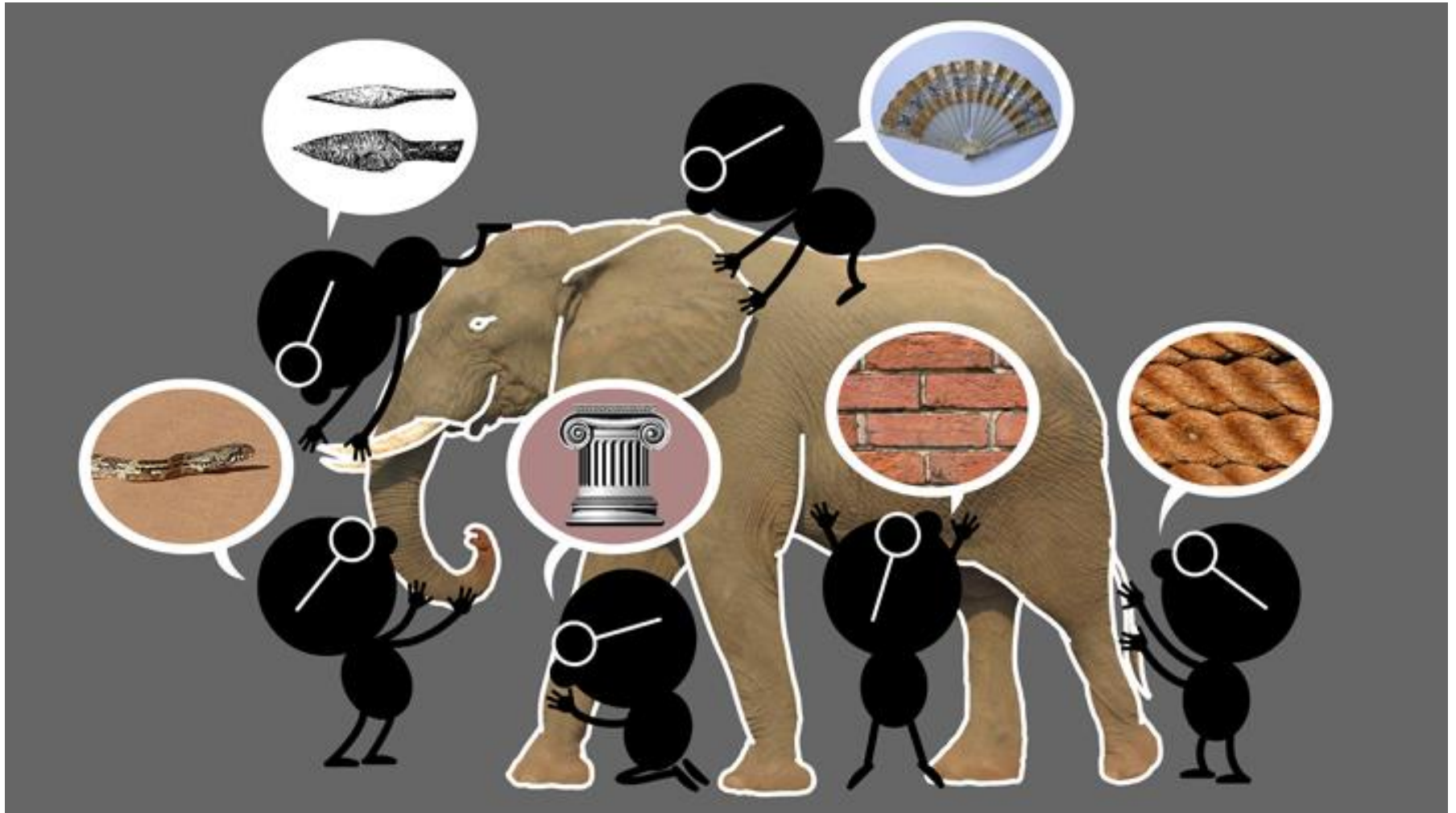




RESURGENT ASIA

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



Enabling Youth,
Developing Independence



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.



The Beautiful Foundation

2. Made for ASIA methodologies



(Singapore)

3rd best endowed public policy school in the world!

