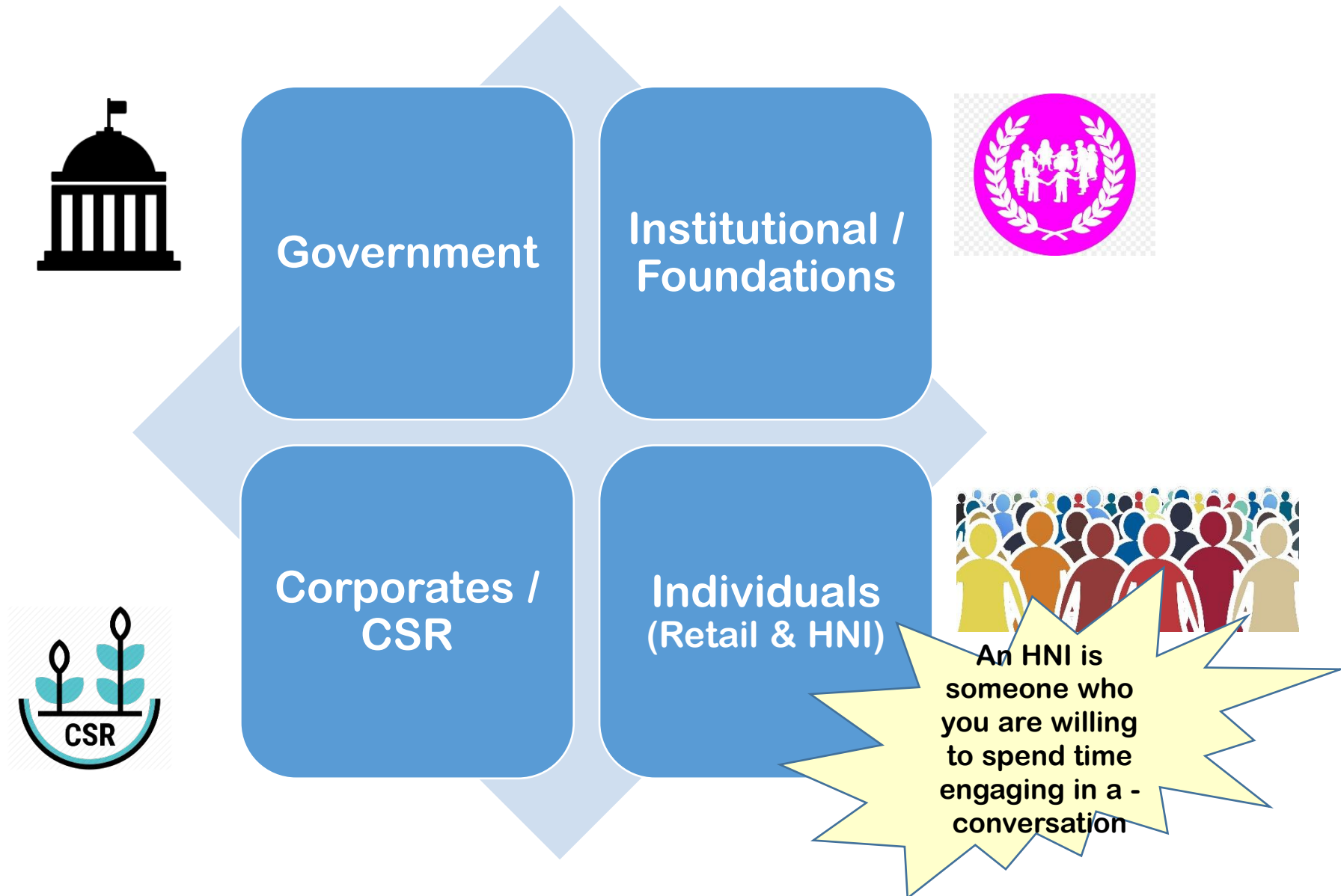




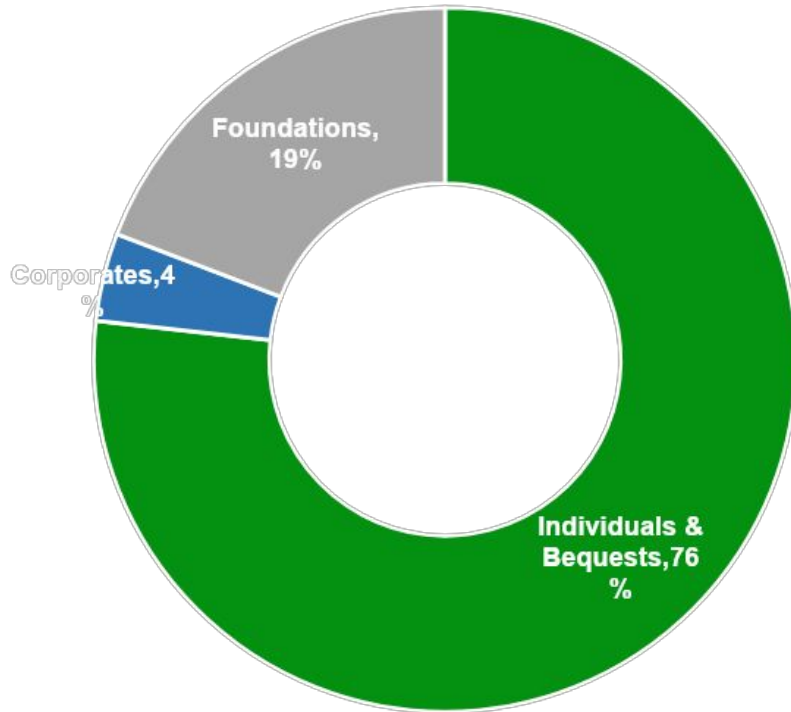
**THE POWER OF
INDIVIDUAL
DONORS**

There are broadly 4 categories of donors

