Centre for
Social Impact
and Philanthropy

ASHOKA UNIVERSITY

SATTVA
Delivering High Impact.

GIVING TUESDAY INDIA REPORT

Insights into how India gave during
Giving Tuesday 2018

Contents

Credits and acknowledgements

Download a four-page summary of this report here:

Conversions

All market numbers are presented in:

- **United States Dollars million (USD million)**
- **Indian Rupee crore (INR crores)**

The rate of conversion from US dollar to Indian Rupees used throughout this report is INR 72.83 = USD 1.

Glossary

The terms used in this report are based on the CSIP data collection field guide as attached in Appendix B.

Collaborators: Collaborators are giving platforms such as crowdfunding platforms which partnered with GuideStar India to collect donations as part of #GivingTuesdayIndia.

Donor: In this report, donors are individuals who donated as part of #GivingTuesdayIndia 2018. It must be noted that each donation is considered as a separate donor, and multiple donations by a single individual have been considered as separate donors.

New donor: A donor who has made a donation for the first time on a particular platform or through a particular collaborator. As the determination of a new donor is made at the level of a collaborator, an individual may be considered a new donor by multiple collaborators.

Unique donor: This refers to a unique individual making a donation on a particular platform.

Ticket size: Ticket size refers to the value of a single donation.

Volume of donations: The number of donations received. It must be noted that a single donor may make multiple donations and each donation will be counted as a new donation. Thus, this number does not reflect the number of donors and a single donor could be counted twice, across platforms.

Value of donations: The total amount of money raised by summing up the donations.

Matching donation: Certain donations raised during #GivingTuesdayIndia 2018 were contributions made by platforms or other individual donors who had promised to match a particular donation/donations received during the initiative. Such donations have not been considered in the analysis except where stated.

Recurring donations: Donations which have been made as part of a regular donation cycle occurring on a weekly/monthly/annual basis.

Cause supported: This refers to the different causes supported by the organisation receiving a donation. Each organisation was categorised into a standard map of causes such as environment, healthcare and education.

State of receiving organisation: This refers to information shared about the main office location of the receiving organisations in India. This need not refer to the state where the donation received may be eventually channelled as organisations may operate in multiple states in India.

Abbreviations

CSIP   Center for Social Impact and Philathropy

INR   Indian National Rupee

SPO   Social Purpose Organisation

USD   United States Dollar

CRM   Customer-Relationship Management

Table of figures

Background to #GivingTuesdayIndia

#GivingTuesdayIndia convenes key organisations in the country's giving ecosystem to leverage technology and social media during the Indian festival of giving, Daan Utsav.

Launched in New York City by the Belfer Center for Innovation & Social Impact in 2012, #GivingTuesday is celebrated on the Tuesday following Thanksgiving. The event sets off the entire giving season focused on the end of the year holidays. Since its inception, #GivingTuesday has raised over USD 1 billion online for SPOs.[1]

Daan Utsav: The Indian festival to celebrate the joy of giving

India's nationwide movement to celebrate giving began in 2009, four years before #GivingTuesday. Originally launched as 'Joy of Giving Week' by giving evangelist and founder of India's largest online donation platform, GiveIndia, Venkat Krishnan and several volunteers, Daan Utsav was envisioned as a festival to celebrate giving and to enable members across different strata of society to give their time, money, resources, and skills back to society.[2] Unlike #GivingTuesday, Daan Utsav began as an offline week-long festival of giving events kicking off on Mahatma Gandhi's birthday (Gandhi Jayanti), October 2. To allow the movement to resonate with non-English speaking Indians across classes and regions of the country, the festival was rebranded to 'Daan Utsav' in 2014. Celebrating its 10th anniversary in 2019, Daan Utsav has engaged over 8 million givers and volunteers in 1,500 events across 200 cities in India.[3]

#GivingTuesdayIndia: Leveraging technology and data to boost giving

#GivingTuesday was brought to India in 2017 by Daan Utsav and GuideStar India, the country's largest online information repository on social organisations. By conducting varying levels of due diligence, GuideStar ensures that the 9,000 SPOs on its platform are certified for their credibility. Given that donations during #GivingTuesday are online, Guidestar's online presence and connections with a large pool of SPOs enabled #GivingTuesdayIndia to embark on the online giving mission in India.

In India, #GivingTuesdayIndia convenes key organisations in India's giving ecosystem to leverage technology and social media during the Indian festival of giving, Daan Utsav.[4] Through innovative online storytelling challenges such as #MyGivingStoryIndia,[5] and #MyTuesdayPromise,[6] #GivingTuesdayIndia is leveraging India's rapidly expanding digital footprint to create lifelong giving ambassadors for the nation. In its very first edition in 2017, #GivingTuesdayIndia raised INR 1.34 crores for Indian SPOs. In the span of a year, this number grew seven times to INR 9.03 crores from 18,947 unique donors in 2018.

Understanding the drivers behind #GivingTuesdayIndia: data-driven insights

GivingTuesday launched its data dive project globally in 2018 and #GivingTuesdayIndia was one of the first to join the project. A workshop was conducted in Mumbai in June 2018 for potential collaborators with the #GivingTuesday global team showcasing the process and findings of #GivingTuesday in the US.

To understand and boost the momentum in Indian giving, the global #GivingTuesday team, GuideStar India, Centre for Social Impact and Philanthropy (CSIP) at Ashoka University, and Sattva Research, have hence collaborated to create data-driven insights on the nature and patterns of giving during #GivingTuesdayIndia 2018.

The effort sought:

- **To derive actionable, data-driven insights** on the nature of participation during #GivingTuesdayIndia

- **To understand the impact of data collection and sharing** on boosting the #GivingTuesdayIndia movement in the country

- **To compare #GivingTuesdayIndia's data collection** and sharing capabilities with those of #GivingTuesdayUSA to recommend ways forward for India

Collaborators were encouraged to share data on 30 parameters outlined in Appendix B relating to the value and volume of donations made on their platforms during #GivingTuesdayIndia. Collaborators were only able to collect and share data representing 60% of donations raised. The insights derived from this data present actionable recommendations to boost donations in 2019.

#GivingTuesdayIndia	Key supporters			A celebration of	Powered by

[1] About Giving Tuesday accessed at https://www.givingtuesday.org/about
[2] About Daan Utsav accessed at https://daanutsav.org/know-more/about-daanutsav/#How%20was%20#DaanUtsav%20conceived
[3] Daan Utsav accessed at https://daanutsav.org/
[4] About Giving Tuesday accessed at https://www.givingtuesdayindia.org/what-is-it
[5] Giving Tuesday Promise accessed at https://www.givingtuesdayindia.org/mytuesdaypromise
[6] Giving Tuesday Promise accessed at https://www.givingtuesdayindia.org/mytuesdaypromise

Methodology

The report covers a detailed analysis of #GivingTuesdayIndia activities in 2018 and aggregated insights from #GivingTuesdayIndia 2017. Data analysed came from data sets shared by GuideStar India and #GivingTuesdayIndia, as well as collaborators indicated in Appendix A. For a complete list of collaborators, refer to Appendix C.

- **Quantitative analysis** was undertaken to understand the landscape of giving, flow of funds, causes represented and trends between 2017 and 2018. Summary data about the #GivingTuesdayIndia initiative provided information regarding growth of the initiative between 2017 and 2018, along with overall numbers of donations raised in 2018. The remaining aggregate data was compiled by the organisers based on donation-level data shared by collaborators.

- For #MyGivingStories, the stories were analysed to generate a number of parameters such as location of the SPO, gender of the giver, the kind of giving described in the story, the cause supported by the giver, etc. Based on these parameters, a quantitative analysis of 244 stories written in English was undertaken to identify trends in the stories and votes received.

- **Textual analysis** on the top 50 voted giving stories of the #MyGivingStoryIndia challenge was undertaken to analyse the triggers and motivations for giving, and the impact and rewards that come from the giving process. Rules were created to classify giving by type of causes and triggers to emotions: urgency, impact, convenience and community. Word clouds were chosen for presentation since they serve as effective tools for visualisation of textual data, and give insight into the overall sense of the text analysed. The more a specific word appears in a source of textual data, in this case the #MyGivingStories, the bigger and bolder it appears in the word cloud.

Limitations of the data analysis

- As some collaborators did not share donation-level data, this data set accounts for 11,151 donations, which formed 60% of the total donations raised through registered collaborators during #GivingTuesdayIndia 2018.

- Of the 30 parameters in the template created by #GivingTuesday Global (See Appendix B), a few collaborators shared limited data for 11,151 donations. Three collaborators shared detailed data on a transaction level, though still partial in nature. (See Appendix A for details). However, we believe this is a good start for an emerging social economy.

- Although most collaborators agreed to share data on an aggregate level, some collaborators were hesitant to share data at the transactional level. Conversations with

CSIP revealed that collaborators lacked the resources, tools and knowhow to collect, analyse and share the data requested. Some collaborators did not see any incentive in sharing granular details on the value and volume of their transactions.

- Unlike the GivingTuesday study in other countries, this study does not include in-kind donations or donations raised directly by SPOs both online and offline except those gathered from collaborators providing CRM solutions for donation processing. GuideStar India is putting in place systems for gathering data from SPOs going forward.

- The template for sharing data was provided after #GivingTuesdayIndia 2018. This could have impacted the collaborators' ability to share donation level data.

This is the first attempt made to gather and present detailed data analysis. With the growth of the giving economy, we hope that data collection and sharing will grow in the Indian ecosystem in order to spur more giving.

Executive Summary

#GivingTuesdayIndia 2018 raised INR 9.03cr (USD 1.24m) from 18,947 unique donors

Donations by Ticket size

Ticket size	Volume
Less than Rs. 1,000	4,839
Rs. 1,000 to 10,000	5,131
Rs. 10,000 to 25,000	779
Rs. 25,000 to 50,000	224
Rs. 50,000 to 1,00,000	133
Greater than 1,00,000	45

● Volume of Donations

23
collaborators
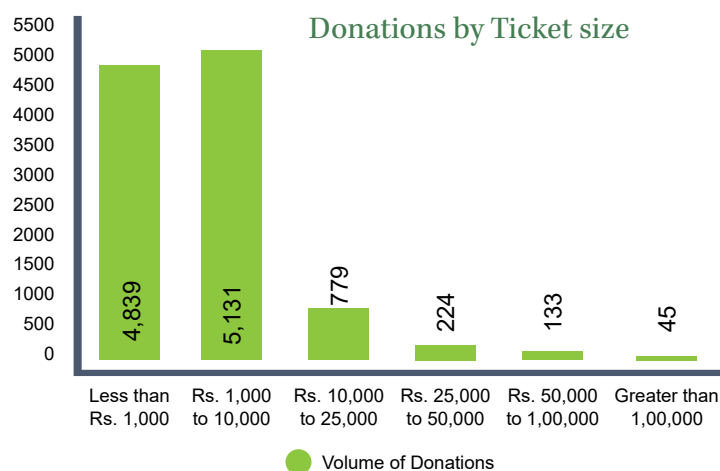
18,947
unique donors

INR 9.03cr
(USD 1.24m) total donations raised

2x
increase in no. of collaborators since 2017

12x
increase in no. of unique donors since 2017

7x
increase in total funds raised from donors

43% of all donations were under INR 1000 (USD 13.7) and 46% were between INR 1000 (USD 13.7) and INR 10,000 (USD 137).

Donations by cause

Cause	% of Total Donations	% of Total Value of Donations
Animal Welfare	5%	2%
Care for the Physically/Mentally Challeneged	3%	5%
Children, women & family welfare	31%	35%
Culture and arts	4%	0%
Economic, social and community development	5%	4%
Education	14%	27%
Elderly Care	2%	1%
Emergency and relief	4%	1%
Environment	10%	14%
Health	14%	9%
Law, and advocacy issues	5%	3%
Livelihoods and training	2%	1%
Others	0%	0%
Unknown	1%	0%

● % of Total Donations   ● % of Total Value of Donations

SPOs that supported causes related to children, women and family welfare attracted the highest donations, accounting for 31% of donations by volume and 35% of value.

