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**PRIVATE PHILANTHROPY: AN OVERVIEW
ON GIVING IN THE U.S. AND WORLDWIDE**

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Abstract

Private philanthropic giving from individuals, corporations and foundations contributes a significant proportion to value flows related to development aid and other social change efforts. Private sector actors are important sources of funding to NGOs and multilateral organizations – either working for causes in their home societies or seeking to improve the lives of poorer groups in developing countries. In many cases, they provide occasional donations, and also establish long-term partnerships with non-profits, foundations, and government stakeholders.

This white paper provides an overview on giving practices in the private sector. By summarizing existing literature and drawing on secondary data, it explores the variety of private philanthropy across regions and by donor type. Additionally, it outlines emerging new waves and concerns for private philanthropy.

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Introduction

This paper provides an overview on philanthropic giving from private entities around the world. It includes giving within a country, as well as internationally to developing countries. Private entities are defined to include individuals, private/family foundations, and corporate foundations. As will be shown, contributions by these actors are critical sources of revenue to NGOs and multilateral organizations.

Giving practices vary greatly by geography and culture. The paper explores trends and variations in private philanthropy in traditional 'donor countries' as well as in emerging economies with high potential for private giving. The paper confronts different types of donors, shedding light on relative importance.

The white paper serves staff in NGOs and multilateral organizations raising funds with interest in private actors. This includes the potential for managing partnerships with corporations and foundations. Paper finding may also prove helpful for strategic planning, implementation and organizing private sector engagement.

The report is structured as follows:

1. Private giving for charity in a global context of capital flows world-wide.
2. Demonstration that private philanthropy is an important complement to development aid provided by governments.
3. Giving practices in various regions. 'Traditional' donor regions (OECD countries and United States) and emerging regions (Asia and BRICS).
4. Giving by three main donor types in private giving: individuals, foundations and corporations.
5. Recent developments in fundraising.
6. Key findings and summary

I. Charitable giving: Global capital flows to developing countries

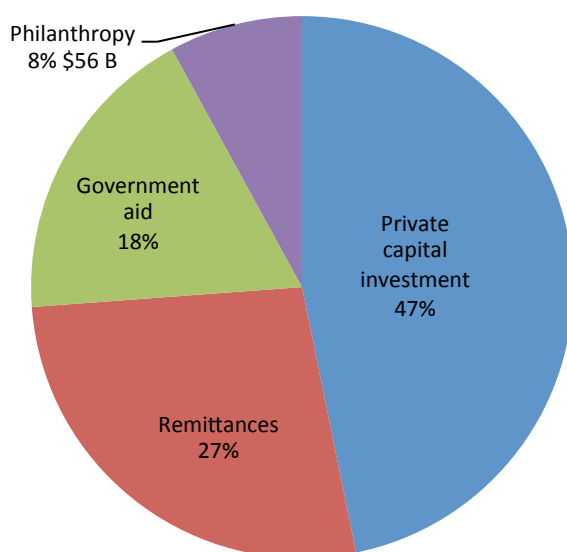
Worldwide charitable giving is difficult to measure as "the amount of philanthropic data is increasing, but still limited, and seldom comparable within or across regions."¹ In many countries, there are little or no reliable data on philanthropy and giving. Data sometimes are generated by different projects, with lack of consistency in definitions and approaches. Another challenge in studying charitable giving trends is that existing data sets are seldom updated. There are few studies with analysis of variations over time.

Despite these constraints, it is possible to draw a general picture of giving (Figure 1). In 2010, \$703 billion transferred from the thirty-four Organization for Economic

¹ WINGS and TPI (2010)

Co-operation and Development (OECD) nations to the developing world. The largest part was \$329 billion (47%) in private capital investment. Remittances accounted for \$190 billion (27%) and government aid (official development assistance; ODA) was \$128 billion (18%). The smallest proportion of all capital transferred to developing countries was from philanthropy – with \$56 billion given, 8% of the total.

Figure 1 Types of capital from OECD donors to developing countries in billions of USD
Source: The Hudson Institute (2012)



The pie chart illustrates development aid is not the largest capital flow to developing countries. Nevertheless, they are an important source of money and can be seen as complementary to more conventional transactions like investments and remittances. In particular, development aid by governments and the private sector is explicitly aimed at human development and the improvement of livelihoods in poor countries, whereas foreign investments are driven by the reasoning of making profits.² A conventional argument is that this money more greatly refracts or multiplies as an investment for a country, especially for its poorer members. There is no data on this, and the impact of remittances, at more than a quarter of international cash flows, is also valuable. Private philanthropy, the smallest pie segment, is an important source for development in a country – particularly for NGOs and multilateral organizations.