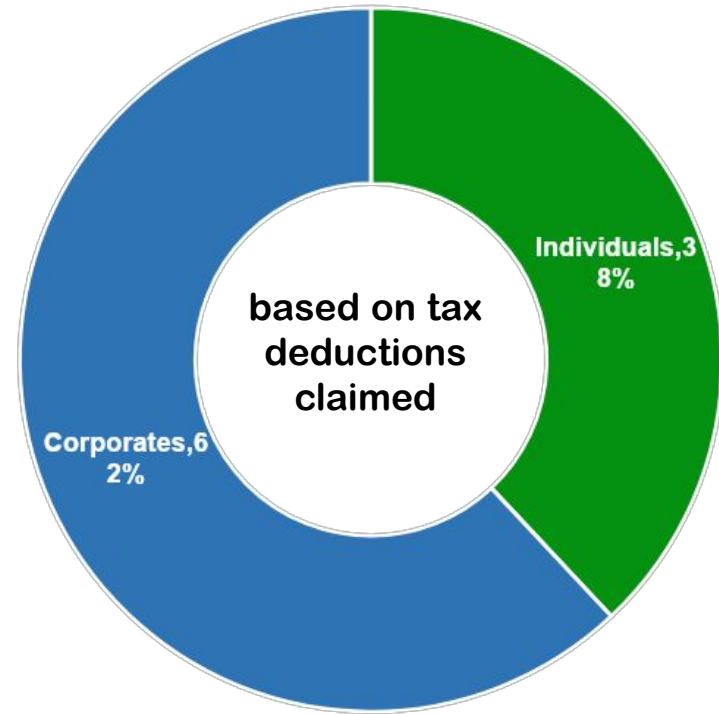


How much do individuals give?

Giving in the US⁽¹⁾ (2021)



Giving in India⁽²⁾ (2019-20)

