How India gave during

#GivingTuesdayIndia 2018

#GivingTuesday is a global giving movement that was brought to India in 2017 by GuideStar India, as a celebration during DaanUtsav. In the span of a year, the amount raised through #GivingTuesdayIndia grew seven times to INR 9.03 crore. The global #GivingTuesday team, GuideStar India, Centre for Social Impact and Philanthropy (CSIP) at Ashoka University, and Sattva Research, have collaborated to create data-driven insights on the nature and patterns of giving during #GivingTuesdayIndia.

In 2018, #GivingTuesdayIndia campaigns by 23 collaborators raised INR 9.03 crore for Indian non-profits from 18,947 donors across the world

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

Value of donations

49% of the total donations had a ticket size between INR 1000 (USD 13.7) and INR 25,000 (USD 343).

Volume of donations

43% of all donations were under INR 1000 (USD 13.7).

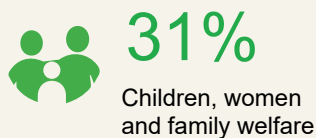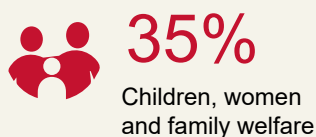**46%** donations were between INR 1000 (USD 13.7) and INR 10,000 (USD 137).

New vs. existing donors

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

Source: The above data is based on 60% of total donations raised (INR 5.42cr/USD 0.74m).

Children, women and family welfare received the highest value and volume of donations

35%
Children, women and family welfare

27%
Education

14%
Environment

9%
Health

31%
Children, women and family welfare

14%
Education

10%
Environment

14%
Health

● By value of donations ● By volume of donations

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

Donations raised from 50+ countries, with India donating the most by volume and USA donating most by value

▮	0
▮	1-100
▮	100-250
▮	250-500
▮	500-1000
▮	1000+
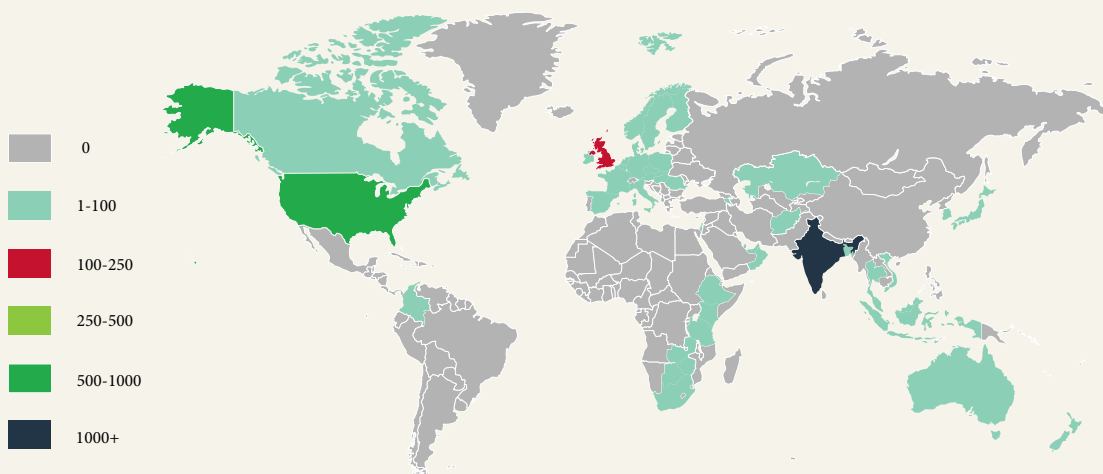
Map showing number of donations originating from each country

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

70% of donations by value received in 5 states of Tamil Nadu, Maharashtra, Delhi, Telangana and Karnataka. Tamil Nadu received 3075 donations of total value INR 1.96 crore (USD 269K)

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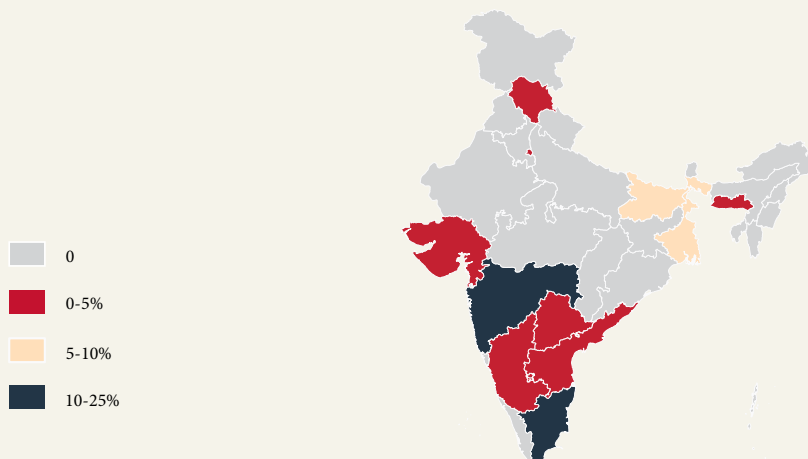
Map showing percentage of total number of donations received for each state in India

*Source: This data accounts for INR 4.35 cr (USD 597k), 48% of total donations*

Key takeaways from collaborator case studies

globalgiving

New donors accounted for 87% of donations by volume and 85% of donations by value, likley due to GlobalGiving's accelerator programme bringing new SPOs to their site.

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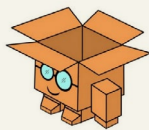
Donatekart
Delivering Happiness

Through the use of Google Analytics, DonateKart learnt that social media brought in 59% of site traffic, making it their most effective communication channel.

56% of total visitors to DonateKart were female. A similar percentage of total visitors were 25-34yrs of age.

#MyGivingStoryIndia: Influencing giving through effective storytelling[1]

#MyGivingStoryIndia is a digital storytelling challenge run as part of #GivingTuesdayIndia, modelled on the campaign run in the USA. A total of 251 stories were received and over 64,000 votes were recorded as part of this challenge.

45% of total stories were submitted by men
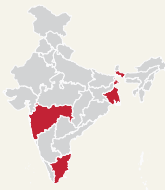
45% stories originated in Maharashtra, Tamil Nadu and West Bengal

57% of all stories were 200 to 400 words long

47% of total stories were submitted by women

62% of total stories originated in non-metro cities and towns

75% of all votes were garnered by stories with 200 to 400 words

67% Givers gave time

30% Givers gave voice

13% Givers gave money

13% Givers gave goods

---

[1] In this section, givers refers to storytellers or protagonists in the stories

64%
givers motivated by passion for the cause

24%
givers motivated by a feeling of community

Stories related to the education sector accounted for

42%
of all stories submitted

21%
of all votes submitted

Stories with children as recipients accounted for

34%
of all stories submitted

51%
of all votes submitted

'Satisfaction,' 'joy,' and the rewarding experience of 'making a difference' were feelings most commonly used to describe giving.

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

#GivingTuesdayIndia data insights:

#GivingTuesdayIndia

Key supporters

ROHINI NILEKANI philanthropies

ASHOKA UNIVERSITY

Centre for Social Impact and Philanthropy

@c@e CHANDRA FOUNDATION

A celebration of

DAAN UTSAV

Powered by

GuideStarIndia
The first place to find NGOs in India
www.guidestarindia.org

Download the full report here:

http://csip.ashoka.edu.in/research-and-knowledge/#givingtuesday

Learn more about #GivingTuesdayIndia here