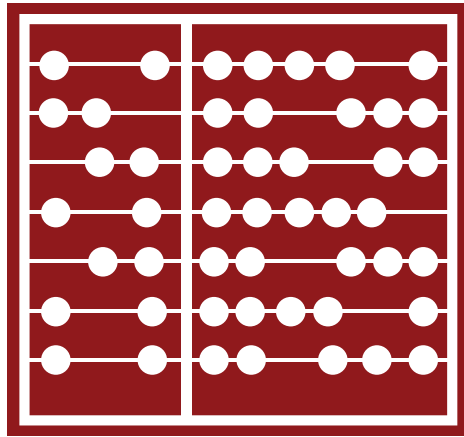




The Measure of Giving in Asia-Pacific

SRI LANKA
2007

benchmarking philanthropy in the region



The Measure of Giving

SRI LANKA

Rationale and Background

Asia today is one of the fastest growing regions of the world. In 2007, the World Bank estimated the economies of East Asia and the Pacific to have grown 10.5%. South Asia's real GDP growth was estimated at 8.2% that year. While growth continues to be more rapid in China and India, overall, the Asia Pacific region is expected to grow faster than most other regions of the world.

As the region becomes more prosperous and as more wealth is created, it is hoped that some of this wealth and prosperity finds itself directed to supporting "public benefit" causes through private and individual giving.

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Dr. Barnett Baron, Executive Vice President of the Asia Foundation and then APPC Chair, said in his preface on the first ever cross-country study on individual giving in Asia, called *Investing in Ourselves: Giving and Fund Raising in Asia*, published in 2002 by APPC, that "...the surveys (of India, Indonesia, the Philippines and Thailand) confirmed in a practical way that philanthropy takes place everywhere, in all cultures. The frequently heard arguments that there is no cultural tradition of philanthropy in Asia or that it is a Western import, or that philanthropy only occurs in wealthy countries, are again refuted

by the results of this study. In all four countries, all high to middle income households, as defined in the local context, made philanthropic gifts during the preceding twelve months, a pattern similar to that found in "developed" countries."

"In addition". Baron notes, "...the amounts donated to charitable causes are substantial in local terms."

The Asia Pacific Philanthropy Consortium, founded in 1994, and currently the only regional philanthropy promotion and support organization, saw this project as fulfilling one of its key mandates, that of providing information resources on philanthropy in the region. It submitted a project proposal to undertake a survey on individual giving for Sri Lanka to the Asia Foundation in Sri Lanka, which approved the project, aware that this would be the first study of individual giving for the country.

Because this is the first survey on individual giving in Sri Lanka, the knowledge generated by the project is expected to highlight more local resources and encourage non-profit institutions to consider individuals as potential givers and a more sustainable source of funding. For government, gaining information about individual giving may encourage the development of a more enabling environment for philanthropy. For philanthropists, it might help them benchmark their giving. Finally, for organizations that wish to encourage more individual giving, it may provide the background for technical assistance to the philanthropic sector.

The Survey

AC Nielsen, an international survey organization, was commissioned by APPC to conduct the survey in Sri Lanka. Field interviews were conducted from December 3 to 13, 2007 in Colombo, Sri Lanka. The respondents numbered 500, spanning urban and rural areas at a ratio of 70:30. This representation meant that the major geographic divisions were incorporated and made it possible to compare philanthropic behaviour and capabilities across a varied level of development.

SURVEY OBJECTIVES

Identify awareness and participation levels in philanthropic activities, particularly volunteerism and donations in cash/kind

Determine current giving practices including recipients given to and causes supported

Uncover motivations for giving as well as barriers to non-participation or lapsed participation

Survey respondents were asked about their contributions to volunteerism and/or donations in cash or kind in the past year, what kind of organizations they had supported, why they had supported such organizations, and how much they gave. In addition, respondents who had not given at all or within the past year were asked their reasons for not giving.

SURVEY DESIGN

The final questionnaire was constructed taking into consideration APPC's information needs and study objectives. To ensure that all pre-coded responses were collectively exhaustive, responses were culled from a combination of past giving survey reports and APPC recommendations. Inputs from AC Nielsen Sri Lanka were also obtained as they were deemed to have knowledge relevant to the Sri Lankan context.