0	
1-100	
100-250	
250-500	
500-1000	
1000+	

50+

countries from where donations were raised

22

states in India where SPOs received funds

49%

new donors for collaborator platforms
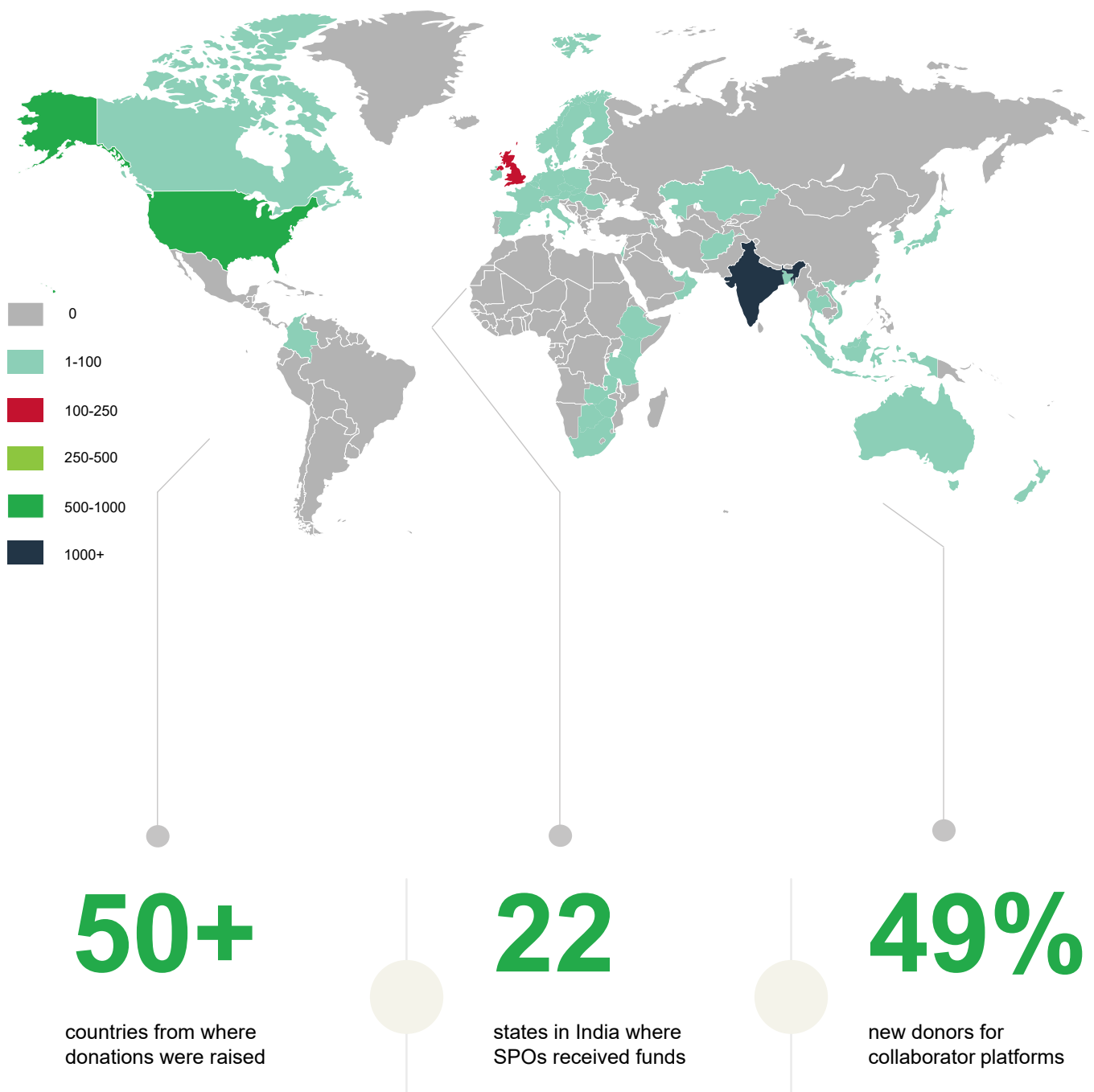
Map showing number of donations originating from each country

Donations originated more in North America, Europe and South-East Asia. USA saw the highest value of donations, accounting for INR 62 lakh (USD 85K). The location information of the recipient organisation has been available for 48% of total value of donations. Tamil Nadu accounted for 3,075 donations and INR 1.96 crores (USD 269K).

▢	0
▢	1-10
▢	10-50
▢	50-100
▢	100-500
▢	500+
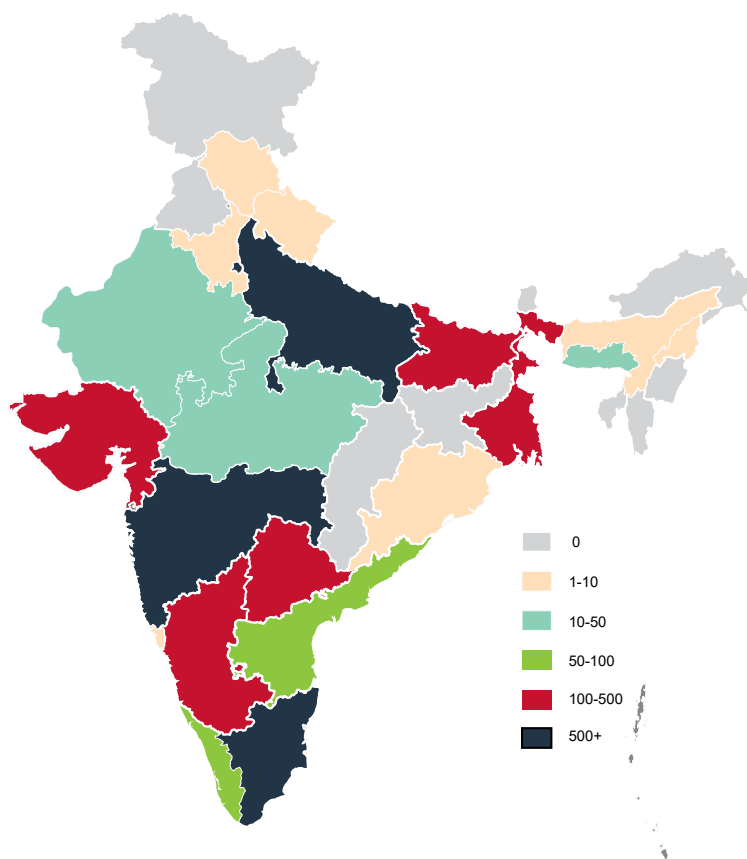
Map Showing total number of donations received for each state in India

244 #MyGivingStoryIndia entries were obtained during #GivingTuesdayIndia 2018

- 58 stories came from Maharashtra, about 23% of the total stories.
- 57% of all stories were in the range of 200-400 words.
- Stories on experiences with giving to education accounted for 42% of all stories, and 21% of votes. Stories about healthcare on the other hand, accounted for just under 40% of stories and votes.
- Time was the most popular form of giving and passion was the biggest trigger to giving.

Triggers by Category

- Impact/Passion: 64%
- Community: 24%
- Urgency: 6.0%
- Convenience: 0.0%
- Not Specified: 6.0%

Types of Giving

- Time: 66.94%
- Voice: 29.75%
- Money: 13.22%
- Goods: 8.26%
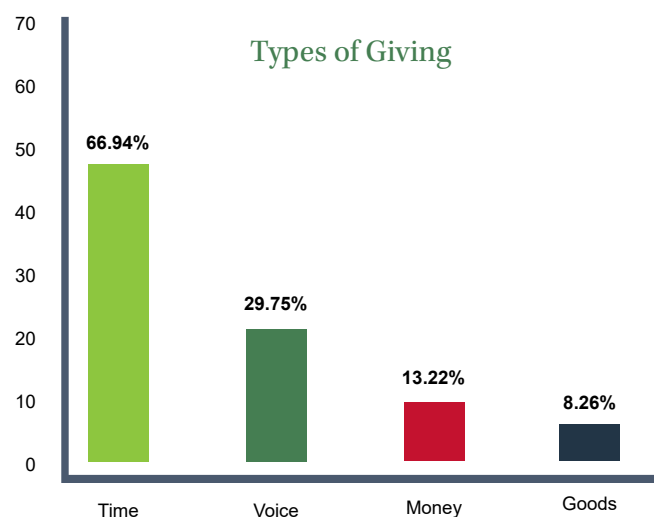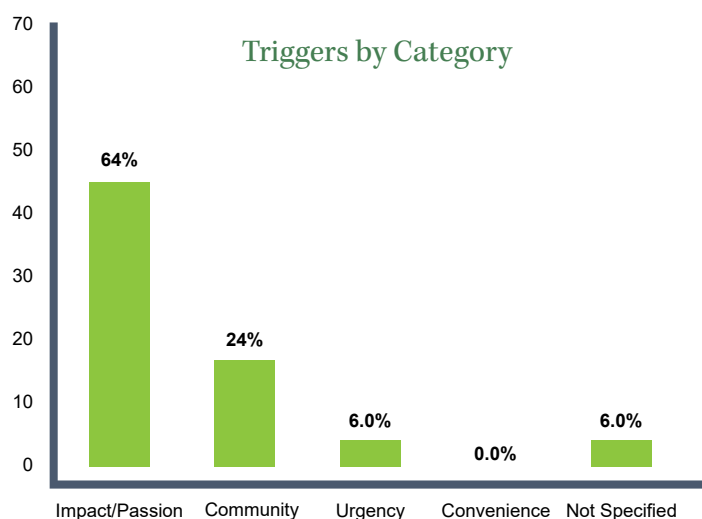
Chapter 1

Growth and Contribution of #GivingTuesdayIndia

Overview of giving in 2018: #GivingTuesdayIndia saw massive growth from 2017 to 2018 and ran through the months of September and October in 2018. MyGivingStoryIndia ran from September to December 2018. The number of collaborators increased from 11 to 23 in one year. New collaborators included AHAR, Chezuba, Goonj Bus Campaign, IamHere, IndianBloodDonors.com, Karmyo, LetzChange by Give, Mumbai Metro, National Payments Corporation of India, Samhita GoodCSR, Sattva, SevaKitchen, Snapdeal and Sumara. The total number of unique donors increased 12 times, from 1,528 in 2017 to 18,947 in 2018. The total amount raised during the drive also increased from just INR 1.34 crore (USD 184K) in 2017, to INR 9.03 crores (USD 1.24 million) in 2018.

There was a 7x growth in donations raised between 2017 and 2018
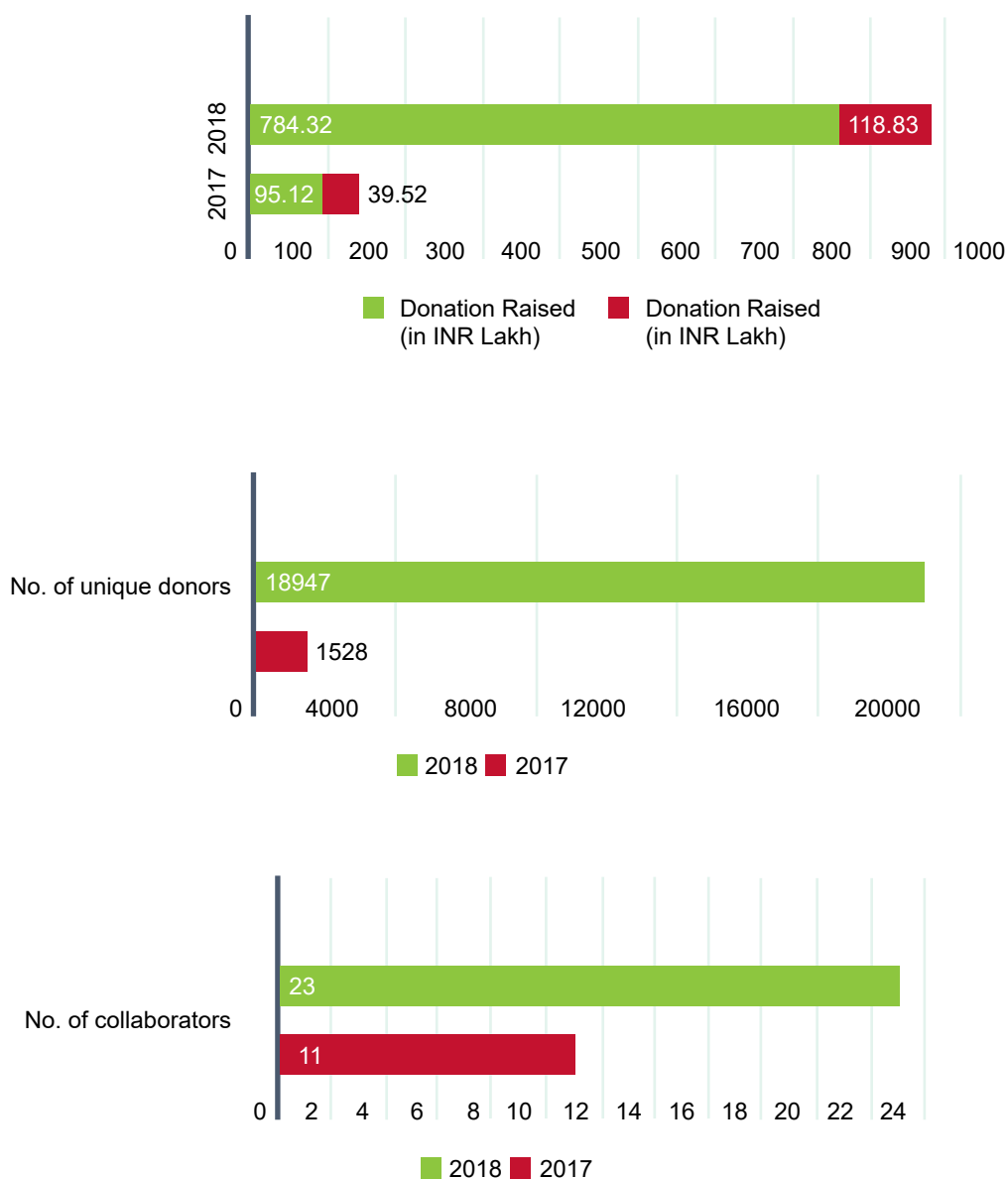
Figure 1: Total donations, number of unique donors and number of collaborators

Source: The above data is sourced from GuideStar India and represents 100% of funds raised

23
collaborators

18,947
unique donors

GivingTuesdayIndia 2018 saw donations being raised through both Indian and global collaborators platforms. During the drive, a total of almost 19,000 unique donors donated INR 7.84 crores (USD 1.08 million). Certain institutions, individuals or collaborators committed to match donations raised based on certain conditions. For example, one platform matched, on proportionate basis, donations that were received on a specific date. When combined with such matching donations, a value of just over INR 9 crores (USD 1.24 million) was raised.

