

# Global Philanthropy Tracker 2020



**LILLY FAMILY  
SCHOOL OF PHILANTHROPY**  
INDIANA UNIVERSITY  
Indianapolis

RESEARCHED AND WRITTEN BY

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## Indiana University Lilly Family School of Philanthropy

The Indiana University Lilly Family School of Philanthropy is dedicated to improving philanthropy to improve the world by training and empowering students and professionals to be innovators and leaders who create positive and lasting change. The school offers a comprehensive approach to philanthropy through its academic, research and international programs, and through The Fund Raising School, Lake Institute on Faith & Giving, Mays Family Institute on Diverse Philanthropy, and Women's Philanthropy Institute.

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# Executive Summary

The COVID-19 pandemic has increased the visibility of philanthropy, highlighting its advantages: its agile and flexible responses, its role in international and cross-sector collaboration, and its potential to catalyze innovation and change across countries. The pandemic has also highlighted obstacles: challenging legal environments for cross-border giving, to the need for coordination, and to the need for improved philanthropic infrastructure worldwide. Even as the pandemic brings new challenges, it also presents the opportunity to enhance the structure, functioning, and effectiveness of philanthropy worldwide.

The *Global Philanthropy Tracker* (GPT) details the magnitude of cross-border philanthropic contributions globally. By capturing contributions made by individual and institutional donors to support charitable causes across national borders, this report aims to offer a more complete picture of global philanthropic flows. The 2020 GPT provides an updated estimate of the amount of cross-border philanthropy that occurred in 2018 or the most recent year for which data are available. It further compares cross-border philanthropy to three other cross-border resource flows: official development assistance (ODA), remittances, and private capital investment.

The 2020 GPT covers data on these four types of flows from 47 economies, including countries from every world region, across levels of economic development.<sup>1</sup> Together, these countries represented 62 percent of world population, 85 percent of global gross domestic product (GDP), and 22 percent of all economies in the world in 2018. Of these 47 economies, 26 are members of the Organisation for Economic Co-operation and Development's (OECD) Development Assistance Committee (DAC).<sup>2</sup>

In this report, data on cross-border philanthropy and the other three types of resource flows are presented by economies' income group—low-income, lower-middle income, upper-middle

income, and high-income—as defined by the World Bank based on gross national income (GNI) per capita of each economy.<sup>3</sup> This framework helps us better understand the data in context, taking into consideration the varying standards of living across countries.<sup>4</sup>

As a key component of the research for this report, the Indiana University Lilly Family School of Philanthropy launched a global survey of data availability on cross-border philanthropy in 2020. The survey is the first step toward obtaining a comprehensive analysis of data availability on cross-border philanthropy among donors adopting more complex vehicles, channels, and methods of giving. Experts from all economies are invited to join this research initiative.<sup>5</sup> The 2020 GPT also includes in-depth narratives developed by research partners that provide unique information and data on domestic and cross-border philanthropy in 18 countries.<sup>6</sup>

## KEY FINDINGS

### THE IMPORTANT ROLE OF CROSS-BORDER PHILANTHROPY IN GLOBAL DEVELOPMENT

**1. In 2018, the 47 economies included in the report contributed USD 68 billion in philanthropic outflows<sup>7</sup> and a combined USD 834 billion through all of the four cross-border flows, including philanthropic outflows, ODA, remittances, and private capital investment (see Figure 1).**

Philanthropic outflows accounted for (8%) of the total resource flows; however, to put the USD 68 billion in perspective, this is higher than the GDP of 144 out of all 217 economies around the world in the same year. Thus, giving across borders amounted to roughly the 74th largest economy in the world by GDP in 2018. Diverse players—including individuals, corporations, foundations and other philanthropic organizations (POs)—across countries contributed to the impact of cross-border philanthropy.

<sup>1</sup> The discussion on data in this report is based on available data and may underestimate the real scope of philanthropic outflows for some countries. See Appendixes for more information on data for each economy included.

<sup>2</sup> There were 30 DAC members in 2018, including the European Union and 29 individual economies. <http://www.oecd.org/dac/development-assistance-committee/>

<sup>3</sup> See page 12 for more information about the World Bank Country Income Classifications followed in this report.

<sup>4</sup> Of the 47 economies, 32 (68%) were high-income in 2018, 10 (21%) were upper-middle income, 3 (6%) were lower-middle income and 2 (4%) were low-income.

<sup>5</sup> To participate in the initiative, please send an email to [indices@iupui.edu](mailto:indices@iupui.edu).

<sup>6</sup> These 18 country narratives developed by research partners, along with brief country profiles of 32 economies developed by the school, are available for download at <https://globalindices.iupui.edu>.

<sup>7</sup> Cross-border volunteering is not included in the quantitative estimates for any country and is instead discussed separately in the report. Only 18 out of the 47 economies had data on cross-border volunteering, and even among these 18 economies, the types of available estimates vary considerably, making it difficult to get a clear picture of the current status of cross-border volunteering.



## 2. Private sources contributed USD 658 billion across national borders in 2018, nearly four times the amount of ODA.<sup>8</sup>

While governments continued to play an important role in international development, a complex set of private actors from countries at varying levels of development played an increasing role in improving infrastructure, preserving the environment, and promoting human well-being.

Remittances to all countries from the 47 economies included in the report reached USD 481 billion (58%) in 2018, more than ODA, private capital investment, and philanthropic flows combined.

Private capital flows from the 22 economies for which data are available totaled USD 109 billion in 2018. Typically the largest financial flow to the developing world, private capital investment represented the third largest flow overall in 2018.

## 3. Cross-border philanthropy will have an increasingly significant role in the international arena than ever before due to three major trends.

- *A global increase of middle-income and high net worth individuals and diaspora communities will likely lead to more engagement in cross-border philanthropy.*

*The growth of the middle class has been the fastest ever in the last decade, especially in upper-middle and lower-middle income economies, with the expectation that spending of the middle class will almost double by 2030 (Kharas, 2017).<sup>9</sup> The global expansion of middle class and high net worth individuals has a huge potential to boost cross-border philanthropy and promote the use of innovative giving vehicles.*

*Small-scale and grassroots initiatives will facilitate philanthropy among individuals and diaspora communities worldwide.<sup>10</sup> Diaspora philanthropy and remittances will also shape the future of cross-border philanthropy, as more and more people will—temporarily or permanently—be part of diaspora communities and practice cross-border giving. Remittances*

*are one of the most stable financial flows to developing countries, even during times of economic downturns and social crises. Of the total USD 481 billion in remittances, about three-quarters (73%) went to low- and middle-income countries, a majority (96%) of which in fact came from migrants in high-income economies.*

- *The rapid advancement and application of new information and communication technologies will make cross-border charitable donations easier, faster, and safer.*

*New digital methods, such as online giving, social media, and crowdfunding platforms, are identified as one of the key future trends for cross-border philanthropy in more than one-third (18) of the 47 economies included in this report. As an example, in South Korea, “the most recent issues affecting donations are the rapid development of digital technologies.”<sup>11</sup> A significant amount of giving to international disaster relief have been donated through crowdfunding platforms in countries such as India and South Korea. In India, “[O]nline giving and crowdfunding, such as Give India and Ketto...have been especially important as a tool for fundraising for disaster relief efforts, whether during earlier flooding...or during COVID-19.”<sup>12</sup>*

- *In high-income economies, such as Australia, Austria, Canada, Denmark, the United Kingdom, and the United States, the use of online platforms and crowdfunding sites for cross-border giving is increasing (Indiana University Lilly Family School of Philanthropy, 2018).*
- *In upper- and lower-middle income economies, such as Jordan, India, and Serbia, where philanthropy is generally less institutionalized compared to the West, online giving and crowdfunding platforms are also likely to improve donor participation and further improve local and international giving by providing easy and fast access for philanthropy to everyone.*

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<sup>8</sup> ODA estimates are available in 37 of the 47 economies. Private capital flows are available in 22 of the 47 economies. See full report for details.

<sup>9</sup> Please note that these estimates are likely to be affected by the COVID-19 pandemic.

<sup>10</sup> Please see sidebar stories in the full report on grassroots initiatives and diaspora philanthropy. For an in-depth look at how African universities are engaging members of the diaspora in the United States, see <https://globalindices.iupui.edu/diaspora>.

<sup>11</sup> For more information, see the South Korea country report developed by Sung-Ju Kim and The Beautiful Foundation at <https://globalindices.iupui.edu>.

<sup>12</sup> For more information, see the India country report developed by the Centre for Social Impact and Philanthropy at Ashoka University at <https://globalindices.iupui.edu>.

- In countries such as Bosnia and Herzegovina, China, Ghana, Mexico, Nigeria, Serbia, and South Korea, both local and international online fundraising platforms provide opportunities for foreign donors to support local causes by “reduc[ing] the threshold of public participation in philanthropy,”<sup>13</sup> “allow[ing] individuals to give directly”<sup>14</sup> to their beneficiaries. Additionally, “cross-border donors are increasingly using crowdfunding and crowdlending platforms to promote their philanthropic activities.”<sup>15</sup>

In more than one-sixth (8) of the 47 economies, mobile payment and text-message donations were mentioned as new technologies that are likely to increase cross-border giving in these countries. Mobile phone-based giving has emerged in both high-income (France) and low- (Ghana) and lower-middle income (Kenya and Tanzania) economies, where mobile platforms and immediate text-message donations facilitate fundraising for and giving to various causes (Indiana University Lilly Family School of Philanthropy, 2018).

- The new and ongoing challenges that societies face across the world require more effective collaboration across sectors and countries.

Local and international POs have been active in addressing immediate and long-term societal needs in the midst of famine, civil wars, natural disasters and refugee crises worldwide. Such phenomena often require international collaboration, where cross-border giving has a crucial role. Most recently, the COVID-19 pandemic showed that cross-border philanthropy is indispensable to successfully address global challenges.

- Global philanthropic initiatives such as the COVID-19 Solidarity Response Fund for WHO, international fundraising campaigns on crowdfunding platforms such as GoFundMe, and cross-border charitable contributions by individuals, foundations, private voluntary organizations, faith-based organizations, and corporations indicate the increasing role and power of cross-border philanthropy.
- #GivingTuesday, the global philanthropy movement to give on the Tuesday after the U.S. Thanksgiving holiday

each November; launched #GivingTuesdayNow on May 5, 2020, to support the global fight against the pandemic. Raising over USD 503 million in online donations in the United States alone, and generating activity in 145 countries, #GivingTuesdayNow also prompted acts of kindness and generosity across the world (GivingTuesday, 2020c).

#### LIMITED DATA ON CROSS-BORDER PHILANTHROPY WORLDWIDE

#### 4. Worldwide, only 18 countries had relatively high-quality data on aggregate amounts of philanthropic outflows.<sup>16</sup>

Despite growing interest, there is still a significant dearth of data on cross-border philanthropy. Moreover, detailed information—on philanthropic flows by donor type (individual or institutional), by use of funds to support various charitable causes and programs, or by recipient country and population—is minimal even for these 18 countries. Also, very limited data exist on the implementation of new tools such as blockchain for cross-border philanthropy. A related issue is the lack of a universal definition and framework of data tracking and reporting across economies.

#### 5. Only 18 economies had available data on the charitable causes supported by cross-border giving, and only Denmark had specific information explicitly aligning with the United Nations’ Sustainable Development Goals (SDGs).

After coding data on the top 3 charitable causes supported by philanthropic outflows from the 18 economies, Quality Education (Goal 4), Global Health and Well-Being (Goal 3), and No Poverty (Goal 1) were the top 3 most supported goals among the 17 SDGs. Additionally, humanitarian aid and emergency responses and international affairs and development were also among the top charitable causes supported by these 18 countries.

#### 6. Only 16 economies published information on the recipient regions of philanthropic outflows, and only 4 of these countries—Nigeria, South Korea, Tanzania, and the United Arab Emirates—had data by recipient country.

Africa, Asia, and Latin America were the three most supported geographic regions of cross-border philanthropy from the 16 economies.

<sup>13</sup> For more information, see the China country report developed by the China Foundation Center at <https://globalindices.iupui.edu>.

<sup>14</sup> For more information, see the Ghana country report developed by Emmanuel Kumi at <https://globalindices.iupui.edu>.

<sup>15</sup> For more information, see the Nigeria country report developed by Emmanuel Kumi at <https://globalindices.iupui.edu>.

<sup>16</sup> These 18 countries include Albania, Bosnia and Herzegovina, Croatia, France, Hungary, India, Israel, Italy, Montenegro, Netherlands, North Macedonia, Serbia, South Korea, Spain, Turkey, the United Arab Emirates, the United Kingdom, and the United States. See the Appendixes for details.

**7. The GPT calls for better data availability and access on cross-border philanthropy in order to improve understanding of global philanthropy and increase its effectiveness globally.**

Comprehensive, timely, and high-quality data will offer a better understanding of the scale, scope, and impact of cross-border philanthropy. Organizations will be able to use data to assess the effectiveness of programs in different countries and fine-tune approaches. Comprehensive high-quality data will further inform policy making and strategic planning. The COVID-19 pandemic of 2020 highlighted the critical role that timely data can have in informing policies and practices.

Researchers worldwide who contributed to the global data collection of the GPT proposed ideas for improving data availability and quality, such as:

- *Establishing international standards for data collection and reporting;*
- *Promoting transparency and data sharing norms among POs;*
- *Offering open access to non-sensitive data on philanthropic inflows and outflows collected by government; and*
- *Expanding existing reporting mechanisms to collect specific data on philanthropic inflows and outflows.*

Any data collection procedures should also minimize the administrative burden for POs and, for the government, not introduce onerous regulations and interfere with regular activities in the philanthropic sector.

AVAILABLE DATA ON PHILANTHROPIC OUTFLOWS BY DONOR COUNTRIES' INCOME LEVEL

**8. The 47 economies that had available data on philanthropic outflows encompass countries with different levels of development. In general, high-income economies tend to have more comprehensive data on cross-border giving.**

- *In the high-income economy group, a vast majority (around 99%) of the philanthropic outflows came from the 26 OECD DAC countries, many of which also had more complete data. All high-income countries that had available data contributed more than USD 67 billion in 2018 (see Figure 12).*

*The United States contributed almost USD 48 billion in private philanthropy to other countries, the highest among the group. The United Kingdom (USD 5 billion), Canada (USD 3 billion), Germany (USD 3 billion), and the Netherlands (USD 1 billion) also had over USD 1 billion in philanthropic outflows.*

*The amount of philanthropic outflows as a percentage of GNI exceeded 0.20 percent for two countries, the United States and Denmark (at 0.23% and 0.21%, respectively). In another six countries (including the United Kingdom, Canada, Ireland, Switzerland, Qatar, and the Netherlands), philanthropic outflows all exceeded 0.10 percent of GNI.*

- *In the upper-middle income group, five emerging economies—Brazil, China, Mexico, South Africa, and Turkey—were the top five donor countries, contributing a combined value of more than USD 900 million (see Figure 11). All of the 10 upper-middle income economies with available data had nearly USD 902 million in 2018.*

*Turkey ranked at the top of this group with the highest dollar value at USD 725 million and the largest share of GNI at 0.09 percent. Mexico came in at second place with around USD 93 million in dollar value and 0.01 percent as a share of GNI.*

- *Three lower-middle income economies—India, Kenya, and Nigeria—had available data on philanthropic outflows, donating about USD 34 million in 2018 (see Figure 10). Among the three countries, Nigeria had the largest philanthropic outflows, at nearly USD 21 million. Philanthropic outflows as a share of GNI were still below 0.01 percent in all three countries in this income group.*
- *Low-income economies are also donors in the philanthropic landscape, rather than being solely recipients of global philanthropic resources. Two low-income economies—Tanzania and Uganda—had available data on the amounts of philanthropic outflows, contributing around USD 2.5 million in 2018 (see Figure 9). This is a valuable, yet still incomplete, representation of the philanthropic outflows made from these two countries; however, the data serve to portray low-income economies as donors in the philanthropic landscape, rather than being only recipients of global philanthropic resources.*

**9. The landscape of cross-border philanthropy has changed drastically over the past few decades. Low- and middle-income countries have also become contributors to global development, enabling more collaborations and innovative approaches to increasing global challenges.**

The importance of multi-stakeholder partnerships is recognized as the UN SDG 17: Partnerships for the Goals. Working together with governmental agencies, players from the business and philanthropic sectors such as foundations and corporations have played an instrumental role in recent developments in health, education, poverty alleviation, the environment, and other areas. The official declaration of Africa as polio-free in August 2020 offers a great example of such historic milestones achieved by cross-sector partnerships.

