

# GIVING AND RECEIVING

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A Study of Barriers and Enablers  
in Asian Philanthropy

Lien Centre for Social Innovation

Supported by  
**Ford Foundation**

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# INTRODUCTION

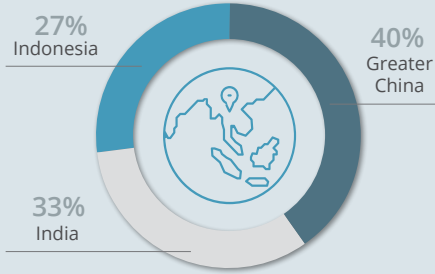
The main objective of this study was to conduct a scoping exercise on how PEs in Greater China, India and Indonesia view, strategise on and address common regional problems in Asia. More specifically, the following objectives are addressed in this report:

- 1 Challenges and opportunities for philanthropy in the region (through the analysis of Greater China, India and Indonesia)
- 2 Assessing the interest and readiness of philanthropic entities to address common regional issues
- 3 Identifying the support and platforms that philanthropic entities want and need that would more effectively help translate giving strategies into impact
- 4 Assessing the interest and readiness of philanthropic entities to explore and engage in innovative ways to address social issues, e.g., through venture philanthropy, impact investing and public-private partnerships (3P)
- 5 Identifying the major areas of philanthropic interest in Greater China, India and Indonesia

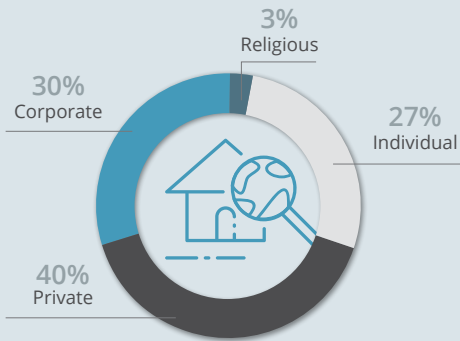


# DATA COLLECTION

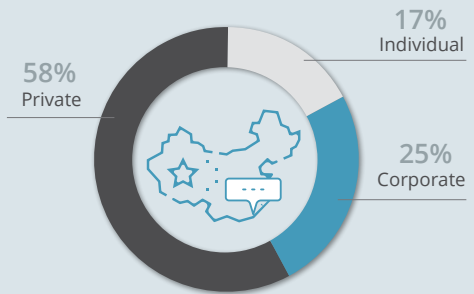
Single-session interviews (either face-to-face or online) with 30 representatives from a diversity of PEs were conducted from May 2019 – January 2020.



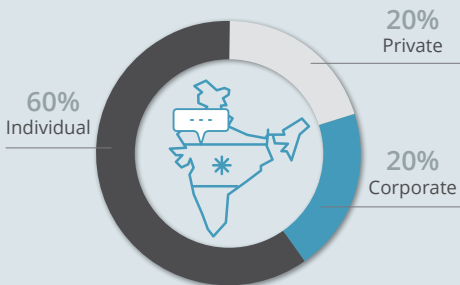
While this group of 30 participants constitutes a minuscule percentage of PEs in Indonesia, Greater China and India combined, the data collected were rich and insightful and can act as a springboard for future research.



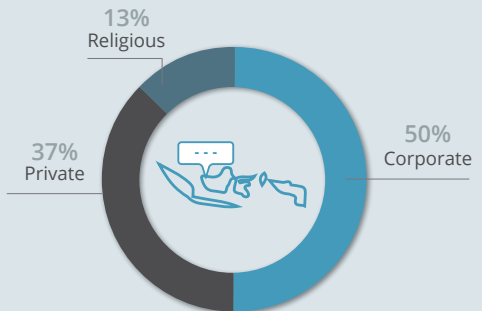
The types of foundations interviewed varied between the three countries.



In Greater China, 17% (n=2) of the participants were individual philanthropists, 25% (n=3) were corporate foundations, and 58% (n=7) were private foundations.



