

Release of the 2018 World Giving Index

Host: Ted Hart

Guest: Susan Pinkney – Charities Aid Foundation

Announcer: Welcome to the CAF America Radio Network, a production of the Charities Aid Foundation of America. As the leader in global giving, CAF America offers more than 20 years of experience and expertise to corporations, foundations, and individuals who wish to give internationally and within hands to do diligence in the United States. Through its industry-leading grant management programs and philanthropic advisory services, CAF America helps donors amplify their impact. This show is dedicated to these donors and the charities they support.

CAF America is uniquely positioned to serve as the bridge between these important partners and transforms vision into meaningful action. Guests on the CAF America Radio Network are leaders in their field who share tips for success and stories that inspire. Our host is Ted Hart, the CEO of the Charities Aid Foundation of America. This is a live call-in show. Add your voice by calling 914-338-0855. After the show, you can find all of our podcasts at cafamerican.org. Don't forget to dial 914-338-0855. Now, welcome the host of the CAF America Radio Network, Ted Hart.

Ted Hart: Welcome to the latest edition of the CAF America Radio Network. We have a very special show today because we just released the ninth edition of the World Giving Index. The World Giving Index is an annual report using data gathered by Gallup and ranks over 146 countries in the world according to how charitable they are. Today, you're going to learn the results of the latest survey.

The aim of the World Giving Index is to provide insights into the scope and nature of giving around the world. Those who participated were asked which of the following three charitable acts they had undertaken in the last month. One, helped a stranger; two, donated money to a charity; three, volunteered time to an organization. There are some trends which have carried on this year and there are some big surprises. In fact, we have some very good news for you about the giving habit in the United States towards the end of the show.

First, I'd like to introduce to you a very special guest here on the CAF America Radio Network, calling in from London, England. Susan Pinkney is the head of research and insights at Charities Aid Foundation. Welcome here to the CAF America Radio Network, Susan.

Susan Pinkney: Hi Ted, thanks for having me.

Ted: Great to have you here. Let's jump right into this to make sure that our listeners, first of all, understand what was the methodology used to collect the data for the 2018 World Giving Index.

Susan: Sure. As you've already said, we actually used the polling company Gallup. We used their world poll, which collects data for a whole host of organizations and many of Fortune 500 companies, the United Nations, The World Bank and that who we used to collect this data as well. What that means is that we interviewed over 163,000 people across 2017 in 146 countries, as you said, which we reckon represents about 95% of the world's population, which is why we often talked about the World Giving Index as being the leading Index of generosity globally.

It's big I think is the first thing to say. In most countries that we survey, we do 1,000 introduced across the population. I guess it's important to bear in mind as well that for the purpose of this, we're talking about individuals, individuals that we go and speak to. Then in every country, they're adults so they're

age 15 plus, as we say, truly representatives. In some of the larger countries that we interview in, the likes of China, for example, we interview 4,000 people, Russia, we do 2,000, but in the vast majority, it's about 1,000.

Ted: That's a lot of people to be surveyed and certainly, we start off this discussion with a great deal of credibility coming into this data, because, as you said, it is part of the Gallup world poll. They have the resources to be able to poll all of this together. What are the main trends in giving this year that can be discerned from this new survey?

Susan: I guess the key things that we've seen this year are that more people are telling us that they're volunteering their time this year. That's gone up from just under 21% to over 21%. One in five people globally are volunteering. We've also got more people saying that they helped a stranger, which has gone up from just under half to around 51%.

One negative I guess of all of it is that the number of those donating money has actually declined, which we also saw last year. This is something we'll keep a very close eye on to see if it's a trend developing or if we're in a two-year blip, but certainly, if that continues then that should be something of concern for all of us. That's gone down to just over 29% donating money this year.

I guess on the real positive and something we have seen on the trend for the last few years is giving in Africa, across the continent, which has grown year and year. Actually, if you look at the continent as a whole, in terms of what their World Giving Index score is, it's now 33% which is exactly the same as the continent I'm sitting here in, in Europe, which is phenomenal. I've seen phenomenal growth over the last few years, which is a great thing. They're the key big trends I guess we're seeing.

Ted: I'm curious about this trend, and as you said, we're monitoring it to see if there is anything important to know about the decline in the donation of money, but the increase of helping strangers and volunteering time. I'm just wondering if from other information or anecdotal information, if you think that in some ways that has to do with the trust in charities or the trust in the use of funds, whereas if I give my time or I help a stranger, that's something I'm personally doing as opposed to perhaps relying on someone else.