Collaboration could also be an efficient way to build capacity of POs in low- and middle-income countries, which ultimately supports the sustainable development of local communities in these countries. Both positive economic development and a favorable legal environment are crucial in enabling and encouraging organizations and individuals to engage in cross-border philanthropy (Indiana University Lilly Family School of Philanthropy, 2018). Researchers across countries who developed a detailed country narrative for this report suggested a wide range of approaches that governments can implement to create a more enabling space and strengthen the infrastructure for cross-border philanthropy.

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The 2020 GPT provides new baseline data on cross-border philanthropy and continues to serve as a useful tool for practitioners and policy makers in philanthropy and international development. Together with the *Global Philanthropy Environment Index*,<sup>17</sup> the GPT recognizes and emphasizes the growing role that private philanthropy plays in fostering global cooperation and promoting human prosperity. The two projects strengthen ongoing research efforts to improve understanding of global philanthropy by improving the availability and quality of the data on philanthropic flows and environments across countries. They offer new insights for all in the international philanthropy arena.

The challenges that our world faces are complex. The COVID-19 pandemic has fundamentally changed many aspects of our lives and will change many more in the years to come. Global challenges like this call for new understanding, innovative approaches, and stronger collaboration across the government, business, and philanthropic sectors in all countries and economies. This report serves as an important tool for maximizing those collaborations.

The scale and scope of cross-border philanthropy reflects not only the engagement across countries, but also the humanitarian spirit of caring between peoples of different cultures, geographies, and faith traditions. Philanthropy has a vital role to play, especially in the post-pandemic era, as we explore how we can best work together to build resilience and foster human flourishing for current and future generations.

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<sup>17</sup> Published in 2018 by the Indiana University Lilly Family School of Philanthropy, the latest edition of the *Global Philanthropy Environment Index* examines the enabling environment for philanthropy in 79 countries and economies around the world. The full 2018 report as well as individual country and region reports can be accessed at <https://globalindices.iupui.edu>.



## Global Philanthropic Responses to COVID-19

As the COVID-19 pandemic reached all corners of the world, so did the philanthropic response to the crisis. Major corporate and foundation donors, including Dangote Group, the Coca-Cola Foundation, the King Baudouin Foundation, and the Bill & Melinda Gates Foundation, have helped to catalyze the philanthropic response, raising and distributing billions of dollars for research into the disease and community response efforts. Individual donors have also contributed to a surge of pandemic response donations through crowdfunding platforms, funding both global campaigns, such as the COVID-19 Solidarity Response Fund for WHO, and local- and national-level campaigns. In some cases, corporations like Google and Facebook have amplified individuals' donations through matching programs for donations made through their online platforms. Such cross-sector collaboration has helped boost the global philanthropic response to COVID-19 to date; more

integrated collaboration between all types of donors will be necessary as the fight to mitigate the global health crisis continues.

COVID-19 first appeared in Wuhan, China, in the last days of 2019 and began to spread globally in the first weeks of 2020. By the end of February, as South Korea brought its outbreak under control, Italy went under strict lockdown as the first major hotspot for COVID-19 outside China. In March, countries across the world closed their borders and halted business as usual as the world first began to experience the ramifications of the disease on a global scale (Taylor, 2020). On March 11, the WHO declared a pandemic (WHO, 2020a). On March 26, the United States surpassed Italy in number of cases and by September 2020, the United States had more reported cases than any other country in the world (Johns Hopkins University, 2020). The number of reported cases continued to grow and

increased globally by nearly 400 percent through April and May, despite the strict lockdowns imposed in many countries that slowed national economies into recessions. By May, reported cases in Latin America began to climb, particularly in Brazil, where more than 1.3 million new cases were registered from May to July. In subsequent months, the center of major outbreaks shifted to countries in Latin America, Africa, the Middle East, and South Asia. As of September 2020, concern about a second wave in Europe and the United States was growing (Taylor, 2020).

The COVID-19 pandemic induced a wave of philanthropic support to community-led response efforts, vaccine research, and efforts to distribute medical supplies. By late August 2020, 1,051 funders had granted USD 14 billion to 9,974 recipients worldwide (Candid, 2020a), and more than 700 philanthropic leaders signed the *Philanthropy's Commitment During COVID-19 Pledge* to support their grantees and their broader communities with unrestricted grants and donations, reduced reporting requirements, and more effective communication (Council on Foundations, 2020a).

Crowdfunding platforms have channeled individual cross-border donations to national-level campaigns to fight against the pandemic, such as Akhuwat in Pakistan, Giving.sg in Singapore, GiveIndia in India, and CanadaHelps in Canada. In addition, platforms such as GoFundMe and GlobalGiving have also contributed to a surge in giving at the international level, raising funds for projects in Italy, Kenya, Mexico, Spain, and the United States, among others. Giving Tuesday, the global philanthropy movement to give on the Tuesday after the U.S. Thanksgiving holiday each November, launched #GivingTuesdayNow on May 5, 2020, to support the global fight against the pandemic. Raising over USD 503 million in online donations in the United States alone, and generating activity in 145 countries, #GivingTuesdayNow also prompted acts of kindness and generosity across the world (Giving Tuesday, 2020a).

The early months of the COVID-19 pandemic also saw new international campaigns led by international institutions, such as the European Commission's Coronavirus Global Response Fund and the UNICEF Coronavirus (COVID-19) Global Response Appeal. Launched on May 4, 2020, the Coronavirus Global Response Fund raised nearly USD 19 billion from governments, international foundations, and corporations by the end of June to provide "universal access to tests, treatments, and vaccinations for Coronavirus" (European Commission, 2020).

By the start of August, the UNICEF Coronavirus (COVID-19) Global Response Appeal had raised almost USD 1 billion to support its response effort, including USD 83 million from the private sector (UNICEF, 2020).

In an unprecedented turn of events, intergovernmental organizations have also implemented innovative fundraising vehicles to channel private philanthropic resources across the globe. On March 13, 2020, the WHO partnered with the United Nations Foundation and the Swiss Philanthropy Foundation to launch the COVID-19 Solidarity Response Fund for WHO. As the first major global COVID-19 response fund, it has channeled contributions from individuals, companies, and philanthropies across the world to respond to the crisis through case detection, prevention efforts, care for the sick, and the provision of personal protective equipment (PPE). By the end of August 2020, the fund had raised nearly USD 224.5 million from over 567,000 donors (WHO, United Nations Foundation, & Swiss Philanthropy Foundation, 2020). Additionally, the WHO Foundation was established in May 2020, to support the WHO's efforts to address the most pressing global health challenges in the future (WHO, 2020b).

Major corporate and private foundations increased their existing cross-border philanthropic efforts in the COVID-19 pandemic response by contributing to national and international relief efforts, offering matching schemes to enhance individual giving, and facilitating international fundraising efforts. International branches of major corporations, such as the Coca-Cola Company, Nike, and Novartis, among many others, have contributed to pandemic response efforts in the countries in which they operate by donating to foundations and philanthropic organizations operating internationally or through their own corporate foundations. Facebook, Google, and other corporations committed matching donations to the COVID-19 Solidarity Response Fund for WHO (WHO, 2020c). Major foundations also supported international fundraising efforts; for example, the Belgium-based King Baudouin Foundation has raised over USD 10 million through its Canadian and U.S. branches to support pandemic prevention projects and response efforts in underserved communities worldwide.

Finally, notable individuals have also made significant cross-border in-kind and financial donations that have highlighted the role of individual philanthropy at the grassroots level. They supported local relief efforts as well as advocated for international collaborations by giving to international campaigns organized by global institutions.

# What Does the Report Measure?

*The Global Philanthropy Tracker* (GPT) details the magnitude of cross-border philanthropic contributions globally. By capturing contributions made by individual and institutional donors to support charitable causes internationally, this report aims to offer a more complete picture of the philanthropic flows across countries than traditional measures such as cross-border philanthropy for development purposes have been able to capture.

Philanthropy has become a significant and dynamic actor to address global societal and economic challenges in the last decade. Individuals, foundations, and corporations—among others—have demonstrated that generosity, solidarity, and collaboration transcend national borders. However, there is limited information available about the scale and scope of cross-border philanthropy.

Comprehensive data on the source, size, and use of cross-border philanthropy could lead to more strategic and data-driven decision-making mechanisms in the philanthropic sector, improving the effectiveness of philanthropic activities and collaborations to successfully address present and future challenges and support the United Nations' (UN) Sustainable Development Goals (SDGs).

## PHILANTHROPY

Although definitions have changed over time, the concept of philanthropy today is understood to be the use of private resources—financial contributions, volunteering, collective action, and the giving of creativity or other talents—for public purposes (Phillips & Jung, 2016). When considered at a global scale, philanthropic activities manifest in diverse ways across geographies and cultures, but are present everywhere. They include, but are not limited to, financial contributions, volunteering, collective action, advocacy, grassroots activism, direct giving and helping, and new methods of philanthropy, such as crowdfunding and hybrid philanthropic activities (e.g., social impact bonds and social enterprises). The growth of philanthropy over the past few decades was fueled by the growth of wealth, the improvement of infrastructure, and the advancement of communication and technology worldwide.

Philanthropy has a variety of roles to play at the community, national, and global levels—as an innovator, as a collaborator, and as a partner to government. It fills in gaps where the market and state do not reach, particularly with regard to service provision, civic engagement, expression of values, fostering new ideas and approaches, and preserving cultural traditions (Payton & Moody, 2008). Philanthropy can lift up equity and inclusion even while building resilience, helping communities rebuild and recover from crises, and identifying some of the innovative solutions that have been surfaced during the current global crisis—and promoting those solutions in a way that can be tailored to communities' needs.

## WHAT DOES THE REPORT MEASURE?

The 2020 GPT focuses on all cross-border philanthropy—not just philanthropy for development purposes—and measures the philanthropic outflows in 47 economies. It further compares cross-border philanthropy to three other resource flows: official development assistance, remittances, and private capital investment. The 2020 GPT defines these four resources flows as below.

### Philanthropic Outflows

*Philanthropic outflows* refer to a) the sum of charitable financial contributions sent by donors when the donor (individuals, corporations, foundations, or other grantmaking organizations) and the beneficiary (individuals, philanthropic organizations [POs],<sup>18</sup> or intermediary organizations) are located in different countries; or b) giving to domestic POs in a given country that focus on broad categories of international causes, such as foreign affairs, humanitarian assistance, international relations, promotion of international understanding, and international solidarity.

### Official Development Assistance

Official Development Assistance (ODA) is government aid that “promotes and specifically targets the economic development and welfare of developing countries” (OECD, 2019). The Organisation for Economic Co-operation and Development (OECD) definition includes:

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<sup>18</sup> “Philanthropic organizations...are defined here as forms of non-market, non-state organizations outside of the family that provide services for the public good. The term includes foundations (grant making, operating, corporate, community, or government sponsored/created), community-based organizations, village associations, professional associations, environmental groups, advocacy groups, cooperatives, charitable organizations, faith-based organizations, mutual entities, labor unions, societies, research institutes, diasporic organizations, online social-purpose portals, and transnational and cross-sectoral coalitions” (Indiana University Lilly Family School of Philanthropy, 2018, p. 8).

*[F]lows to countries and territories on the DAC [Development Assistance Committee] List of ODA Recipients and to multilateral development institutions which are provided by official agencies, including state and local governments, or by their executive agencies ...and each transaction of which is administered with the promotion of the economic development and welfare of developing countries as its main objective; and is concessional in character (OECD, 2020a).<sup>19</sup>*

This excludes, for example, money in the form of military aid, peacekeeping expenditures, as well as deals with primarily commercial objectives. The statistics on ODA published by the OECD are also the sole verified, official numbers for the 30 DAC members and the 80 additional providers of aid, including non-DAC countries and organizations (OECD, 2020b).

### **Remittances**

Remittances are transfers of money that take place when individuals send a part of their earnings to their families, friends, and relatives in their home country (Kretchmer, 2020). They can take the form of either cash or goods. Typically, the sender “pays the remittance to the sending agent using cash, check, money order, credit card, debit card, or a debit instruction sent through email, phone or the Internet. The sending agency instructs its agent in the recipient’s country to deliver the remittance. The paying agent makes the payment to the addressed beneficiary” (Ratha, 2020).

According to the World Bank, the global value of remittances from all countries was USD 694 billion in 2018 and was expected to reach USD 714 billion in 2019 (World Bank, 2020). The exact size of global remittances is hard to estimate because many remittance flows occur through unofficial channels. Workers’ or migrants’ remittances sent home have become one of the biggest resource flows across countries.

At least 60 low- and middle-income economies depend on remittances for more than 5 percent of their GDP (Kretchmer, 2020). Remittances play a key role in global development by placing money directly in the hands of individuals, families, and communities in comparison to the institutional and official channels of international aid. Due to this direct pipeline to individuals, remittances have traditionally been a more stable source of an economic lifeline to many people in the Global South, but can also be counter-cyclical—increasing after a natural disaster in the migrants’ home countries, or decreasing during an economic downturn in countries where migrants work (Ratha, 2020).

### **Private Capital Investment**

Private capital investment refers to the purchase of a capital asset, such as land, buildings, equipment, and machinery, among others, that is expected to generate income as well as gradually increase in value over time (Koenig & Jackson, 2016). Private capital investment measures certain financial flows at market terms financed out of private sector resources and private grants, including grants by non-government organizations. It can include private flows at market terms from changes in holdings of private long-term assets held by residents of the reporting country to the net of subsidies received from the official sector (OECD, 2020c).

Private capital investment’s distinctive characteristic is that it is businesses, financial institutions, or individual investors from DAC and non-DAC countries that invest in assets located in developing economies. Additionally, investment funds and vehicles in the field of impact investing are growing in popularity to supplement tax revenues and ODA to meet development goals. Mobilization of the private sector investment funds includes the capital of private equity funds, banks, insurance companies, foundations, pension funds, family offices, high net worth individuals, and corporations (Koenig & Jackson, 2016).

In the context of international development, private capital investment is an important vehicle. Researchers have suggested that private capital inflows have become as important a resource to financing an economy as ODA, especially because private capital inflows benefit low-income economies that are not rich in natural resources (Lee & Sami, 2019). Private development and finance institutions create private equity funds for investors around the world and contribute a notable share to international development. Private investment also facilitates developing countries’ access to international markets and technology, and strengthens domestic policy coherence for attraction of foreign direct investment. This contributes to spillover effects such as the integration of the domestic economy to international trade, increased employment opportunities, in the growth of a competitive business environment, enterprise development, and overall improvement in economic and social conditions at the national level (OECD, 2002).