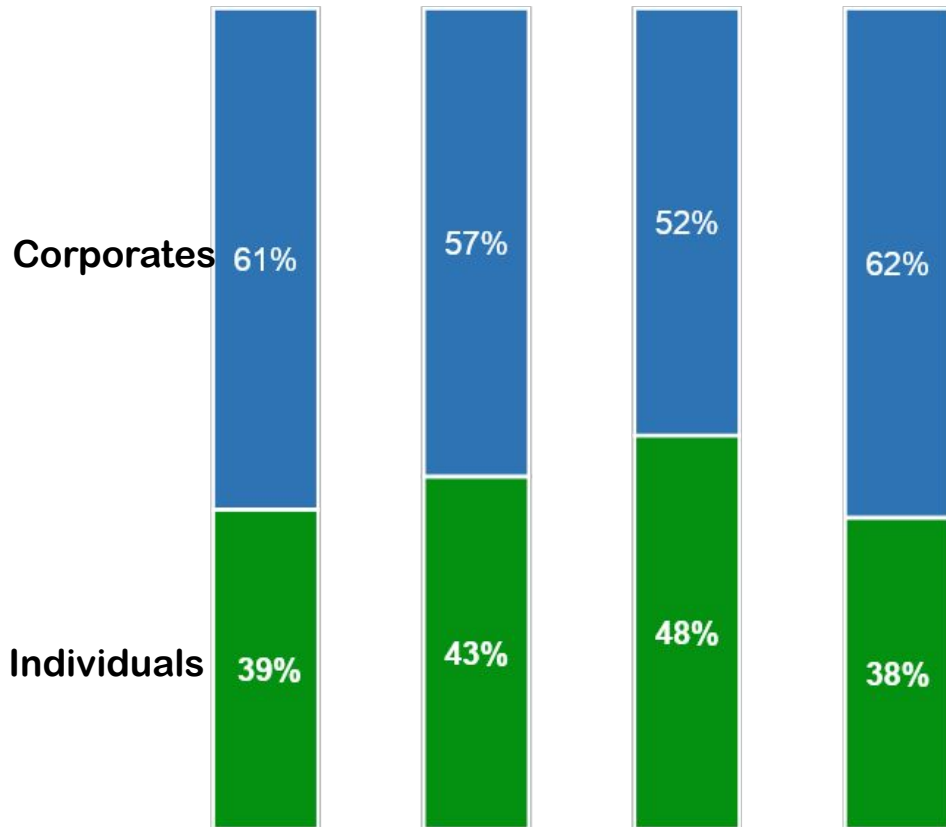


Giving by individuals is already more than corporates in India because:

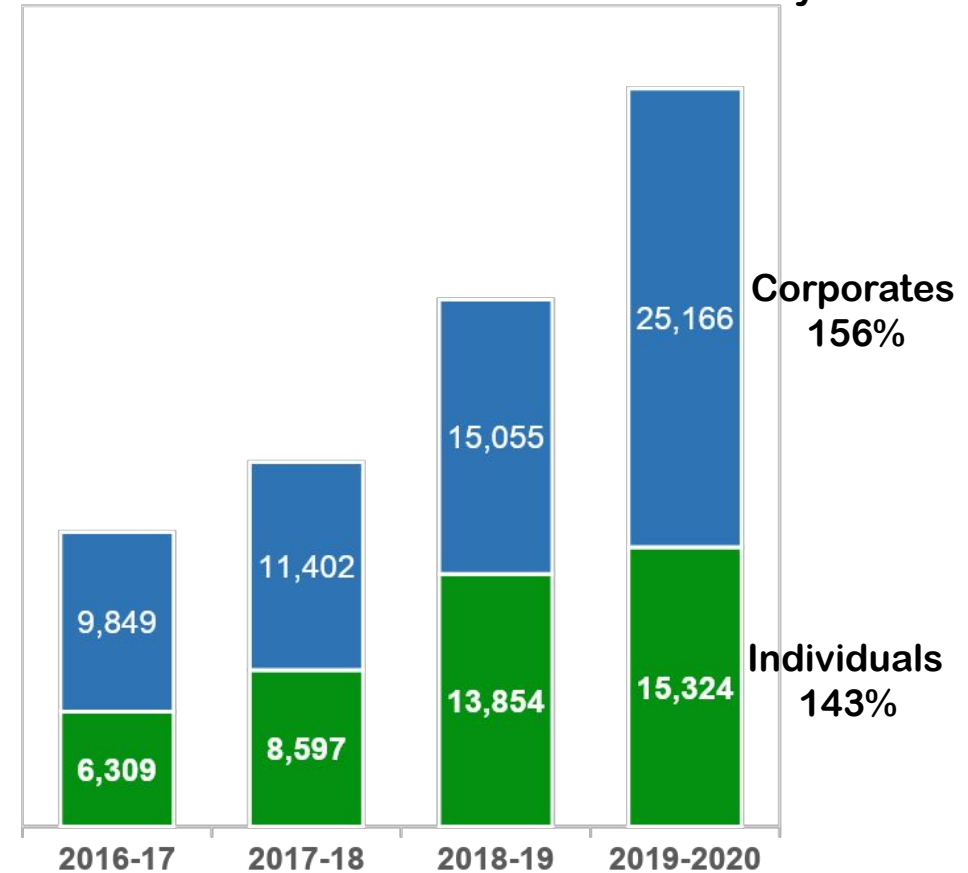
- While all corporates will claim exemption, all individuals do not
- Individual donation tax benefit is capped at 10% of income. Many donors especially HNIs give much more than that
- Many HNIs give via shares, wills, bequeasts not captured in this data

