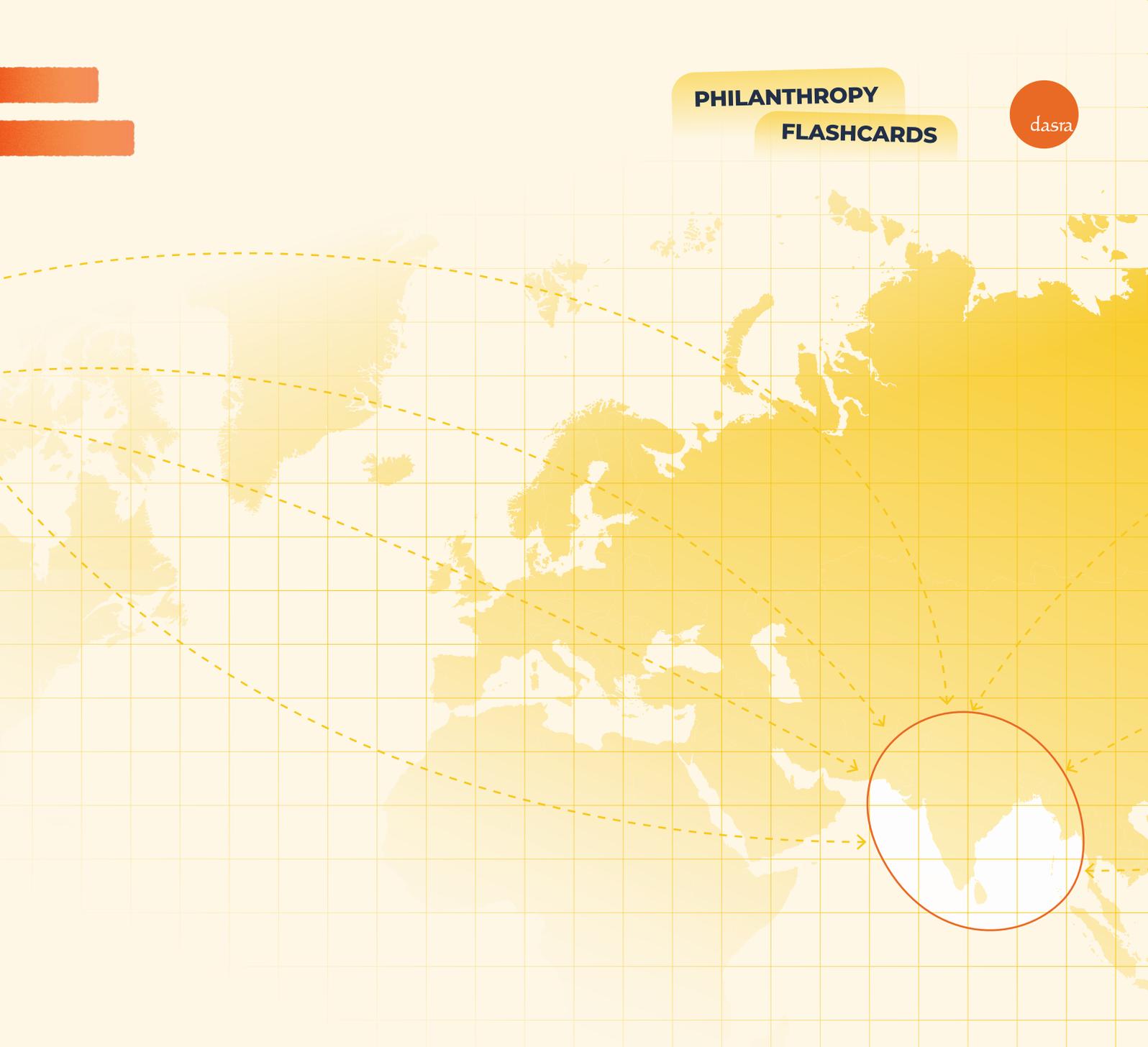


PHILANTHROPY

FLASHCARDS

dasra



# Global Givers and Local Impact in India

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**VOLUME 2**  
**PART A**

# Flashcard Summary

India's mature nonprofit ecosystem has been tackling challenges linked to persistent inequalities, with agility. It stands ready to develop replicable solutions that can drive transformative change. Investing in India's efforts can create a ripple effect of worldwide positive impact. The Indian diaspora is emerging as a formidable global force, gaining recognition across academia, business, and geopolitics. Its success is further reflected in the rapid growth of wealth generation within the community. Greater philanthropic contributions by the Indian diaspora can help unlock the next phase of development – India for the World. We present data on funding inflows through official development assistance and philanthropic foundations + collaboratives to build the case for giving to India.