² This is not to say that profit-driven investments cannot have positive effects on people’s situation in poorer economies nor is it impossible that development aid can also lead to negative outcomes, such as new dependencies. However, this discussion is not the focus of this paper. Here the goal is to demonstrate how private philanthropy is related to government contributions as another form of development aid, which in itself is placed in a wider context of global capital flows.

Types of private sector giving

Individual Giving

Giving by individuals is a vital source of funding to causes. This is clear in the U.S. but also significant in Asia (see section 2 of this paper for more details). The Charities Aid Foundation (CAF) studied individual giving behaviors in detail. Of CAF's findings, commitment to donate money and give volunteer time is noteworthy. 28% of the global population is estimated to have donated money to charity and 18% spent time volunteering in 2010. This strongly suggests individual giving positively impacts local regions, and also has global implications.³

Individual giving varies greatly globally, mirroring economics, emergencies and disasters. CAF's data shows variable over time. More money was donated in 2007 -- almost 30% and volunteering increased 21%. This could be explained by economic downturn, economic challenges in specific regions, and/or the media attention to disasters.

Giving differs by gender and age. On a global scale, the likelihood that young people donate money is far less than older people. With respect to gender, women are more willing to donate than men. Men volunteer more than women, although global research is limited. Such data would be valuable to gain more complete insights.⁴

In the U.S. and U.K., annual individual giving is estimated at \$218 billion and \$14 billion respectively.⁵ Concerning the commitment to donate, the National Park Service states that "beyond income and wealth, the most important indicator of a household's propensity to donate is philanthropic activity for other causes".⁶

Private Foundations

Worldwide, private foundations address a variety of charitable purposes. Data on the amount of money and the areas in which they work are limited. This section details the role of private foundations in the United States. These entities gave an estimated US \$33 billion in 2011, about 71% of giving by all types of foundations including corporate, operating and community foundations.⁷ Independent foundations are significant stakeholders in this sector, despite the fact that their share of all foundation giving has decreased slightly in the last two decades.

³ CAF (2012)

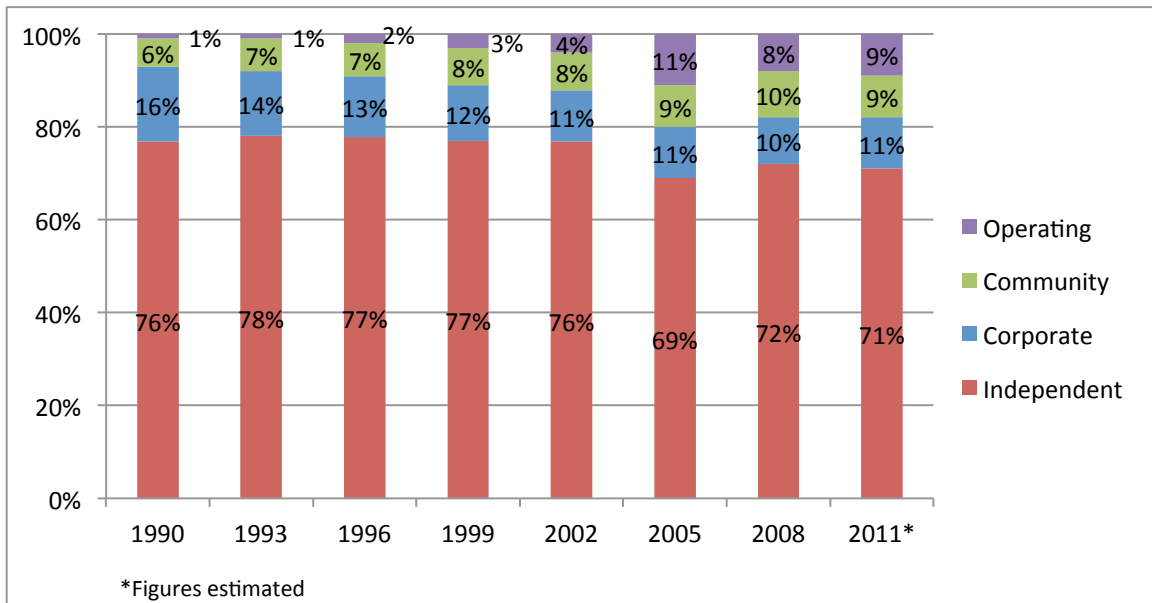
⁴ *ibid.*

⁵ Giving USA (2012); CAF and NCVO (2012)