2. Made for ASIA methodologies

TELE-FACING



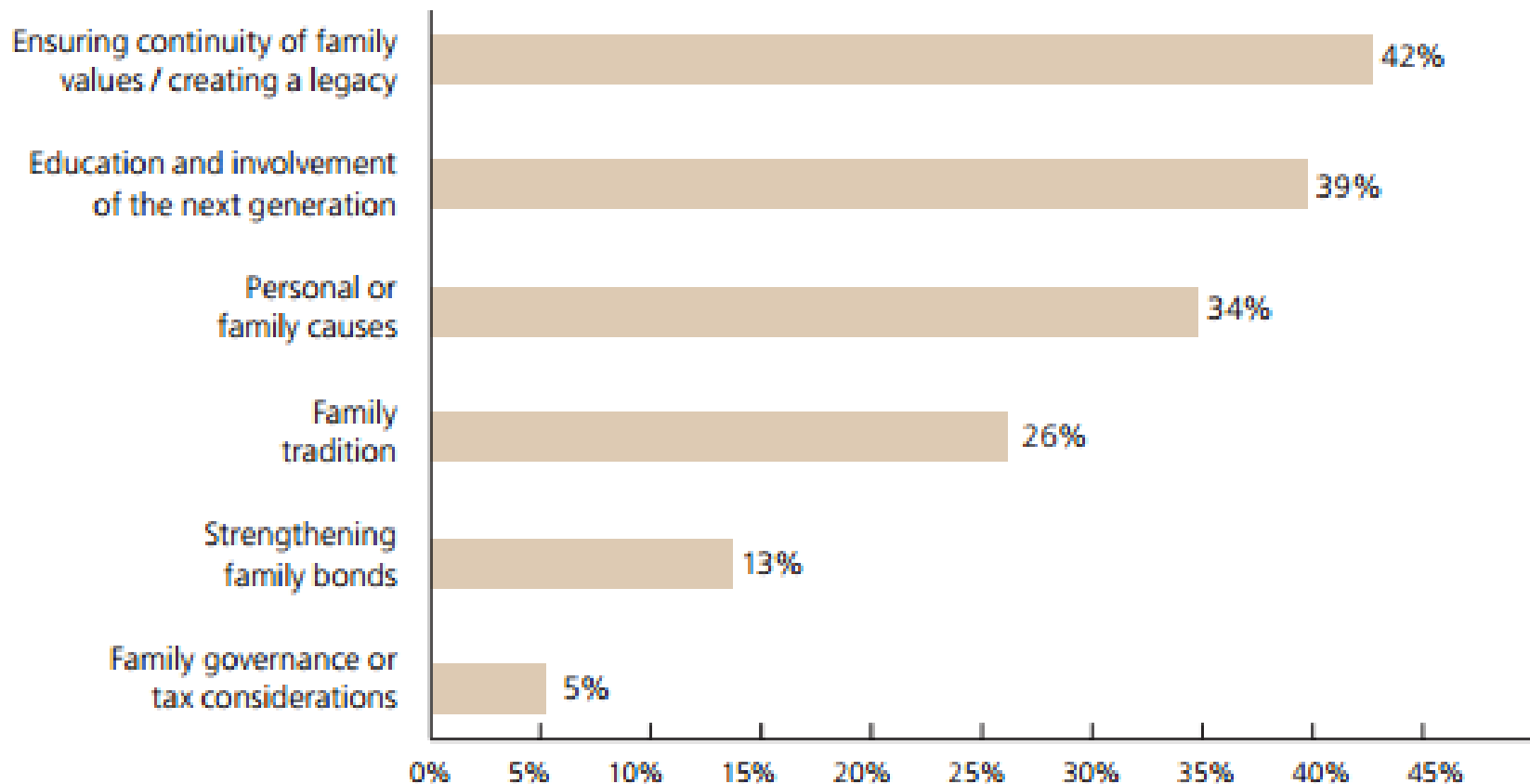
3. Major Donors

- a. Family Foundations
- b. Corporate Sector
- c. Impact Investors

