Similarly, special events are effective in all three countries but are not used much in Indonesia and India. They should be. Workplace giving seems particularly effective in all three countries, but is not as widely used as it could be. ▶

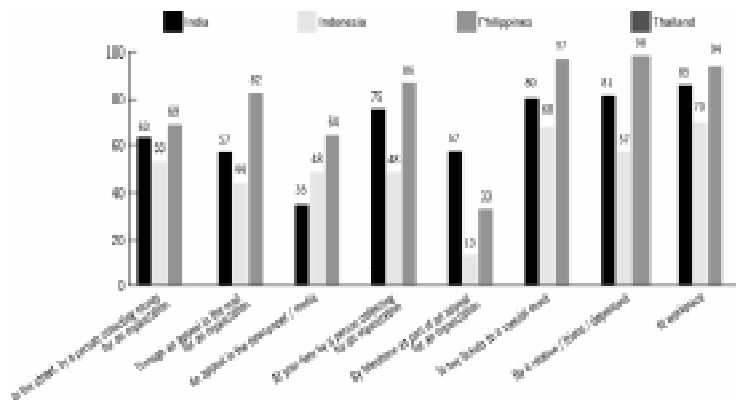


figure 9.2

10 | Major Findings

In this penultimate chapter, we will summarize the main data from the surveys and discuss the findings from the research first by identifying similarities between the four countries and identifying the main ways in which one or more countries differ.

In developing the major findings a detailed comparison of the findings from these four countries with other countries, both developed and undeveloped, was not possible within the scope of this project. The data collected for this study were restricted to a representative sample of social classes A, B and C, while the studies in most developed countries are a representative sample of the whole population. This factor should be taken into account in making comparisons with studies from other countries.

In other studies on giving, religion is normally included as one of the possible fields in giving to non-profit organizations. Therefore, in comparing both the giving rate and the amount given with other studies, it would be necessary to aggregate the giving to voluntary organizations and religious organizations in this project before making comparisons. (Alternatively, if appropriate data were available, comparisons could be made by disaggregating religious giving from other studies.)

Summary Tables

Below we present five tables that summarize the major results from the four country surveys. They summarize only data from SES classes A and B, the only data set that is comparable across all four countries. These tables present, for each of the major recipient categories (individuals, religious organizations and voluntary organizations), the giving rate, the average amount given by givers, the average amount given per capita of the sampled population, the way the total amount given is divided among these recipient classes and the generosity ratio. Where our data allow us, we will add a line that aggregates giving to all types of recipients.

table 10.1

Giving rate for SES A, A/B and B				
Country	India	Indonesia	Philippines	Thailand
Voluntary organizations	51	82	88	81
Religious organizations	88	85	93	93
Individuals	73	98	78	91

table 10.2

Average amount given by givers per annum for SES A, A/B and B only - \$US (PPP)				
Country	India	Indonesia	Philippines	Thailand
Voluntary organizations	\$ 14 (69)	\$ 42 (183)	\$129 (446)	\$176 (519)
Religious organizations	\$ 14 (66)	\$ 45 (197)	\$138 (477)	\$ 96 (283)
Individuals	\$ 21 (100)	\$ 52 (227)	\$203 (702)	\$345 (1018)

table 10.3

Average amount given per capita of the surveyed population per annum for SES A, A/B and B only - \$US (PPP)				
Country	India	Indonesia	Philippines	Thailand
Voluntary organizations	\$ 7 (35)	\$ 34 (149)	\$113 (391)	\$143 (421)
Religious organizations	\$ 12 (58)	\$ 38 (167)	\$128 (444)	\$ 89 (263)
Individuals	\$ 15 (72)	\$ 51 (222)	\$159 (550)	\$314 (926)
TOTAL	\$ 34 (165)	\$123 (538)	\$400 (1385)	\$546 (1610)

table 10.4

Percentage given per capita by category of recipient for SES A, A/B and B only				
Country	India	Indonesia	Philippines	Thailand
Voluntary organizations	21%	28%	28%	26%
Religious organizations	35%	31%	32%	16%
Individuals	44%	41%	40%	58%
TOTAL	100%	100%	100%	100%

table 10.5

Generosity ratio by category of recipient for SES A, A/B and B				
Country	India	Indonesia	Philippines	Thailand
Voluntary organizations	0.3%	1.6%	1.3%	1.4%
Religious organizations	0.6%	1.8%	1.5%	0.9%
Individuals	0.7%	2.5%	1.8%	3.0%
TOTAL	1.7%	5.9%	4.6%	5.3%