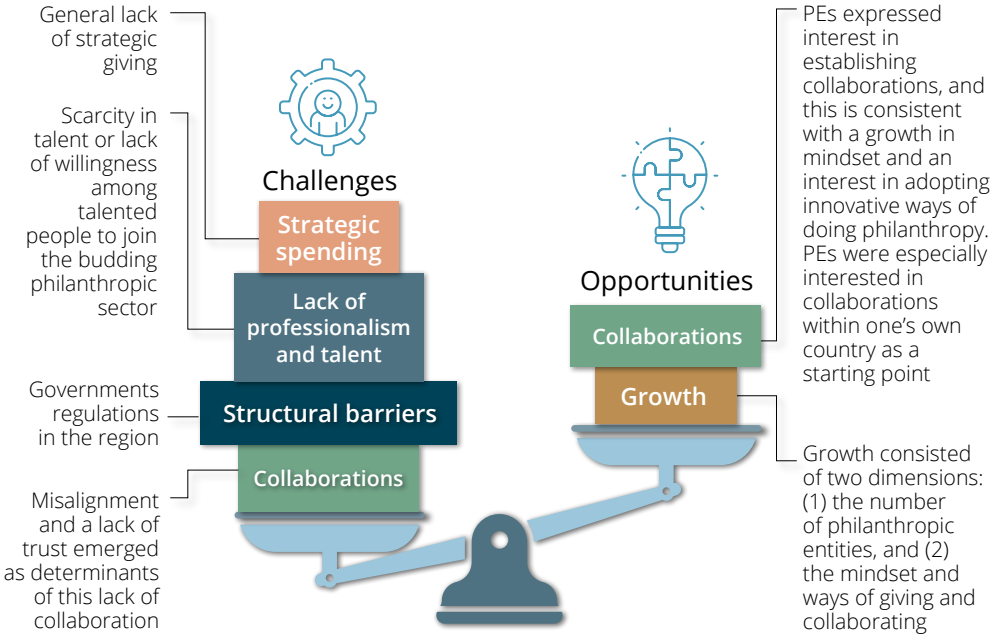
In India, 60% (n=6) of those interviewed were individual philanthropists. Private and corporate foundations constituted the remaining 20% each (n=2 each).



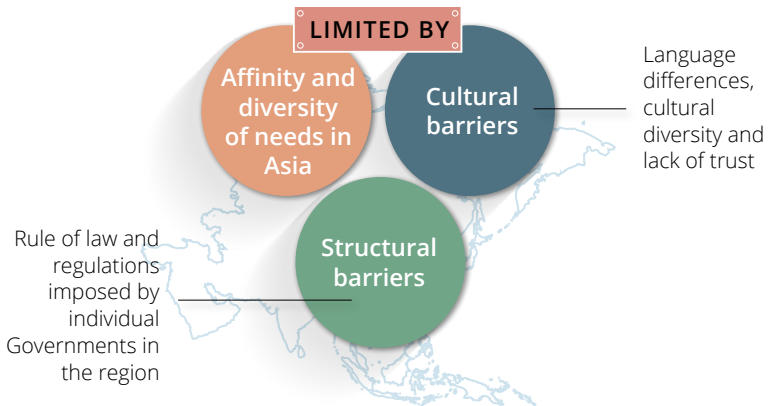
In Indonesia, half (50%, n=4) of the participants were corporate foundations, 37% (n=3) were private foundations, and 13% (n=1) were religious foundations.

# FINDINGS

## 1 | Challenges and opportunities for philanthropy

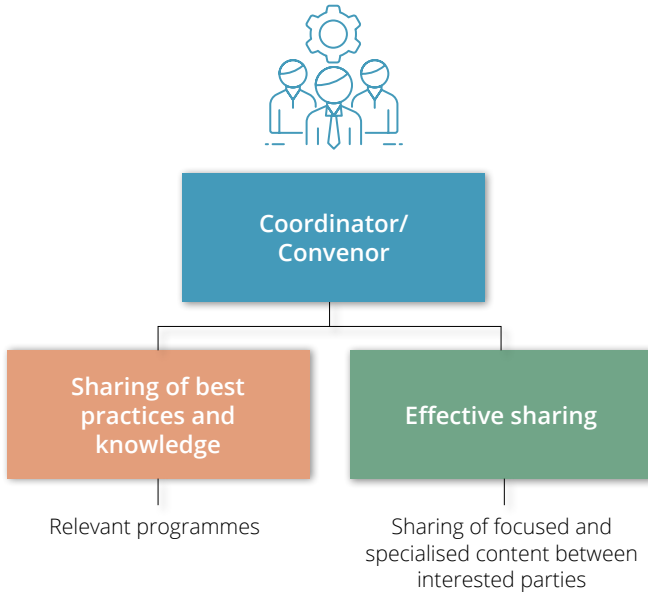


## 2 | Interest and readiness for assessing common regional problems



# 3

## Support and platforms needed



# 4

## Interest and readiness to explore and engage in innovative ways

It should be noted that PEs that showed interest and readiness for exploring innovations in philanthropy saw the value in doing so. In particular, impact investing emerged as a key interest for PEs.