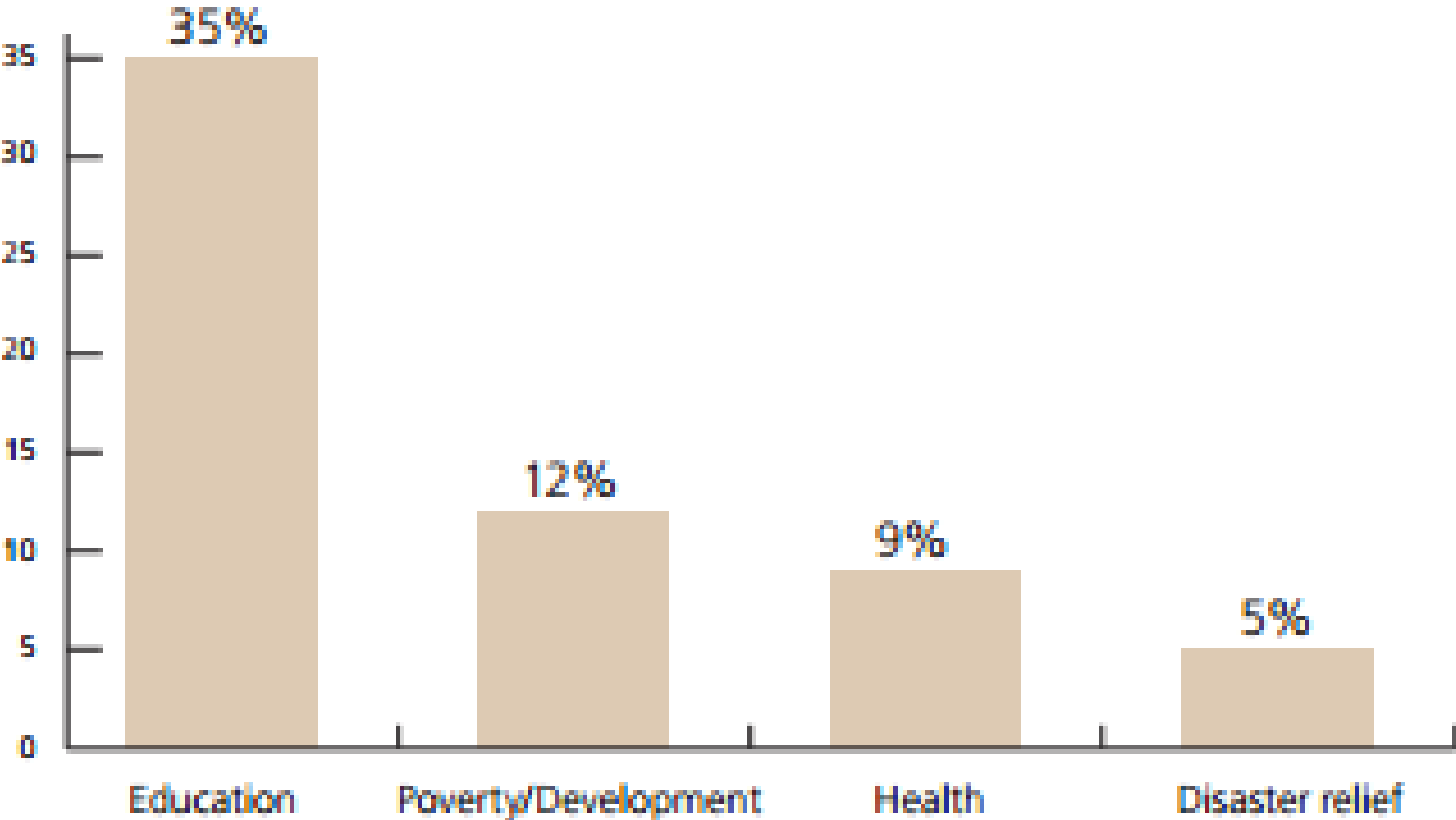
Family Foundation

Source: UBS-INSEAD Study on Family Philanthropy in Asia

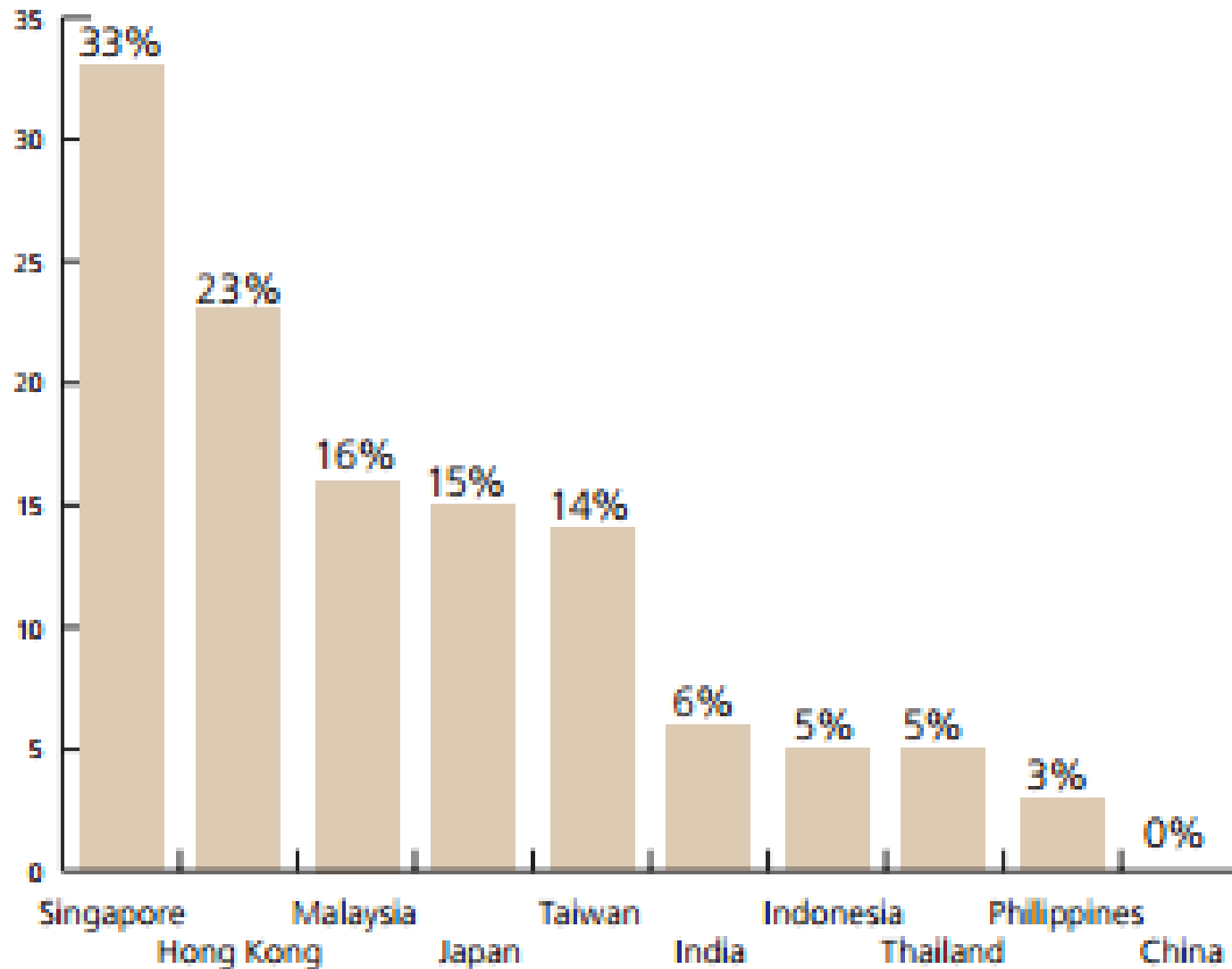
Main Factors Inspiring Families' Philanthropy (% of Respondents, 2010)



Giving to Top 4 Causes (% of giving, 2011 projected)



Non-Domestic Giving by Philanthropies (% of giving, 2010)