## TRUST IMPLICIT

Net total receipts (Official Development Assistance + private flows) to India remain strong with it doubling last year to

**USD 34B**

highlighting the trust of the ecosystem

## STRATEGIC IMPERATIVE

India receives **22%**

of giving to Low- and Middle-Income Countries by top global foundations, alluding to confidence in India's non-profit organizations

## TURNING POINT

**>40%** leading global foundations + collaboratives have Indian diaspora representation in leadership; this represents a positive change in decision-making structures

## GOLDEN OPPORTUNITY

US Indian diaspora has the potential to unlock

**USD 2.5B** in philanthropic capital by 2030

expanding support for nonprofits, only 5% of which receive foreign funding today

Over the last five years, India's social sector spending experienced a robust annual growth of 13%, reaching approximately USD 280 billion in FY 2023 i.e. 8.3% of GDP. Private philanthropy grew 10% in FY 2023, to USD 15 billion. This faster growth (versus 5% annual growth from 2018 to 2022) was driven by growth in family philanthropy (15%) and retail giving (12%). However, global philanthropy inflows to India have remained flat over the past five years (3%).<sup>1</sup> **In 2023, India still falls short of NITI Aayog's estimated target of 13% of GDP required to meet the SDGs by 2030.** The Indian diaspora in the US, with greater engagement, could potentially bridge about one-fifth of India's SDG funding gap.<sup>2</sup> Based on our analysis of global giving to India, we provide insights to make the case for diversifying and enhancing philanthropic focus on India.

### BILATERAL AND MULTILATERAL EMPHASIS ON INDIA IS A SHOW OF CONFIDENCE IN OUR ROBUST IMPACT ECOSYSTEM

With its strength in numbers – India has been consistently prioritized for official development assistance (ODA) by high-income countries. Over the past five years, India received about 6%-7% of the net total receipts to (ODA + private flows + other) developing countries. In 2022, this number nearly doubled, from USD 17.8 billion to USD 33.8 billion.<sup>3</sup> This demonstrates the trust of large-scale ecosystem players in the Indian civil society and non-profit ecosystem. Given India's acute developmental needs and persistent inequalities, multilateral actors also recognize the importance of supporting India to positively influence global development outcomes. **However, despite this recognition and positive trends, philanthropic inflows have remained flat over the last five years, averaging approximately USD 484 million.**

#### STATE OF GLOBAL PHILANTHROPY INFLOWS TO INDIA

##### + DOUBLING SUPPORT PROPELS THE GROWTH

In 2022, the net total receipts to India nearly doubled, to **USD 33.8 billion**

- ↑ Public Sector Spending
- ↑ Domestic Private Giving

##### - PHILANTHROPIC INFLOWS REMAIN FLAT

Philanthropic inflows to India stagnant over the last 5 years, averaging **USD 484 million**

- Philanthropic inflows

SOURCE | OECD

## FOUNDATIONS AND COLLABORATIVES ARE STRENGTHENING THE PHILANTHROPY ECOSYSTEM WITH AN INDIA PIVOT

Foundations play a vital role in channeling resources to address pressing social issues. In 2022, the top 25 global foundations played a pivotal role in India's philanthropic landscape, contributing USD 471 million. Compared with other Low and Middle-Income Countries (LMICs), India's share of philanthropic funds is 22%, reflecting the country's strategic importance to global foundations. This emphasis highlights the confidence foundations have in making a significant impact by investing in India. In a broader context, India's share in global giving to developing countries was 4.6%, correlated to shifting priorities towards funding low-income countries and vulnerable regions