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<sup>19</sup> The DAC of the OECD has been measuring these resource flows since 1961. In 1969, the OECD released its first definition of ODA.

## WHAT IS COVERED IN THE REPORT?

The 2020 GPT provides an updated estimate of the amount of cross-border philanthropy that occurred at the global level in 2018 or the most recent year for which data are available. Data on cross-border philanthropy, along with comparative data on ODA, private capital investment, and individual remittances, are presented by economies' income group as defined by the World Bank.

This framework helps us better understand the data in context, taking into consideration the varying standards of living across countries. The World Bank classifies economies into four income groupings: low, lower-middle, upper-middle, and high. Gross national income (GNI) per capita is used to measure the income of each economy. Table 1 shows the thresholds of each income group in 2018.

TABLE 1: WORLD BANK COUNTRY INCOME CLASSIFICATIONS, 2018

World Bank Country Income Group	Gross National Income (GNI) Per Capita (in US dollars)
LOW-INCOME ECONOMIES	\$1,025 OR LESS
LOWER-MIDDLE INCOME ECONOMIES	BETWEEN \$1,026 AND \$3,995
UPPER-MIDDLE INCOME ECONOMIES	BETWEEN \$3,996 AND \$12,375
HIGH-INCOME ECONOMIES	\$12,375 OR MORE

Source: World Bank, GNI per capita Operational Guidelines & Analytical Classifications, <https://datahelpdesk.worldbank.org/knowledgebase/articles/906519-world-bank-country-and-lending-groups>

This report presents data on the cross-border philanthropic flows from 47 economies. There is broad coverage of economies from every world region, with different levels of development. Twenty economies (43%) are European countries. Twenty-six (out of 30, including the European Union) are members of the Organisation for Economic Co-operation and Development's (OECD) Development Assistance Committee (DAC).<sup>20</sup> Also included are 14 emerging economies and four frontier markets, as defined by Morgan Stanley Capital International (MSCI).<sup>21</sup> Table 2 summarizes the basic facts of these economies by World Bank income classification.

- *The two economies in the World Bank low-income group that are included in the 2020 GPT report—Tanzania and Uganda—represented 6 percent of all economies in this income group, 1 percent of world population and 0.1 percent of global gross domestic product (GDP) in 2018. The average GNI per capita of these two economies in 2018 was USD 868.*

- *Three economies were classified as lower-middle income countries by the World Bank. In 2018 they accounted for 6 percent of all economies in this income group, 21 percent of world population and 4 percent of global GDP. Their average GNI per capita was USD 1,858.*
- *Ten of the economies were classified as upper-middle income. They accounted for close to one-fifth (17%) of all countries in this income group, and represented 25 percent of world population and 21 percent of global GDP in 2018. Their average GNI per capita was USD 7,408.*
- *Thirty-two economies were classified high-income, and represented 40 percent of all World Bank high-income countries and over two-thirds (68%) of all economies covered in the 2020 GPT. The 32 high-income economies included in the report were home to 14 percent of global population and accounted for 60 percent of the world's GDP in 2018. Their average GNI per capita was USD 43,697.*

TABLE 2: BASIC FACTS OF ECONOMIES COVERED IN THE 2020 GPT, 2018

Economies Covered in the 2020 GPT by World Bank Country Income Group	Number of Economies Covered	Percentage of Economies by Income Group	Percentage of World Population	Percentage of Global GDP	Average Gross National Income (GNI) Per Capita (in US dollars)
LOW-INCOME ECONOMIES	2	6%	1%	0.1%	\$868
LOWER-MIDDLE INCOME ECONOMIES	3	6%	21%	4%	\$1,858
UPPER-MIDDLE INCOME ECONOMIES	10	17%	25%	21%	\$7,408
HIGH-INCOME ECONOMIES	32	40%	14%	60%	\$43,697
ALL ECONOMIES	47	22%	62%	85%	\$31,483

Source: World Bank.

- Notes:
- Low-income economies: Tanzania and Uganda;
  - Lower-middle income economies: India, Kenya, and Nigeria;
  - Upper-middle income economies: Albania, Bosnia and Herzegovina, Brazil, China, Mexico, Montenegro, North Macedonia, Serbia, South Africa, and Turkey;
  - High-income economies: Australia, Austria, Belgium, Canada, Chile, Croatia, Czech Republic, Denmark, Finland, France, Germany, Greece, Hungary, Ireland, Israel, Italy, Japan, Luxembourg, the Netherlands, New Zealand, Norway, Portugal, Qatar, Saudi Arabia, Slovak Republic, South Korea, Spain, Sweden, Switzerland, the United Arab Emirates, the United Kingdom, and the United States

<sup>20</sup> Countries included in the report: Australia, Austria, Belgium, Canada, Czech Republic, Denmark, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Japan, Luxembourg, the Netherlands, New Zealand, Norway, Portugal, Slovak Republic, South Korea, Spain, Sweden, Switzerland, the United Kingdom, and the United States. For details on the DAC classification, visit <http://www.oecd.org/dac/development-assistance-committee>.

<sup>21</sup> Countries included in the report: Brazil, Chile, China, Czech Republic, Greece, Hungary, India, Mexico, Qatar, Saudi Arabia, South Africa, South Korea, Turkey, and the United Arab Emirates. Among these, eight are also classified as high-income countries by the World Bank: Chile, Czech Republic, Greece, Hungary, Qatar, Saudi Arabia, South Korea, and the United Arab Emirates. For details on the MSCI annual market classification, visit <https://www.msci.com/market-classification>.

## What Is New In the 2020 Report?

The 2020 GPT report builds on the *Index of Global Philanthropy and Remittances* (IGPAR), initiated and conducted by the Center for Global Prosperity at the Hudson Institute. First published in 2006, the index provides comprehensive information on international philanthropy from developed and emerging economies to developing countries for development purposes. It documents the magnitude of cross-border financial flows from public and private sources. The index was among the first comprehensive research endeavors to present a more complete picture of the total economic engagement with developing countries through ODA, philanthropic giving, remittances, and private capital investment.

This new 2020 GPT report is the tenth edition of the index and continues to capture charitable contributions from private sources, including individuals, corporations, and a wide range of POs. The 2020 report introduces a more inclusive approach and expands the scope of the philanthropic outflows to include contributions made to all countries in support of all charitable causes, when data are available. It continues to cover the other three cross-border financial flows, including ODA, remittances from individuals, and private capital investment. The 2020 report includes data on these four financial flows from 47 economies, of which 14 are new additions since the 2016 report was published. The 2020 report provides new baseline data on cross-border philanthropy for future research and continues to serve as a useful tool for practitioners and policy makers in philanthropy and international development.

In collaboration with research partners around the world, the 2020 GPT also includes individual country reports providing qualitative narrative descriptions that explain how generosity is expressed and encouraged in various countries. For 18 countries, research partners developed a detailed narrative report, which provides clear insights on giving and receiving across national borders at the national level. For an additional 32 countries, a short summary on cross-border philanthropy developed by the school is also available.<sup>22</sup>

The 2020 report also presents the key results of the first-ever GPT Data Availability Questionnaire, an international survey on the legal environment and data availability of cross-border philanthropy. Research partners provided valuable and unique information on data availability on cross-border charitable donations and international volunteering to contribute to a deeper understanding of data availability on cross-border philanthropy worldwide.

We invite experts from all countries and economies to join this research initiative and share information on data availability in your economy. Through this collaborative effort, we hope to develop a complete map of data availability, which will serve as a valuable tool to communicate the importance of timely, high-quality data on philanthropy in order to encourage transparency and trust in the philanthropic sector and to help improve data availability and data quality in all countries and economies around the world.

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<sup>22</sup> All country narratives and summaries are available for download at <https://globalindices.iupui.edu>.

# What Do the Data Suggest?

The scale and scope of cross-border philanthropy reflect not only the engagement across countries, but also the humanitarian spirit of caring between peoples of different cultures, races, and faith traditions. Philanthropy—voluntary action for the public good—has been fundamental in building and strengthening communities throughout human history. It has a vital role to play, especially in the post-pandemic era, when we are all exploring how the world we know will be transformed by the pandemic in the long term, and how we all can work together to build resilience and foster human flourishing for current and future generations.

This new GPT report examines cross-border philanthropic and three other resource flows across countries. It shares new baseline data and suggests several areas where the field of philanthropy and international development can be strengthened moving forward.

## EFFECTIVE COLLABORATION ACROSS SECTORS AND COUNTRIES

Ten years ago, Fengler and Kharas (2011) noted that the landscape of development aid had changed fundamentally since the early 1990s, with strong economic growth in many developing countries, an increasing role of private philanthropy, and considerable potential for innovation in information technology to transform the field. These three shifts have been even more pronounced over the past decade. The steady growth in cross-border philanthropy is essential, especially when comparing with the trends of ODA, which had been largely flat, with modest decline, in the 1990s and early 2000s, followed by a steady increase after 2004.

The problems we face today are complex, calling for more effective collaboration across sectors and countries. By collaborating with governmental agencies, private players from the business and philanthropic sectors have played an instrumental role in recent developments in many areas, such as health, education, poverty alleviation, and the environment. The official declaration of Africa as polio-free

in August 2020 offers a great example of such historic milestones achieved by cross-sector partnerships. One of the key actors—the Global Polio Eradication Initiative—is “a public-private partnership led by national governments” with philanthropic partners from several countries.<sup>23</sup> The importance of multi-stakeholder partnerships is also recognized as the UN SDG 17: Partnerships for the Goals. Collaboration could also be an efficient way to build capacity of POs in low- and middle-income countries, which ultimately supports the sustainable development of local communities in these countries.

Effective collaboration also fuels innovations. Many new tools and vehicles that emerged over the past decade have been implemented in the field of philanthropy, providing innovative solutions to long-term challenges. For example, blockchain technology was used to create a biometric distribution system to assist refugees in Jordan, addressing the potential risks of theft, loss, and errors in cash transactions (see “*Blockchain and Philanthropy*” on page 64 in the report). The COVID-19 pandemic has brought challenges to all countries, but it will also inspire creativity and innovation that, through increased cross-sector collaborations, will transform the field of philanthropy internationally.

## ENHANCED INFRASTRUCTURE AND ENVIRONMENT FOR CROSS-BORDER PHILANTHROPY

According to the 2018 *Global Philanthropy Environment Index*, both positive economic development and a favorable legal environment are crucial in enabling and encouraging organizations and individuals to engage in cross-border philanthropy (Indiana University Lilly Family School of Philanthropy, 2018). There is a wide range of approaches that governments can implement to improve the environment for cross-border philanthropy.

The following approaches were suggested by researchers across countries who developed a detailed country narrative for this report. These approaches can help to create a more enabling space and strengthen the infrastructure for international philanthropy.

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<sup>23</sup> For more information about the Global Polio Eradication Initiative, visit <http://polioeradication.org/who-we-are/>

- *Considering POs as true partners in international development;*
- *Unifying a legal framework for cross-border philanthropy;*
- *Simplifying the administrative process by reforming approval processes; offering flexibility in reporting; introducing electronic application, approval, and reporting procedures; and reducing administrative costs to POs;*
- *Offering tax incentives for charitable donations made directly to overseas POs;*
- *Loosening foreign exchange control and offering individuals, faith-based organizations, corporations, and POs more flexibility in sending and receiving donations in support of charitable causes; and*
- *Developing policies that facilitate POs to build diversified funding sources.*

Researchers from various countries who developed a detailed country narrative for this report also suggested an increase in transparency in the management and uses of funds, which can help improve the accountability of public and POs and enhance public trust. In some countries, regulations targeting illicit financial flows introduced additional restrictions and barriers for receiving or sending cross-border donations. Researchers who contributed to the detailed country narratives for this report suggest that a more practical approach to reducing illicit financial flows could include offering adequate training to PO staff on standards and methods to prevent and combat money laundering and other illicit financial flows.

#### IMPROVED DATA AVAILABILITY AND QUALITY

Despite growing interest in philanthropy, there is still a significant lack of data on cross-border philanthropy to expand coverage of countries in this report. Moreover, detailed information on philanthropic flows by donor type (individual or institutional), by use of funds to support various charitable causes and programs, or by recipient country and population is minimal. A related fundamental issue is the lack of a universal definition and framework of data tracking and reporting across states.

Researchers across countries who responded to the GPT questionnaire on data availability proposed some ideas for improving data availability and quality:

- *Establishing international standards for data collection and reporting;*
- *Promoting norms for transparency and data sharing among POs;*
- *Unifying various governing bodies on international philanthropy, or setting up a non-governmental institution for data collection and sharing, so that data are systematically and consistently tracked;*
- *Adding new modules to surveys, annual reports, and official reporting documents to collect data on philanthropic inflows and outflows separately in the existing reporting mechanism for POs or individuals; and*
- *Offering open access to non-sensitive data on philanthropic inflows and outflows collected by government.*

It has also been suggested that data collection procedures should minimize the administrative burden for POs and, for the government, not introduce onerous regulations and interfere with regular activities in the philanthropic sector.

More complete and high-quality data will offer a better understanding of the scale, scope, and impact of cross-border philanthropy. Organizations will be able to use data to track and measure the effectiveness of programs in different countries and develop better approaches to address complex issues. Accurate, high-quality data will further inform policy making and strategic planning. The COVID-19 pandemic of 2020 highlighted the critical role that timely data can have in informing policies and practices.

# Total Cross-Border Resource Flows

This report measures philanthropic outflows and three other financial flows that are relevant to countries' economic and social development. These include ODA (aid that governments provide to developing countries), remittances (financial contributions that migrants send back to their home countries),

and private capital flows at market terms (companies' direct and portfolio investments in the developing world). Along with philanthropy, these financial flows all have significant roles in countries' total economic engagement for global development.