Family Foundation

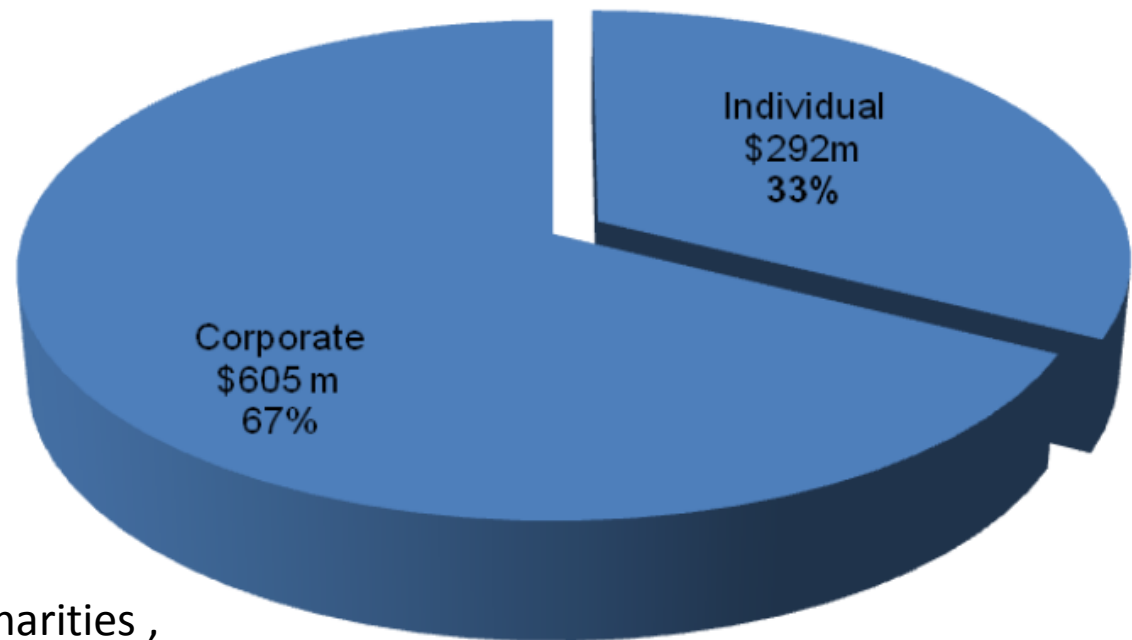
- Role of Youth in Philanthropy

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

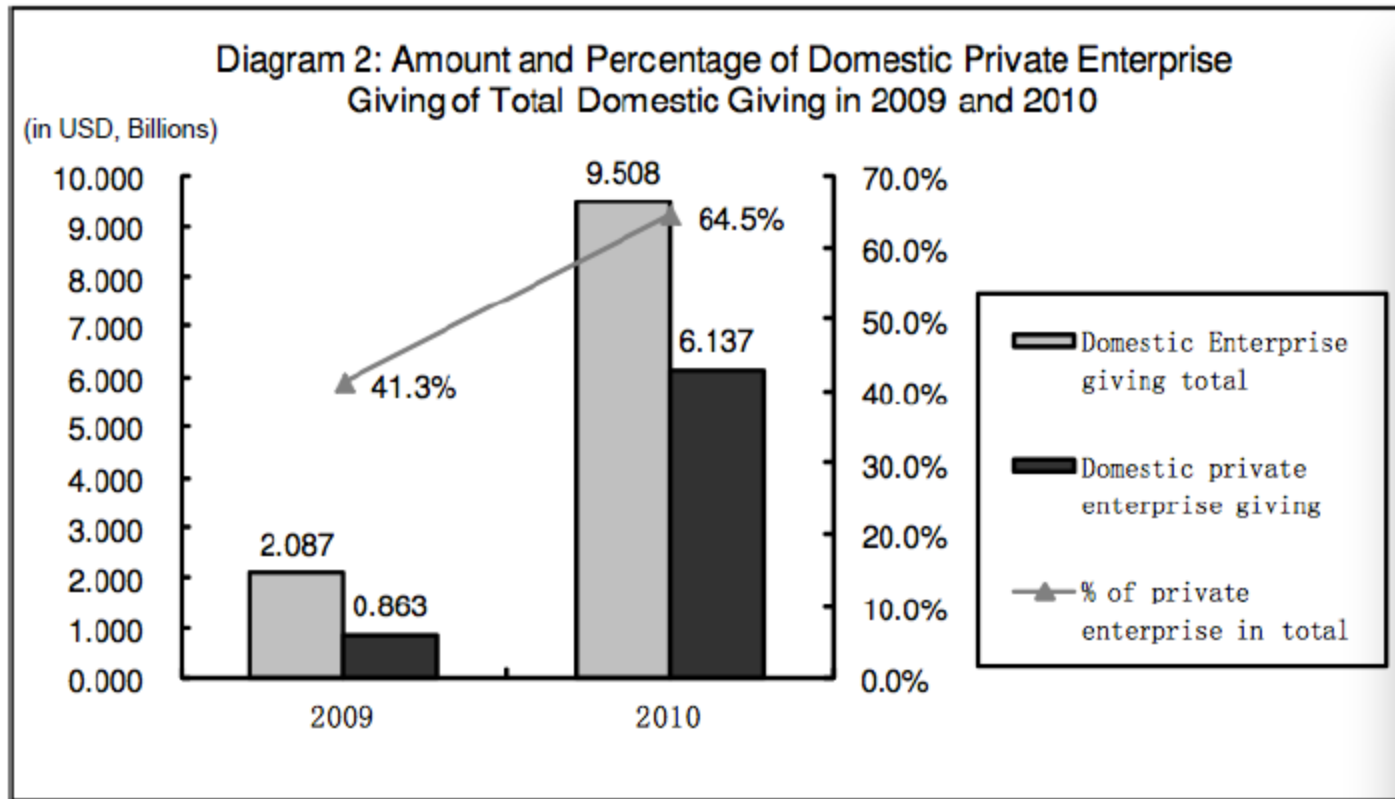
Hong Kong

- 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



4. Middle-class Donors

new delhi

The Indian middle class steps up to charity

Sharon Fernandes, Hindustan Times
October 01, 2011



Email to Author

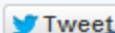
First Published: 23:37 IST (1/10/2011)