Susan? Perhaps we've lost Susan. Let me just check the technology here. I'll look for, hopefully, Susan to be back with us in a few moments. That was just several questions on my mind as to whether or not that might be part of the information behind that two-year trend that Susan mentioned. Let me just try something here to see if Susan can come back to us. Susan are you there?

Let's see. Where is Susan? Susan are you there?

I'm going to go on and share a little bit more about this. I'm going to leave Susan's line open in hopes that she can join us again. Actually, we're going to take a really quick break here and see what I can do to bring Susan back in here.

Announcer: Remember our podcast and archives are always available 24 hours a day at cafamerica.org. If you're listening today, our phone lines are open. Call in and ask a question by dialing 914-338-0855. Now, back to the CAF America radio network and our host, Ted Hart.

Ted: I see that Susan has dropped off. I'm hoping that she's going to be able to call back in. One of the changes that we saw most in the survey was from Myanmar, which has topped the list for the last four

years and fell to ninth spot this year. That's certainly significant. I see that's Susan is back here. Susan, I'm sorry that we lost you earlier. Are you with us now?

Susan: Yes, I could hear you, but I don't think you could hear me for some reason. Sorry about that.

Ted: Okay, terrific. I'm glad that you're back, we just took a quick little break. Then I just shared some of the data regarding Myanmar which had topped the list for the last four years and fell to ninth spot this year. Are there any other major changes that we saw year over year?

Susan: I've already mentioned what we saw across the continent of Africa. spoke about - I guess the other big thing that we all spoke about last year was there was a general decline across GA in western countries. That's something that we've seen reversed this year which is pretty positive. The scores in pretty much every western country in the top 20 on the World Giving index, have gone back in line with 2016 levels. What it looks like with the levels we saw last year were the blip when things went down, and it's good news that they've all returned them and stabilized back to pre-2016.

That's certainly a positive when we look at the results. As you see Myanmar has been top for the last four years, has fallen back to ninth spot this year., and has given up the number one place to Indonesia. That I guess having been there for four years that was quite a change for us when we saw the results.

Ted: Sure, anything behind that or do you think maybe it was just a statistical glitch that we saw a decline in western countries and then having that be reversed? Is there anything we can pin that on or not really? Susan? We do seem to continue to have problems with Susan. If you can hear us please call back in and hopefully we can grab you back here into the show.

As Susan was just mentioning, it is interesting that Indonesia got the top spot, without its actual giving score remaining largely unchanged. This would suggest that the giving scores in the top five countries, from last year, went down on average. We're seeing a shifting of the top several spots, but overall scores were down. The leaps and bounds that Singapore made were really astounding in this report. That really stood out. As little as five years ago, they were ranked 64th in the world and this year they have managed to break into the top 20. This is a country which has very publicly said that they do want to show leadership in the philanthropic space. Government there has taken action to try to do that.

It would seem that that effort on the part of the government in Singapore may be paying off for that country. I think Susan is back with us. Susan, I was just sharing, picking up where you left off about Indonesia taking the top spot. That there was a shifting of the top five countries, and all of them went down overall. Just how astounding it was as Singapore jumped from 64 to breaching into the top 20. I was just sharing that the Singapore government has, for many years, made statements about wanting to show leadership in philanthropy. Perhaps some of that effort is starting to pay off. Susan, I think you're back with us, is that right?

Susan: Yes, so I'm here on a different phone, yes.

Ted: [chuckles] There you are, we're obviously having a little bit of trouble and we apologize to our listeners, keeping Susan's line open here from London. We do appreciate your efforts to keep coming back into the show. Not to be too parochial here Susan, but here at CAF America, our show and our work is obviously about philanthropists here in the United States. Can you share with us some of the specific data that would be interesting to our donors and our listeners about how the United States fared in the 2018 World Giving Index?

Susan: Yes, definitely. It's really positive news for the US, I guess is the key point. You went up one place from fifth to fourth this year in the World Giving Index. Just behind Indonesia, Australia, and New Zealand was the three that pipped you to the post. One of the really exciting things I think about the US is that actually it's been the most consistently generous country across the nine years that we've run it. Since we released it nine years ago, the US hasn't actually dropped out of the top five countries, which is the only country not to have done that.

That's a real positive that's going on up there. In terms of your other neighbors across the Americas, you obviously come out as number one there as well. The thing that Americans do the most is helping a stranger, which is 72% said they've done. Which is really high. That's followed by donating by money, which is about 61% and then followed by volunteer time at 39%. All those levels are pretty high but led by helping a stranger.