476
SPOs

INR 9.03cr
(USD 1.24m) total donations raised

INR 4.1k
(USD 57) average ticket size of donation

INR 1.65L
(USD 2,262) raised per SPO

> 43% of all donations by volume were under INR 1000 (USD 13.7) and 46% were between INR 1000 (USD 13.7) and INR 10,000 (USD 137).

Figure 2: Volume of donations by ticket size
Source: Aggregate data set representing 60% of total funds raised

Figure 3: Total value of donations (in '00,000 Rs.) by ticket size
Source: Aggregate data set representing 60% of total funds raised

16

Ticket sizes: Collaborator platforms also saw 48% new donors in 2018. On average, each donation was about INR 4100 (USD 57), and each SPO received an average of INR 1.65 lakh (USD 2262) in donations.[7]

> ## Donations with ticket sizes between INR 1000 (USD 13.7) and INR 25,000 (USD 343) accounted for about 49% of the total donations by value.

Figure 2 shows the distribution of volume of donations by different categories of ticket size. Almost all donations were under INR 10,000 (USD 137) in size. 43% of all donations were under INR 1000 (USD 13.7) and 46% were between INR 1000 (USD 13.7) and INR 10,000 (USD 137).
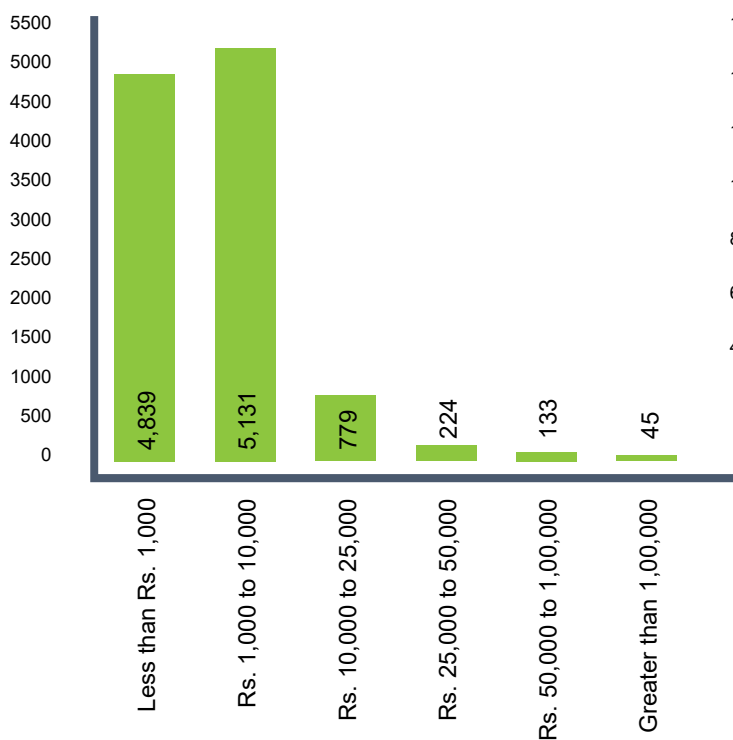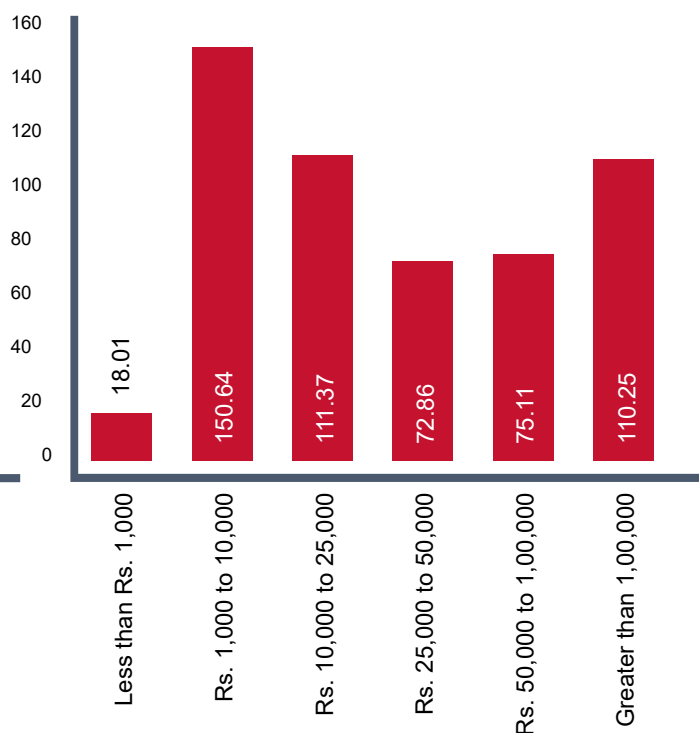
Figure 3 shows the distribution by value of donations. In terms of donations raised by value, donations with ticket size between INR 1000 (USD 13.7) and INR 25,000 (USD 343) accounted for about 49% of the total donations.

45 donations with a ticket size of over INR 1 lakh (USD 1373) were recorded, which accounted for almost 20% of total volume of donations. The total amount raised by these 45 donations amounted to INR 1.1 crore (USD 158K). Based on interactions with collaborators, these donations could have been made by regular supporters who have previously made such high value donations on a regular basis. One collaborator indicated a propensity to make high value contributions through collaborator platforms due to a preference for online transactions as opposed to cheques, in addition to the fact that platforms do not have any extra charges for making such high value transactions.

> ## SPOs working towards children, women and family welfare received the highest volume (31%) and value (35%) of donations, followed by SPOs working towards education.
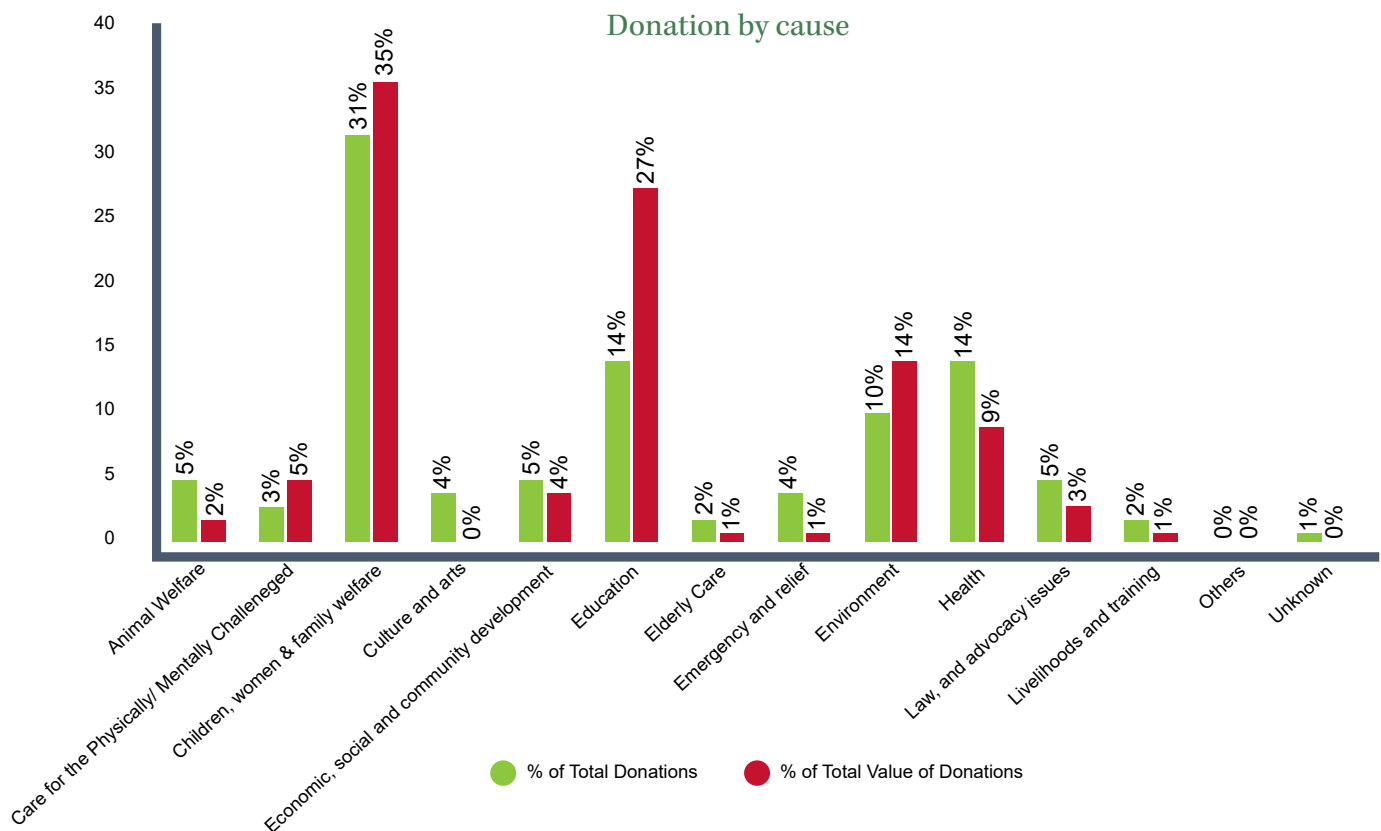
Donation by cause

Figure 4: Donations by causes supported

Source: Data from three collaborators, which shared data regarding cause of the associated recipient organisations, representing 51% of total funds raised, has been used to generate the above visualisations and insights

---

[7] Note: This data is based on complete data of #GivingTuesdayIndia

Causes supported: Data relating to the cause supported by each of the donations was not collected and shared by all platforms. Only three platforms shared this data, based on which Figure 4 was generated. The figure represents 51% of total funds raised during #GivingTuesdayIndia.

SPOs which supported causes related to children, women and family welfare attracted the highest donations both by volume as well as value. These organisations accounted for 31% of donations by volume and 35% of value donated.

Other leading causes based on total volume of donations were education and health, which accounted for 14% each. Based on total value of donations received, SPOs which supported educational and environmental causes received the second and third highest value of donations, accounting for 27% and 14% respectively.

> 49% donations came from donors who were new to the platforms they donated through. These donations contributed to 62% of total donations.