Last Updated: 01:38 IST (2/10/2011)

email print

0 Comments



0



0

share



more .

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



Asian Philanthropy Forum

Tracking the Pulse of Philanthropy in Asia

IDEAS & INSIGHT

IMPACT & EVALUATION

LAW & POLICY

LEADERS & ORGANIZATIONS

The Rise of the Middle-Class Donor in Hong Kong

February 28, 2013 by ADMIN

5. Sophisticated Donors

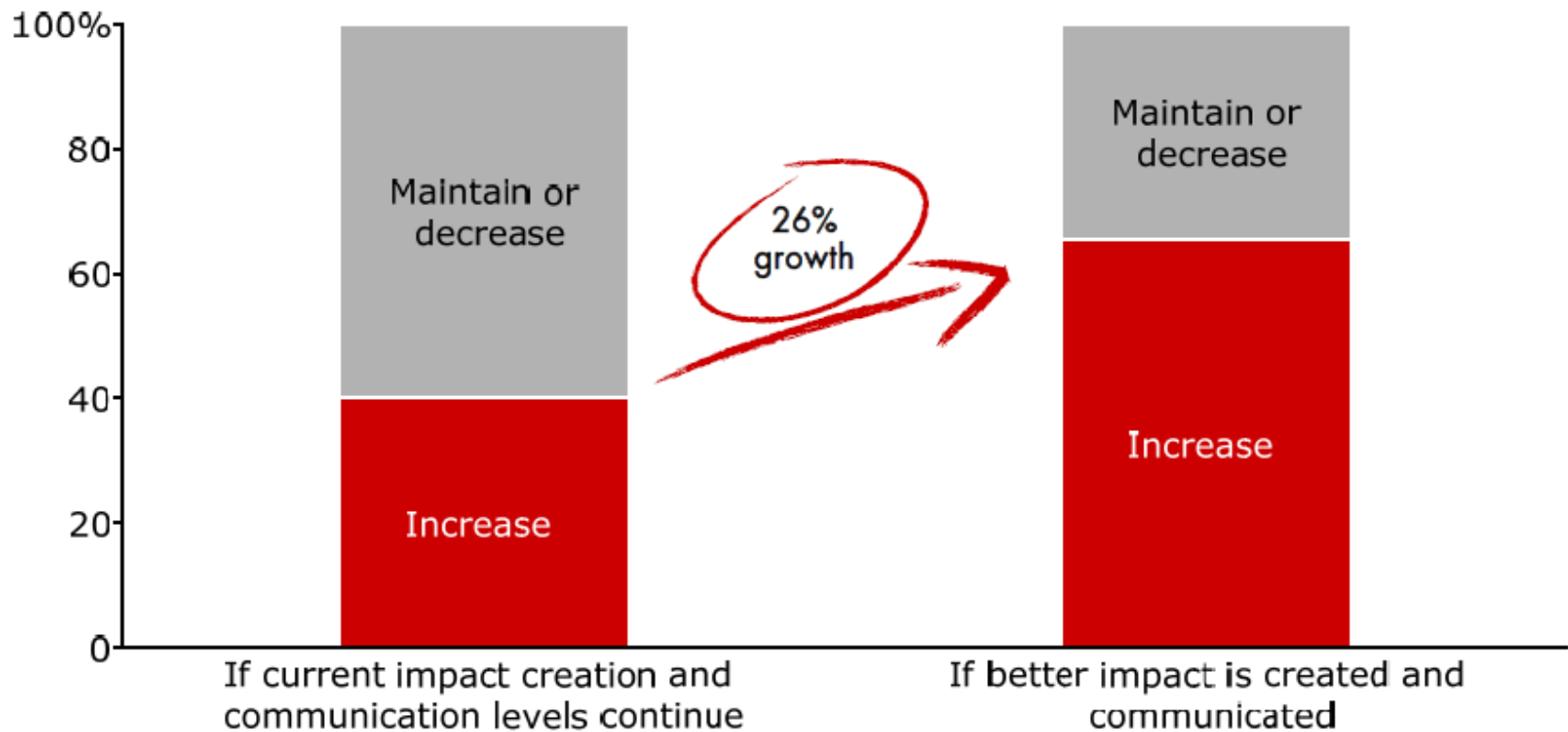
Charity-giving growing more sophisticated