Ted: That of course, I think for most of us is we would consider that to be baseline Americanism to reach out and to help others. We certainly have had a number of natural disasters that I think certainly have provided people opportunity to reach out to their neighbors near and far and to help. I'm really pleased to hear that the United States is the only country in the world has not dropped out of the top five. Even though we have obviously moved around.

I think some of that moving around in the top five is because the other countries are making progress or changing their patterns of giving. Which I think should not be surprising to the United States that some of the leadership that we provide in philanthropy provides a guidepost for much of the world.

Susan: Yes, you're absolutely right. We've already talked about Africa, for example, there are many countries in the African continent are starting to catch up. I think you were speaking about Singapore when I got lost on the phone. What we've seen there is phenomenal, increase to break into top 20. As things start to change globally, it's no bad thing for us sitting here, and whether it be the UK or the US who are currently in the top 10, to see other countries start to come up closely behind us. That is clearly a positive in terms of global philanthropy and what's going on in the broader world.

Ted: I was wondering if you could, Susan, reflect on the nine years of the World Giving Index. From your perspective and that of your office, how has this been received and is this something that the world looks to? Is there evidence that this provides some baseline for countries to benchmark off from? Help our listeners understand, we talked about the methodology of the World Giving Index, but what is the World Giving Index to the world of philanthropy?

Susan: It's amazing actually, I've been at CAF now for the past four years here in the UK. This is my fourth World Giving Index. I always found it astounding the amount of meetings I go to, whether it be here in the UK or further afield that people mention the World Giving Index to us. Whether they be fundraisers or government departments. I've heard stories of it being quoted in the UN. I know it gets quoted in our own government here in the UK, for example, in Westminster. It's fantastic for us to go out there and hear how widely it's used. I think the thing that we always say is, it's three questions in the World Giving Index.

What it allows us to do is start a conversation, and start conversations about philanthropy. We would absolutely love at CAF for people across the globe to take up that basic information, and really get to the understanding of why these things happen. We CAF run it in the UK for example. We know why things happen over here. We know more about the behaviors.

We've done a number of other studies now, and in many of our CAF Global Alliance countries as well. We would ask other people out there to take on that mantle, and try to truly understand what is going on within those markets. The World Giving Index is just a conversation starter, as a said. To be quoted to the things like the United Nations and the World Bank is fantastic for all of us that work on the project.

Ted: To have the ability to see how countries relate to each other. Do we see regional trends? Do we see global trends over the nine years?

Susan: Well, the African thing is probably one of the biggest pictures to have emerged. I think when we started the project, or even just going back five years, the difference between the top continent and the bottom continent was about five percentage points in the scores. That's now about one percentage point. You can start to see that globally, and continents such as Africa are starting to emerge. We can look at what's happening in the Americas, for example.

I would say to the US, we actually saw some declines in the border Americas, and in countries such as Mexico last year which we will continue to keep an eye on. It just allows us to see roughly what's going on out there and start to, for all of us to ask questions about why these things are happening.

Ted: What are some of the policy suggestions that leaders around the world, might draw from the World Giving Index? Whether it's based on the ranking of their own country or just the notion or thought of philanthropy that does seem to be a global phenomenon. This seems to be looking at the heart and soul of what it means to be human.

Susan: Yes, exactly. I think to me that's one of the great things about the World Giving Index is it's not measuring how much money people give as such. It's the three simple measure, so it means that we can compare rich and poor countries, the richer and the poorer continents and look at that innate generosity that human beings have. I think when there's a lot of political turmoil going on globally at the moment, a lot of not necessarily positive things going on, it's fantastic to see that we all have that drive to help, whether it be giving money if we have it, or volunteering, or helping out a stranger.

I think what it really does is help government see what's going on and remind us all that that generosity continues to exist. The flip side of that is also we also need to be aware that we shouldn't take it for granted, that people will continue to help out and be charitable. There an [unintelligible 00:21:44] all of us, and whether that be in civil society or in governments to promote environments where it's easy to give and in whatever way that may be.

Ted: Well, and I think that's where I wanted to go with this discussion is, can we take this for granted? Should we take this for granted? What do we feel the message to leaders should be? We certainly see a lot of tumultuous politics around the world and it feels like a shifting of various ideologies. Is philanthropy something that gets carried through that change? Do we fear or feel that philanthropy is something that can get lost?