⁶ NPS (2012)

⁷ Foundation Center (2012)

Figure 2 Giving by type of foundation (USA 1990-2011)
Source: Foundation Center (2012)



Independent foundations give most worldwide in health, followed education and human services.⁸ This data may be distorted by the fact that a wave of health institution conversions occurred in the U.S. when public hospitals were privatized and formed independent foundations.⁹ The most common support foundations provide is direct program support. In 2009, over half of foundations' grant dollars were in this form; operating support was the next largest at 22%.¹⁰

Corporate Giving

The third type of donor in this sector is corporations. In many cases, they are long-term partners for charitable organizations. As with private foundations, there is more information on corporate giving available from the U.S. and little quantitative data elsewhere. In the face of the global economic crisis, reports on corporate giving show different results presented in different literature sources. Popular reporting was that corporate giving was negatively impacted by the crisis,¹¹ but the number of companies with growing commitments to charity has increased. In 2010, 50% of companies that gave increased their amounts over 2007 levels.¹² In 2011, this number was 60%.¹³

⁸ Foundation Center (2012)
⁹ Foundation Center (2011)
¹⁰ Foundation Center (2012)
¹¹ Giving USA (2011; 2012)
¹² CECP (2011)
¹³ CECP (2012)

A detailed view on corporate giving is that the dominant form of donation is direct cash -- 46% of contributions. 35% of giving is provided in the form of corporate foundations and 19% is in non-cash donations like in-kind gifts, product, and/or employee time. These figures vary significantly across industries. The sectors with the highest shares of direct cash contributions are Energy (average 73%), which plays an important role in most purpose areas,¹⁴ and Utilities (average 57%). The financial and industrial sectors most use corporate foundations (average 49%). Non-cash giving is most found in health care (47%) and consumer discretionary sectors (40%).¹⁵ The sectors receiving corporate giving are most often health and social services (28% of all corporate donations), education (26%), and then community/economic development (12%). Disaster relief and the environment only received 4% each for corporate support in 2011.

Conclusions on Section I

Private philanthropy is an important source of income for charitable organizations. Although the smallest segment of the international cash flow pie, it plays a vital role for developing countries. 28% of the global population is estimated to donate money and 18% volunteer their time. Corporations and independent foundations are also valuable stakeholders in this segment.

II. Geographic Distribution of Private Giving

This section explores donations from and the giving behavior of private actors in different geographic regions. It discusses private philanthropy from OECD countries to the developing world and details the U.S.' leading role, with insights on private giving in the U.S. Finally, Asia and the BRICS are discussed as regions with emerging potential for private philanthropy.

2.1 Overall OECD Giving

The Hudson Institute's Center for Global Prosperity conducted a study on global cash flows focusing on 14 donor countries.¹⁶ This paper focuses on official development assistance (ODA) provided by governments and private philanthropic. Remittances were excluded from analysis here, although they provide valuable contribution.