### TRENDS BASED ON DATA FROM 25 FOUNDATIONS

USD **471 M** Total philanthropy giving to India by the top 25 global foundations in 2022

**4.6%** Giving to India as a proportion of developing countries

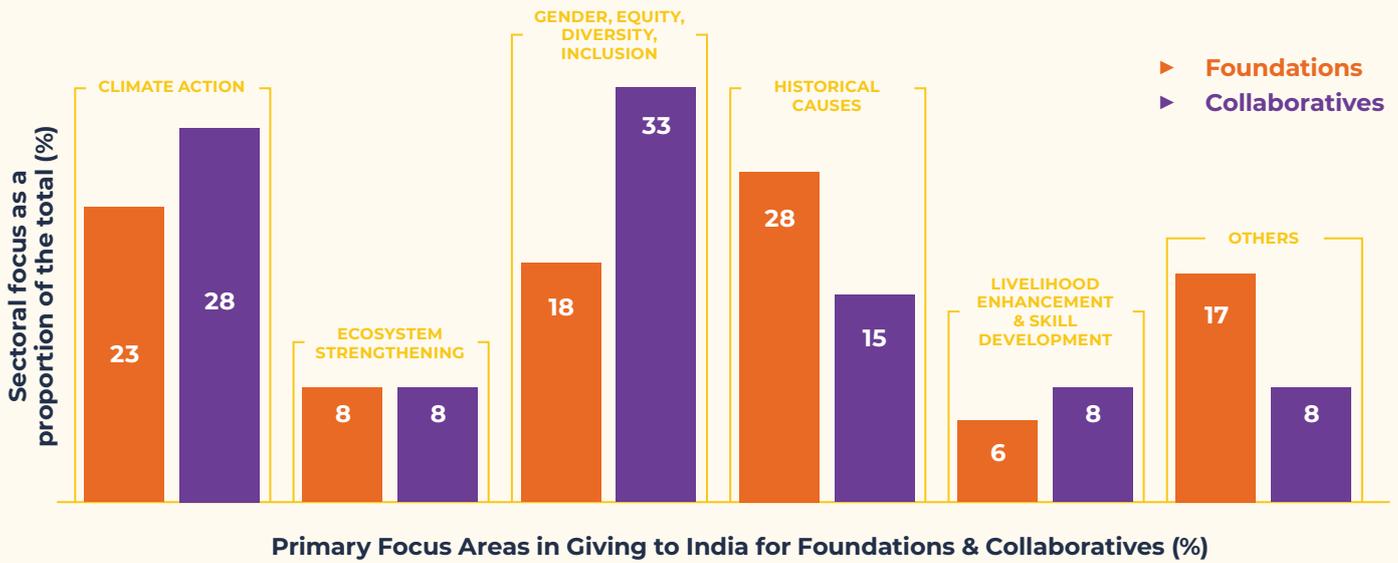
**22%** Giving to India as a proportion of LMICs

SOURCE | OECD

Beyond providing resources, foundations, and collaboratives are critical in strengthening India's giving ecosystem. Their sustained engagement with civil society organizations has strengthened the infrastructure and narrative for field building around crucial sectors such as health, education, and gender equity. Their contributions include co-creating evidence and learning platforms, aligning diverse stakeholders to development outcomes, and fostering multi-stakeholder collaborative action through convenings and vehicles. This also helps unlock both domestic and international sources of funding.

This highlights the diverse approaches within the giving ecosystem, where both foundations and collaboratives contribute uniquely to building a robust narrative and driving impactful change.

## INSIGHTS ON PHILANTHROPY BY FOUNDATIONS AND COLLABORATIVES



SOURCE | DASRA ANALYSIS FROM MULTIPLE SOURCES

Please note the data set draws upon publicly available information (the data set is non-exhaustive and indicative) and has focused on primary themes for giving. We acknowledge that several foundations and collaboratives have overlapping priorities. Historical causes include education + health. Others include sports, arts and culture, animal welfare, etc.