Similarities

Perhaps the most important finding is that in all four countries, almost all high- to middle- income households made philanthropic gifts in the preceding twelve months. In this regard, these households appear to be as committed to philanthropy as are high- to middle-income households in northern or developed countries. In making this comparison with developed countries, it should be kept in mind that the comparison with developed countries has the limitation that developed countries tend to collect data on the giving rate for the whole population rather than particular social classes.

Another similarity among the four countries is their uniformly high rate of giving to religious organizations. This suggests that although the four countries have distinct religious traditions, those traditions are strong even among high- and middle-income households, precisely those groups most exposed to the secularizing influences of northern culture. Nonetheless, as we shall see below, religious beliefs are not uniformly powerful as a motive for giving.

Overall, there is a high rate of support for individuals in all four countries, but, as we shall see below, the way in which that support is divided between different groups of individuals varies between countries.

Another similarity among the four countries is the effect of socio-economic status on giving. SES has only a small effect on the giving rate, but a greater effect on the average amount given by givers. These findings are not surprising. Our data are not particularly well suited to study the effect of socio-economic status on generosity, but it appears that the generosity ratio falls slightly between households in SES A and those in SES C.

A final similarity among all the countries is the uniformly high level of importance given to “feeling of compassion” as a motive for giving. All other motives and the various techniques used vary between countries, sometimes in interesting ways, as we shall see below.

Differences

Not surprisingly, differences in the dimensions of giving among the four countries outnumber similarities.

This is nowhere clearer than in comparisons of the average amounts

given by those who give. Even when expressed in PPP, Indians in SES classes A and B give far smaller amounts than do Indonesians, while Thais and Filipinos (in that order) are far in front of both. This is true of giving to each major category of recipient, with the interesting exception that high- to middle-income Filipinos give more to religion than do Thais in classes A/B. The differences are even greater when we look at average amount given per capita. Comparisons across countries using SES classes should be treated cautiously as the way SES is measured differs between countries as discussed in Chapter 4.

There are also limitations in that PPP measures purchasing power, not available income. It is for this reason that we use the generosity ratio, to give an additional measure of philanthropic disposition among these SES classes in each country.

The generosity ratio shows a pattern similar to the other data. High- and middle-income Indians are not as generous as people from similar social strata in the three Southeast Asian countries. Indonesians, however, turn out to be marginally more generous than Filipinos, while the apparent benevolent bent of Thais is shown to be less dramatic than the PPP measures suggest.

When we look at the way members of these strata in each country allocate funds among the three main groups of recipients, we see some interesting similarities as well as differences. In all countries, individuals are the main recipients of philanthropy, receiving around 40 percent of the total given in three countries and a little more than half in Thailand. All four countries give between 20 and 30 percent to voluntary organizations. The proportion given to religious organizations shows some interesting differences. India gives the highest proportion to religion, followed by Indonesia, the Philippines and Thailand least, less than half the proportion given by India.

As far as giving to other voluntary organizations is concerned, India is a particularly marked exception. This is true not only in amounts given, but in the numbers who give (the giving rate). For the three countries in Southeast Asia, the giving rate is very high, as high as or even higher than in northern countries. But in India the giving rate is dramatically lower than the other three. In other words, barely half of the high- to middle-income Indians in our sample support other voluntary organizations. Or, to put it another way, almost one half of Indians from this social stratum that sup-

port religious organizations, do not support other voluntary organizations. Neither a scrutiny of the demographics of these two groups, nor the motives of Indian givers suggest a reason for this difference.