To ensure the intended meaning of the questionnaire, a back-translation to English was requested to verify that the translation did capture what the original questionnaire intended to ask while taking into consideration the need to be understood in Sri Lankan contexts. For example, "donations in kind" is recognised in Sri Lanka as "goods donations".

A comprehensive field briefing was conducted for all 12 interviewers who were to carry out the survey. Contact sheets were maintained to capture basic information of every house approached regardless of whether the interview was actually conducted. In order to maintain data quality, completed questionnaires were selected randomly and back checked to see if they were conducted as instructed. Respondents were also called to verify their participation. Overall, field executives accomplished back checking on 10% of the questionnaires and contacted at least 30% of respondents for verification.

SAMPLING METHODOLOGY

The survey was conducted via door-to-door interviews with males and females aged between 18 and 60 years with 500 targeted responses in Colombo, Sri Lanka.

Fifty random sampling units based on Grama Niladari Division, which are small administrative groups evolved from traditional villages, were selected in Colombo. Within the chosen fifty, 35 divisions were selected from urban areas, and 15 divisions from rural areas to maintain a 70:30 ratio of urban to rural regions.

In order to balance randomization, only 10 interviews were conducted per division, with interviews carried out on alternate households.

URBAN AREAS

	NO. OF RESPONDENTS
Colombo	90
Dehiwala	80
Kesbawa	40
Kolonnawa	20
Kotte	60
Maharagama	20
Moratuwa	50

RURAL AREAS

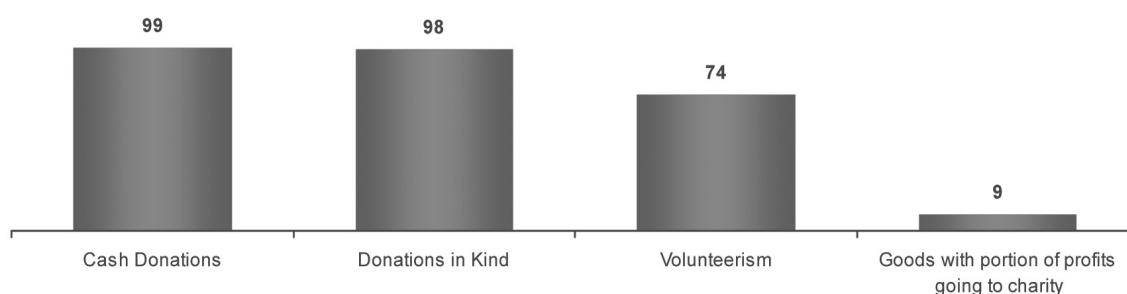
	NO. OF RESPONDENTS
Hanwella	30
Homagama	30
Kaduwell	60
Kesbawa (rural)	10
Kolonnawa (rural)	20

RESPONDENT PROFILE

Although 500 interviews were planned, 511 were actually undertaken, 72% of which are respondents from urban areas. As sampling was done randomly, the distribution of respondents followed the actual distribution of the Colombo population by urbanity, age, income and socio-economic class.

In terms of gender, the majority or 75% of the respondents were female. Most respondents are married (82%) In terms of age, there is an almost equal representation of all age groups with a slight skew towards ages 35 to 39. Education-wise, majority possessed O or A level education and higher (79%).

AWARENESS IN PHILANTHROPIC ACTIVITIES



Based on education level and occupation, almost half of the respondents are lower to middle social classes (49%). Respondent characteristics did not vary substantially between urban and rural locations.

classes B, C and D, with a slightly more frequent incidence of volunteerism among males (58% vs. 53%). The highest and lowest socio-economic classes in urban areas were the least inclined to volunteer their time

Summary of Findings

PHILANTHROPY AWARENESS AND PARTICIPATION

Almost all respondents, irrespective of age, gender, socio-economic class and location were aware of cash and goods donations (99% and 98% respectively) as philanthropic activities. The majority were also aware of volunteerism (74%) but only a minority of the respondents (6-12%) were aware of allocating portions of profits to charity as charitable activities.