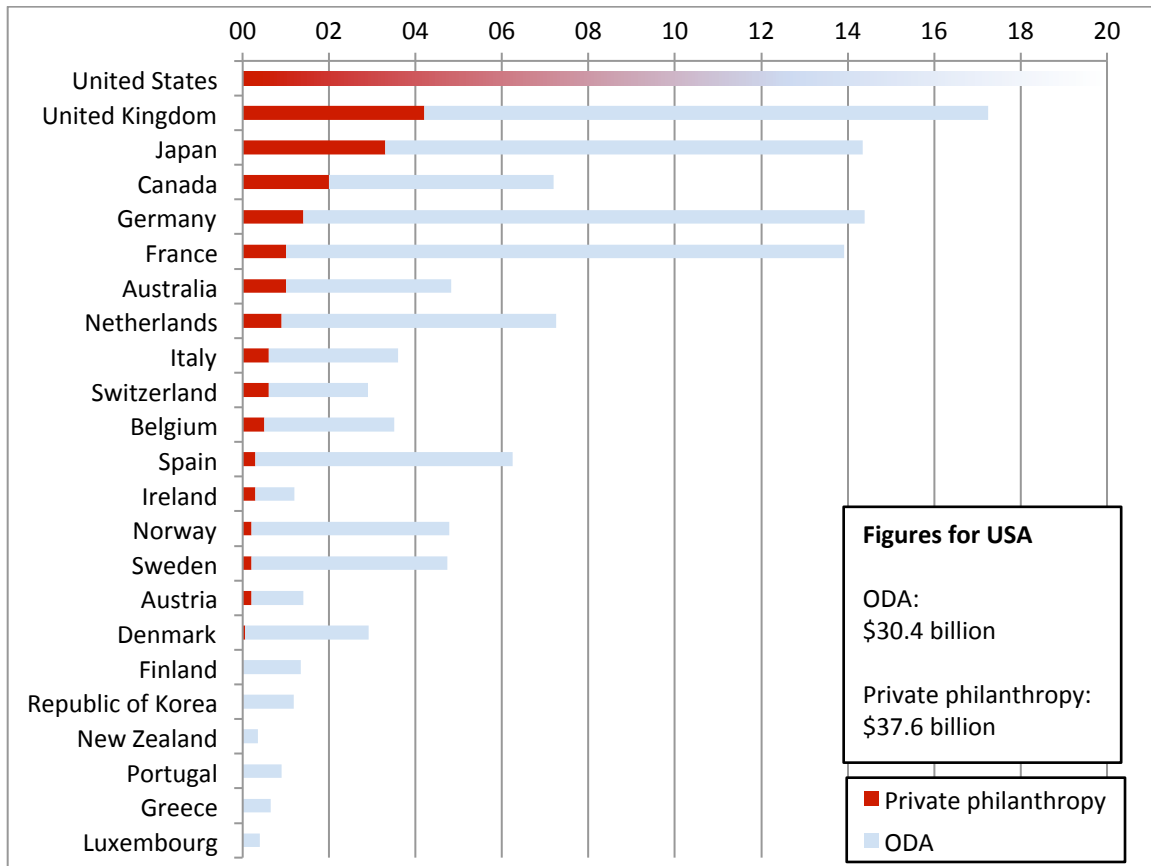
According to Hudson findings, giving from OECD nations in 2010 totaled \$151.7 billion. Of this, \$129 billion, or 85%, is ODA, while \$23 billion (15%) come from private philanthropy. The leading nation contributing to development assistance is the United States, where 24% of the total originates. The U.S. is the largest country by far in overall ODA assistance and private philanthropy.

¹⁴ *ibid.*

¹⁵ *ibid.*

¹⁶ Hudson Institute (2012)

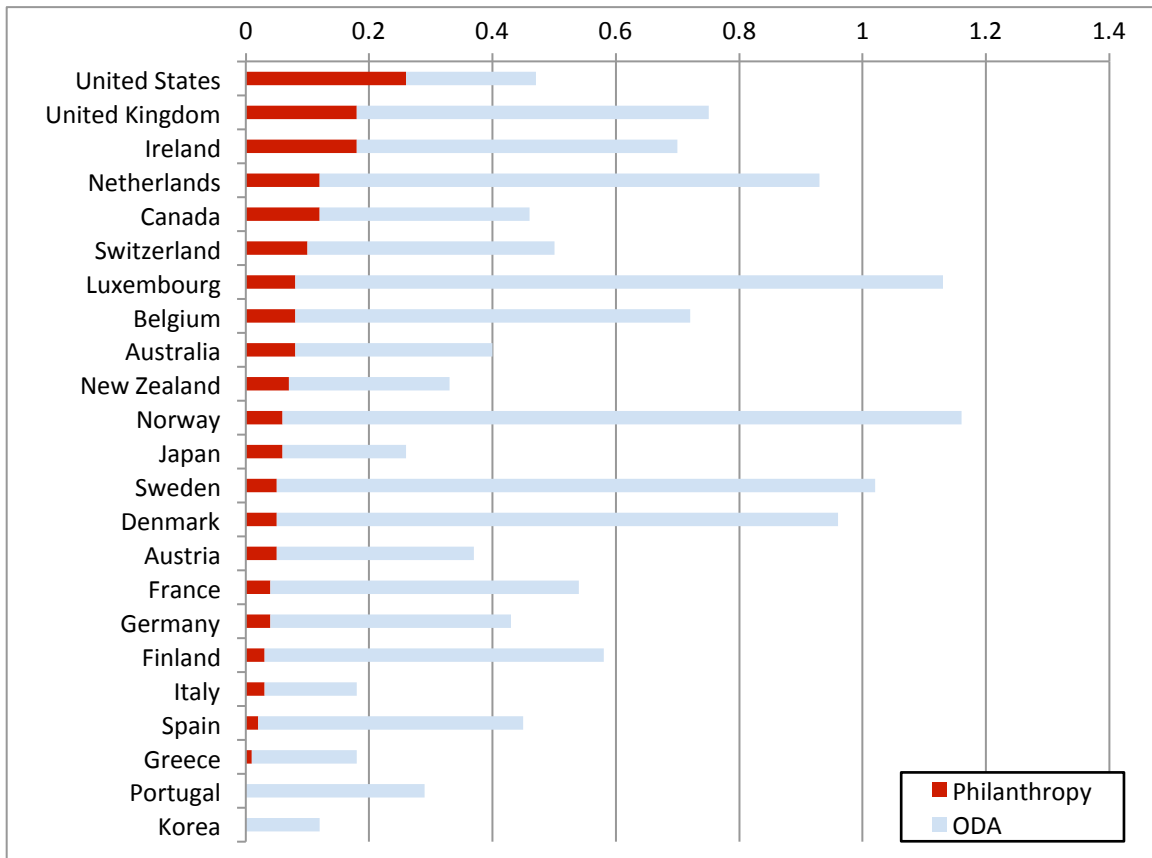
Figure 3 Private Donations from OECD Countries to Developing Countries, 2010 (billions of US\$)
Source: The Hudson Institute (2012)