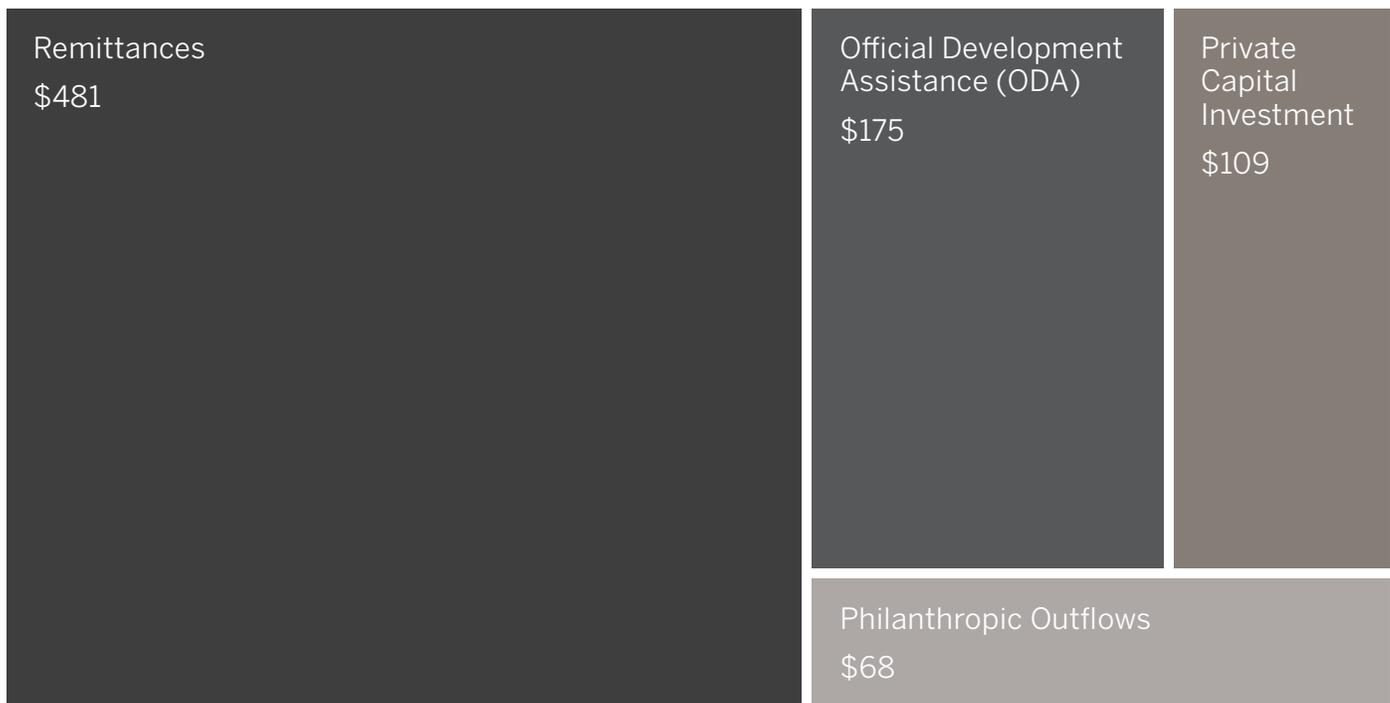
## A. Total Cross-Border Resource Flows

In 2018, the 47 economies included in the 2020 GPT contributed a total of USD 834 billion across the four flows. Remittances represented the largest flow among the four, reaching USD 481 billion and 58 percent of the total (see Figure 1). The second

largest flow was ODA, at USD 175 billion (21%). Private capital investment contributed USD 109 billion (13%) to the total financial flows of these 47 economies. Philanthropy accounted for the smallest share (8%), with USD 68 billion.

FIGURE 1: TOTAL CROSS-BORDER RESOURCES FROM 47 ECONOMIES BY FLOW, 2018 (in billions of inflation-adjusted 2018 US dollars)

Total Amount: USD \$834 Billion



Source: Indiana University Lilly Family School of Philanthropy, 2020 *Global Philanthropy Tracker*

Data: ODA and private capital investment from the Organisation for Economic Co-operation and Development; Remittances from World Bank; Philanthropic outflows from various sources researched by the Indiana University Lilly Family School of Philanthropy and shared by partner organizations for some economies. See Appendixes for specific data sources for each economy included.



Figure 2 presents the combined value of the three private resource flows compared with the amount of ODA from 1991 to 2018. Approximately 79 percent of the total resource

flows is through private flows, with only 21 percent from government aid. In the years before 1992, this ratio was reversed with government aid higher than private flows.

FIGURE 2: TOTAL CROSS-BORDER PRIVATE RESOURCE FLOWS (PHILANTHROPIC OUTFLOWS, REMITTANCES, AND INVESTMENT), COMPARED WITH OFFICIAL DEVELOPMENT ASSISTANCE, 1991–2018 (in billions of current US dollars)



Source: Indiana University Lilly Family School of Philanthropy, 2020 *Global Philanthropy Tracker*

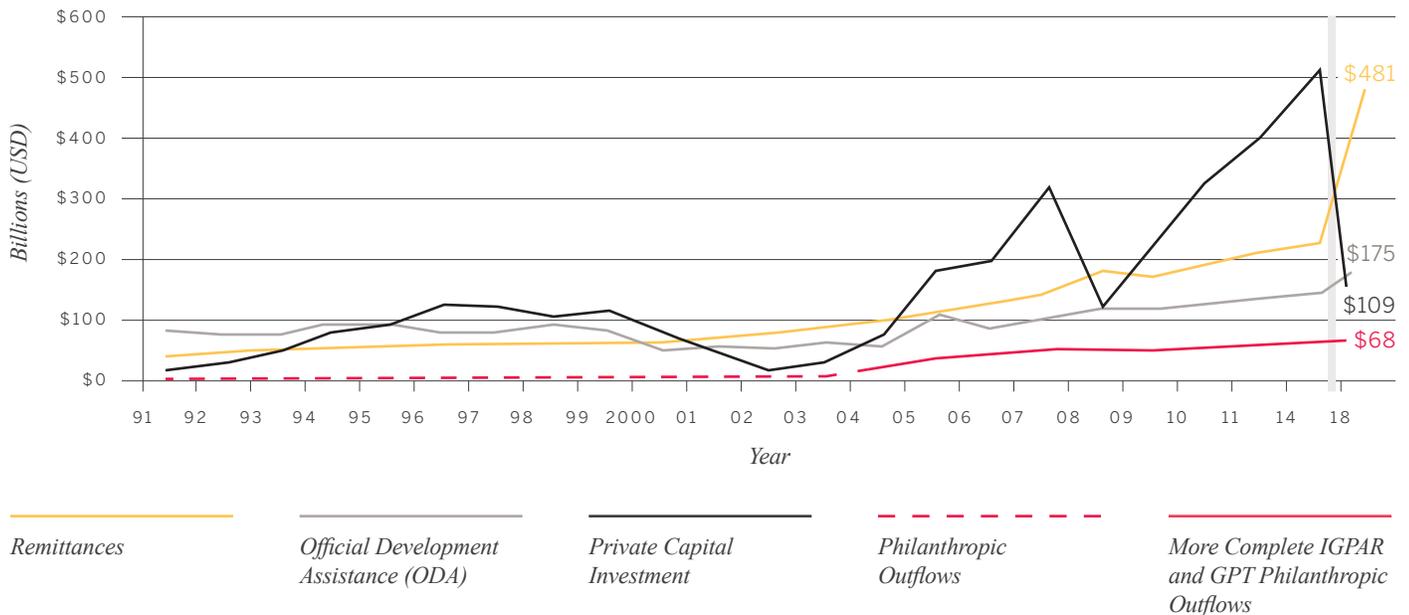
Data: ODA and private capital investment from the OECD; Remittances from World Bank; Philanthropic outflows in 1991–2014 from Hudson Institute’s *The Index of Global Philanthropy and Remittances*, 2006–2016; Philanthropic outflows in 2018 from various sources researched by the Indiana University Lilly Family School of Philanthropy and shared by partner organizations for some economies. See Appendixes for specific data sources for each economy included.

Note: Data on the four resource flows for each year reflects a different number of countries that had data available in that year; therefore, the trend in the graph does not necessarily present the trend over time and may underestimate the real scope of some flows in some countries in a given year.

Figure 3 presents the value of the four resource flows from 1991 to 2018. The predominant private flows—from philanthropy, remittances, and private capital investment—have grown significantly since 1991. Before 1991, government aid was the largest financial flow for development. As countries experienced economic growth and development, both corporations and POs attracted

more private resources from developed countries. At the same time, the new landscape of resource flows was creating sources of wealth outside of government funding in the developing world, establishing the pluralism necessary for the growth of civil society and democratic governance.

FIGURE 3: TOTAL CROSS-BORDER RESOURCES BY FLOW, 1991–2018 (in billions of current US dollars)



Source: Indiana University Lilly Family School of Philanthropy, 2020 *Global Philanthropy Tracker*

Data: ODA and private capital investment from the OECD; Remittances from World Bank; Philanthropic outflows in 1991–2014 from Hudson Institute’s *The Index of Global Philanthropy and Remittances*, 2006–2016; Philanthropic outflows in 2018 from various sources researched by the Indiana University Lilly Family School of Philanthropy and shared by partner organizations for some economies. See Appendixes for specific data sources for each economy included.

Note: Data on the four resource flows for each year reflects a different number of countries that had data available in that year; therefore, the trend in the graph does not necessarily present the trend over time and may underestimate the real scope of some flows in some countries in a given year.

High-income countries tend to have larger private resource flows when compared to other countries and also tend to have more data available on these flows. However, in recent years there has been significant growth in contributions from emerging economies and upper-middle income countries as well. These non-DAC donors are providing both private and government aid to the developing world in increasing amounts in the form of remittances, private capital investment, cross-border philanthropy, and government aid. Some of the top non-DAC donors include Turkey, China, the United Arab Emirates, India, and South Africa.

The private resource flows from all countries to the developing world continue to have significant policy and program implications for economic development, humanitarian assistance, and prosperous societies. New mechanisms and models have

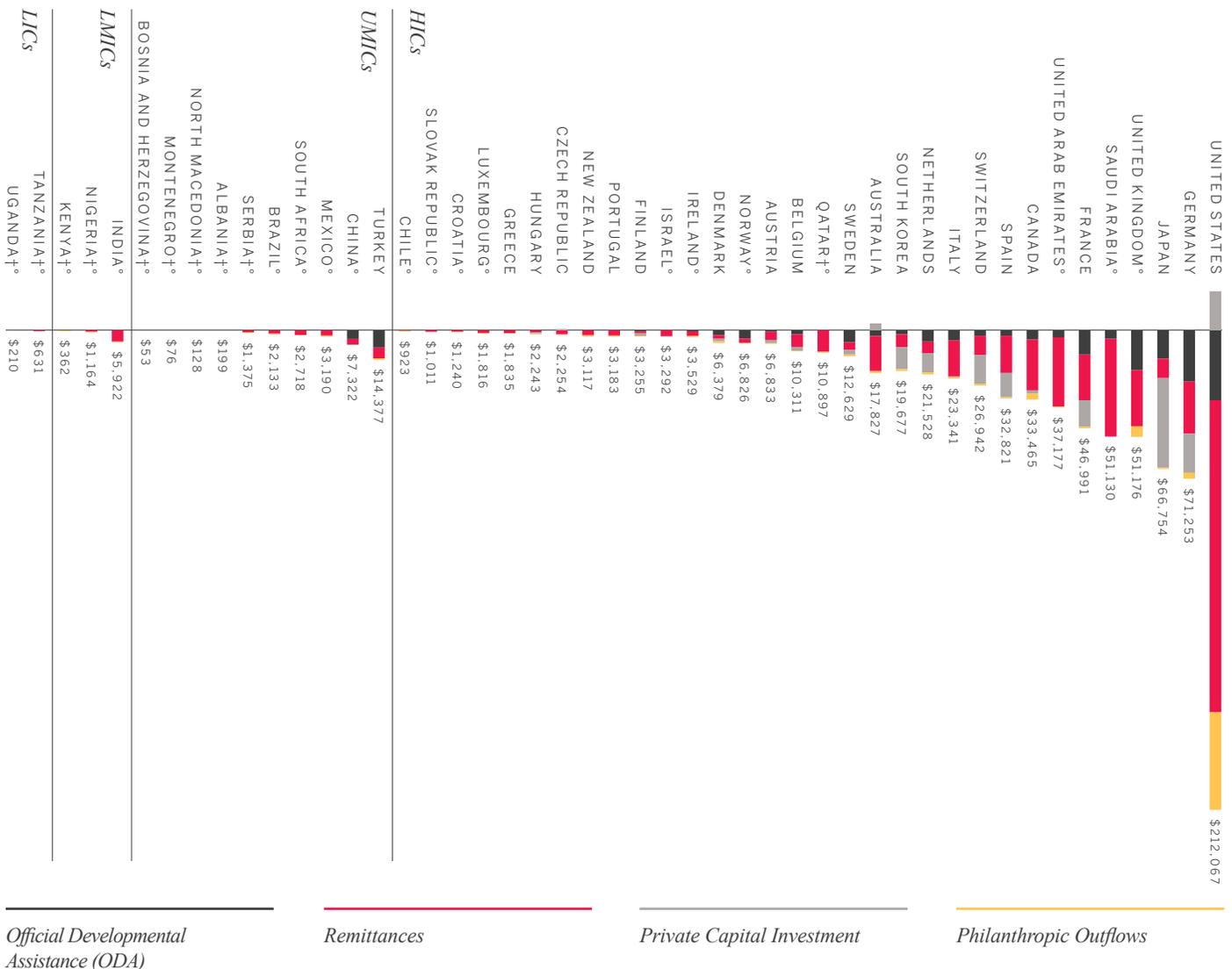
developed with the increase in funds from nonprofit charities, for-profit companies’ corporate donations, foundations, social enterprises, religious organizations, volunteers, and individuals. Public-private partnerships through bilateral and multilateral government programs have leveraged the amount of global giving, just as results-oriented strategies and local ownership have created sustainability in the new landscape of foreign aid.

The 47 economies included in the 2020 GPT contributed a combined USD 834 billion in 2018 through philanthropy, ODA, remittances, and private capital investment. The majority (95%) of the total flows came from high-income economies, with USD 794 billion in total. The 14 emerging markets together contributed USD 162 billion or 19 percent of the total.

Figures 4 and 5 present a more complete picture of the resource outflows from each economy by combining the four types of flows by volume and by percentage of GNI. When looking at the combined amounts of all flows across income groups, the top 20 economies were all high-income economies except two. Turkey and China were the only exceptions, both from upper-middle income group, and ranked 15th and 19th, respectively. Fifteen of the top 20 were DAC members. Six countries were emerging markets, including Saudi Arabia, the United Arab Emirates, South Korea, Turkey, Qatar, and China.

In terms of geographic regions, economies from five continents were represented in the top 20, with half from Europe and four from the Middle East. The remaining six economies included three from Asia, two from North America and one from Oceania. The United States had the largest contribution among all 47 economies, at USD 212 billion, followed by Germany (USD 71 billion) and Japan (USD 67 billion). India had the largest contribution among the three lower-middle income economies and ranked 23rd among all 47 economies. Tanzania had the larger contribution than Uganda in the low-income group; they ranked 41st and 43rd, respectively.

FIGURE 4: TOTAL CROSS-BORDER RESOURCES BY FLOW AND BY ECONOMY, 2018 (in millions of inflation-adjusted 2018 US dollars)



Source: Indiana University Lilly Family School of Philanthropy, 2020 *Global Philanthropy Tracker*

Data: ODA and private capital investment from the OECD; Remittances from World Bank; Philanthropic outflows from various sources researched by the Indiana University Lilly Family School of Philanthropy and shared by partner organizations for some economies. See Appendixes for specific data sources for each economy included.