Ninety-nine percent of the respondents made cash donations, on the average, about three to four times a month in the twelve months preceding the survey. A very high percentage (93%) made goods donations about twice monthly (23 times), in the year preceding the survey. The majority of respondents (54%) volunteered their time, although less frequently (once to twice monthly: 14 times). Across gender and age, both male and female respondents aged 30-44 years showed higher frequencies of volunteerism across socio-economic

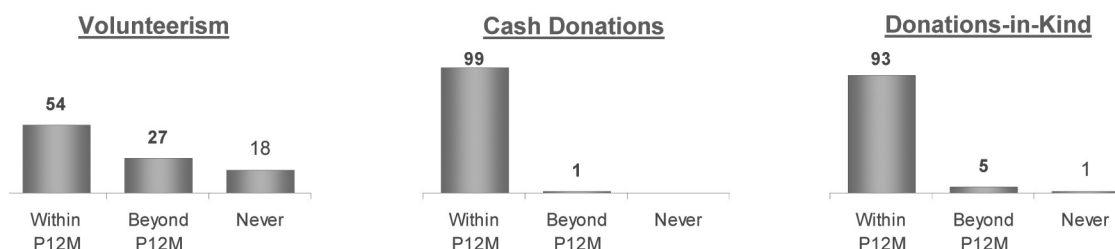
In terms of the total time spent on volunteerism, respondents on the average spent 3 days within the past 12 months doing volunteer work.

People in Sri Lanka donated more or less the same amount in cash and goods (about USD40 in the past 12 months). Similar to volunteerism, males (78.96 vs. 33.1 for females) and the upper social classes (75.59 for SEC A vs. 18 for SEC E) are more likely to give bigger amounts.

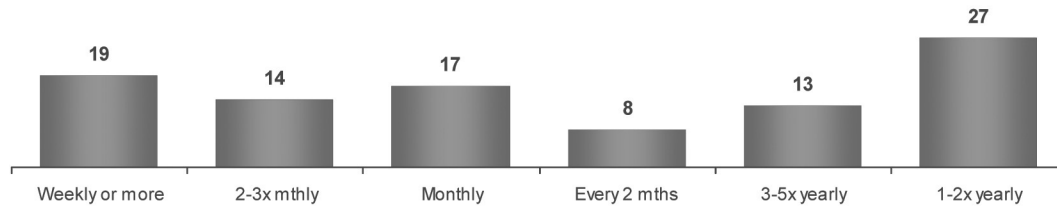
On the frequency of cash donations, nearly half of respondents give cash donations at least once a week (45%), with the overall average frequency at 3 to 4 times a month. There are no significant differences across genders, social classes and locations.

When asked about the frequency of goods donations, the survey shows that across urban and rural areas, respondents donate goods more frequently (28% vs. 20%). On the average, respondents give almost twice a month with people donating goods at varied frequencies. When compared with the frequency of cash donations, the frequency of

PARTICIPATION IN PHILANTHROPIC ACTIVITIES



FREQUENCY OF GOODS DONATIONS



good donations is considerably lower (44% vs. 23% yearly average).

The practice of philanthropy is not new to people in Sri Lanka. Overall, most respondents have been engaging in philanthropy for about 20 years.

CURRENT PHILANTHROPIC PRACTICE
Beggars (97%) and religious organizations (91%) are the largest and most-preferred recipient groups. Significantly more rural respondents give to beggars, whilst younger respondents are more likely to give to friends and relatives (25-40 years). There is overwhelming preference for individual recipients, as respondents point out their need to personally see or know the beneficiary.

Older respondents and respondents from urban areas are inclined to give to organizational recipients as there seems to be a higher level of trust in organizations' capacities to help more people. Additionally, all respondents ranked the disabled, children/orphans, and senior citizens amongst their most supported causes.

On average, respondents, when giving to organizations, tended to give higher amounts, an average of 2.2% of their monthly household income, as opposed to about 1.8% when giving to individuals. Across segments, males, respondents of socio-economic class A, respondents from 30-50 years old and rural respondents tend to donate

larger proportions to organizations.

When deciding to give, respondents are split almost equally between those who decide individually, and those who decide as a family. Among those who give as households, husbands tend to be the main decision-makers and influencers. However, in rural areas, parents also influence the household's decision to give.