With regard to the fields in which voluntary organizations are active, we see that those providing social services are the most popular in three countries. In Indonesia, development organizations are the most widely supported though there may be some overlap with social services. When we look at the data on average amounts given by givers to voluntary organizations in particular fields, we find that in India and Thailand those supporting voluntary organizations in education give the largest amounts on average (though in India, development organizations receive the same level of support). In the Philippines those supporting development give the largest gifts (though those supporting cultural organizations also give large sums).

However, a look at the average amount given per capita of the population surveyed (a measure which combines the giving rate and the average amount given by givers) indicates that education receives the largest amount from our sample in Thailand; in India and the Philippines, it is social services that receives the most. In Indonesia, development NGOs receives the largest sum from our sample, a little more than that received by voluntary organizations providing education. In India, the level of support for social services would be considerably higher if we counted organizations providing support to victims of calamities to the social services.

Of equal interest is that compared to households of similar class in the other two countries, Thais and Filipinos are more likely to give to voluntary organizations in many fields. This supports the proposition that the Philippines and Thailand have a particularly lively and widely spread voluntary sector.

A look at the support given to different groups of individuals shows some intriguing differences among the four countries. Giving to individuals should be viewed as having two components—giving to relatives, friends and subordinates, with whom the giver has a direct and on-going relationship, and giving to strangers, such as beggars. Interestingly, in three of the four countries, three-quarters or more of the population surveyed gave to beggars (and over 60 percent in Thailand), though the amounts given are small. Nonetheless, it indicates a high level of direct gift making to needy others, rather than relying on intermediary organizations as is most common in the north. Of course, the needy are numerous in these countries,

and those with high incomes would be aware that such people have no other source of income. The percentage supporting beggars in Thailand is likely to be lower than in the other four countries because of government efforts to prevent street begging.

Interestingly, the two countries (Thailand and Indonesia) where more than 50 percent of the sample gives to relatives were the most affected by the financial crisis that hit a number of Asian countries in 1997. Thailand also stands out for its high level of giving to needy subordinates (a category added by the Thai team). The Philippines was not as badly affected as was Indonesia and Thailand, and while giving to relatives is below 50 percent, giving to friends is higher, much higher than other countries. India stands out from the rest in the low numbers who give to relatives and friends. These figures suggest that high-income Indians have few ties with poorer people, whether relatives or friends. This is perhaps because the growth of a large middle class happened earlier in India than in the Southeast Asian countries (where many of the middle-class have relatives back in their home villages), or perhaps because the financial crisis, which India avoided, impoverished many of this new middle-class.

When we turn to motives for giving, we see a great deal of difference between the responses given by the different country samples. Two stand out. One is the greater importance given to religious beliefs in Indonesia, where almost all the samples say that it is an important/very important reason for giving. This motive is affirmed by about three-quarters of the sample in India and the Philippines, but by less than 40 percent in Thailand.

By contrast, over 60 percent of Thais cite “to return a favour/passing the kindness” as a major motive compared with less than 10 percent of Indonesians (and 40 to 50 percent of the other two country groups). These differences point to the strength of philanthropy in the Islamic religious tradition and suggest that the Buddhist tradition that dominates in Thailand emphasizes reciprocal obligations rather than direct philanthropy. Interestingly, Thais give proportionately less to religious organizations. This finding may be influenced by the factor that the sample in the Thai study is better educated than the samples in the other studies.

From a practical point of view, the data give some guidance to those who would like to increase the funds raised for other voluntary organizations. Except for India, there are relatively few people who do not give at all. The most fruitful approach in those countries will be to increase the amount

given by those who already give. In India there are many who give to religious organizations but not to other voluntary organizations. But there are no obvious features that distinguish such people and could help voluntary organizations to target their fund raising appeals. However, religion is cited as the most important motive for giving for 50 percent of those higher income Indians who do give to other organizations, suggesting that organizations that would raise funds should appeal to a religious motivation.