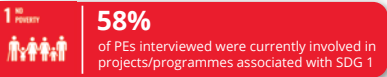
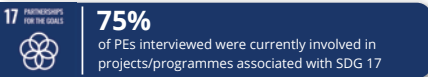
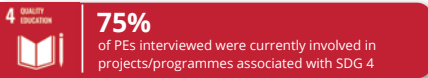


### Internet Philanthropy

Internet philanthropy gives any individual willing and wanting to engage in philanthropy the ability to do so. PEs highlighted that the beauty of internet philanthropy lies in its ability to accord every individual the freedom of choice. Any individual regardless of background is given the autonomy to decide how, to whom and where they would like to give, based on available information presented online.

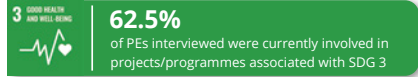
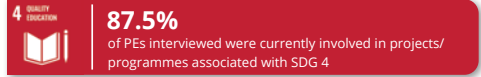
# 5

## Major areas of philanthropic interest in Greater China, India and Indonesia

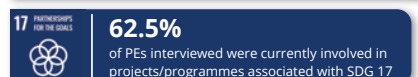
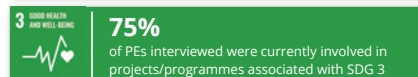
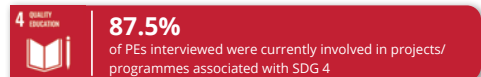


### Greater China

Quality education (SDG 1) emerged as a dominant area of interest, with a majority of PEs across the three countries currently involved in it. Health care (SDG 3) was another common domain that the PEs were currently involved in. Other domains were specific to each individual country, which also highlights the diversity of needs in Asia.



### India



### Indonesia

Interestingly, when asked about the areas they would like to impact regionally, 83% of the Chinese PEs, 75% of Indian PEs and 100% of the Indonesian PEs chose the same SDGs. This indicated that a vast majority of these PEs were more comfortable sticking to areas that they perceived they had the most experience and expertise in, instead of embarking on an area outside of their current involvement.

# RECOMMENDATIONS

## 1 | Leveraging Technology

The first recommendation deals with breaking down some of the cultural barriers to cross-border collaboration. Leveraging technology specifically has the potential to cultivate and enable communication and knowledge sharing across borders, including mitigating the language barrier. Tapping on technology is highly recommended as it enables convenience, speed and accessibility.

## 2 | Forming 'Effective' Coalitions

The second main recommendation is for an intermediary (like Ford Foundation) to act as a 'convenor' to develop small but highly specialised coalitions of PEs within and across countries in Asia. These coalitions should be small and specific in nature, and can be organised in one or more of the following ways, as seen below.

### Across Borders

Within Countries



Organised by area of interest



Organised by mindset and ethos of philanthropic entity

For a coalition to be effective, participants should see the value in being a part of it. It is vital that members of coalitions perceive themselves to be similar in some way (in terms of location, ethos or area of interest).

Cultural exchanges across borders have also been highlighted as particularly useful for building relationships, awareness and trust between members of a group.

**Giving and Receiving** is the first analysis of its kind focusing on whether an Asian/regional perspective to philanthropy is emerging, and to what extent this is so. This report reveals the challenges and opportunities of philanthropy in the region, assesses the interest and readiness of philanthropic entities to address common regional problems collaboratively, and identifies the support and platforms that philanthropic entities want and need in order to more effectively help translate giving strategies into impact.

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The Lien Centre for Social Innovation at the Singapore Management University is on a mission to drive social consciousness and enable partnership-driven innovation, because when socially conscious people work together, a vibrant, just and inclusive society becomes possible. Established in 2006, the Centre seeks to be a thought leader and catalyst for positive social change in Singapore, Asia and beyond. Offering thought leadership, translational research and capacity-building programmes, it amplifies impact by giving voice, empowering and enabling socially conscious individuals and organisations to learn, ideate and collaborate.



Facts and figures presented in this pamphlet are a summary of the full report. To access the full report, please visit <https://lcsi.smu.edu.sg/research/giving-and-receiving> or scan the QR code.