Share of individual giving has been increasing; in FY19-20 spends towards COVID-19 increased CSR share

Share of Giving

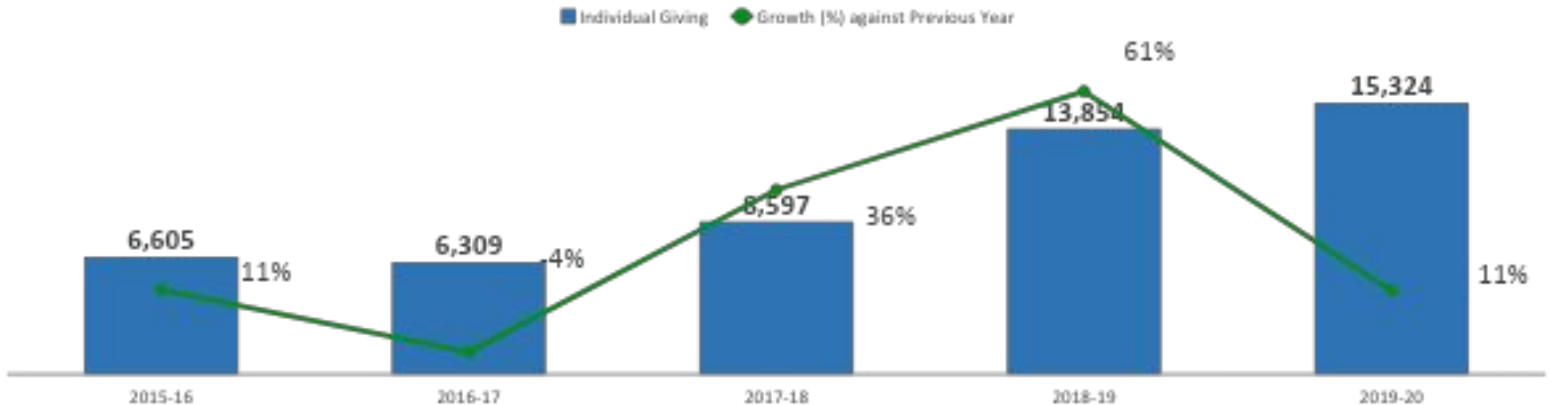
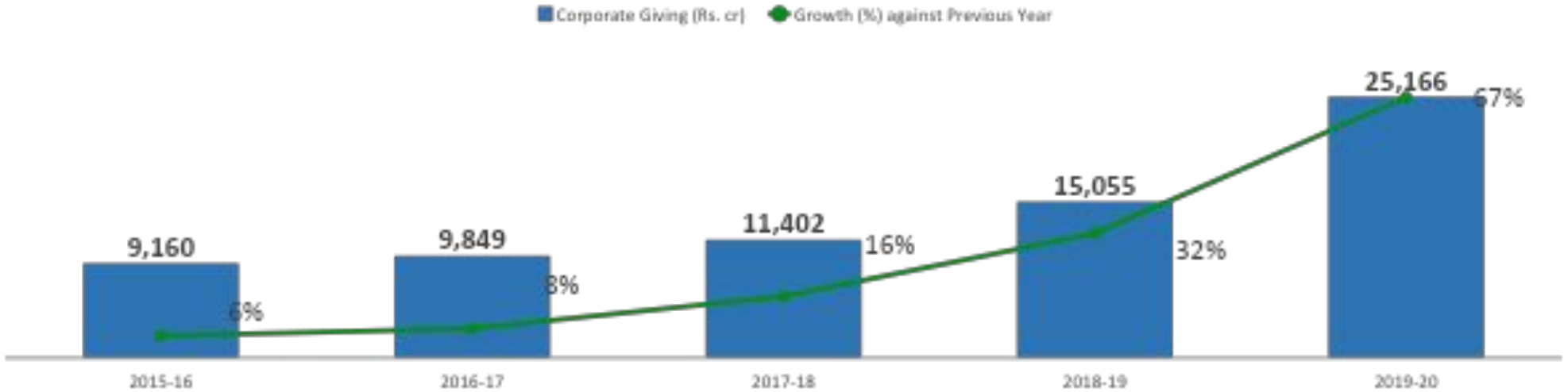