Contribution of new donors by country

● Share of new donors by volume   ● Share of new donors by value
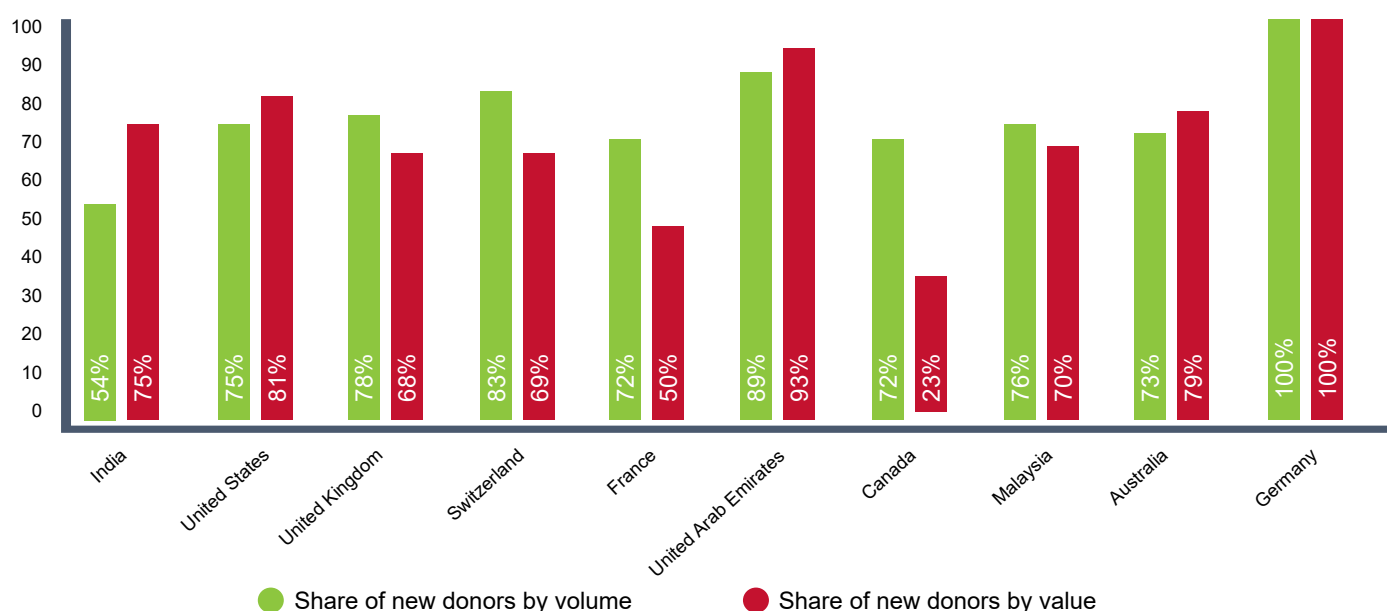
New donors and their donations by country

● Volume of donations of new donors   ● Value of donations of new donors (in INR Lakh)
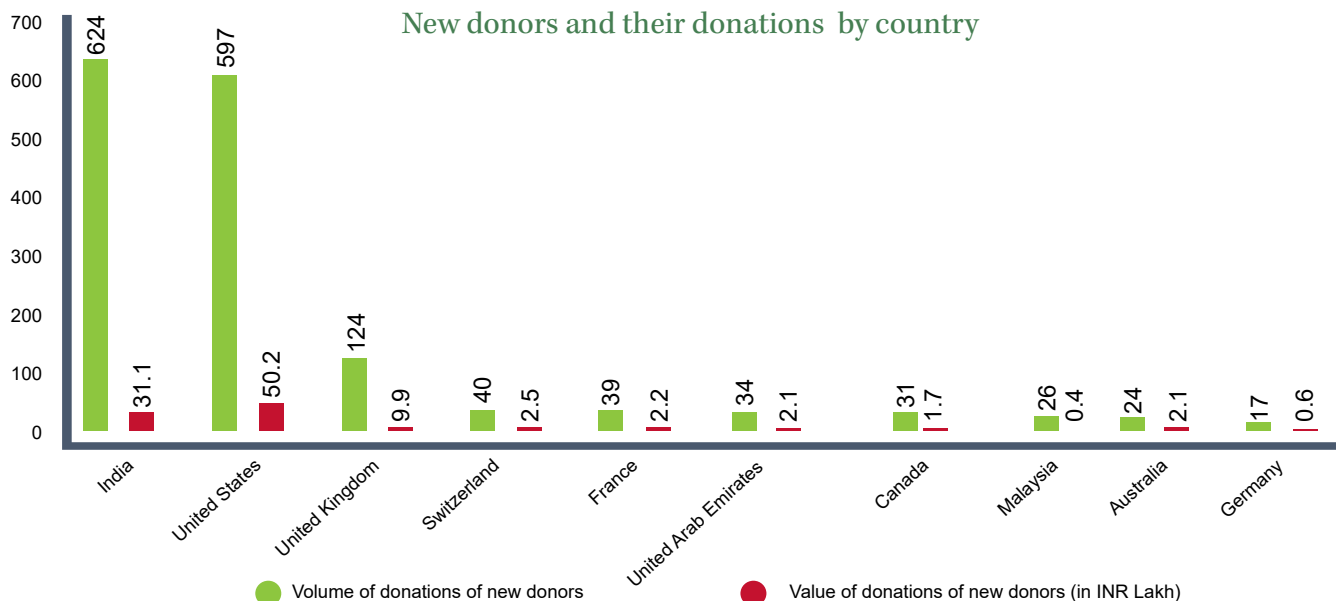
Figure 5: New donors vs. existing donors

Source: Aggregate data set representing 60% of total funds raised

New donors versus existing donors: Analysis of data received from 11,151 donations showed that 5,424 donations or 49% were from donors classified as new. It is relevant to note that new donors are identified at the level of each collaborating organisation, thus a donor may be classified as new on multiple platforms. Donations from new donors amounted to a total of INR 3.3 crores (USD 458K).

While the average size of each donation was INR 4,896 (USD 66), among new donors, the average size of a donation otherwise was INR 6,150 (USD 84), 30% higher than the overall average. This can be attributed partly to the fact that one of the collaborators ran a campaign for SPO partners participating for the first time on its platform.

> Where location data is available (28% of total donation value), donations came from 50+ countries, with Indian donors donating the most by volume and USA donors the most by value of donations.

Legend:
- 0
- 1-100
- 100-250
- 250-500
- 500-1000
- 1000+

Map showing number of donations originating from each country
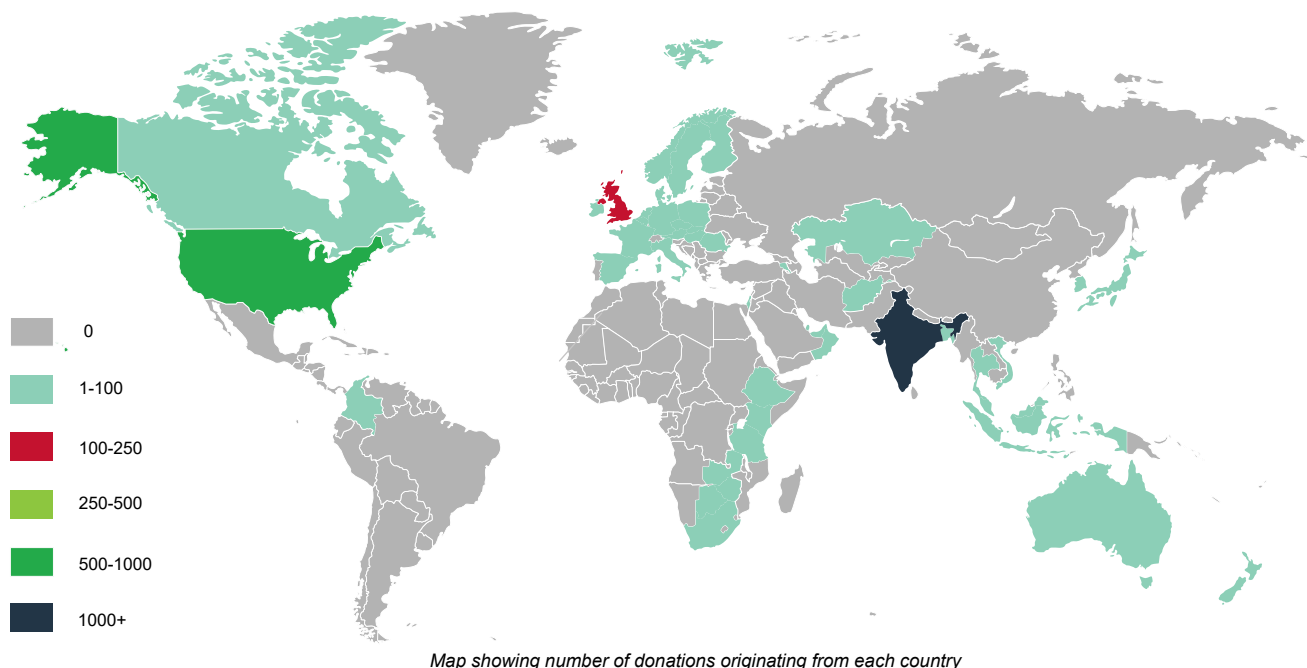
Figure 6: Flow of donations

Source: The above data accounts for INR 1.49 crores / USD 204K (28%) and 2.5K donations (23%)

Geographical Distribution: Figure 6 shows the total volume of donations from each country. Donations were sourced from over 50 countries around the world, concentrated more in North America, Europe and South-East Asia.

Indian donors contributed the most number of donations at 1155, while donors from USA, France and Great Britain were other countries where more than 500 donations came through. Donors from USA had the highest value of donations, accounting for INR 62 lakh (USD 85K).

Donations were made to 22 states in India, but 70% of donation by value went
to five states: Tamil Nadu, Maharashtra, Delhi, Telangana and Karnataka.

SPOs in over 22 states in India received these donations. Tamil Nadu accounted for 3075 donations and INR 1.96 crore (USD 269K).

It is relevant to note that the partial nature of the data may introduce some bias in the maps generated, as it is likely that only some platforms have shared location data.
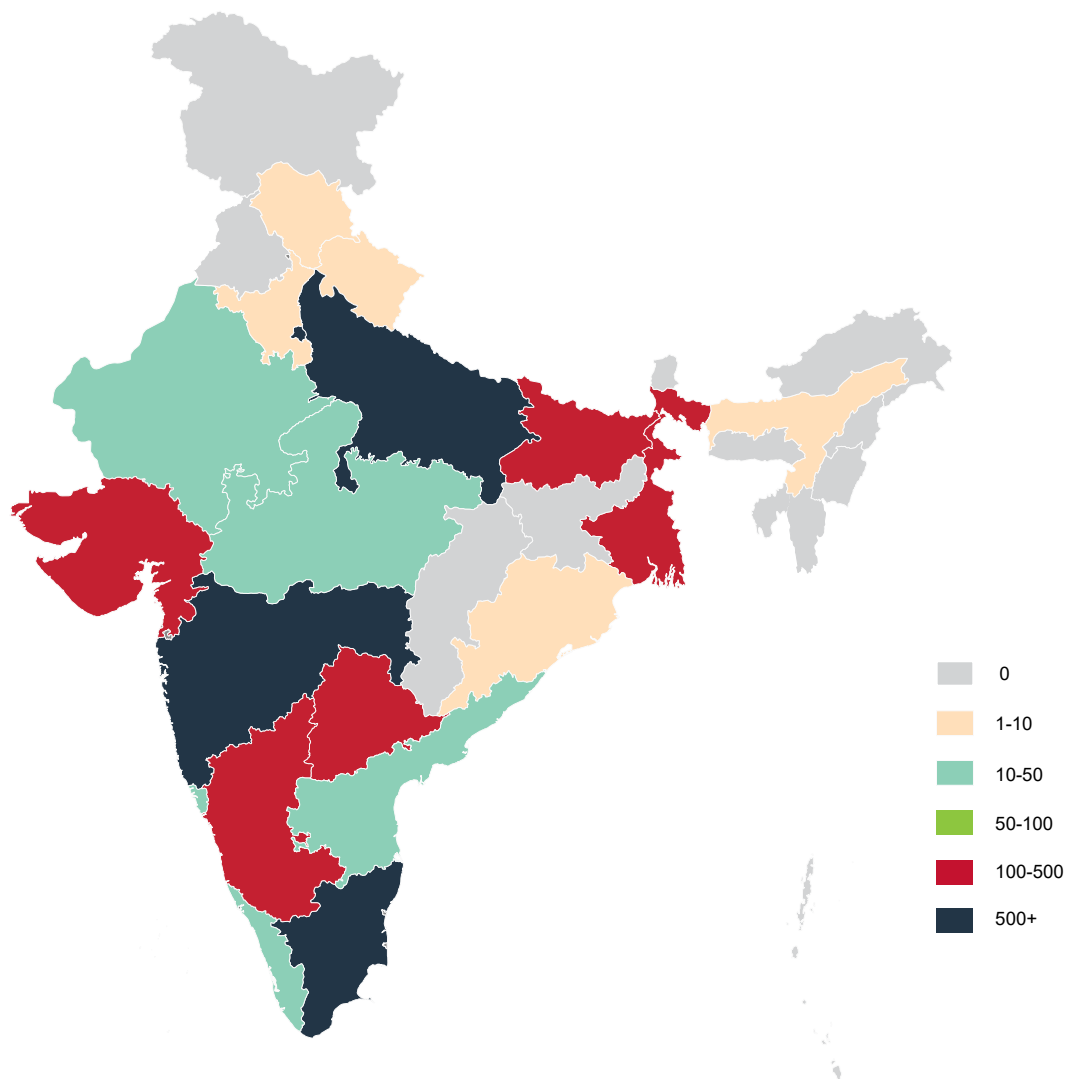
Map Showing total number of donations received for each state in India

Figure 7: State wise percentage of donations received

Source: This data accounts for INR 4.3 crores, 45% of total value of donations

Chapter 2

Collaborator case studies

While a majority of platforms shared data about the number and value of donations, platforms such as GlobalGiving and DonateKart shared highly granular donation data. This chapter provides additional insights into the overall trends and patterns of donations raised during #GivingTuesdayIndia through these giving platforms.

