RESURGENT ASIA
Fundraising & Philanthropy

By Usha Menon
Resurgent Asia - Some Trends

1. New NGO Entrants

2. ‘Made for Asia’ - Methodology Innovations

3. Major Donors

4. Middle-class donors

5. Sophisticated donors
1. New NGO Entrants

- Child Rights and You: Ensuring lasting change for children
- Ycab Foundation: Enabling Youth, Developing Independence
- Project Hope

The Project Hope logo means society cares for the development of young people like the ocean supports the rising sun. The calligraphy was done by Mr. Deng Xiaoping in 1990.
2. Made for ASIA methodologies (Singapore)

3rd best endowed public policy school in the world!
2. Made for ASIA methodologies

TELE-FACING
3. Major Donors

a. Family Foundations

b. Corporate Sector

c. Impact Investors
Family Foundation

Source: UBS-INSEAD Study on Family Philanthropy in Asia

Main Factors Inspiring Families’ Philanthropy (% of Respondents, 2010)

- Ensuring continuity of family values / creating a legacy: 42%
- Education and involvement of the next generation: 39%
- Personal or family causes: 34%
- Family tradition: 26%
- Strengthening family bonds: 13%
- Family governance or tax considerations: 5%
Giving to Top 4 Causes (% of giving, 2011 projected)

- Education: 35%
- Poverty/Development: 12%
- Health: 9%
- Disaster relief: 5%
Non-Domestic Giving by Philanthropies
(% of giving, 2010)

- Singapore: 33%
- Hong Kong: 23%
- Malaysia: 16%
- Japan: 15%
- Taiwan: 14%
- India: 6%
- Indonesia: 5%
- Thailand: 5%
- Philippines: 3%
- China: 0%
Family Foundation

• Role of Youth in Philanthropy

76% have younger relatives who have assumed an active role in choosing charities (India, 2012)

Source: Bain India Philanthropy Report 2012
Corporate Sector

• In family business: No demarcation between corporate and individuals

Source: Commissioner of Charities, Singapore, 2011
Hong Kong

- Charitable donations amounted to over HK$9.2 billion (US$1.18 billion),
- US$478 million from corporations
- US$705 million from individuals.

Source: Hong Kong Government’s Inland Revenue Department (2010-11 tax year)
In China

Giving by private enterprises increased rapidly in recent years

Diagram 2: Amount and Percentage of Domestic Private Enterprise Giving of Total Domestic Giving in 2009 and 2010

(in USD, Billions)

- 2009: Domestic Enterprise giving total = 2.087, Domestic private enterprise giving = 0.863
- 2010: Domestic Enterprise giving total = 9.508, Domestic private enterprise giving = 6.137

Percentage of domestic private enterprise in total:
- 2009: 41.3%
- 2010: 64.5%
4. Middle-class Donors

The Indian middle class steps up to charity

Sharon Fernandes, Hindustan Times
October 01, 2011

For the world, the Indian middle class is the most attractive feature in the country, almost like the shiny gold Tata Nano that got rolled out recently. The country’s most inexpensive car was turned into a $4.6 million vehicle with 80 kg of gold, silver and precious stones. The middle class is a huge viable market for luxury goods

The Rise of the Middle-Class Donor in Hong Kong

February 28, 2013 by ADMIN
5. Sophisticated Donors

SINGAPORE - More wealthy individuals in Asia are giving to worthy causes and moving away from ad hoc donations to more sophisticated philanthropic models such as foundations and venture philanthropy.

And Singapore is well-poised to help such donors give more easily in Asia, said Senior Minister Goh Chok Tong today at the Credit Suisse Philanthropists Forum.
Figure 5: If impact creation and communication increase, a significant number of donors will contribute more

Donors that plan to increase contribution over next five years (% of respondents)

Note: Contribution amount to be increased over next five years
Source: Bain HNWI Survey 2013 (n=180)
Figure 6: Donors believe there are several ways to create better impact

% of respondents

- Choosing NGOs with clear industry standards (Reputable NGOs) 66%
- Active involvement, not just monetary contribution 59%
- Due diligence on philanthropic entities supported 59%
- Setting impact expectations up front 55%
- Committed feedback from NGOs to donors about deployment of funds 51%

Source: Bain HNWI Survey 2013 (n=180)
Impact Investors

• Philanthropists combining their business acumen with their philanthropic endeavors

Source: Impact Investing in Asia, ADB, 2011
Figure 13: Types of impact investments (individual investors)

- Private Equity
- Loans
- Quasi Equity/ Mezzanine Finance
- Deposits/CDs/Other Short Term Investments
- Guarantees
- Hard Assets
- Public equity
- Real Estate
- Liquid Debt Securities
- Other
- N/A

(Could make multiple selections)

- Currently impact investing, current types
- Currently impact investing, projected future types
- Currently not impact investing, projected future types
Thank YOU!

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