The next biggest donors in absolute contributions are the United Kingdom, Germany, Japan, Canada and France (Figure 3). The same five states also have the most philanthropic support. The ranked order changes slightly, with the U.S. followed by the U.K., Japan, Canada, Germany and France.

In relative terms, *i.e.* as a percentage of a country’s gross national income (GNI), OECD donor rankings are quite different. The U.S. ranks only no. 12 of the 23 nations. Those that gave the greatest proportion of their GNI were Norway, Luxembourg, Sweden, Denmark and the Netherlands. They were the only countries that met the United Nations ODA target of 0.7% of GNI (Figure 4).

Figure 4 Assistance from OECD donor countries to developing countries, 2010 (percentage of GNI)
Source: The Hudson Institute (2012)



In looking at private donations, the U.S. has largest share of GNI donated, followed by the U.K., Ireland, the Netherlands and Canada. This enormous amount of total assistance originating from the U.S. may be explained by the plain size of its economy. U.S. tax law may also be a factor, where tax deductions are possible to registered non-profit organizations. However, private philanthropy is the most important source of assistance from the U.S. to developing countries. It is arguably more important than official development aid, which is more dominant in the other 22 countries, making it a leading exception for private philanthropy.



2.2 U.S. Giving

U.S. citizens have given about 2% of their disposable personal income to philanthropic causes for several decades. The U.S. can, from an individual perspective, be described as the world's most giving nation.¹⁷ This is consistent with evidence discussed above, that the U.S. is giving a larger share of its GNI (0.18%) as philanthropy than any other country.

In 2011, Americans gave nearly \$300 billion in philanthropy. Individual giving was the largest portion at \$218 billion (73%) (see Table 1). Private foundations provided another \$42 billion (14%), charitable bequests amounted to \$24 billion (8%) and corporations, including foundations, contributed \$15 billion (5%).

Table 1 Sources of private giving in the U.S.
Source of data: Giving USA (2012)

	US\$ in billions	%
Individuals	\$218	73%
Charitable bequests	\$24	8%
Private foundations	\$42	14%
Corporations	\$15	5%
Total U.S. private philanthropy	\$299	

Data from Giving USA indicate total giving increased about 4% from 2010–11. Despite the growth, the economic situation has obvious impacts on charitable giving in the U.S. and makes this increase “the second slowest of any two-year period following all recessions since 1971.”¹⁸ The largest increase by source was giving by individuals, which grew 3.9%, followed by giving by foundations (1.8%).

Giving for international affairs increased 18.6% over 2008-10 and another 7.6% in 2011, mainly in connection with disaster relief. This is evidence that giving has not recovered from its all-time high in 2007, but that Americans stay committed to charitable causes.

¹⁷ Giving USA (2011)

¹⁸ Giving USA (2012, p. 3)

Table 2 U.S. private donations to the developing world
Source: Hudson Institute (2012)

	US\$ in billions	%
Foundations ¹⁹	\$4.6	12%
Corporations	\$7.6	19%
Private and Voluntary Organizations	\$14.0	36%
Volunteerism ²⁰	\$3.7	9%
Universities and Colleges ²¹	\$1.9	5%
Religious Organizations*	\$7.2	18%
Total U.S. private philanthropy to developing countries	\$39.0	

*Data from last available year: 2009

When U.S. total private philanthropy with capital flows to developing countries (Table 2), it is clear the majority of private giving stays in country. Of US\$299 billion in philanthropy, only US\$39 billion transferred to the developing world, about 13%. This proportion varies by donor type. Corporations contribute 5% to total U.S. giving, yet their share of philanthropy to the developing world is nearly 20%. More than half of the US\$15 billion from corporations (Table 1) goes to developing countries. For foundations, this ratio is about 11%.