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

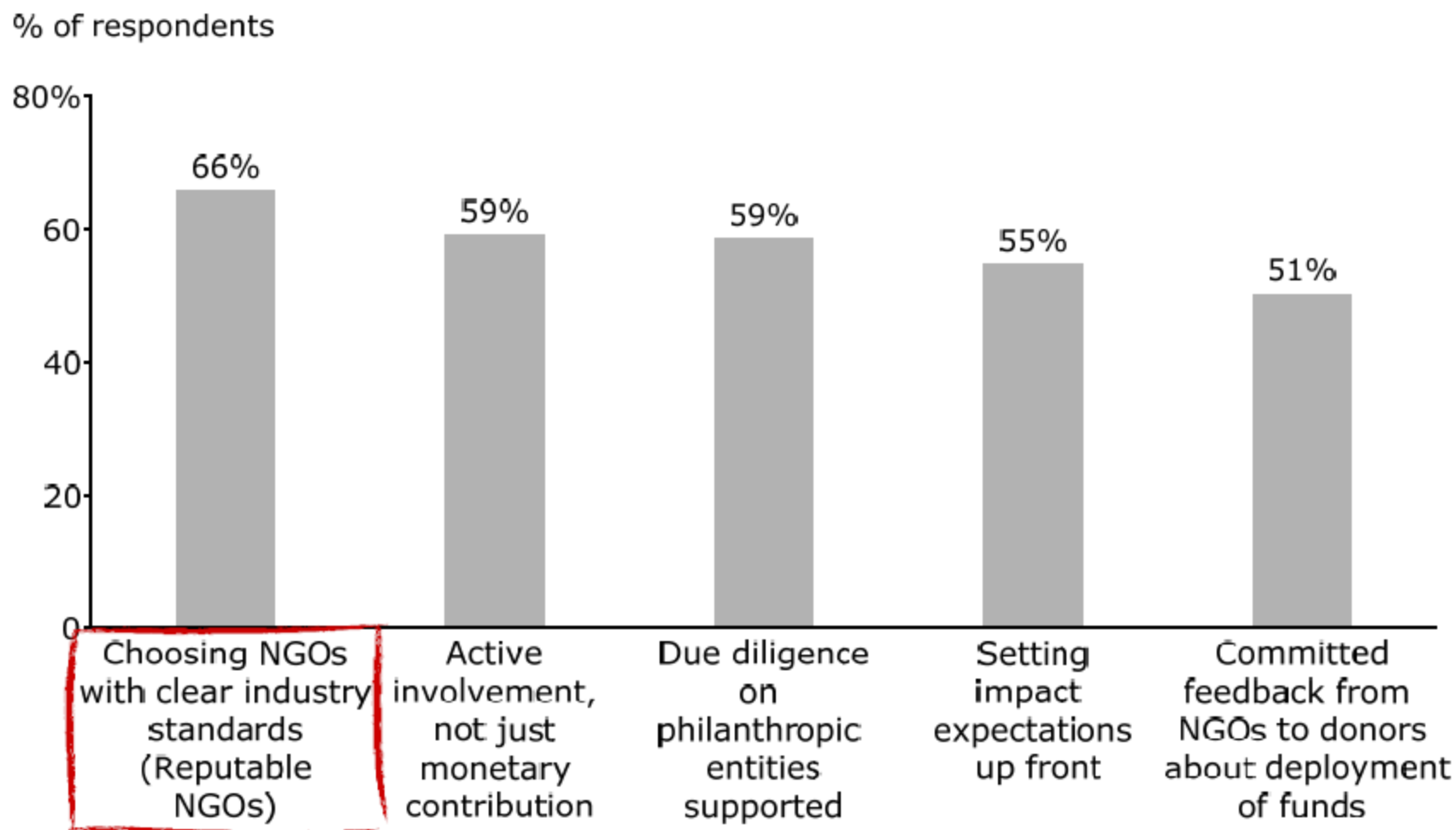
Figure 5: If impact creation and communication increase, a significant number of donors will contribute more