GlobalGiving: Funnelling donations from across the world towards Indian SPOs

GlobalGiving is the largest global crowdfunding platform that connects SPOs, donors, and companies in nearly every country around the world.[8] The mission of the organisation is to transform aid and philanthropy to accelerate community-led change. The organisation helps SPOs access the funding, tools, training, and support they need to successfully achieve

their goals of everyday giving. Since 2002, the organisation has helped fund over 20,000 projects in 170 countries.[9] In 2018, GlobalGiving ran a #GivingTuesdayIndia- DaanUtsav Campaign for Current SPO partners and an accelerator campaign for new SPO partners. The accelerator is a one-week virtual training programme towards a crowdfunding campaign. The organisation also provides matching funds and bonus prizes to participating SPOs. Once the training is completed, applicants are enrolled in an accelerator campaign, where they must raise a total of USD 5,000 from 40 different donors to graduate from the programme and ensure a permanent position on the GlobalGiving platform.[10]

23% of total donations by volume were received by SPOs in Maharashtra. Other states which received large donations by volume were Tamil Nadu (11%), West Bengal (9%) and Bihar (7%).

> On the GlobalGiving platform, 87% of donations in volume came from new donors who contributed to 85% of donation value, likely due to GlobalGiving's accelerator programme bringing new SPOs to the site.

Contribution of new donors by country

	All Donations	Unites States	India	Unites Kingdom	France	Switzerland	United Arab Emirates
% share of volume of donations from new donors	87%	90%	85%	89%	75%	84%	96%
% share of value of donations from new donors	85%	94%	86%	89%	53%	69%	97%

● % share of volume of donations from new donors   ● % share of value of donations from new donors
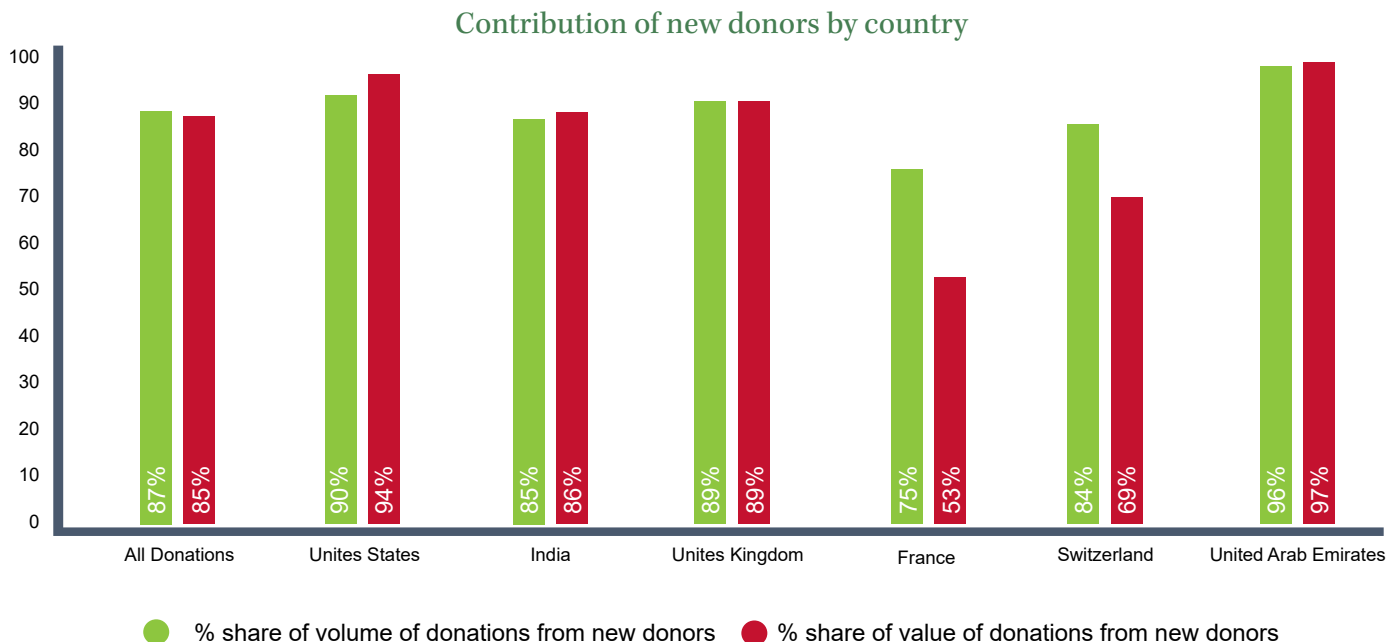
Figure 8: Country-wise contribution of new donors

Source: This accounts for 100% data as shared by GlobalGiving

---

[8] About GlobalGiving accessed at https://www.globalgiving.org/aboutus/

[9] GlobalGiving accessed at https://www.globalgiving.org/

[10] Global Giving Accelerator accessed at https://www.globalgiving.org/accelerator/

Social media had limited impact on donations raised: Facebook was the only significant source of referrals, contributing 13% in volume and 11% in value of donations raised by GlobalGiving.

Donors in USA and India each accounted for 35% of donation volume, with at least 24% of donation value going to SPOs in Tamil Nadu and Maharashtra and 22% to Bihar, Karnataka and Telangana.

Legend:
- 0
- 0-5%
- 5-10%
- 10-25%
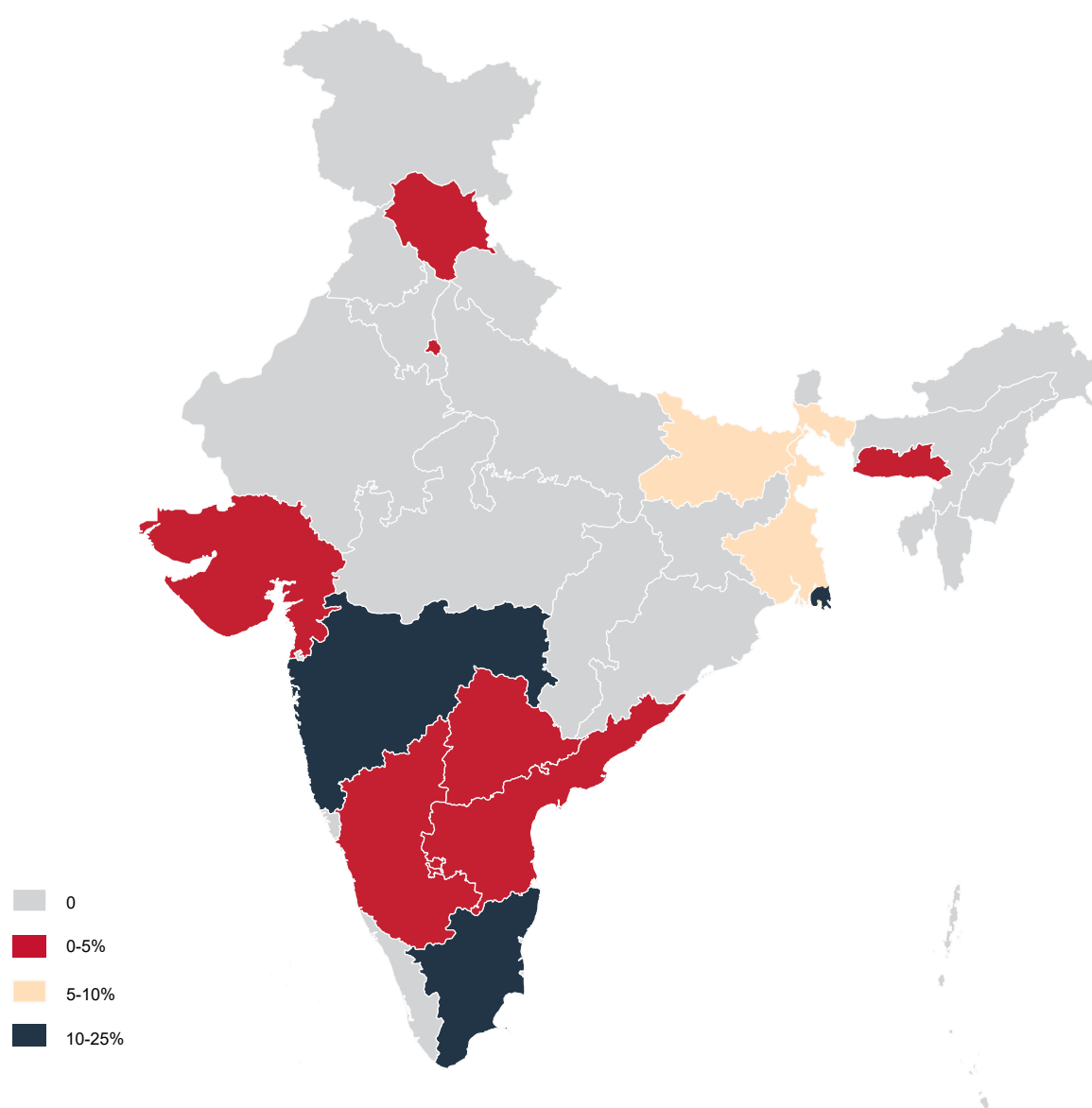
Map showing percentage of total number of donations received for each state in India

Figure 9: State-wise percentage of donations received

Source: This data accounts for 72% of the total donations raised on this platform, as not all collaborators reported state of recipient SPO

DonateKart: Enabling in-kind contributions

DonateKart is an Indian online donation platform which enables in-kind donation to charities. The organisation aims to leverage technology to introduce a more effective and transparent means of giving. Through the platform, SPOs display goods that they urgently need. Donors can choose the goods they want to pay for, and these goods are delivered directly to the SPOs.

During #GivingTuesdayIndia 2018, DonateKart leveraged Google Analytics to understand patterns of visitors on their website, and were able to obtain data that gave them insight into their donor base and what drives donors to the platform.

Based on the data shared, about 26,000 users visited their platform during the month of October 2018. It is relevant to note that only about 5% of this number contributed to their #GivingTuesdayIndia campaign.

Unlike in the case of GlobalGiving where the effect of social media was limited, about 59% of users visited DonateKart through various social media platforms. Direct referral was the second highest source of traffic at about 29%. Data on source of referral was available for 21,000 visitors.

It is observed that 56% of visitors were between 25–34 years of age. 19% of visitors were over 45 years old, and women formed a higher share of visitors, accounting for 56% of total visitors. Demographic information was available for about 7,500 visitors.

It must be noted that these insights are based on visitors of the platforms. Considering the low conversion rates to donors, it may be possible that the donor profile is not the same as the visitor profile discussed in this section.

> Social media drove about 59% of users to DonateKart, of which the majority were female, between the ages of 25 and 34.
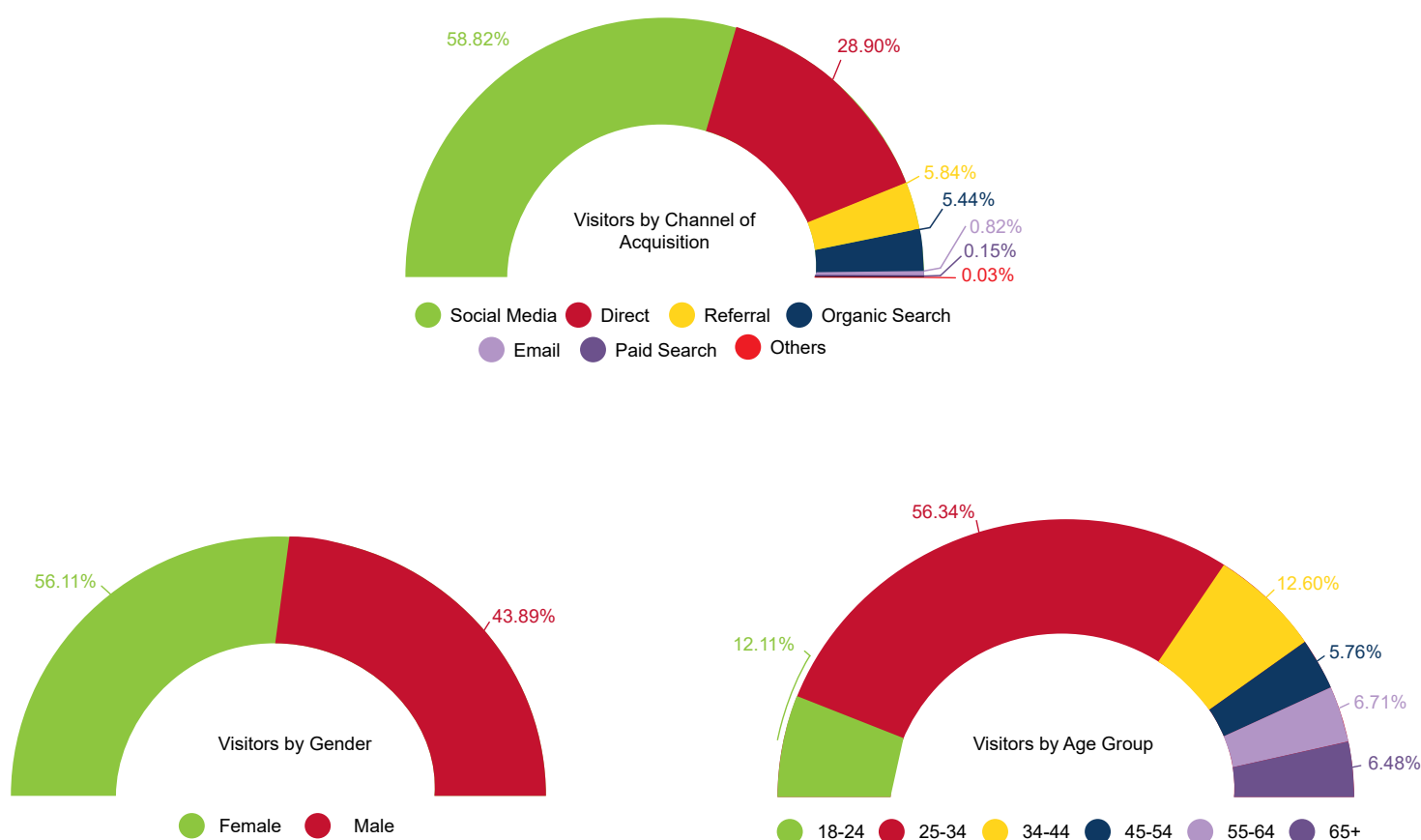

Figure 10: Visitors by gender, channel of acquisition and age group

Source: Data as shared by DonateKart

Chapter 3

#MyGivingStoryIndia: Influencing giving through effective storytelling

#MyGivingStoryIndia is a digital storytelling challenge run as part of #GivingTuesdayIndia, modelled on the campaign run in the US. It aims to encourage giving by creating a feeling of community as people share their personal experiences.