The largest corporate contributions were in-kind drug donations by pharmaceuticals; only US\$760 million was NOT in-kind drugs (Hudson Institute, 2011). According to the Foundation Center's *Key Facts on Corporate Foundations*,²² in 2011 the amount donated by 2,718 U.S. corporate foundations was \$5.2 billion. This means corporate foundations made up 35% of corporate philanthropy, while 65% came directly from companies. If the calculation includes pharmaceutical companies' operating foundations that contribute through in-kind medication, the proportion of foundation giving rises to half of all corporate giving.

2.3 Asian Giving

There are emerging trends in private philanthropy. In addition to the OECD countries, with the United States leading, an emerging region for giving is Asia. Private philanthropy in Asia has been on the rise for the last three decades. This is framed by the background of growing wealth in the region, social needs in face of financial crisis, cultural norms, and religious convictions. No quantitative data on donation amounts or evaluations of volunteering time and in-kind gifts are available; conclusions are drawn from available, mainly qualitative, information.

Corporate philanthropy and foundations

¹⁹ Independent, community, and grant making operating foundations

²⁰ Measured as estimated dollar value of volunteer time

²¹ Support to students from developing countries

²² Foundation Center (2012)

The World Wide Initiatives for Grant maker Support (WINGS) and the Philanthropic Institute (TPI) detail many Asian national governments do not monitor giving. Definitions of what constitutes philanthropy or a philanthropic institution even vary across Asian countries.²³ Nonetheless, case studies suggest philanthropic giving in Asia stems from religious motivations rooted in Buddhism, Hinduism and Islam.

On a country level, Thailand has specific research. Studies there found a range of community-based foundations established to address a range of poverty issues. There is a broader movement to create other entity forms, including family, corporate and Royal Family foundations. Challenges in Thailand include limited public attitudes towards philanthropy, lack of transparency, little accountability and low professionalism among NGOs.

In India's case, there are secondary indicators of growth in philanthropy from the rising middle class and an exponential increase in local community organizations funded outside of state funding. Giving is rising in China, a trend attributed to strong economic growth and influence of other countries' wealthy behavior. There were critical roles played by high net worth individuals responding to the 2008 Sichuan earthquake. Details on philanthropy in China and India are in section 2.4.

Overall trends in institutional philanthropy show a rise in strategic behavior and decision making with increased tracking and metrics. There is more attention paid to the goals of philanthropy. The structure of organizations is becoming more sophisticated and the type of entity is moving beyond traditional 'charity.' The social missions are expanding and becoming more complex, as are collaborative partnerships. Tax and legal policies in Asia, as well as mistrust of the philanthropic and nonprofit sectors, are moderate to severe obstacles to a growing sector.

Individual giving

There are no established quantitative data documenting exact giving levels in Asia. The World Giving Index of the Charity Aid Foundation (CAF) indicates the level of individual giving present and the proportion of a country's population providing money or volunteer time.²⁴

An overall commitment to philanthropy at a national level is considered. Data shows the people of Thailand donate money most frequently (85%), followed by Hong Kong (73%) and Indonesia (72%). On a regional basis, Southeast Asia is considered more generous. In East Asia, 37% of people are estimated to give money, while 35% do in South Asia, 32% in West Asia/Middle East and 18% in Central Asia. All regions except the Middle East show an increasing trend, with strongest growth in South Asia.

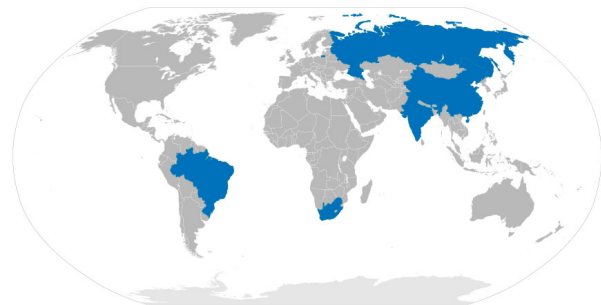
²³ see WINGS and TPI (2010)

²⁴ CAF (2011)

Volunteering, according to CAF, is also common. The largest proportions of a population volunteering time include Turkmenistan (61%), Sri Lanka (46%), the Philippines (41%) and Myanmar (40%). Central Asia leads volunteering with 41%, followed by South Asia (25%), Southeast Asia (22%), East Asia (20%) and the Middle East (14%). Growth rates are more moderate than giving.