Susan: It's a really interesting question there actually. Firstly, I don't think we should take it for granted. Any money that people part with to give to charity is money they could be doing something else with. We absolutely shouldn't take it for granted. I think it's great that we're generous on a global scale. The only country I can really talk about that one is we did some analysis within the UK recently. You're probably aware of the Brexit that we have going on over here at the moment. We wanted to have a look to see whether individual giving would be likely to change as a result of Brexit, or as a result of big economic or political events happening.

We actually looked at our UK data from a survey we did, going back over the last, must be about 12 years now. What we see is actually regardless of what happens, whether it be a crisis in the banking sector, GDP going down, whatever it is, generosity remains at the same level. In the UK, we see around £10 billion a year given to charity regardless of what's going on.

Which that really is the one country I can talk about. At the same time, definitely, we should not take it for granted. We've had our fair share of charity stories and scandals in the press and things over here and we all need to continue to work at that. Nothing seems to impact in terms of how much people are willing to give to charity.

Ted: Here in the United States, it's estimated that \$390 billion is given to charities each year according to the Giving USA report, the most recent report. The total giving had grown by 2.7%. Although, there is some evidence that that growth may be stalling this year. It'll be interesting to see how the United States fairs in the World Giving Index next year because of some tax changes here. I was wondering if you could speak to that point very quickly, in terms of the role of government to provide incentives and inspiration to philanthropy.

Susan: Yes, I'll get you back to Africa again for a little bit. One of the things that we looked at last year in quite a lot of detail with policy colleagues, was about the emerging middle classes globally and what impact it could have to philanthropy if they were to give. Our research actually shows that if the growing middle classes across the world can contribute around \$320 billion a year. If they were to give to the same levels as we do in the UK for example, it's a level on the par with the annual GDP of countries like Singapore. In order to get to that, we do need governments--

That's not just in this context African governments, it's our government, the government in the states et cetera. We can look at that and see how we can help build that culture of giving in these countries, by helping government build the infrastructure and the trust structures that we take for granted in other more developed philanthropic countries. I guess that's our call to action for governments globally, is to make sure those infrastructures are in place so that giving can grow and then continue as it is.

Ted: Some governments, of course, see the philanthropic sector is somewhat of a threat. Do we see that lessening? Do we see that growing? Is that an undercurrent concern to philanthropy?

Susan: I can only really comment on the UK, where we got all mechanisms in place to help us to give. I know you do in the states, as well. We're always called to be as open as possible when it comes to philanthropy to enable the sector to survive. Clearly, I'm sitting here in an incredibly privileged position in the UK talking about this where we have an amazing philanthropy going back hundreds and hundreds of years. I guess in the same region as you in the States.

Ted: Of course, here at CAF America, we also have a sister organization, CAF Canada. I was wondering if you could give us a little bit of information about how Canada stood in the most recent World Giving Index.

Susan: Yes, I guess we're going to finish this podcast on more of a negative incline as well. Canada has actually dropped back a little bit this year. It's fallen out of the top 10, from seventh to 15th place. That's a negative to it. We don't know if this is a trend. This is definitely something we need to keep looking at. On the positive, it's still in the top three most generous countries in the Americas. It's still a generous nation overall. It's still 15 over 146, over half of giving money, runs about 56%. The same number of

people saying they've helped a stranger in that. I guess it's not great news that Canada has fallen back in terms of its overall position, but there is still a great tradition of giving in Canada.

Ted: Certainly as you mentioned earlier, still a strong tradition of philanthropy throughout the Americas. You've mentioned several times Africa, you've also brought us up to speed a little bit on Europe and the UK. What about Asia?

Susan: Yes, Asia particularly performs well in terms of things like helping a stranger. We see that many of the countries there do well on those kinds of measures. There's also in many of [Asian countries, especially the Buddhist countries we see people giving small amounts in large quantities in terms of financial aid to charities as well. In Asia, it tends to be much more, I guess smaller amounts that are given, but people giving at high levels.

Ted: Susan Pinkney, head of research and insight at Charities Aid Foundation. I want to thank you for being my guest here today on the CAF America Radio Network. Just to mention to all of our listeners, you can find a copy of the 2018 World Giving Index at cafamerica.org. You'll find right on the homepage a link to that. You can also search for all of the World Giving Index releases right at cafamerica.org. Again, Susan, thank you for being my guests here today on the CAF America Radio Network.

Susan: Thanks so much for having me.

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