Notes: HICs: High-income countries; UMICs: Upper-middle income countries; LMICs: Lower-middle income countries; LICs: Low-income countries  
 † Countries that did not have ODA estimates / ° Countries that did not have estimates on private capital investment

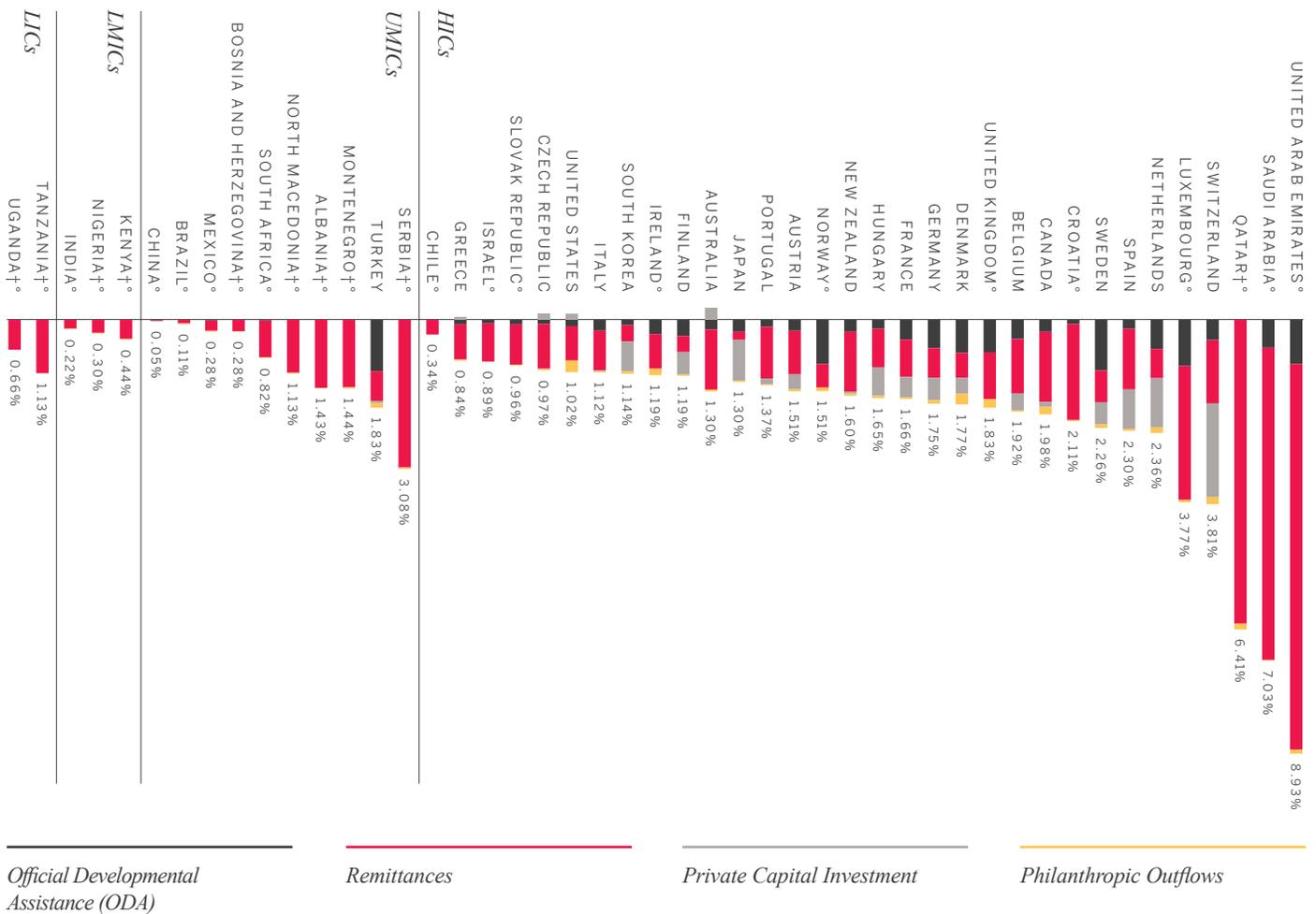
The order of the 47 economies changed drastically when comparing all resource outflows as a percentage of GNI. For example, the United States showed the largest drop in ranking, moving down from 1st to 33rd, whereas Luxembourg and Serbia made the largest leaps, moving up to 5th from 35th and to 6th from 36th, respectively. The United Arab Emirates contributed the most with nearly 9 percent of GNI, followed by Saudi Arabia (7%) and Qatar (6%). Thirteen of the top 20 economies remained in the top 20, but their rankings were all different.

Among the top 20 economies with the largest resource flows as a share of GNI, 14 economies were DAC members, 5 were emerging markets (including the United Arab Emirates, Saudi Arabia, Qatar, Turkey, and Hungary) and 2 were frontier

markets (including Serbia and Croatia). The top 20 economies represented four geographic regions, as Asian economies (Japan, South Korea, and China) were replaced by European economies in the Balkan region (Serbia and Croatia). Two of the top 20 economies (Serbia and Turkey) were from the upper-middle income group, while the remaining 18 were all high-income.

Kenya ranked 40th, with the largest contribution as a share of GNI among the three lower-middle income economies. In the low-income group, Tanzania and Uganda both moved up, to 30th and 39th, respectively, contributing a larger share of GNI than all three lower-middle income economies and several high-income and upper-middle income economies.

FIGURE 5: TOTAL CROSS-BORDER RESOURCES AS A PERCENTAGE OF GROSS NATIONAL INCOME BY FLOW AND BY ECONOMY, 2018



Source: Indiana University Lilly Family School of Philanthropy, 2020 *Global Philanthropy Tracker*

Data: ODA from the OECD; Philanthropic outflows from various sources researched by the Indiana University Lilly Family School of Philanthropy and shared by partner organizations for some economies. See Appendixes for specific data sources for each economy included.

Notes: HICs: High-income countries; UMICs: Upper-middle income countries; LMICs: Lower-middle income countries; LICs: Low-income countries

† Countries that did not have ODA estimates / ° Countries that did not have estimates on private capital investment

## B. Official and Private Foreign Assistance

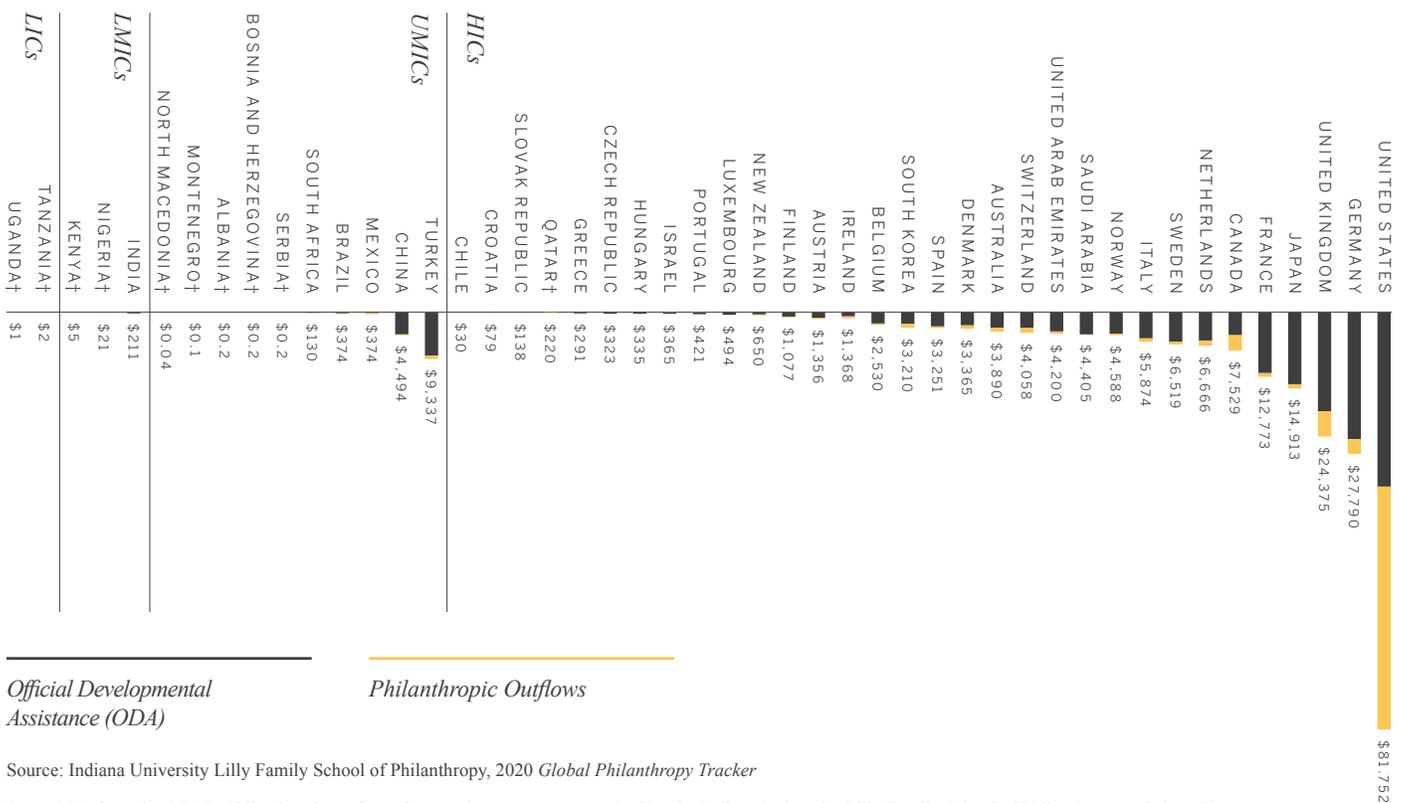
ODA and cross-border philanthropic funds are two main sources of foreign assistance from one economy to support the social and economic development and human wellbeing in another economy. ODA reflects national policies and strategies, taking into consideration political, economic, social, historical, and many other factors at the country and region levels. Private philanthropic funds to other economies reflect the understanding and culture of philanthropy that is deeply embedded in human history. Examining ODA and philanthropic outflows together offers a valuable perspective on financial assistance between economies, recognizing the differences in governance, legal structures, and philanthropic practices across economies. One example comes from the fact that contributing to charitable causes, including international aid, through taxes in many European economies is often not captured when looking at philanthropy alone.

Figures 6 and 7 present the total foreign assistance from official and private sources by volume and by percentage of GNI, respectively. A total of USD 244 billion was contributed through

ODA and philanthropy from the 47 economies included in the 2020 GPT, 10 of which did not have ODA estimates. High-income economies sent 94 percent of the total, at USD 229 billion. The 14 emerging economies sent 11 percent, at USD 28 billion.

The largest foreign assistance came from the United States, at USD 82 billion, followed by Germany (USD 28 billion), the United Kingdom (USD 24 billion), Japan (USD 15 billion), and France (USD 13 billion). Across income groups, Turkey and China were the only two upper-middle income economies in the top 20 with the largest amount of foreign assistance, and ranked 6th and 12th, respectively. The remaining economies in the top 20 were all high-income economies, 16 of which were DAC members and 5 were emerging markets (including China, Saudi Arabia, South Korea, Turkey, and the United Arab Emirates). The top 20 economies represented five continents, with 11 located in Europe. India was the only economy with ODA estimates in the lower-middle income and low-income groups, and thus had the largest foreign assistance among the five economies in these two income groups.

FIGURE 6: OFFICIAL AND PRIVATE FOREIGN ASSISTANCE BY ECONOMY, 2018 (in millions of inflation-adjusted 2018 US dollars)



Source: Indiana University Lilly Family School of Philanthropy, 2020 *Global Philanthropy Tracker*

Data: ODA from the OECD; Philanthropic outflows from various sources researched by the Indiana University Lilly Family School of Philanthropy and shared by partner organizations for some economies. See Appendixes for specific data sources for each economy included.

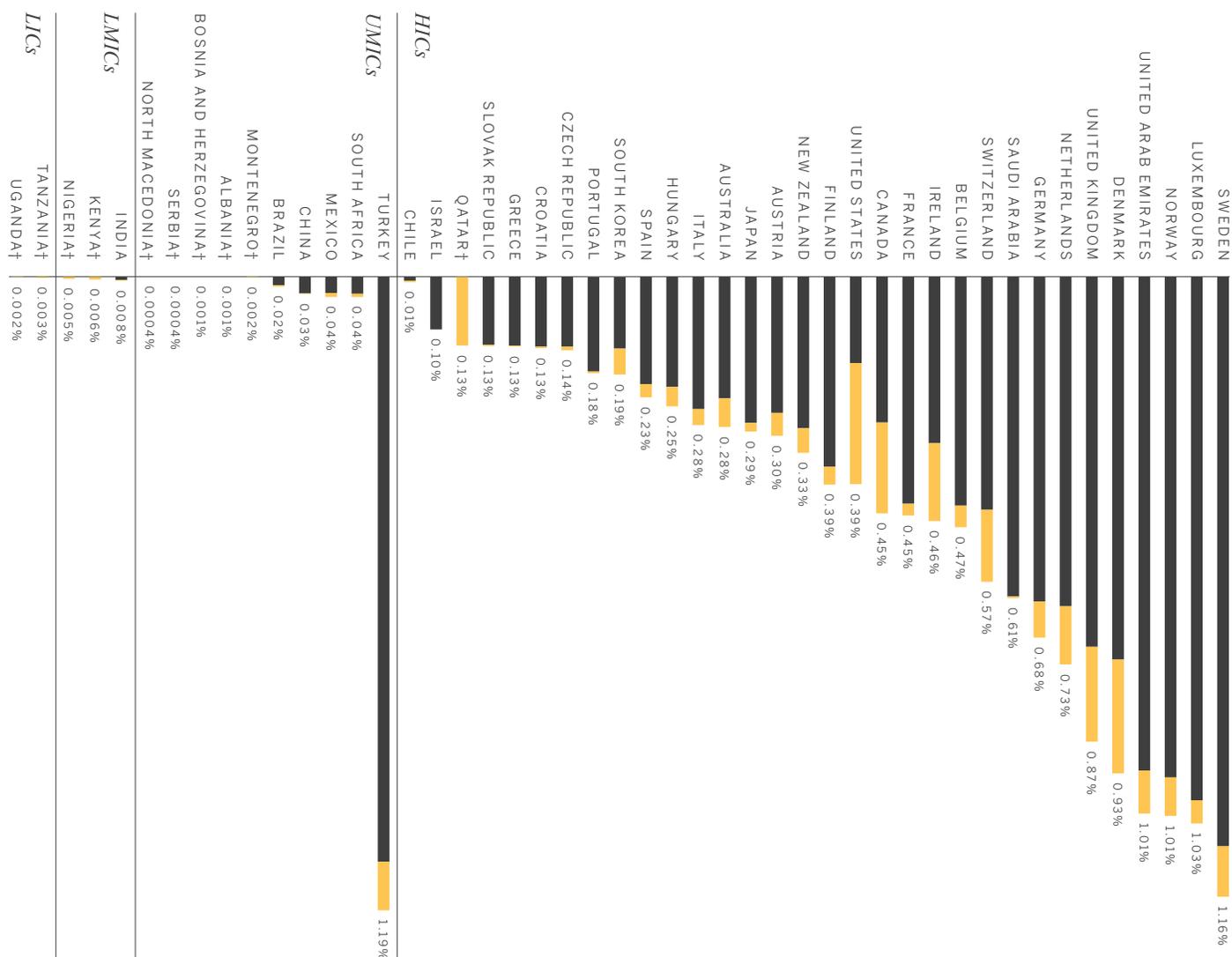
Notes: HICs: High-income countries; UMICs: Upper-middle income countries; LMICs: Lower-middle income countries; LICs: Low-income countries

† Countries that did not have ODA estimates

When comparing official and private foreign assistance as a share of GNI, 14 of the top 20 economies remained in the top 20, though all with a different ranking, except the Netherlands which stayed in 7th place. Turkey contributed 1.19 percent of GNI in official and private foreign assistance, the largest share among all 47 economies. Sweden came in second, with 1.16 percent, followed by Luxembourg (1.03%), Norway, and

the United Arab Emirates (both 1.01%). Official and private foreign assistance combined as a percentage of GNI from the remaining 42 economies were below 1.0 percent. All top 20 economies, except Turkey, were high-income. Seventeen of the top 20 were DAC members and three were emerging markets (including Turkey, the United Arab Emirates, and Saudi Arabia).