2.4 Contributions from BRICS Nations

A second group of countries with emerging potential for private giving are the so-called “BRICS”: Brazil, Russia, India, China and South Africa. These are large and growing economies that, taken together, are home to nearly three billion people. Although these countries face a multitude of development issues, there is relatively less engagement by international organizations in them as a percent of their economies than other developing nations. Opportunities to receive funding from endogenous sources are growing. Private philanthropy in these countries reveals interesting domestic and international trends:²⁵



Brazil

In Brazil, quantitative and qualitative growth of social investors has occurred over the last decade. A current estimate is 300 organizations registered in philanthropic giving. Philanthropy mainly consists of corporate giving, with a trend by these entities becoming more strategic and focused. In addition, there is more public-private partnership and collaboration with Spanish language entities.

Table 3 Individual Giving in BRICS
Source: CAF (2011)

	giving cash	volunteer time
Brazil	26%	14%
Russia	5%	23%
India	28%	14%
China	14%	4%
S. Africa	10%	14%

In addition to existing organizations, new national and regional membership associations are being established to spread knowledge and skills on general philanthropy standards. Modest challenges in the country include the tax environment and public attitudes towards philanthropy, while the legal environment is considered an extreme challenge.

Russia

Within the Russian Federation, there are 10 corporate and “many” independent foundations. The number and amount of corporate giving has not been determined.

²⁵ This subsection mainly draws on data and statements in WINGS and TPI (2010).

The legal and tax environment, public attitudes towards philanthropy, and a lack of confidence in the public sector are described as moderate challenges for institutional philanthropy in Russia. Moreover, “...witnessing rapidly growing personal wealth (the *Forbes* “Rich List” reports 33 billionaires), donors are identified as favoring noncontroversial causes – like the arts, churches, education and health.”

India

India has started to track growth in philanthropic institutions. The *Financial Express*, for instance, highlighted rapid growth of philanthropy advisory services by private bankers such as UBS, Citibank, Deutsche Bank and Standard Chartered. Demand for those services is increasing. Countries like India have always had wealthier people supporting those less well off. And, giving to religious institutions which also support social and economic causes is common. The difference in India is that there is more institutional and formal activity in the sector, with more growing.

Challenges in this country include a perceived lack of confidence in the public sector, the legal and tax context, and little public perception of philanthropy.

China

In China, a rise in philanthropy is attributed to rapid economic growth, exposure to philanthropic behavior in other countries, and giving related to the 2008 Sichuan earthquake. A great number of foundations and other organizations has blossomed 900 registered philanthropic institutions in 2010.

China has several high-net-worth individuals who made large philanthropic contributions: Li Ka-Shing, Asia’s wealthiest person, pledged \$10 billion to his foundations; Yu Pengnian, a hotel and real-estate entrepreneur, donated \$270 million; and Yang Lan, a talk-show host, gave \$72 million to set up a foundation. As Chinese wealth becomes more established, and moves from just the political families, philanthropic giving will continue to have paths of activity. The greatest likelihood is for ‘safe’ efforts and not those focused on social change. However, there is effort to fund causes related to the environment, arts, and community development, which would have been unthinkable even a few years ago.

South Africa

Interviews conducted in South Africa show corporate and institutional giving is the most important source of funding for national civil society. The sector is “poised for growth and change.” In contrast, companies appear reluctant to address social inequalities full on.

The country’s legal environment is progressing so that it is becoming easier to establish philanthropic institutions. The Black Economic Empowerment charters started by the South African government require companies invest a low percentage

of their profits in social causes. This has led to new corporate foundations established, adding to existing organizations: community foundations, trusts, and corporate social-investment programs.

The main sectors for funding are education, training and health. Despite positive developments, much inequality in the country remains. And, there is a historical divide between English and Boor legal approaches. National legal and tax conditions are challenges. In addition, philanthropic institutions have little history of collaboration in that country and much more competition.

Conclusions on Section II

The U.S. is the largest OECD donor country. It is also the only nation where private philanthropy to the developing world is greater than government aid. Individuals give most to charity (73%), followed by private foundations (14%) and corporations (5%). Of US\$299 billion given, 13% went to developing countries. Corporations are proportionately more active in giving to developing countries, especially with products like pharmaceuticals.

In Asia, private giving is traditionally rooted in religious motives. Newly achieved wealth has played a role in the rise of new institutional charitable giving. Corporations and foundations have adopted more strategic behavior in forming collaborative partnerships. Asian countries show high potential for individual and institutional giving. Thailand is a select case study, with Indonesia and China having rising examples.