In 2018, the campaign was run between September and December to be in sync with the global #GivingTuesday campaign. As part of this contest, participants were required to submit their personal stories of giving and nominate an SPO of their choice. These stories were published on the #GivingTuesdayIndia website, while people shared them on social media platforms to seek votes from friends. A total of 251 stories were received and over 64,000 votes were recorded as part of this challenge.

In order to incentivise participation in the contest, INR 1 was offered per vote for the first 100,000 votes. To qualify, stories had to receive at least 250 votes. The story with the highest votes won donations worth INR 10,000 (USD 137) for their nominated SPO, subject to a minimum of 1,000 votes. The top 30 stories would be sent to a jury, following which three best stories were to be selected as per international criteria, including originality/creativity, relevance and quality among others. Winning stories were eligible for prizes worth INR 25,000 (USD 343), INR 10,000 (USD 137) and INR 5,000 (USD 68).

An analysis of the stories gives an insight into the giving habits of highly passionate and engaged givers, such as the triggers that drive people to give and the kind of stories that have the biggest impact on others. As a first step, the stories were analysed to understand parameters such as location of the SPO, gender of the giver, the kind of giving described in the story, the cause supported by the giver, etc. Based on these parameters, a quantitative analysis of 244 stories written in English was undertaken to identify trends in the stories and votes received. Qualitative and textual analysis of the top 50 stories by number of votes received was simultaneously undertaken to understand the kind of stories that resonated most with readers.

Profile of the #MyGivingStoryIndia donors

> More women than men submitted giving stories. More stories came in from non-metro cities and towns.

Gender of the giver
- ■ Female
- ■ Male
- ■ Not available

Location of the giver
- ■ Metro
- ■ Non-metro
- ■ Not available
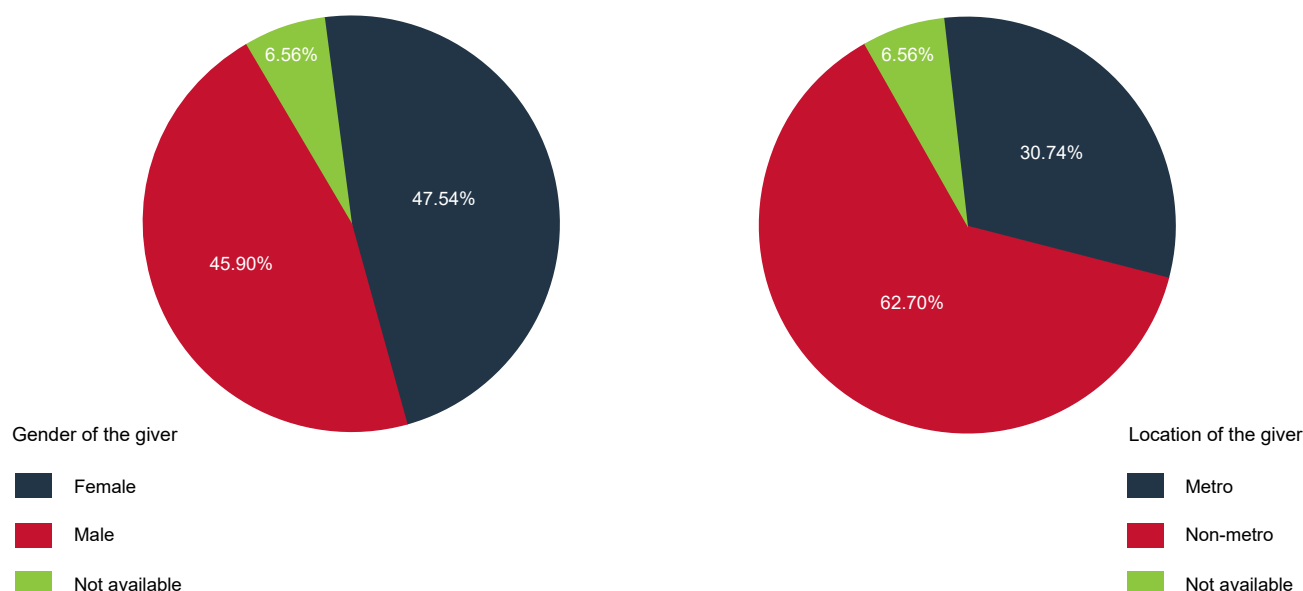
Figure 11: Gender and location of #MyGivingStoryIndia donors

Source: #MyGivingStoryIndia data for 244 stories

Maharashtra, Tamil Nadu and West Bengal serve as the origin for almost 45% of all stories submitted.

Donors and organisations from certain Indian states were nominated in much larger numbers compared to others. For example, there were 58 stories from Maharashtra, i.e. about 23% of total stories. Stories from Tamil Nadu, West Bengal, Karnataka, Jharkhand and Odisha followed, as seen in Figure 12.

The most common trigger to giving in these stories seemed to be the passion of the donor or the perceived impact of the donation. It was also observed that the most common form of giving described was time for the cause and being able to lend a voice or advocate for the issue.
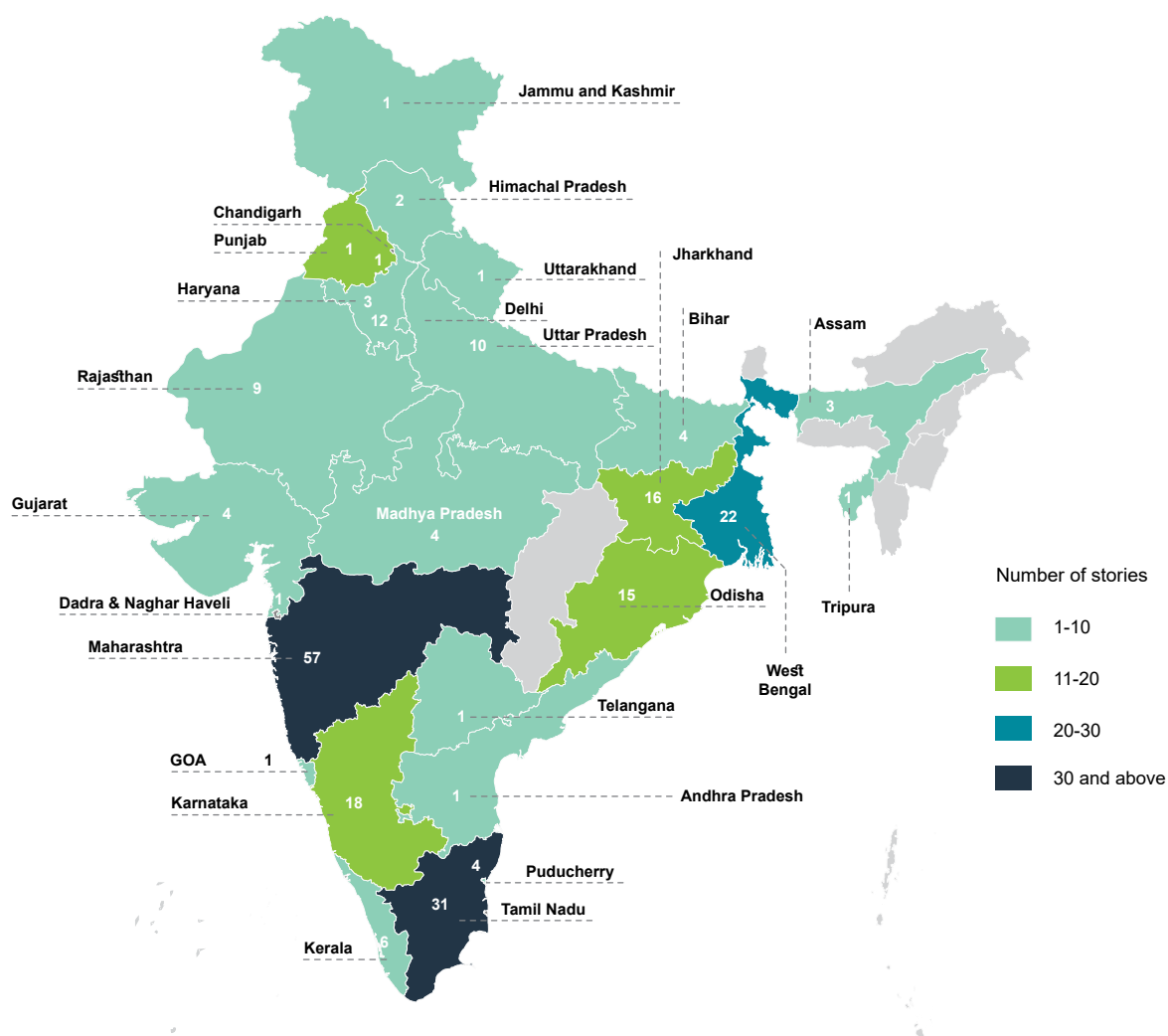
Figure 12: State-wise contribution of #MyGivingStories

Source: #MyGivingStoryIndia data for 244 stories

The donors in the stories most commonly gave their time for the cause, irrespective of gender.

We believe that giving can largely be triggered from everyday givers by the following 4 factors:

Passion

Motivated by deep affiliation to the cause, organisation or the need to make a difference and see impact

Urgency

Triggered by the perceived urgency of the situation (such as a disaster) or perceived enormity of the problem to give right away.

Convenience

Triggered by ease with which giving can be carried out

Community

The need to give back to community/religion/ association that the giver belongs to, relates to or is associated with.

Triggers by Category

Figure 13: Triggers to giving by category

Source: #MyGivingStoryIndia data for 244 stories

Types of Giving
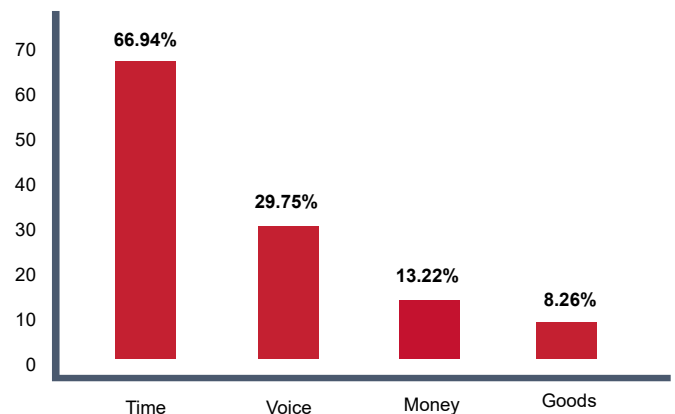
Figure 14: Types of giving