Giving in India (in Rs. Cr.) Growth in last 4 years



Note: (1) India Budget 2022

Individual Giving has grown faster than Corporate Giving in 3 of the last 5 years



Individual donors are all around us

Metrics	Government	Institutional / Foundation	Corporate / CSR	Individual – HNI	Individual - Retail
Why do they Give?	Solve a Problem	Solve a Problem	Law / Social Responsibility / Brand	Giving Back / Personal Reasons / Duty to Give / Guilt Conscience	
How do they decide?	Matches Scheme/Policy	Solving same Problem	Connect with CEO / Focus Area	Focus Areas / Trust / Connect	Trust / Connect
How do YOU reach?	Cold Call	Cold Call	Referrals	Referrals	Our Own Friends & Family

Their decision making process is much faster

Metrics	Government	Institutional / Foundation	Corporate / CSR	Individual – HNI	Individual - Retail
Who makes the decision?	Govt Officer(s)	Committee	Committee	Family / Individual	
Own Money?	No	No	No	Yes	
How fast are they?	Low	Medium	Medium-Low	High	

And provide a true source of diversification

Metrics	Government	Institutional / Foundation	Corporate / CSR	Individual – HNI	Individual - Retail
What is the process?	Rational	Rational	Rational	Rational / Emotional	Emotional / Impulse
What is the time-period?	1 year	5-7 years	3-5 years	Lifetime / Multi-Generational	
What is the amount?	High	High	Medium	Medium	Low
Thus...	Similar	Similar	Similar	Different	

Why is it important to ask for donations from individuals?

FUNDS



FUNDRAISING individuals can raise money by fundraising among friends, family and colleagues and referring NGOs and foundations

STABLE more stable in their corporates and those contributions their financial performance

But do they want to give?

**GROWING WILLINGNESS TO SPEND MORE ON PRODUCTS
FROM SOCIALLY-RESPONSIBLE COMPANIES**

“Indians are least cynical and most enthusiastic about driving a positive change” – Havas Prosumer Report

84% of 836 million adults in India give at least once in a year – India Giving Report 2020 by CAF

The Individual donations has seen strong growth—21% per year in the past five years— India Philanthropy report 2020

Most Indian nonprofits look to everyday giving only when other funding streams are inaccessible – Philanthropy In Focus report

5 steps towards a successful individual fundraising plan



IDENTIFY



ASK



THANK



RETAIN



NURTURE

Compliance Requirements for Individual Donors

Myth 1: There are different compliance requirements for Indian & Foreign Donors

Myth 2: I only need to collect this information if the donor wants a tax benefit

- Name
- Address
- Nationality (even if you don't have FCRA!)

- One of the following numbers:
 - PAN or Aadhar (Mandatory if available) – Needed for tax benefit else
 - Tax Identification Document
 - Passport
 - Driving License
 - Voter Id
 - Ration Card

Not collecting this information means the donation is classified as anonymous and you will be liable to pay the maximum tax rate on the same which is 30%.

You are allowed to accept “Anonymous Donations” upto a limit of 5% of TOTAL DONATIONS (not just individual) received in the year or Rs. 1 lac which is higher

Internet Freedom Foundation

	Internet Freedom Starter	Internet Freedom Saathi	Internet Freedom Supporter	Internet Freedom Champion	Internet Freedom Fighter	Internet Freedom Visionary
Monthly email updates	✓	✓	✓	✓	✓	✓
Membership letter and card		✓	✓	✓	✓	✓
IFF Supporter Stickers			✓			✓
IFF Champion Stickers and Mug				✓		✓
IFF Fighter Stickers, Mug and Notebook					✓	✓
Quarterly donors call with IFF leadership					✓	✓
IFF Visionary PowerPlay Card Game						✓
Choose a membership (monthly)	₹100 <input type="radio"/>	₹250 <input type="radio"/>	₹600 <input checked="" type="radio"/>	₹1000 <input type="radio"/>	₹1500 <input type="radio"/>	₹2000 <input type="radio"/>