A group of countries with emerging potential for private giving are the BRICS (Brazil, Russia, India, China and South Africa). They have large and growing economies. Penetration rates by charitable organizations are currently low, although growth is high, with demand for services high in these countries.

III. Developments in Giving

3.1 Ethical Concerns

A recent trend and development in fundraising from the private sector is recognition of ethical concerns. These arise from the donor-fundraiser relationship, as well as within fundraising organizations. Three ethical questions are identified of particular relevance for fundraising entities engaging the private sector.

First, positive and ethically correct corporate social responsibility (CSR) is a concern for community organizations. Corporate involvement is sometimes seen as a vehicle for public relations or reputation enhancement, fueling profit maximization more

than social benefit.²⁶ Business objectives can be part and parcel to giving. So, funds received through CSR may pose conflicts of interest. Credibility is a concern if giving companies also have harmful business practices or shortcomings that reflect ironically on their giving. For example, an extraction company known for strip mining that gives to environmental organizations poses a paradox.

Second, ethical concerns arise with regard to management of donors and financial accounts. With rising numbers of private partnerships, organizations must be careful collecting and handling donor data. Donor privacy, anonymity and security are something donors value and pose a risk to donor relations if confidentiality is breached. Organizations have to balance their mission with wishes of corporate and individual (or groups) of donors.

Third, an ethical issue within fundraising organizations is the question of fair compensation for fundraisers. Raising money from the private sector, especially from corporations and private foundations, often requires personnel with different skills and incentives for success. The typical NGO worker is mission driven and paid below a business wage. Private sector recruits may have different expectations. Organizational compensation parity, bonuses and other incentives, and disclosure are important ethical concerns that community organizations are facing and need to document clearly.

3.2 Role of Technology and Social Media

A second trend in fundraising from the private sector is the use of technology and online tools to solicit and capture donations. Social media have transformed fundraising capabilities of organizations, especially as they relate to individuals. In addition to internet solicitations, there are extensive inventive and playful ways of giving online. Oxfam Unwrapped, for example, allows a giver to buy a household object of value to someone in a developing country. Others have donors promote a cause by donating and sending a card as a present.

Through activities like these, donors become more linked to causes and/or are included to leverage others' to donate. This is linked by social media to reach more people more rapidly. As phones increasingly are the mechanism for online and other communication, giving techniques are tailored to handhelds. Social media fosters awareness for causes, which can support and enhance philanthropy making direct connections world-wide.

Ethics in corporate partnerships requires awareness and responsiveness of social media with regards to transparency and credibility. In today's interconnected, wired, and instantaneous world, social media means NGOs cannot control narratives about themselves. High standards, voiced transparency and consistent credibility

²⁶ see e.g. Vaidyanathan (2008)

are watch words. Use of technology and social media is critical to engage individuals and corporations to support organizations and their causes.

Conclusions on Section III

New main developments in fundraising from the private sector have been identified. Ethical concerns are recognized and related to issues like CSR, credibility, donor management, and compensation.

An important trend is social media making causes and engaging individuals to donate more available. Since individuals, at least in the U.S., contribute 75% of all private philanthropy, social media is a tool of growing importance.

IV. Key Findings

This paper provided an overview on private giving and capital flows to charitable causes globally. This included different geographic contexts involving individuals, private foundations and corporate foundations. Regional behavior among OECD nations, United States, Asia, and BRICS vary. Main conclusions include:

Global philanthropy and private giving types

Private philanthropy is a vital source of revenue for charitable organizations. With regard to development, giving complements country-level development assistance provided by governments. This is reflected that private giving makes up 30% of development aid originating among OECD nations.

Philanthropic giving is found worldwide. 28% of people in the world donate money and 18% volunteer time. In the U.S., foundations provided US\$33 billion in 2011. The sector that received the greatest support was healthcare-related. Corporate foundations most often support health and education causes. The environment and disaster relief are minor in amounts of overall corporate giving.

Private philanthropy by region

The U.S. is the largest OECD donor country. Americans are the most generous in giving from the private sector. 55% of world wide giving comes from the U.S. In total giving, individuals account for 73% of all private donations.

Two regions with emerging potential for private giving are Asia and the BRICS (Brazil, Russia, India, China and South Africa). Asian countries have motives for giving including religious and cultural norms fueled by growing wealth, strategic corporate choices, and collaborations with public/private entities. In the BRICS, despite a need for charitable activities in the respective countries, penetration rates remain low.

Recent developments

Two developments in fundraising from the private sector are trends to watch. Ethical concerns for CSR are rising. With the growth of social media, new possibilities are emerging every day for community based organizations to reach more people and gain potential new donors.

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