## SECTORAL AND LEADERSHIP REPRESENTATION ACROSS FOUNDATIONS AND COLLABORATIVES

	▶ FOUNDATIONS	▶ COLLABORATIVES
<b>TOP FUNDING SECTORS</b>	<ul style="list-style-type: none"> <li>+ Historical Causes</li> <li>+ Climate Action</li> <li>+ Gender, Equity, Diversity, Inclusion</li> </ul>	<ul style="list-style-type: none"> <li>+ Gender, Equity, Diversity, Inclusion</li> <li>+ Climate Action</li> <li>+ Historical Causes</li> </ul>
<b>INDIAN DIASPORA LEADERSHIP</b>	<p>44% have representation from the Indian diaspora at the executive level and 26% at the board level</p>	<p>48% have Indian diaspora representation at the board and the executive level</p>

SOURCE | DASRA ANALYSIS BASED ON MULTIPLE SOURCES (THE DATA SET IS NON-EXHAUSTIVE AND INDICATIVE)

Foundations and collaboratives have unlocked notable success through giving and narrative building. There is also a compelling need to diversify the sources of funding. By broadening the base of philanthropic support, India could enhance its resilience against fluctuations in funding priorities and further its capacity to tackle a diverse array of social challenges effectively.

## THE INDIAN DIASPORA IS A FORCE TO RECKON WITH AND IS ALREADY SHAPING POSITIVE SHIFTS WORLDWIDE

The Indian diaspora has made valuable contributions in the areas of academia, literature, arts, medicine, science, sports, industry, business, and politics, among others. It is now also contributing to India's growth story.

This shift is visible in the global philanthropy ecosystem as well. Indian diaspora leaders<sup>i</sup> are increasingly at the forefront of leading philanthropic decision-making globally. Their unique experiences are bridging diverse cultures and fueling a more equitable giving landscape. These leaders are championing giving to underserved communities, sectors, and geographies within India. Foundations have a notable presence in the Indian diaspora, with 44% having diaspora representation at the executive level and 26% at the board level. Collaboratives show stronger Indian representation than foundations, with 48% having Indian representation at both the board and executive levels. The pattern suggests greater equity and representation within the philanthropy space.

The Indian diaspora in the US has significant philanthropic potential, estimated to reach up to USD 2.5 billion by 2030, a sharp increase from USD 0.2 billion in 2023.<sup>4</sup> This growth is aligned with the wealth projections of US-based Ultra High Net Worth Individuals (UHNIs) of Indian origin, which is expected to reach USD 1.03 trillion by 2030.<sup>5</sup> If the broader Indian diaspora community, approximately 4.1 million strong, were to give at the same rate as the average US population – their giving potential could rise even higher, to USD 3 billion.<sup>6</sup>

Indian Americans have a nearly 2X higher median annual income of USD 89K, compared to the US median of USD 50K.<sup>7</sup> However, their donation rates are 2X less than the average. Indian Americans donate about 1.5% of their income annually, whereas the average American donates around 4%.<sup>8</sup> This gap widens further as income levels increase, highlighting a significant underutilization of philanthropic capacity within the community.



Experts believe several barriers hinder their philanthropic journeys. Motivational barriers include a lack of reliable and accessible information about NPOs, limited trust in philanthropic intermediaries, a nascent culture of formal giving, and cultural preferences for 'informal' giving to family and friends over donations to social organizations. Structural barriers, such as regulatory constraints, an underdeveloped 'giving infrastructure,' unfavorable tax policies, and demographic shifts between first-generation and second-generation givers, further contribute to the gap in philanthropic engagement.<sup>9</sup>

The philanthropic interests of the Indian diaspora are evolving. So far, their approaches have demonstrated a blend of commitment to traditional causes like education, health, and gender issues, while also embracing newer areas such as financial inclusion, access to technology, and LGBTQIA+ rights. This