A more interesting approach can be found in examining the different methods used to raise funds and their success rates (Tables 10.1 and 10.2). This data shows, for example, that selling tickets to special events is a highly successful method of fund raising in India, but it is used sparingly (on only 11 percent of our sample). In India, too, gifts are elicited from 85 percent of those approached at the workplace, but only 22 percent report being approached, suggesting another potentially effective way of fund raising.

Households and individuals give to other individuals, religious organizations and other voluntary organizations. The questions for other voluntary organizations are:

- Can the total amount of giving be increased so the funds flowing to these other voluntary organizations can also increase?
- Can these other voluntary organizations obtain a greater share of the total funding by diverting some of the funding currently going to individuals or religious organizations?

The answers to these questions may vary between countries and also by category of organization. If a voluntary organization is trying to increase the total size of philanthropic giving, then they should consider whether households/individuals do not give because they are not approached or they do not give because they choose not to do so.

There are clearly better ways of approaching households/individuals that will increase both the giving rate and the average amount people give. The case studies that are part of this overall project, are designed to assist voluntary organizations in this regard. •

11 | Future Surveys

The Model Instrument

Compared with the questionnaire used in the initial Philippines study, the model instrument was simplified wherever possible. For future surveys, it is recommended that the model instrument be simplified even further. The model instrument can be obtained from Venture for Fund Raising.

In each country, information was collected on giving in kind. This data is not presented in the report as it adds to the complexity of the analysis. Giving in kind provides additional problems for the reliability of the data as the valuations of in-kind contributions can vary considerably and can be over-estimated by the giver. Asking about in-kind data adds to the complexity of the interviews considerably and therefore the number of questions that can be asked. It can also provide errors in the initial analysis of data that can some take effort to resolve.

Hence, one possible simplification is to drop out the reference to giving in kind for all categories of recipients because it increases both the complexities of the interviewing and the analysis.

As discussed in Chapter 4, for cross-country comparisons of giving, it is important to have the same fields for each country. However, within each country, it may be more important to consider different fields to reflect the giving patterns in the individual country.

In reviewing the categories, the major changes would be in giving to individuals. In Thailand the categories of friends and relatives were amended to friends (in need) and relatives (in need). It is recommended that these amended categories be used in future surveys. The Thai survey also used the category of beggars/street children rather than beggars. This seems to be a useful addition.

In undertaking future studies for a given amount of funding there is a trade-off between asking a smaller number of questions of a larger sample or a larger number of questions of a smaller sample. The former can provide

more reliable estimates of some key variables while the latter can provide more comprehensive information for fund raisers.

A more comprehensive study is justified at intervals of some three to four years to understand the relationships between different types of giving and the reasons people give. In the interim it may be more cost effective to use omnibus surveys to ask questions on only a selected number of key variables.

An omnibus survey may be difficult to conduct especially when costs can be charged per question, but it ensures that the questions are carefully selected.

In asking questions about giving to voluntary organizations, it is important to note that the way the questions are asked can affect the results. The total amount given to voluntary organizations in this project is calculated by summing up the amounts given to organizations in different fields such as social services. This method of asking such questions not only provides data on the average amounts given to organizations in various fields; it also assists the respondent to recall all the amounts given over the last 12 months.

Even when asking only selected questions, it is helpful to ask about religious organizations so that religious giving will not be confused with giving to other voluntary organizations. However, giving to individuals could be omitted, as it is more difficult to define individual giving. For example—should individual giving be confined to individuals in need, or should it be confined to individuals outside the household? The information is also less useful for fund raisers who need to target households that are likely to give larger gifts to voluntary organizations.

Sampling Methodology

The sampling methodology used in India, across four metros and more than 10 million cities, with stratification across socio-economic classes, is a benchmark for future surveys. This methodology was possible due to the large sample size and the availability of data on households by socio-economic class in each of the cities surveyed. It was also possible to use this data to estimate measures of giving for all cities in India with a population of more than one million. The sampling methodology also allowed estimates for individual regions in India that should be useful for fund raisers in India.