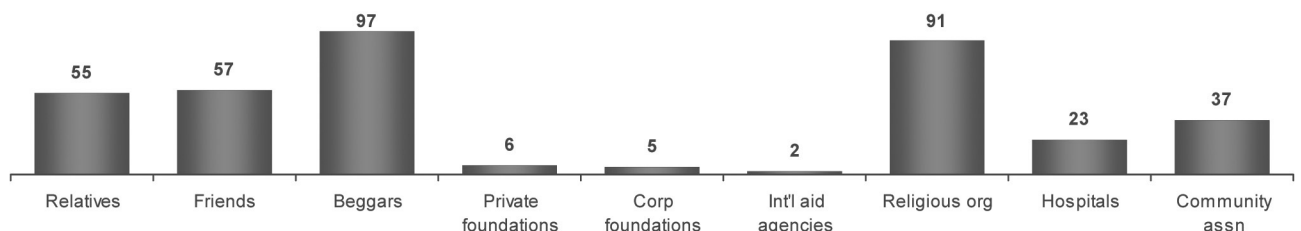
The most important sources of awareness of philanthropy among the respondents were family traditions (90%) and religious traditions (67%), the latter being especially true among the older age groups (45-60 years old). Younger respondents tended to learn about philanthropy in schools and, especially for younger males, from television.

Before deciding to give to organizations, most respondents cited the need to know how the organization is managed (especially important for respondents 18-24 years old and from socio-economic class A), the organization's activities and programs, and their impact on their beneficiaries.