Source: #MyGivingStoryIndia data for 244 stories

57% of all stories had between 200-400 words, which accounted for 75% of votes.
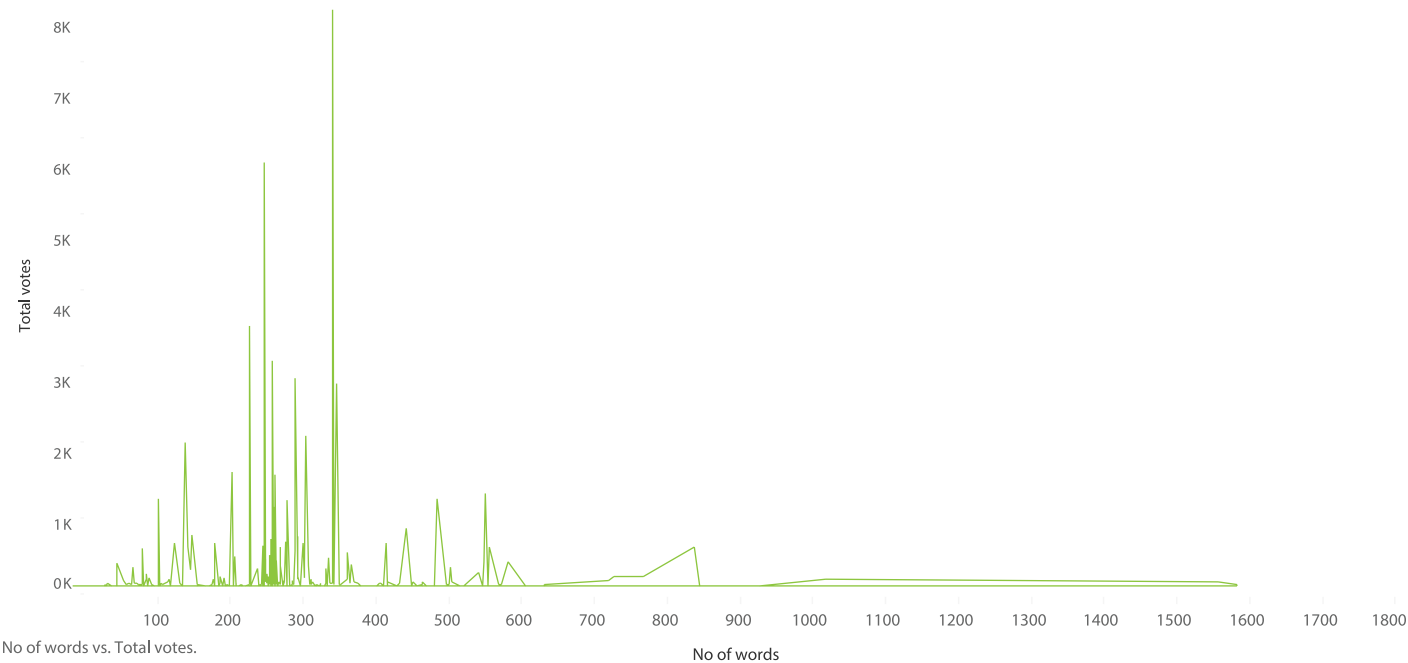
Figure 15: Total votes vs. number of words per story

Source: #MyGivingStoryIndia data for 244 stories

Length: The length of stories submitted by participants varied from under 100 words to over 1500 words, with some including video elements. However, 57% of all stories were in the range of 200–400 words. It was also observed that stories of this length accounted for 75% of total votes received during the contest.

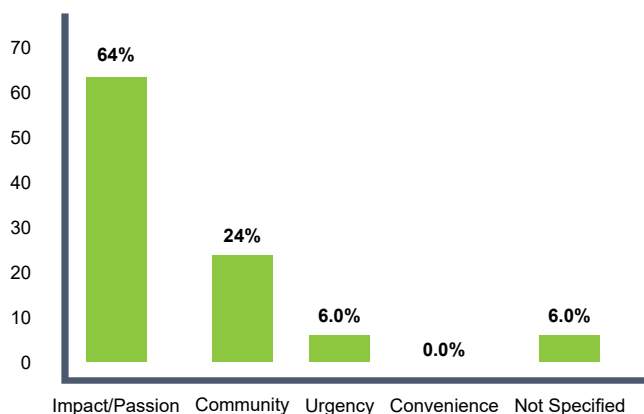Stories longer than 400 words accounted for 23%, but received only 13% of votes. It appears that stories which were too long or too short did not resonate with readers. Patterns were also observed in the recipient groups and causes referred to in the stories submitted.

Education related stories accounted for 42% of total stories, but only 21% of the total votes. At least a third of the stories were related to education, healthcare or jobs and livelihood.
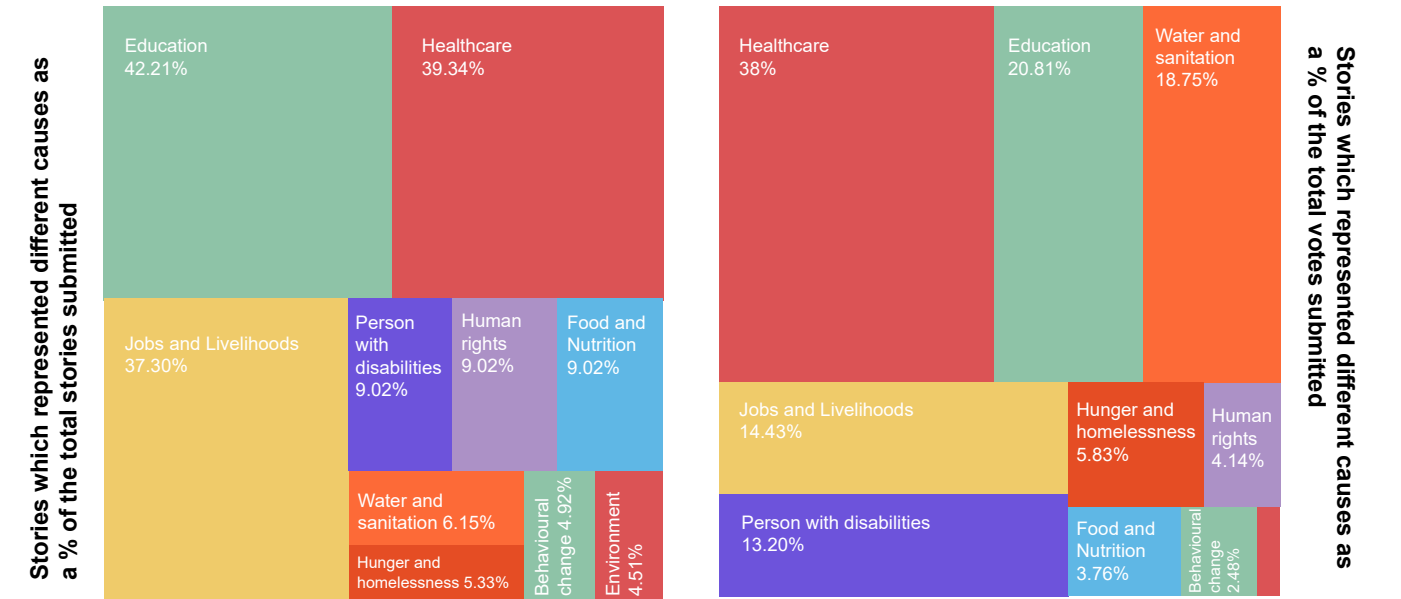
Figure 16: Stories by causes and votes by causes

Source: #MyGivingStoryIndia data for 244 stories, only top ten causes among stories represented.

Figure 16 shows the top ten types of causes in the total number of stories submitted and votes received. While stories focused on education were most common at 42% of all stories, they garnered only 21% of votes. Stories about healthcare on the other hand, accounted for just under 40% of stories and votes. Stories about water and sanitation issues received about 19% of all votes, though only 6% of stories referred to these issues. As many stories related to more than one cause, percentages in the above charts will not add up to 100%.

> ## 34% of all stories related to children. Stories related to children garnered 51% of the total votes.
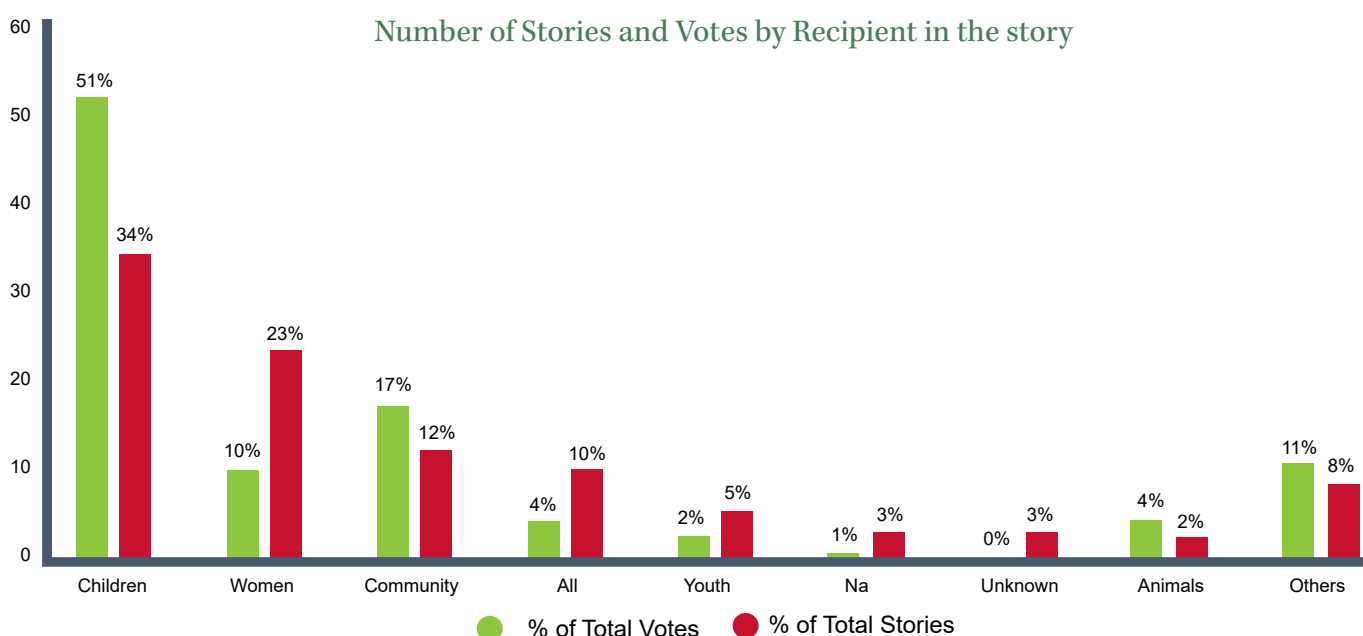
Figure 17: Number of stories and votes by recipient in the story

Source: #MyGivingStoryIndia data for 244 stories

The most common types of recipients identified in the stories were children and women, accounting for 34% and 23% of stories respectively, as seen above in Figure 17. However, stories about child recipients seemed to gain more popularity in terms of votes. They accounted for 34% of stories submitted but received 51% of all votes.

Apart from children, stories which referred to a particular community accounted for 12%, and received 17% of votes. In most of these cases, stories with a specific recipient, either individual or group, received a higher share of votes than stories that referred to broader and abstract recipient groups.

The following quotes represent the recipients across stories:

"Working with women and children gives me immense satisfaction and I am confident that I would continue to serve the society and repay back in my own small and humble way."

"In the resource-poor surroundings of a remote village, the children in the Anganwadi are smiling, learning and enjoying themselves!"

"Call it serendipity, call it a nudge by fate in the right direction, I saw a group of young men and women outside a suburban Mumbai railway station, with bright green t-shirts bearing the words 'Robin Hood Army'."

Triggers to giving and feelings of fulfillment

Triggers to giving and the expression of fulfillment from the act of giving was analysed by creating word clouds constructed from the top-voted 50 stories which talked about these aspects.

> Words such as child, young and life mark affinity towards a specific recipient, while words such as school, village, people, and group mark the connection to community on giving.
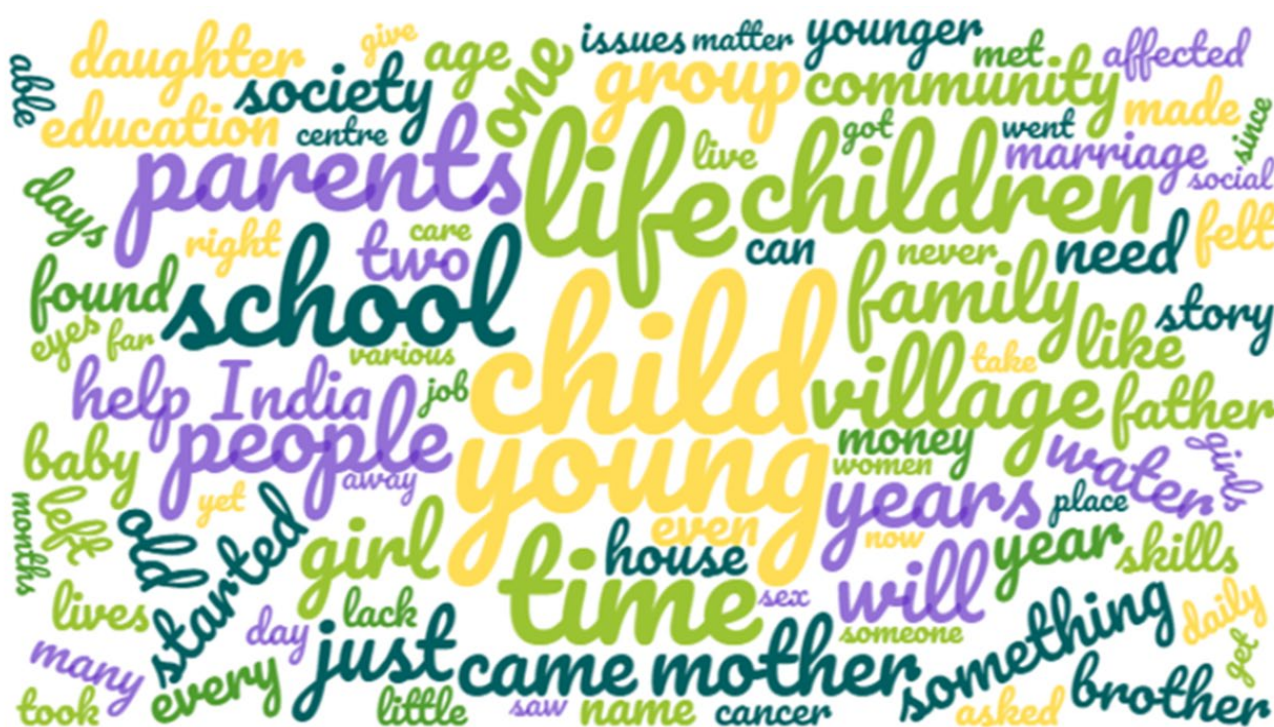
Figure 18: Word cloud illustrating motivations to give

Source: #MyGivingStory data for top 50 stories

The above Figure 18 world cloud features common words such as child/children, family, young, parents, daughter, etc. These words highlight passion to help a specific recipient, most commonly youth or children as one of the main triggers to the act of giving. This finding aligns with the profile of recipients in the previous section.