FIGURE 7: OFFICIAL AND PRIVATE FOREIGN ASSISTANCE AS A PERCENTAGE OF GROSS NATIONAL INCOME BY ECONOMY, 2018



Official Developmental Assistance (ODA)

Philanthropic Outflows

Data: ODA from the OECD; GNI from World Bank; Philanthropic outflows from various sources researched by the Indiana University Lilly Family School of Philanthropy and shared by partner organizations for some economies. See Appendixes for specific data sources for each economy included.

Notes: HICs: High-income countries; UMICs: Upper-middle income countries; LMICs: Lower-middle income countries; LICs: Low-income countries

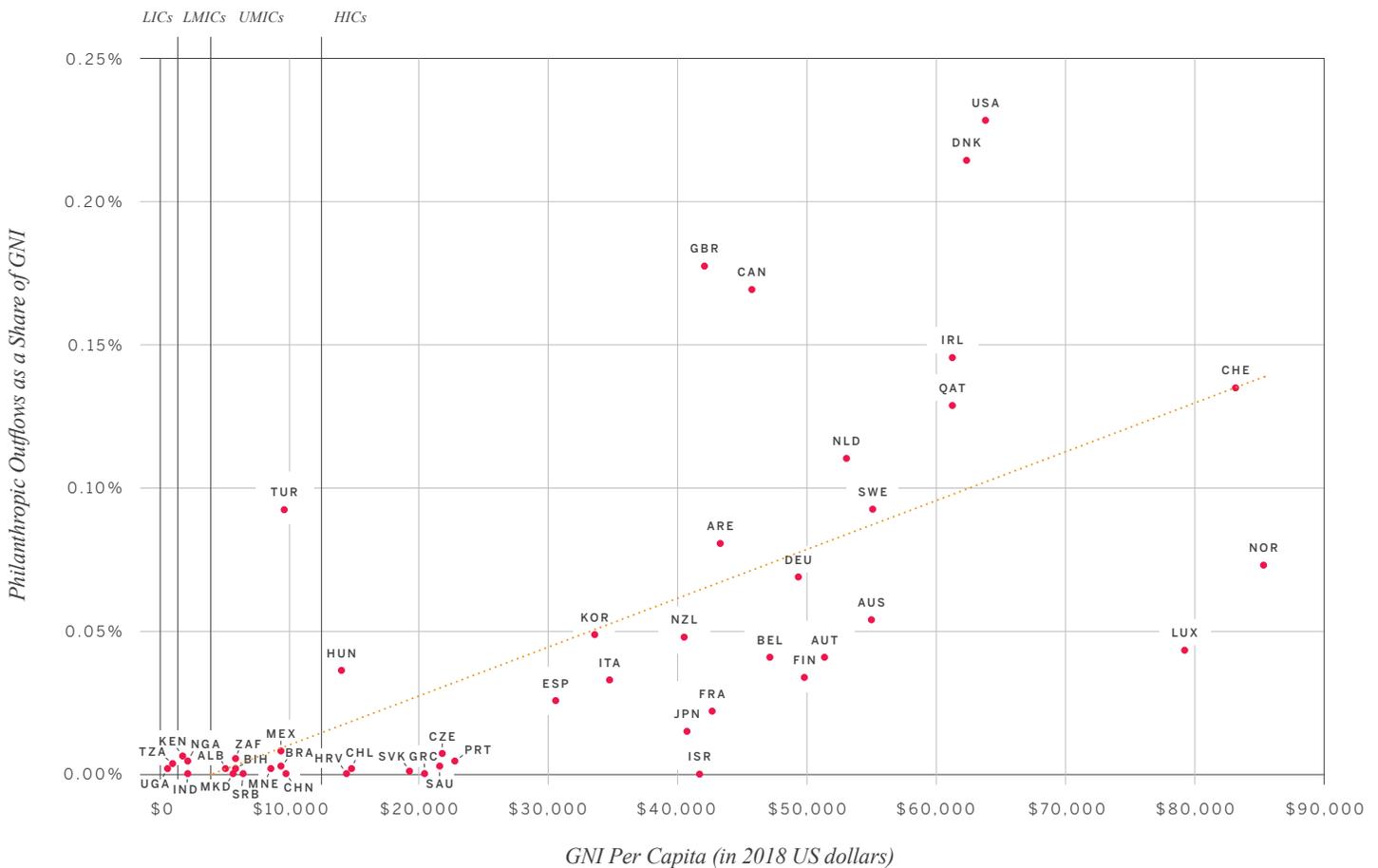
† Countries that did not have ODA estimates

# Cross-Border Philanthropy

Total cross-border philanthropic outflows from the 47 economies included in the 2020 GPT report reached USD 68 billion in 2018.<sup>24</sup> Of this, the two low-income economies contributed around USD 2.5 million. About USD 34 million came from the three lower-middle income economies, nearly USD 902 million from

the 10 upper-middle income economies and more than USD 67 billion from the 32 high-income economies. The 14 emerging economies combined donated over USD 2 billion. Figure 8 shows an overall positive relationship between GNI per capita and philanthropic outflows as a share of GNI.

FIGURE 8: PHILANTHROPIC OUTFLOWS AS A PERCENTAGE OF GROSS NATIONAL INCOME IN 47 ECONOMIES, 2018



Source: Indiana University Lilly Family School of Philanthropy, 2020 *Global Philanthropy Tracker*

Data: GNI and GNI per capita from World Bank; Philanthropic outflows from various sources researched by the Indiana University Lilly Family School of Philanthropy and shared by partner organizations for some economies. See Appendixes for specific data sources for each economy included.

Notes: LICs: Low-income countries; LMICs: Lower-middle income countries; UMICs: Upper-middle income countries; HICs: High-income countries

<sup>24</sup> The 47 economies included in the 2020 GPT report vary in the quality of the available data on philanthropic outflows. Therefore, the discussion on data in this report is based on available data and may underestimate the real scope of philanthropic outflows for some countries. See Appendixes for more information on data for each economy included.



## Setting the Stage: What Happened in 2018

Widespread internal conflict and food insecurity, climate-related natural disasters, and global humanitarian and social movements defined the international context in 2018.

Ongoing violent civil conflict and political instability characterized the humanitarian context in many areas of the world in 2018, exacerbating food insecurity and displacing millions. Increased internal conflict in the Democratic Republic of the Congo, Ethiopia, Somalia, South Sudan, and Syria led to rising numbers of internally displaced persons and refugees (International Rescue Committee, 2018). The Rohingya refugee crisis in Bangladesh worsened as violence continued against families, women and girls, and entire villages in northern Myanmar (United Nations Office for the Coordination of Humanitarian Affairs, 2019).

Elsewhere in the world, economic instability exacerbated existing challenges. Turkey faced an economic crisis resulting from its falling currency, making it difficult for the government to repay an increasing amount of debt (O'Brien, 2018). Venezuela's economic crises continued, with a wave of crime and violence as extreme inflation displaced more people (Huber, 2018).

Simultaneously, epidemics hit low- and lower-middle income economies in 2018. The Democratic Republic of the Congo grappled with the "second largest Ebola outbreak in history" (WHO, 2020d), while the "worst cholera outbreak in modern history" impacted one million in Yemen (International Rescue Committee, 2018).

Climate change not only led to food insecurity but also fueled catastrophic natural disasters across the world. Drought heightened food insecurity in Afghanistan, and Typhoon Mangkhut killed over 100 and wrought billions of dollars in damage in the Philippines and Southeast Asia (International Rescue Committee, 2018). In September, an earthquake in Indonesia's Sulawesi province triggered a tsunami and landslides (Huber, 2018).

Finally, social movements—including the #MeToo movement—expanded internationally as survivors and advocates spoke out, initiating various investigations and legal changes to end sexual violence and exploitation. In 2018, UN human rights experts offered full support of the UN human rights mechanisms to this movement (United Nations High Commissioner for Human Rights, 2018).

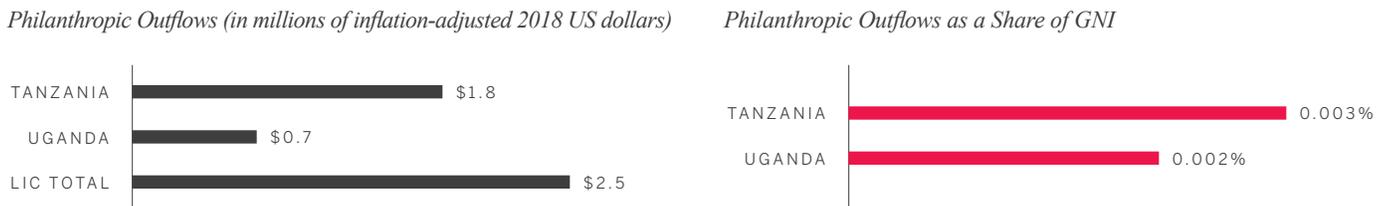
## A. Philanthropic Outflows by Donor Countries' Income Level

### PHILANTHROPIC OUTFLOWS FROM LOW-INCOME ECONOMIES

Estimates were available for two East African countries in this income group—Tanzania and Uganda—on the amount of philanthropic contributions made to other countries (Figure 9). Individuals and POs in Tanzania reported around USD 1.8 million in philanthropic outflows sent to POs in India in 2017. Individuals and POs in Uganda reported more than USD 0.7 million sent to POs in India in that year. In both countries, the

documented estimates of philanthropic outflows accounted for a very small share of the GNI (at below 0.005%). This is still an incomplete representation of the philanthropic outflows made from these two countries; however, the data serve to portray low-income economies as donors in the philanthropic landscape, rather than being solely recipients of global philanthropic resources.

FIGURE 9: PHILANTHROPIC OUTFLOWS FROM LOW-INCOME ECONOMIES, 2018



Source: Indiana University Lilly Family School of Philanthropy, 2020 *Global Philanthropy Tracker*

Data: GNI from World Bank; Philanthropic outflows from various sources researched by the Indiana University Lilly Family School of Philanthropy and shared by partner organizations for some economies. See Appendixes for specific data sources for each economy included.

Note: LIC: Low-income country

### PHILANTHROPIC OUTFLOWS FROM LOWER-MIDDLE INCOME ECONOMIES

Data on philanthropic contributions made to other countries were available in three lower-middle income countries, two of which (Kenya and Nigeria) are in Africa and the other (India) in Asia.

As shown in Figure 10, Nigeria had the largest philanthropic outflows in this group, at nearly USD 21 million, and India

contributed USD 9 million to other economies. Philanthropic outflows as a share of GNI were still very small in all three countries in this income group, well below 0.01 percent. Kenya ranked the top among the three countries, contributing over 0.006 percent of GNI, although it had the smallest philanthropic outflows in the group, at more than USD 5 million.

FIGURE 10: PHILANTHROPIC OUTFLOWS FROM LOWER-MIDDLE INCOME ECONOMIES, 2018



Source: Indiana University Lilly Family School of Philanthropy, 2020 *Global Philanthropy Tracker*

Data: GNI from World Bank; Philanthropic outflows from various sources researched by the Indiana University Lilly Family School of Philanthropy and shared by partner organizations for some economies. See Appendixes for specific data sources for each economy included.

Note: LMIC: Lower-middle income country

## PHILANTHROPIC OUTFLOWS FROM UPPER-MIDDLE INCOME ECONOMIES

Ten upper-middle income economies had available data on the amounts of philanthropic outflows. These economies are from five geographic regions, including five in the Balkan region, two in Latin America, and the others from Africa, Asia, and the Middle East.

In terms of philanthropic outflows, the five emerging economies were the top five donor countries in this income group, contributing a combined value of more than USD 900 million, accounting for nearly all of the total philanthropic outflows from this income group. Turkey ranked at the top with the highest

dollar value at USD 725 million and the largest share of GNI at 0.09 percent (see Figure 11). Mexico came in at second place with around USD 93 million in dollar value and 0.01 percent as a share of GNI. The amounts of philanthropic contributions from South Africa, China, and Brazil ranged between USD 19 million and USD 44 million, while the remaining six upper-middle income economies each contributed well below USD 1 million in private philanthropy to other countries. Except Turkey and Mexico, philanthropic outflows as a share of GNI were all well below 0.01 percent in the countries in this income group.

FIGURE 11: PHILANTHROPIC OUTFLOWS FROM UPPER-MIDDLE INCOME ECONOMIES, 2018

*Philanthropic Outflows (in millions of inflation-adjusted 2018 US dollars)*



*Philanthropic Outflows as a Share of GNI*



Source: Indiana University Lilly Family School of Philanthropy, 2020 *Global Philanthropy Tracker*

Data: GNI from World Bank; Philanthropic outflows from various sources researched by the Indiana University Lilly Family School of Philanthropy and shared by partner organizations for some economies. See Appendixes for specific data sources for each economy included.

Note: UMIC: Upper-middle income country

## PHILANTHROPIC OUTFLOWS FROM HIGH-INCOME ECONOMIES

Data on philanthropic outflows from 32 high-income economies were included in the report. These economies span six world regions, with about three-fifths located in Europe. The majority of economies in this group are the 26 OECD DAC members. Together, they represented 13 percent of world population and 57 percent of global GDP. Eight countries in this group are emerging markets, including Chile, Czech Republic, Greece, Hungary, Qatar, Saudi Arabia, South Korea, and the United Arab Emirates. These economies were home to 2 percent of global population and accounted for 5 percent of the world's GDP.

Among the 32 high-income countries, the United States contributed almost USD 48 billion in private philanthropy to other countries, the highest among the group (see Figure 12). Another four countries each had above USD 1 billion in philanthropic outflows, including the United Kingdom with nearly USD 5 billion, Canada and Germany with around USD 3 billion each, and the Netherlands with USD 1

billion. The 26 DAC countries that had available philanthropy data contributed a combined value of USD 67 billion, accounting for 99 percent of the total philanthropic outflows from the 32 high-income economies included in the report. Around 2 percent of the total (at a combined value of over USD 1 billion) came from the eight emerging markets, half of which are also DAC members.

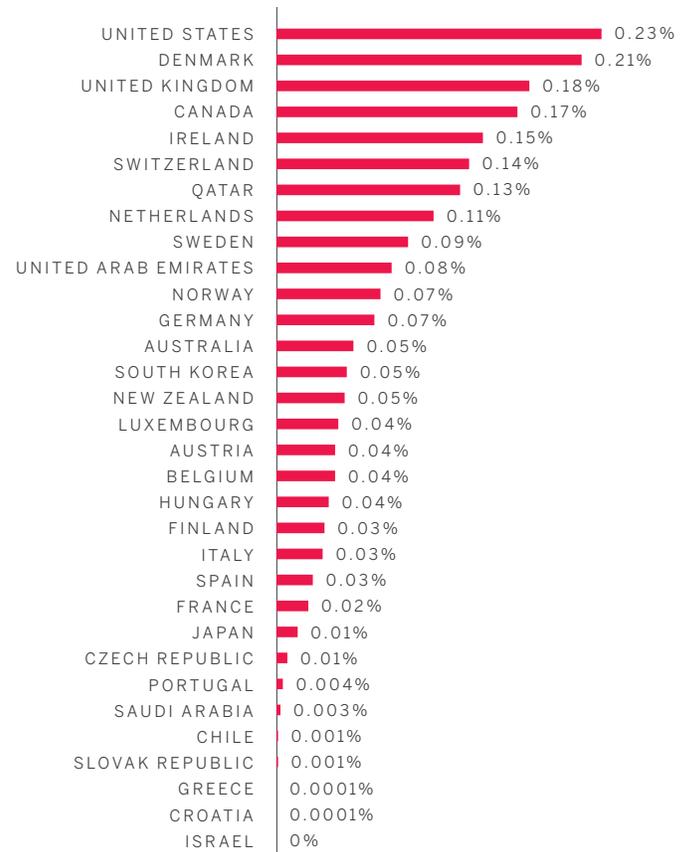
The amount of philanthropic outflows as a percentage of GNI exceeded 0.20 percent for two countries, United States and Denmark (at 0.23% and 0.21%, respectively). In another six countries, philanthropic outflows exceeded 0.10 percent of GNI, ranging from 0.11 percent in the Netherlands to 0.18 percent in the United Kingdom. Among the 25 countries where philanthropic outflows as a share of GNI was above 0.01 percent, Qatar and the United Arab Emirates were the only non-DAC members (at 0.13% and 0.08%, respectively).