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



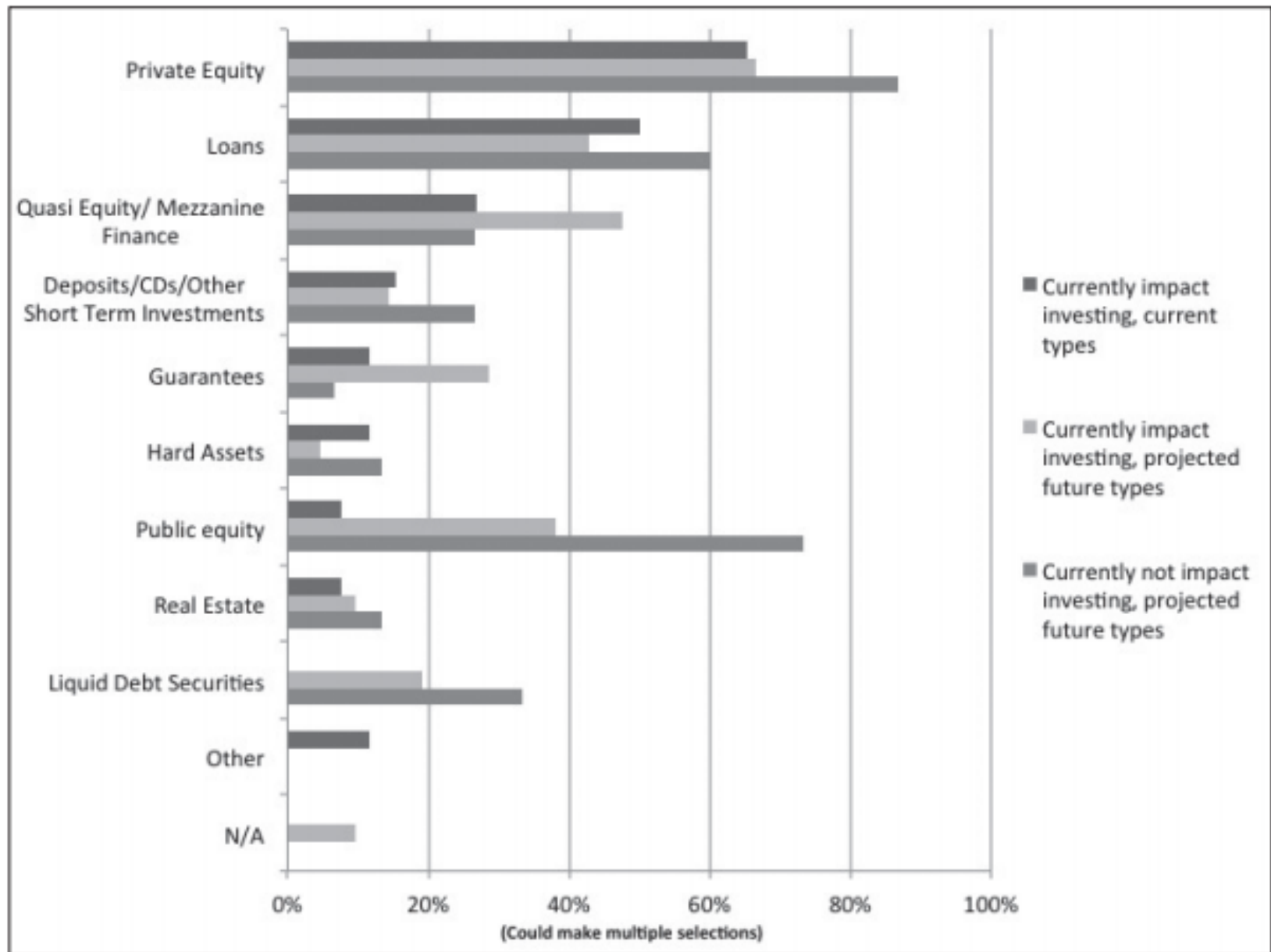
Source: Bain HNWI Survey 2013 (n=180)

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)



Thank YOU!



umenon@ushamenonasia.com



[@UshaMenon_Asia](https://twitter.com/UshaMenon_Asia)



www.ushamenonasia.com

Usha Menon
Management Consultancy