The following quote demonstrates this passion:

"Due to his poverty, he was unable to do the surgery of his daughter. I passionately volunteered to support this child."

Satisfaction from giving and joy were common feelings among givers, with a section carrying a rewarding feeling of having "made a difference" or "changed a life".

Figure 19: Word cloud illustrating rewards of giving

Source: #MyGivingStoryIndia data for top 50 stories

The world cloud in Figure 19 is based on sections of the stories where donors described their feelings of fulfillment after the act of giving. Words such as 'satisfaction', 'transforming', 'joy' or the phrase 'make a difference' show that donors felt good to be able to make a contribution.

The following quote demonstrates this feeling of satisfaction:

It gives me immense joy and satisfaction. I find real meaning in my life giving my life for the future of young people."

Chapter 4

Challenges and the way forward

A promising beginning

The insights derived from #GivingTuesdayIndia data make a compelling case for the power of data to unleash greater giving. Although data sharing was limited in these first two years, accounting for only INR 5.38 crores (USD 738K) of the INR 9.03 crores amassed in donations, analysis of this partial data set has left us with numerous actionable insights including where India's givers come from, what motivates them to give, the causes and geographies they like to give to and in what amounts. For instance, the fact that 49% of donors were new to the platforms they donated on proves the value of #GivingTuesdayIndia in boosting the visibility and growth of collaborator platforms, and ultimately India's everyday giving pie as a whole.

Understanding data challenges in the Indian context

The first step to accelerating this momentum for data-driven giving requires understanding and reflecting on the very real challenges collaborators face in collecting data in the Indian context compared to other geographies.

#GivingTuesdayUSA had 36 collaborators sharing data and an analysis team of 100 volunteer data scientists and computer engineers. In comparison, only eight out of 23 collaborators were able to share detailed data in India. Collaborators stated three chief reasons for their inability to share data:

- Lack of human resources and bandwidth to undertake detailed data monitoring and analysis
- Lack of data collection tools and infrastructure to collect meaningful data
- Unclear incentive or business case to share detailed data

In addition to the challenges reported by collaborators, a significant advantage for the US Report was the involvement of mainstream payment processors and social media like PayPal and Facebook in data collection and sharing. In an effort to gain further insights into philanthropic giving, multiple payment platforms made available ten years of financial transaction data containing crucial insights into trends in philanthropic giving.

Areas for growth

The wealth of data available on giving in USA made many forms of interesting analysis possible in the US report that could not be conducted in this report. A comparison of both reports reveals some key areas for strengthening data collection in India:

- **Year-round data outside #GivingTuesday:** A critical question for #GivingTuesday around the world is whether the event boosts online charitable giving or simply shifts it to a certain time of year. The US report was able to prove the positive disruptive effect of #GivingTuesday by comparing donation value, volume and causes during the event and through the rest of the year. This analysis was not possible for #GivingTuesdayIndia due to a lack of data on giving outside of the event. If this data starts becoming available year on year, a similar analysis can enrich the understanding of giving in India.

- **Engagement data:** Engagement around the #GivingTuesday campaign was tracked closely in the US report to reveal the most effective channels, hashtags and locations with the highest engagement based on geo-tagged tweets. Data collection and sharing on engagement was limited in India, with DonateKart capturing the most details through Google Analytics on channels driving visitor traffic to their site. Engagement data is critical to understand the most effective ways to grow the funnel of individuals participating in giving in the country.

- **Recipient location data:** The USA campaign received comprehensive data about the location of receiving organisations, including state, region and city. Only partial state-level analysis could be done on recipient locations in India. Taking an in-depth look at recipient locations would answer crucial questions in India such as whether the benefits of giving are felt only in large metros. Individual collaborators would also be able to track in more detail where their donors are located and accordingly modify their strategies.

Recommended interventions

Based on the differences between data analysis capacities and outcomes in USA and India, and the key challenges to data sharing in India, we recommend the following interventions:

- **Strengthen capacity of collaborators and SPOs to collect data**

  ► Provide funding to hire and train top talent in collecting, storing and analysing data throughout the year.

  ► Provide funding and training on data collection and analysis systems and tools.

► Provide toolkits on global data collection best practices for collaborators to begin using at the start of the year. e.g. use of tools like Google Analytics, or creation of unique IDs to track donor-level behaviour without compromising privacy

- **Strengthen capacity of #GivingTuesdayIndia data collection and analysis team**

  ► Leverage high youth volunteering and immense tech-talent in India like the US team has done, to grow the data analysis support available to collaborators.

- **Strengthen the narrative and incentive for collaborators to participate in data sharing**

  ► Share the power of data to unlock giving at the national and collaborator level through publications such as this one.

  ► Highlight more case studies of best-in-class collaborators and the advantages they experience from taking a data-driven approach.

  ► Provide collaborators who share the most data with tailored recommendations and funding to implement them.

- **Enlist mainstream digital and social media platforms to share data**

  ► Enlist main stream digital payment platforms to enable donations through their platforms during #GivingTuesdayIndia and share giving data.

  ► Fund mainstream digital payment or e-commerce platforms in India to analyse their transaction data and provide relevant insights on giving.

  ► Enlist social media partners to track and share data on engagement during and outside #GivingTuesdayIndia.

The need for open data sharing has never been more prominent in the development sector, with greater collaboration being enabled by platforms like #GivingTuesday and Daan Utsav. However, the newness of data collection and sharing amongst Indian collaborators, and lack of adequate capacity to collect and process data presents challenges unique to the sector, and calls for increased focus in capacity and process building.

Appendix A

Data sources used for this report

1. **Overall summary data:** Summary data about the #GivingTuesdayIndia initiative provided information regarding growth of the initiative between 2017 and 2018, along with providing the overall numbers about the donations raised in 2018. This data was compiled based on summary numbers submitted by the collaborators to the organisers.

2. Aggregated donation level data: This included various data points for each donation received as part of the initiative. The data was compiled by the organisers based on donation-level data shared by some of the collaborators. Each of the collaborators shared different levels of detail about the donations. This aggregate data set represents the minimum common data points that was shared by all collaborators who shared donation-level data.

   As some collaborators did not share donation-level data, this data set accounts for 11,151 donations, which formed 60% of the total donations raised during #GivingTuesdayIndia 2018. While a number of data points were available for each transaction, not all data points were available for a number of records. These are outlined below:

   a. Donor country: Data about the country from where donation was received was available for only 23% of total records.

   b. Receiving organisation state: Data about the state of the SPO receiving the donation was available for only 58% of records.

   c. Time of donation: The date and hour when the donation was received was available for all records.

   d. New donor status: Information regarding whether a donation was made by a new donor was also available for each donation. It must be noted that this status was determined by each collaborator independently and thus a donor could be considered a "new donor" across multiple collaborators.

   e. Value of donation: The value of each donation in INR was available for all records.

3. **Causes supported data set:** Three collaborators of #GivingTuesdayIndia shared data about the causes supported by the donation receiving organisations for each of the donations received by them. The data from these three collaborators was aggregated to form a set of 7,557 donation records with information regarding causes supported by the receiving organisations.

4. **GlobalGiving Data set:** GlobalGiving was one of the collaborators during #GivingTuesdayIndia 2018. The data set shared by them included a number of data points for each donation received by them as part of this initiative. These included:

   a. Date and time of donation

   b. Value of donation in USD

   c. Country from where donation was received

   d. State where donation receiving SPO is located

   e. New donor status, i.e. whether the donation was made by a donor new to the platform

   f. Recurring donation status, i.e. whether a donation was part of a recurring donation cycle

   g. Offline gift status, i.e. whether donation was made online or offline

   h. Source of donation, i.e. if the donation was made through a referral from Facebook, Twitter or e-mail

   i. Causes supported by the receiving SPO of each donation

5. **DonateKart visitors data:** DonateKart was another collaborator on board #GivingTuesdayIndia. Through the use of Google Analytics on their platform, they were able to track various parameters of the people who visit their platform. Some data points about the platform visitors for the month of October which were used in this report are:

   a. Total number of visitors

   b. Gender of visitors, for about 28% of visitors

   c. Age group of visitors, for about 28% of visitors

   d. Referral source of visitors, for about 85% of visitors

6. **#MyGivingStories data set:** As part of #GivingTuesdayIndia, a contest called MyGivingStories was organised, as described in this report. The data received as part of the 251 stories, along with information regarding number of votes received by each story, was used in the report.

Appendix B

#GivingTuesdayIndia data project

As part of the #GivingTuesdayIndia initiative, the collaborators were asked to share the following data points at the level of each donation transaction, including the format and description of each.

Field	Format	Description
Platform Name	Text	The name of your organisation
Donation date	dd-mm-yyyy	Date the donation was processed
Donation time	00:00	Time the donation was processed
3rd party payment processor	Text	Provide the name of the third-party processor who processed this transaction
Number of donations	Number	How many donations does this entry apply to
Value of donations	Number	Value of donations this entry applies to
Number of donors	Number	Number of donors this entry applies to
Number of receiving orgs	Number	How many organisations received donations in this entry
Receiving org zip	Text	ZIP/Postal code address of the receiving organisationW
Receiving org type	Text	What type of organisation received this/these donations
Receiving org city	Text	City address of the receiving organisation
Receiving org state	Text	State address of the receiving organisation
Receiving org country	Text	Country address of the receiving organisation
Donor country	Text	Country the donation was processed in
Donor zip/postal code	Text	ZIP (or postal code) the donation was processed in
Donor city	Text	City the donation was processed in
Donor state	Text	State the donation was processed in
Donor gender	Text	Gender of the donor
Donor age	Number	Age of the donor
Number of recurring gifts	Number	How many of the donations in this entry are recurring gifts
Number of new donors	Number	How many of the donations in this entry are from new donors
Median donation	Number	What is the median value of donations included in this entry
Offline gift	Number	What is the value of donations included in this entry that were made offline
Matched by other	Number	How many of the donations in this entry were matched by a third party
Matching amount	Number	What is the value of matching gifts related to this entry
Matching donors	Number	How many donors matched gifts related to this entry
Client org	Text	What organisation or platform used your service for this/these donations
Client org type	Text	What type of organisation used your service for this/these donations
Source=Facebook	Number	How many of the donations in this entry were referred from Facebook
Source=Twitter	Number	How many of the donations in this entry were referred from Twitter

Appendix C

Collaborators for the #GivingTuesdayIndia data project

As part of the #GivingTuesdayIndia initiative, the following 23 collaborators shared data with GuideStar India.

Collaborators
GivNow Matching Challenge
NPCI- AHAR-GivNow Tent Cards at Restaurants
NPCI-GivNow-GuideStar India Tent Cards for Retail Establishments
LetzChange by GiveIndia
Small Change
Sumara
DonateKart
Danamojo
Ketto
Impact Guru
GlobalGiving
Snapdeal
SevaKitchen
IndianBloodDonors.com
Goonj Bus Campaign
HaftaChallenge
Chezuba
Karmyo
Mumbai Metro
IamHere
Samhita GoodCSR
Sattva
India Development Review

Key Supporters
Rohini Nilekani Philanthropies
Ashoka University - Center for Social Impact and Philanthropy
ATE Chandra Foundation

Details about the 460 SPO Partners can be accessed at the following link:

https://www.givingtuesdayindia.org/ngosearch

Centre for
Social Impact
and Philanthropy

ASHOKA
UNIVERSITY

SATTVA
Delivering High Impact.