FIGURE 12: PHILANTHROPIC OUTFLOWS FROM HIGH-INCOME ECONOMIES, 2018

*Philanthropic Outflows (in millions of inflation-adjusted 2018 US dollars)*



*Philanthropic Outflows as a Share of GNI*



Source: Indiana University Lilly Family School of Philanthropy, 2020 *Global Philanthropy Tracker*

Data: GNI from World Bank; Philanthropic outflows from various sources researched by the Indiana University Lilly Family School of Philanthropy and shared by partner organizations for some economies. See Appendixes for specific data sources for each economy included.

Note: HIC: High-income country

## B. Philanthropic Outflows by Cause: The United Nations' Sustainable Development Goals

The SDGs were formed to enact meaningful, viable improvements to the global standard of living and the environment. The 2030 Agenda for Sustainable Development, created by the UN in consultation with a broad array of stakeholders (Zuijderduijn et al., 2016) and agreed upon in September 2015, is “a plan of action for people, planet and prosperity” which “seeks to strengthen universal peace in larger freedom” (United Nations, 2015, p. 5). Because of the ambitious nature of the SDGs, there is an estimated USD 2.5 trillion funding gap, and global philanthropy will have to be an important factor in closing that gap (United Nations Conference on Trade and Development, 2020).

The SDGs are the successors to the eight Millennium Development Goals established for the years 2000–2015, but the 17 SDGs are much more comprehensive and are meant to be achieved in all economies, regardless of their income level or level of development.<sup>25</sup> In total, there are 169 targets which more specifically outline what must be achieved by the 2030 deadline to meet the 17 Goals. While philanthropy can play a role in funding all the SDGs, it should also be actively engaged in Goal 17: Partnerships for the Goals, because increased collaboration is vital for attaining the goals. While vulnerable populations are increasingly burdened by COVID-19, philanthropists around the world can be one of the key providers of direct, life-changing assistance (Sachs, et al., 2020).

By the end of 2010s, global progress had been made toward the SDGs.<sup>26</sup> In the past decade the number of workers living in extreme poverty fell in half from 2010 to 2019 (Goal 1: No Poverty) (United Nations, 2020a). Furthermore, access to safe drinking water rose from 61 percent to 71 percent (Goal 6: Clean Water and Sanitation) (United Nations Children's Fund & World Health Organization, 2019), and the number of women and girls subject to female genital mutilation in 30 economies dropped by 25 percent between approximately 2000 and 2018 (Goal 5: Gender Equality) (United Nations, 2019). Yet, even before the rapid spread of the COVID-19 pandemic, not a single economy was on track to achieve all 17 of the SDGs (SDG Philanthropy Platform, 2020a).

### PHILANTHROPY AND ITS ROLE IN INTEGRATING SDGS IN THE 2030 AGENDA

One advantage of philanthropic investment is that it brings “a willingness to support big thinking, innovation, risk-taking, and collaboration” (Ogden et al., 2018, para. 2). One roadblock is that POs cannot reach their full potential until they increase collaboration (Callias, Grady, & Grosheva, 2017, p. 1). The Rockefeller Philanthropy Advisors Group explains that the SDGs help solve that issue because they created a “shared language,” which encourages collaboration “across sectors, borders, and issue areas” (2019, p. 15).

These suggestions can be implemented by POs of all kinds, from family foundations established by entrepreneurs, to community foundations, to large grantmaking foundations.

Already, 59 percent of foundations included in the survey conducted by OECD claim that their projects align with one or more of the 169 targets, and they are important influencers on health-related issues (OECD, 2018). According to research from the European Community Foundation Initiative, in 2019 nearly 60 percent of Community Foundations in Europe see a correlation between the SDGs and their own work (Böllhoff, et al., 2019).

Family foundations can also advance the SDGs. Suzanty Sitorus of the Indonesia Philanthropy Association provides suggestions for how they can implement the SDGs according to their respective missions (Sitorus, 2019). Primarily, family foundations should identify which causes they would like to prioritize among the 17 SDGs and 169 targets. Secondly, they must engage with other organizations with a similar mission, as well as umbrella organizations that can provide assistance. Finally, it is important to remain open to new data and insights. Even if family foundations are focused on regional issues, by using the SDGs as their framework and being connected with the global philanthropic system, they can be part of a global philanthropic community.

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<sup>25</sup> For more information on the United Nations' Sustainable Development Goals, visit: <https://www.un.org/sustainabledevelopment/sustainable-development-goals/>

<sup>26</sup> For more information on the latest achievement of the Sustainable Development Goals and the potential implications of the COVID-19 pandemic, visit: <https://unstats.un.org/sdgs/report/2020/The-Sustainable-Development-Goals-Report-2020.pdf>

## BUILDING CONNECTIONS TO ACHIEVE THE SDGS

One organization that builds relationships, both within the philanthropic sector and with other sectors of society, is the SDG Philanthropy Platform. This platform was built by the UN Development Programme and Worldwide Initiatives for Grantmaker Support (WINGS) in 2014, with further support from the Rockefeller Philanthropy Advisors, the Conrad N. Hilton Foundation, Ford Foundation, Brach Family Charitable Foundation, and UN Foundation (SDG Philanthropy Platform, 2020a). The SDG Philanthropy Platform seeks to create, among other things, a space for collaboration and communication from various sectors of society, an enabling environment for philanthropic investments, and to form locally based philanthropic networks (SDG Philanthropy Platform, 2020b).

An important relationship that must continue to be pursued is that between government and the philanthropic sector. In Ghana, for example, the government works together with local foundations and larger organizations, like the UN, to help facilitate the achievement of the SDGs. Philanthropic organizations will require the participation and cooperation of the government, which through its regulatory role determines whether or not the giving environment is viable (Debrah, 2018).

Another example of partnership across sectors is the COVID-19 Solidarity Response Fund for WHO. This fund, led by WHO, the UN Foundation, and the Swiss Philanthropy Foundation, has raised or committed over USD 234 million by the end of August 2020, which has been distributed to various UN agencies, the WHO, and to other entities to aid in vaccine research (WHO, United Nations Foundation, & Swiss Philanthropy Foundation, 2020).

Donations are important for the SDGs, but there is a second philanthropic act needed to achieve them: volunteering. IMPACT 2030 is a platform for corporations around the world to organize employee volunteers to help attain the SDGs (Council on Foundations, 2020b). Among the surveyed companies that purposely aligned their volunteer programs with the SDGs in the United Arab Emirates, the most common areas of alignment were with Goal 4: Quality Education (71%), Goal 3: Good Health and Well-Being (47%), and Goal 9: Industry, Innovation, and Infrastructure (42%) (IMPACT 2030, 2019, p. 7). According to the IMPACT 2030 website, they will soon release a Unified Measurement Framework and Guide, which will provide information on private sector volunteering (IMPACT 2030, 2020).

## DATA AVAILABILITY AND COLLECTION

According to the SDG Funders website by Candid, since 2016 foundations (primarily representing U.S.-based grantmaking) have overwhelmingly supported Goal 3: Good Health and Well-Being (over USD 66 billion) and Goal 4: Quality Education (over USD 85 billion) (Candid, 2020b). Goal 16: Peace and Justice is the next most-funded goal by foundations. Additionally, almost one-fifth of the total amount of grants to SDGs served the population group of Children and Youth. As with the following example, Candid tracks grants that align with the SDGs, whether the funders explicitly state their intention to do so or not. Because many organizations do not use the vocabulary of the SDGs, not including their work in a discussion of the 2030 Agenda would offer an incomplete picture of global philanthropy.

The UN SDG 2020 report demonstrates that, although there has been an improvement in data availability, the lack of recent country-level data remains a concern. The average year of country-level data for six of the goals is 2016 (United Nations, 2020b, p. 4). Without rapid data collection and analysis, it will be very difficult to ascertain what needs to be done in order to reach some level of success by 2030. With the efforts to end the COVID-19 pandemic, collecting data comprehensively and updating records frequently is even more vital—and challenging—than before.

A variety of initiatives are underway to help promote the data availability of the SDGs at the country level. A few of the main actors are the UN's own SDG Knowledge Platform as well as their Voluntary National Reviews, in which over one hundred economies have participated (United Nations, 2020c). Further data and evaluation can be found in the *Sustainable Development Report 2020* and the *SDGs Today: The Global Hub for Real-Time SDG Data* (The Sustainable Development Solutions Network, 2020).

Country-level organizations also collect data. Some organizations track the amount of money flowing to each SDG, while others evaluate whether organizations are using the SDG framework at all. In Colombia, companies can submit to which SDGs they have donated through the Corporate Aid Tracker, which then publishes that data (SDG Philanthropy Platform, 2020a). In the United States, CAF America reported data on grant disbursements to SDGs, finding that Goal 4: Quality Education received the largest dollar amount of donations nearly every year between 2016 and 2019, except 2017, when it was the second most supported issue after Goal 3: Good Health and Well-Being (CAF America, 2019).

In Denmark, Deloitte conducted a survey in 2017 of foundations which work both domestically and abroad; it found that 53 of the surveyed foundations *explicitly* do work that aligns with the SDGs (Monitor Deloitte, 2018, p. 10).

During the COVID-19 pandemic, 73 U.S.–based corporations responded to a survey about their support to charities around the globe using the SDG framework (CAF America, 2020). Since March 2020, 59 percent of surveyed corporations supported a wide range of issue areas in 93 countries. CAF America summarized the top three most supported issue areas into broad categories—disaster relief (Goal 17, 72%), health and well-being (Goals 3 and 6, 69%), and food security/agriculture (Goals 1 and 2, 62%).

In order to collect more up-to-date data on giving toward the SDGs worldwide, individual POs could use a vocabulary more aligned to the vocabulary of the SDGs and aim to track their own work according to the SDG Framework. Further, more umbrella organizations must collect data on which SDGs

their members prioritized. The first step in increasing data availability will be to encourage country-level data collection.

Eighteen of the 47 economies included in the 2020 GPT had available data on cross-border giving by charitable causes. Only Denmark had specific information explicitly aligning to SDGs, showing that data availability on SDGs is still limited 5 years after the enactment of the UN 2030 Agenda for Sustainable Development.

After coding the top 3 charitable causes indicated by data from the 18 economies to the 17 SDGs, we found that the top 3 most supported goals were Goal 4: Quality Education (9 economies), Goal 3: Global Health and Well-Being (8 economies), and Goal 1: No Poverty (5 economies). Additionally, humanitarian aid and emergency responses (9 economies) and international affairs and development (6 economies) were also among the top charitable causes supported by cross-border philanthropy (see Table 3).

TABLE 3: DATA ON CROSS-BORDER CHARITABLE GIVING TO SUSTAINABLE DEVELOPMENT GOALS BY ECONOMY

<i>Sustainable Development Goals</i>	<i>Number of Countries</i>	<i>Countries</i>
GOAL 4: QUALITY EDUCATION	9	AUSTRALIA, BOSNIA AND HERZEGOVINA, CHINA, JAPAN, LUXEMBOURG, SOUTH KOREA, SPAIN, TANZANIA, UGANDA
GOAL 3: GLOBAL HEALTH AND WELLBEING	8	AUSTRALIA, BOSNIA AND HERZEGOVINA, CHINA, DENMARK, FRANCE, MONTENEGRO, NIGERIA, SERBIA
GOAL 1: NO POVERTY	5	BELGIUM, BOSNIA AND HERZEGOVINA, MONTENEGRO, SERBIA, UNITED ARAB EMIRATES
GOAL 11: SUSTAINABLE CITIES AND COMMUNITIES	3	SOUTH KOREA, UGANDA, UNITED STATES
GOAL 13: CLIMATE ACTION	2	DENMARK, MONTENEGRO
GOAL 12: RESPONSIBLE CONSUMPTION AND PRODUCTION	1	DENMARK
GOAL 9: INDUSTRY, INNOVATION, AND INFRASTRUCTURE	1	LUXEMBOURG
GOAL 17: PARTNERSHIPS FOR THE GOALS	1	SOUTH KOREA
<i>Other Charitable Causes</i>		
HUMANITARIAN AID AND EMERGENCY RESPONSES	9	AUSTRALIA, BELGIUM, FRANCE, JAPAN, LUXEMBOURG, SERBIA, SPAIN, UNITED KINGDOM
INTERNATIONAL AFFAIRS AND DEVELOPMENT	6	BELGIUM, CHINA, FRANCE, SPAIN, UNITED ARAB EMIRATES, UNITED STATES
RELIGION	2	TANZANIA, UGANDA

Source: Indiana University Lilly Family School of Philanthropy, 2020 *Global Philanthropy Tracker*

Note: Only Denmark had specific information explicitly aligning to the UN SDGs. Research partners and the school assessed the remaining 17 countries retroactively to determine project alignment with the SDGs. Therefore, the table should not be interpreted as presenting data on countries who are actively reporting their philanthropic engagement with the SDGs.

The majority (16) of the economies that have available information on giving toward the SDGs or other cross-border

charitable causes also provided information on the dollar amount of giving or percentage of total cross-border giving per cause.

## DECADE OF ACTION

The year 2020 begins the “decade of action” as it marks the 10-year countdown to 2030. Unfortunately, COVID-19 has negatively impacted progress toward every goal and “risks reversing decades of progress” (United Nations, 2020d, p. 8). The UN Development Programme estimates that developing economies will lose USD 220 billion in income as a consequence of the COVID-19 pandemic. Yet, even before the pandemic spread worldwide, climate change and a decline in ODA threatened the attainment of the SDGs (United Nations, 2020).

Rather than altering the goals and the 2030 timeline, UN Secretary-General António Guterres explained that this is the time for a “renewed ambition” to achieve the SDGs by 2030. The priority in the coming years will be recovery from the pandemic and reaching SDGs will provide the necessary infrastructure to do so. Support for Goal 1: No Poverty and Goal 6: Clean Water and Sanitation are just two areas that would lessen some of the more disastrous effects of the pandemic.

Low-income economies have the most to gain from attaining the SDGs, but they also have far fewer resources (ODI, 2019).

Therefore, blended finance could attract private investment that provides the necessary financial flows to fulfill the SDGs. Scholars posit that this approach would provide stability to low-income economies, which will naturally increase what they receive in investment and ODA (ODI, 2019). Yet, there are some concerns that come with this plan. Because it is easier to provide aid to economies with an existing infrastructure, those that really need assistance are often passed over for slightly more stable economies (ODI, 2019). Therefore, POs are encouraged to invest in these economies and provide the necessary funding that they may not otherwise receive.