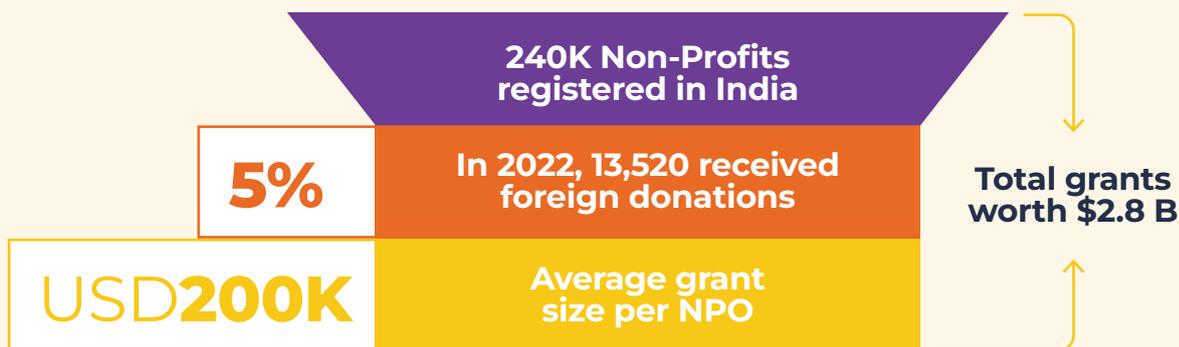
<sup>i</sup> Indian diaspora here refers to non-resident Indian citizens and individuals with Indian origins across three generations. The data has been corroborated through publicly available credible sources.

expanding focus highlights a dynamic shift that balances long-standing cultural values with contemporary social priorities, presenting a unique opportunity for the diaspora to leverage their growing philanthropic capital to drive meaningful change across a wide range of sectors.

### THE REACH OF NON-PROFITS AND PHILANTHROPY IN INDIA IS LIMITED DESPITE AN AGILE ECOSYSTEM

India has 240,000 registered non-profit organizations (NPOs)<sup>10</sup>, and a small proportion access foreign funding. In 2022, 13,520 NPOs received foreign contributions worth USD 2.8 billion, with the average grant size per NPO being USD 200,000.<sup>11</sup> NPOs play a critical role as official development partners to the government at the federal and local levels, building awareness among underserved communities, and strengthening last-mile access to services. Rooted in decolonization movements, from over a century ago, India's non-profit ecosystem is mature and agile. It is poised to build replicable solutions that can be scaled across the Majority World<sup>12</sup>.

#### LANDSCAPE OF NOT-FOR-PROFIT SECTOR FUNDING IN INDIA



SOURCE | DASRA ANALYSIS BASED ON PUBLICLY SOURCED DATA<sup>12</sup>

Targeted engagement across various funder cohorts is crucial to boosting and diversifying giving to India's vibrant non-profit ecosystem. Highlighting role models from the Indian diaspora, whether through direct contributions or by shaping the global philanthropy discourse, can inspire diaspora leaders to increase their involvement. Domestic and international intermediaries operating in India can bridge the gap between the current level of giving and the potential contributions from global donors.

As India's funding landscape evolves toward more localized sources and greater agility within civil society, global giving can help prepare the country for its next phase of development – India for the World. The non-profit ecosystem in India is already showing potential to scale solutions beyond its borders. With a robust global focus on India, the country can offer replicable solutions that prioritize the needs of the Majority World.

<sup>2</sup> The Majority World denotes those countries combined which hold most of the world's population; see more here: <https://gh.bmj.com/content/bmjgh/7/6/e009704.full.pdf>.

## Note on Methodology

The data exercise undertaken is non-exhaustive and indicative. The sample size is – n(foundations)= 25; n(collaboratives) = 29. The analysis includes prominent global foundations based on their quantum of giving, as per OECD data. The global collaboratives were sourced from multiple sources, through purposive sampling, and included strategically relevant entities involved in pooled funding. We acknowledge the potential for researcher bias to have influenced the selection and analysis of data.

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## About the Philanthropy Flashcard Series

Philanthropy and non-profit practice are playing a critical role in addressing India's most pressing challenges and advancing its boldest ambitions. If you want to know the big picture, it helps to start with the small details. This series aims to provide a strategic vantage point into the ever-changing landscape of development in India. Presented as flashcards, we capture insights on shifting trends, barriers, and opportunities.

This, the second volume, covers two themes: global giving to India covering collaboratives, foundations, and the Indian diaspora in the US, and homegrown non-profit solutions that have scaled practice across diverse geographies. The Philanthropy Flashcard series provides succinct insights based on secondary data and our ongoing conversations with key stakeholders.

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