In terms of population surveys the results of the surveys for this project

should provide benchmarks for future ones. The reliability of the current surveys depends, among other things, on the numbers in the sample.

It also depends on the extent that it is a random stratified sample of the surveyed population. In India the sampling methodology had the benefit of good census data by socio-economic class and location. This makes it easier for the survey company to identify geographic areas with large proportions of socioeconomic classes A, B and C. The sampling methodology in India should be relatively easily replicated especially if the same survey company would do future surveys.

The Indonesian survey team did not have the extensive census data available to the survey company in India. Therefore, a future survey may get different results because the sampling methodology may be more difficult to replicate.

The Indian survey also ensured that only classes A, B and C were included in the sample by using a grid to identify such classes at the beginning of the interview. The Indonesian survey team was not as rigorous in excluding only classes A, B and C, as the socio-economic classes were allocated as part of the analysis. This does not affect the comparisons for Indonesia for classes A and B that are the major comparisons used in this project. A future survey in Indonesia would need to be more rigorous in this aspect of the methodology.

In the Philippines, the survey was attached to an omnibus survey rather than being a special one on giving. The smaller sample size for the Philippines survey makes it difficult to undertake some analyses, as the standard deviations for the amounts given are often undesirably high. This is partly due to the relatively small sample size and, therefore, the ability of one or two outliers to have a substantial effect on the results.

Despite the above restrictions, the experience in the Philippines shows that it is possible to undertake the giving survey as part of an omnibus survey. This has the advantage of considerable reductions in the cost. It has the added advantage of making much easier the undertaking of future surveys with the current one providing benchmark data.

Additional Questions

It is perfectly reasonable for countries to add additional questions to suit their particular conditions, provided that these are not so numerous as to cause respondent fatigue, and provide that they can be easily incorporated into one or other categories in the model instrument.

The material on methods of fund raising was confined to the questions in the model instrument in India. In the other countries, additional questions on fund raising were added that could be useful in future surveys of giving.

In the Philippines, a question was included on the amount of times respondents gave in each year. In Thailand, there were additional questions on merit-making which could be useful for other countries with similar practices.

Further Work

Questions on methods of fund raising were incorporated in the model survey instrument patterned after the Johns Hopkins work. This seems to be a worthwhile innovation, especially if some questions can be added on preferences for fund raising as well as the effectiveness of methods of fund raising. It would also be useful to analyze effectiveness of fundraising for different types of giving and even for different categories of voluntary organizations if the sample size was large enough.

In some countries, credit cards are used extensively to ensure that givers deliver the gift at the time of agreeing to the gift. Credit cards are used for fund raising by mail, telephone and public media campaigns. In other countries fund raising is more centered in the workplace and periodic deductions are made from salaries. In many Asian countries, few people were approached to raise money through events but this method proved to be very effective.

At the time of developing the model instrument the results from the case studies were not available. Now that the results are available it would be useful to develop a more comprehensive survey on methods of fund raising. This could be undertaken with a study of effective methods of fund raising in developed countries, especially emerging trends in fund raising.

The Philippine undertaking was done by a survey company as part of an omnibus survey. The major problem in terms of reliability is the relatively

small sample size. This could be resolved by utilizing an omnibus survey at intervals of two to three months to provide a larger sample. It would be cost effective to ask a smaller number of questions. Repeating the survey in the Philippines would provide more reliable benchmarks. It should be possible to combine this additional data with data from the current survey if this was undertaken under similar economic conditions as the current survey.

In Thailand, the survey team decided that the most cost effective approach was to do a stratified sample by occupation. As mentioned above, this produced a better educated sample than might be found in social classes A and B in the general population. For comparative data it may be appropriate to conduct a survey in Thailand of the general population in classes A and B.

The reliability of the current surveys can only be tested by replicating them in each country. The key recommendation for future surveys is that more reliable estimates can be obtained with fewer variables than with too many questions that can lead to respondent fatigue as well as additional costs. For future surveys, it is also important to ask the questions in the same way, using these surveys as benchmark data. ▶