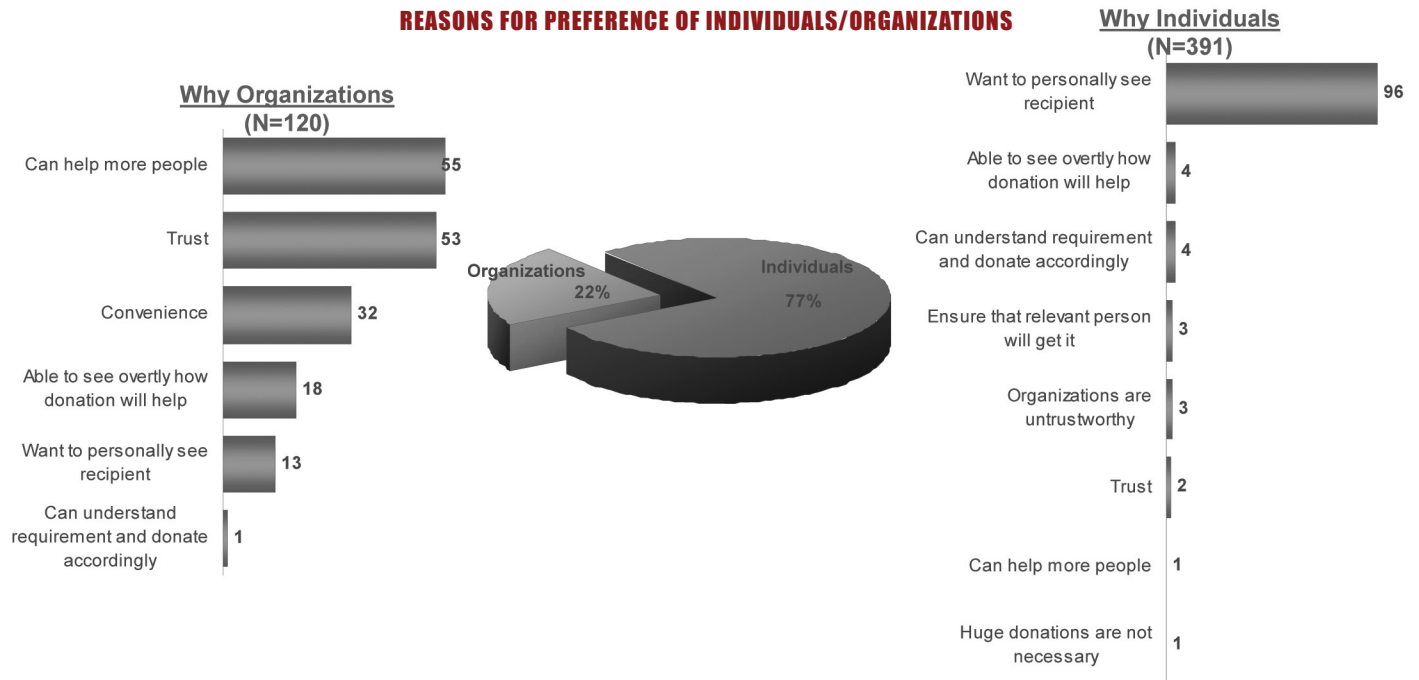
ATTITUDES/MOTIVATIONS TOWARD PHILANTHROPY

Culturally rooted family traditions, compassion, and religious belief rank amongst primary motivators for philanthropic participation. Across segments, rural respondents tend to be motivated

RECIPIENTS OF PHILANTHROPIC ACTIVITIES



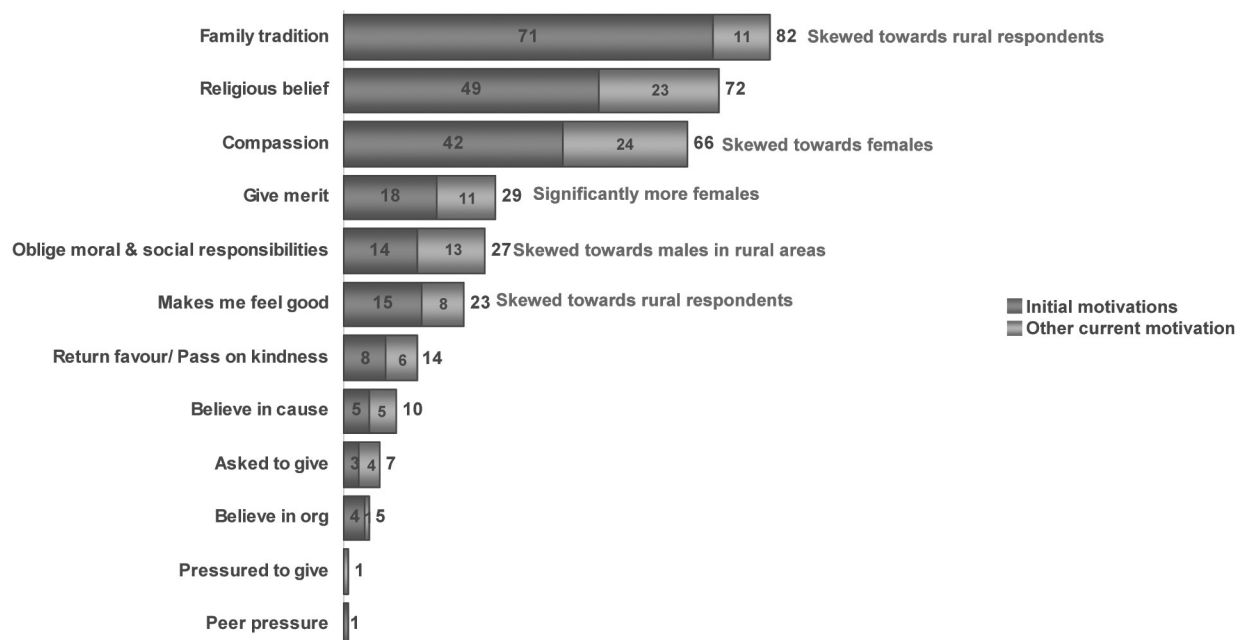
REASONS FOR PREFERENCE OF INDIVIDUALS/ORGANIZATIONS



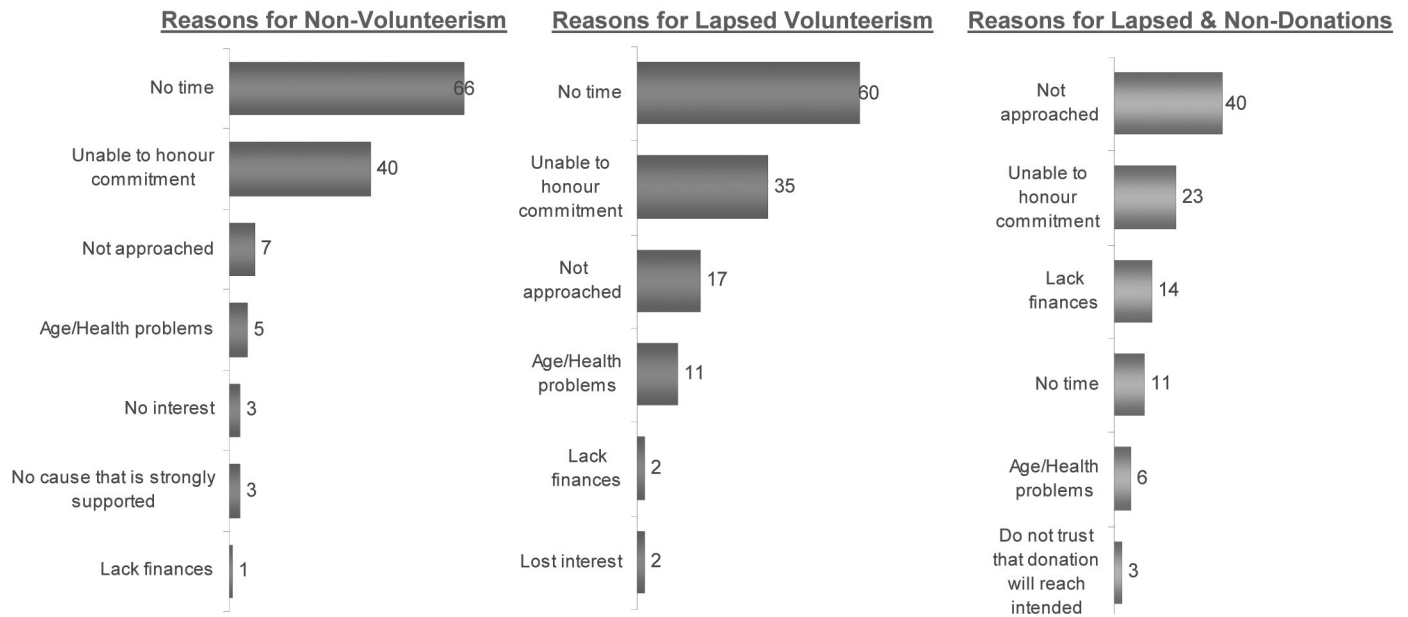
by family tradition, a sense of moral & social responsibility, and a desire to feel good about themselves. Female respondents are more likely to be motivated by compassion and the desire to give merit to friends and relatives who have passed away or who are suffering from that particular illness. The desire to give merit was, for most

respondents, the most important consideration for giving to causes. When giving to organizations, it was important to believe in the work of the organization and to trust the advocates of the organization. For rural respondents, an organization would be selected when its advocates are prominent in society.

WHAT MOTIVATES PHILANTHROPY



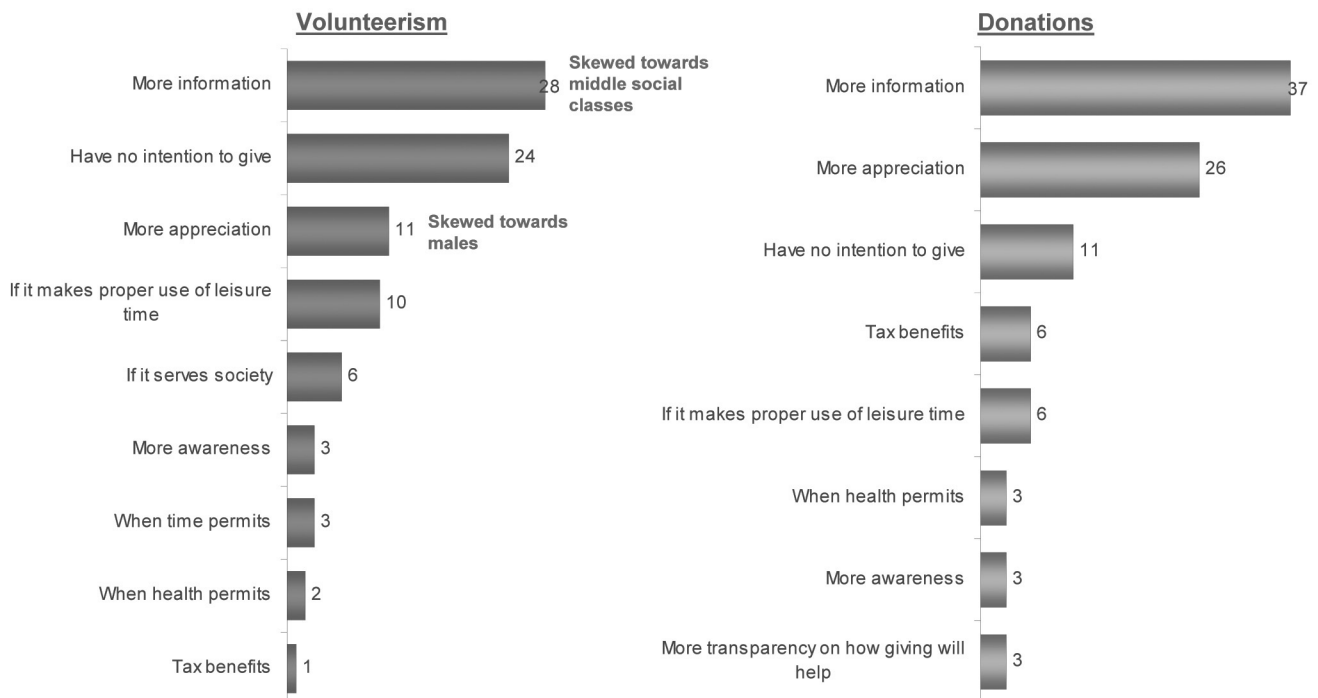
REASONS FOR LAPSED AND NON-PARTICIPATION OF PHILANTHROPY



When queried about their lack of participation in philanthropic activities in the recent past, the most often stated reason was the lack of time, especially for volunteer work. For other forms of philanthropy, however, such as cash and goods donations, many respondents said they were not approached, indicating an openness to give,

provided the opportunity presented itself. Many respondents also felt given more information about the causes as well as appreciation for their participation in philanthropic activities would go a long way toward motivating them to pick up or continue their involvement in philanthropy.

WHAT ENCOURAGES PHILANTHROPY



APPENDIX

QUESTIONNAIRE OUTLINE

AWARENESS & PARTICIPATION IN PHILANTHROPIC ACTIVITIES

- 1 What forms of charity activities are you aware of?
- 2 When was the last time that you have volunteered or donated to charity?
- 3 In the past 12 months, how often do you volunteer/ make donations?
- 4 How long have you been volunteering/ making donations?
- 5 In the past 12 months, how many hours of volunteer work have you done/ give an estimate of how much donations you have made.

CURRENT PHILANTHROPIC ACTIVITIES

- 6 Who are the recipients for each form of philanthropic activity you have participation in the P12M?
- 7 Which recipient do you give to most often?
- 8 How much have you given to individual & organizations in P12M?

***Deduce from here proportions of MHI given to individual vs. organizations
- 9 When making cash/ goods donations, how have you donated in the P12M?
- 10 If you were to choose between giving to individuals & giving to organizations, which one would you prefer? Why?

11 Which of the following causes did you give to in the P12M? Which of the following causes do you most prefer?

12 In your household, do you decide to give individually or as a whole family?

13 Who is the main decision maker in the family with regard to giving? Who influences decisions on giving?

14 Where did you first know about philanthropic activities?

15 What information do you need prior to giving to an organization?

ATTITUDES TOWARDS PHILANTHROPIC ACTIVITIES

16 Think about the first time you started volunteering or giving, what motivated your actions? Aside from the reasons mentioned above, what currently motivates you to continue to volunteer/ donate?

17 Is there a reason why you have never volunteer/ made donations?

18 Why were you unable to continue your volunteer work/ donations in the P12M?

19 What would encourage you to pick up or continue volunteering/ donating?

20 What do you consider when you select a cause to support?

21 What do you consider when you select an organization to support?