Knowledge of the SDGs is widespread but attaining them will take great effort and a reassessment on how to best allocate funds, especially in light of the COVID-19 pandemic. Because POs are more flexible and do not have to focus on issues such as remaining in political office, they may have to take the lead on addressing the less popular causes. Philanthropic organizations, businesses, and governments must maintain an open line of communication so that each SDG is tackled in a holistic way.



# Global Partnership for Effective Development Cooperation: Sustainable Model of Development and Its Contribution to Global Philanthropy

*Bok Jeong, Assistant Professor, Kean University*

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Development financing has embraced the significance of global philanthropy in its discourse and the global agenda of the SDGs accelerated various integration processes, including the Global Partnership for Effective Development Cooperation (GPEDC).

Development financing and global philanthropy have democratized, decentralized, and diversified over the last decades. The conventional model of international development has faced challenges in sustaining the finance for growing needs at the time of financial constraints. The traditional foreign aid model is centered on the concept of ODA, developed over 50 years ago and used by the OECD DAC. It is governmental activity-focused and limited to OECD's selected DAC countries (OECD, 2020c). The rapidly changing environment surrounding the international development field made it necessary to incorporate private actors, civil society organizations, and transnational organizations as well as extending the donor-country pool beyond DAC countries. The concept of the Total Official Support for Sustainable Development (TOSSD) was adopted to capture the diversifying and broadening resources for sustainable development including ODA, other official flows, South-South and triangular co-operation, the support to international public goods and private finance mobilized by official development interventions (OECD, 2020d). The introduction of the Index of Global Philanthropy and Remittances in 2006—a precursor to the GPT that traced and detailed private giving to the developing worlds for the first time—was intended to overcome the limitations in the traditional foreign aid model and sustain development finance by expanding the range of involved actors (Hudson Institute, 2016).

The GPEDC showcases this integrative partnership—crossing actors, sectors, and countries—for global philanthropy. The GPEDC is a multi-stakeholder platform in which varied development actors collaborate to enhance development effectiveness and bring long-lasting results. The incorporation of diverse actors, including multilateral agencies and civil society organizations beyond government agencies, is reflected in this partnership. The key actors in this partnership are the United Nations Development Programme (UNDP), OECD, and civil society. The ministerial-level meetings at the UN are the political momentum to sustain the effective development co-operation agenda.<sup>27</sup>

The GPEDC has offered a new model and tools to contribute to global philanthropy sustainably. First, this global partnership shares the ultimate goal with the philanthropic activities from the perspective of the UN SDGs. This partnership aims to contribute to the SDGs including eradicating poverty<sup>28</sup>, which is one of the core missions of global philanthropy. Global philanthropy is also re-visited under the current SDG framework as seen from the newly defined term of TOSSD (OECD, 2020d). SDG Philanthropy Platform was

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<sup>27</sup> For more information on GPEDC, visit <https://www.effectivecooperation.org/landing-page/about-partnership>

<sup>28</sup> For more information on GPEDC, visit <https://www.effectivecooperation.org/landing-page/about-partnership>

also developed as a vehicle to catalyze multi-stakeholder partnerships to SDGs agenda and implemented by a joint group of UNDP, Foundation Center and Rockefeller Philanthropy Advisors.<sup>29</sup> Second, this partnership has the strength in embracing the diverse goals of SDGs because it mobilizes various actors from all areas of development through the joint efforts between macro- and micro-level practices. Through the partnership between multilateral institutions and a wide spectrum of civil society organizations, all partners at different levels are engaged in development planning and implementation for the shared goals. Similarly, one of the strengths of the extended global philanthropy concept comes from the creative and diverse nature of private contributors including private foundations, private enterprises, and the overall civil society. In other words, both the GPEDC and global philanthropy overcome the limitations of relying too much on a single actor—government—by inviting private-sector contributors and civil society partners and by recognizing their specialized and complementary roles in the local and global communities.

Third, transparency and mutual accountability are commonly emphasized in the GPEDC and global philanthropy. With more partners in the game, the more enhanced monitoring and watch-dog functions have become possible in the development projects. Stakeholders in the GPEDC are required to be transparent and hold each other accountable for mutually-agreed outcomes within the partnership. In the case of global philanthropy, the influx of private foundations and private enterprises enhanced the accountability mechanism because these small-scale and specialized funders and donors made it possible to measure outcomes on tailored projects on the local community scale, compared to the standardized nationwide government programs.<sup>30</sup>

The GPEDC has created several opportunities and challenges for private philanthropy engagement into development. The GPEDC model suggests alternative solutions for the achievement of SDGs by mobilizing multilateral institutions and civil society organizations. The synergy effects between public and private actors are the backbone of this global philanthropy model. The window of opportunity for more actors to take actions for the SDGs agenda is open now. The challenges, ironically, come as the flip side of the coin: who is opening the window for these non-conventional actors to join the arena, to what extent, and on which parts? The state actors still hold the key and their interests are still the dominant factor. As observed even in the current COVID-19 crisis and responses to this global pandemic, government representatives and their interests/intents decisively affect decisions of multilateral institutions on the global development agenda. Therefore, how to overcome the obstacles embedded in the fundamental power structure of the international development arena and how to make the contributions of civil society organizations and private actors more effective and sustainable in global philanthropy are the key concerns and tasks moving forward.

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<sup>29</sup> For more information on UN's SDG Philanthropy Platform, visit <https://sustainabledevelopment.un.org/partnerships/SDGphilanthropy>

<sup>30</sup> The principles of GPEDC reveal the partnership's compatible nature with global philanthropy. The second and their reasons are derived from these principles. The principles of GPEDC also are as follows: country ownership, result-focused, inclusive partnership, and transparency/mutual accountability. For further information on these key principles of operation, please visit GPEDC's website: <https://www.effectivecooperation.org/landing-page/about-partnership>

## C. Recipients of Cross-Border Philanthropy by Region

Currently, most philanthropic research centers on the giving end of philanthropy, and little is known about the recipient side of private philanthropy. Based on limited data, Africa tends to be the most-supported geographic region in terms of cross-border philanthropy.

### GEOGRAPHIC DISTRIBUTION OF FOUNDATION GRANTS SUPPORTING THE SDGS

Candid's SDG Funders tool captures total foundation giving and numbers of grants supporting the UN SDGs by world region on an interactive map. Since 2016, the top two SDGs in terms of funding were Goal 4: Education and Goal 3: Good Health and Well-Being. North America has received the largest amount in foundation funding for SDGs since 2016 (USD 171.8 billion), followed by Southern Asia (USD 4.9 billion), Sub-Saharan Africa (USD 4.2 billion), and Northern Europe (USD 3.4 billion) (Candid, 2020b).

### DISTRIBUTION OF REGIONS SUPPORTED BY PRIVATE GIVING FROM ALL REGIONS

A 2018 OECD report found that nearly half (45%) of the private philanthropic giving between 2013–2015 from the 143 foundations included in the report was not allocated to a specific region, suggesting a number of projects either at a global scale or spanning multiple countries, making it difficult to track funds received by specific countries. This pattern was common in the health and reproductive health sector, where approximately 60 percent of funds were unallocated. The education sector more commonly targeted specific countries, with only 12 percent of funds unallocated. Middle-income countries received two-thirds (67%) of allocated private giving, while least-developed countries received only 28 percent (OECD, 2018).

According to the OECD report, in terms of funds allocated to a specific country, African countries received the largest share at 28 percent of all private foundation giving. In the health sector, Africa received the most allocated private foundation giving between 2013–2015 at 24 percent or USD 3 billion and received 28 percent or USD 592 million in the education sector. Asia received the second highest share of private giving at 17 percent. In the health sector, Asia received 13 percent of funds or USD 1.6 billion and the highest share of private giving to education at 29 percent or USD 608 million. Latin America, Oceania, and Europe received relatively low amounts of private philanthropy (OECD, 2018).

Nearly one-third (16) of the 47 economies that have available data on cross-border philanthropy and therefore are included in the 2020 GPT have information on the recipient economies or regions of their cross-border philanthropic activities. One-fourth (4) of these economies—Nigeria, South Korea, Tanzania, and the United Arab Emirates—provided country-level data, while three-fourths (12) of them had regional-level information on their beneficiaries. Eleven high-income economies, two upper-middle income economies, and three lower-middle income economies have data on economies or regions receiving cross-border philanthropic activities, which aligns the overall trends on philanthropic data availability.

The analysis showed that the most supported region was Africa, as it was one of the top three recipient regions of cross-border philanthropy in 15 out of the 16 economies (Table 4). Asia (9 economies) and Latin America (5 economies) were also frequent beneficiaries of international charitable donations. Interestingly, the analysis showed that developed economies can be recipient economies too, as North America and Europe were among the top three recipient regions in four and three economies, respectively.

One reason for the limited literature on the recipient side of philanthropy is the lack of systematic data collection on funds received. Data collection and cross-country comparisons on incoming philanthropic flows are made difficult by the absence of clear, standardized definitions of key terms like philanthropy. The absence of an international standardized financial information reporting process also complicates data collection. Given that the destinations of private development assistance are not often traceable, it is not always clear which areas receive the most private funding.

To improve data quality on recipient regions of cross-border giving, a first recommendation is to standardize a global definition for cross-border philanthropy. Also, standardization of categories of charitable giving, such as health and education, should be implemented to track purposes of funds. Secondly, knowledge sharing on data reporting, collection, and analysis must be supported. For example, in the United States, POs currently must report to which regions their grants are sent; this reporting could be improved with greater clarity and specificity.

TABLE 4: DATA ON TOP PHILANTHROPIC OUTFLOWS BY RECIPIENT REGION

<i>Recipient Region</i>	<i>Number of Countries</i>	<i>Countries</i>
GIVING TO AFRICA	15	AUSTRALIA, BELGIUM, BOSNIA AND HERZEGOVINA, CHINA, CZECH REPUBLIC, FRANCE, GERMANY, JAPAN, KENYA, NIGERIA, SPAIN, SOUTH KOREA, TANZANIA, UNITED ARAB EMIRATES, UNITED STATES
GIVING TO ASIA	8	AUSTRALIA, BELGIUM, CHINA, FRANCE, KENYA, NIGERIA, SOUTH KOREA, TANZANIA, UNITED ARAB EMIRATES
GIVING TO LATIN AMERICA	5	BELGIUM, CHILE, GERMANY, SPAIN, UNITED STATES
GIVING TO MIDDLE EAST AND NORTHERN AFRICA	4	CZECH REPUBLIC, FRANCE, GERMANY, UNITED STATES
GIVING TO NORTH AMERICA	4	KENYA, NIGERIA, SOUTH KOREA, TANZANIA
GIVING TO EUROPE	3	CHINA, CZECH REPUBLIC, SOUTH KOREA
GIVING TO PACIFIC	1	AUSTRALIA

Source: Indiana University Lilly Family School of Philanthropy, 2020 *Global Philanthropy Tracker*

Note: Only the top three recipient economies or regions were included in the data analysis.

Finally, there is a need for more research on the recipient side of private philanthropy. Little is understood about the true impact of philanthropic giving, in part because of the lack of data on private flows compared to other sources of aid, such as ODA. Comprehensive studies on how private philanthropy are received in a specific country or region could help clarify its impact and foster a better understanding of the effects of private giving.

Better aggregate information on recipients of private philanthropy could help donors make “better,” data-driven and strategic decisions. Improved data has the potential to support donors’ work more effectively for meeting the SDG targets, as well as to respond to global crises moving forward.

## D. Cross-Border Volunteering

Another essential element of philanthropy is volunteering—voluntary giving of time or talent for the benefit of others (International Labour Organization, 2011). It is estimated that the global volunteer workforce is equivalent to 109 million full-time workers, with the majority engaging in direct volunteering for others (70%) rather than organization-based work (30%) (UN Volunteers, 2018a). Aside from cross-border giving, cross-border volunteering can be supportive of international development projects and provide expertise in other countries that may lack it. Individuals may work through a domestic organization with operations abroad or directly with an organization based in another country.

International volunteering plays an important role in the development of local communities and improvement of human well-being. Cross-border volunteering can provide benefits to both the host community as well as the volunteer. Increasing volunteering is part of the 2030 agenda for the UN with the *2018 State of the World's Volunteerism Report* noting that local volunteerism is fundamental in resilient communities globally (UN Volunteers, 2018b). Also commonly associated with cross-border volunteerism is cultural learning and exchange through interactions between volunteers and the local hosts. Volunteerism is important in allowing organizations to pursue development projects and potentially provide knowledge and skills in areas that need it most.

There are many different forms of cross-border volunteering. It can range from short-term experiences that last a few days or weeks to multiple years, and it could also be “volunteer tourism” by inexperienced young people, focusing on cultural learning and understanding, or “professional volunteering” in skilled positions (Lough & Tiessen, 2018). This range also encompasses the various structures around the projects; some may be uncompensated and others may provide remuneration; some have more informal organization and limited internationality (Lough, 2020). Internationality is more commonly seen in longer term projects where the volunteer lives within the communities they serve and aid. This differentiation is formed on a basis that short-term programs or projects are sometimes more heavily commercialized and support the volunteers’ experience more so than the development purpose (Devereux, 2008). Globally, international volunteers are increasingly from countries across income levels, ranging from low-income countries to high-income economies (UN Volunteers, 2018b).

As noted, volunteering is seen as critical to the achievement of sustainable development in the UN’s 2030 agenda (UN Volunteers, 2018b). However, the variety of forms of cross-border volunteering has muddied this role with some aspects seen as potentially extending harmful hierarchies and critiques labelling a growth of volunteer tourism as a form of neocolonialism (Devereux, 2008). On the other hand, it is noted that this possible downside corresponds with the contrasting positive potential that cross-border volunteering could reach. Most literature points to a need for collaboration and co-operation with local communities over what has sometimes become a cooptation of their efforts (Devereux, 2008). This discussion has grown as the sector for international volunteering has increased to a multibillion-dollar industry with a significant offering of opportunities that align with volunteer tourism more than volunteering for development (Lough & Tiessen, 2018).

A large shortcoming in understanding trends in cross-border volunteering is the lack of data or consistent measurement of data. Even with the data available, there are often differences between how countries classify volunteers (UN Volunteers, 2018a). However, this trend is changing with better understanding of how volunteering is understood and distinguishing international involvement. The UN’s 2030 agenda promotes cross-border volunteering and therefore efforts are being made to make measurement more effective starting with definitions to ensure correct data are being measured. In addition, cross-border volunteering is seeing increased attention as leaders and policy makers attempt to improve the efficacy of programs and projects abroad (Lough & Xiang, 2016). Both the measurement and methods of cross-border volunteering are seeing change, which will go to address the current issues of consistency in data as well as the potential limitations of volunteer tourism. Policy that ensures such cross-border projects and programs are collaborative and see volunteers cooperate with local communities is a target that can ensure greater effectiveness of cross-border volunteering in international development.

Only 18 out of the 47 economies had data on either international volunteering or volunteering with domestic POs in the field of international activities. As Table 5 shows, even among these 18 economies, the types of available estimates vary considerably across countries, making it difficult to get a clear picture of the current status of cross-border volunteering. This cross-country variation clearly demonstrates the lack of a consistent framework for data tracking and collection.

TABLE 5: DATA AVAILABILITY ON CROSS-BORDER VOLUNTEERING BY ECONOMY

<i>Economy</i>	<i>Number of Volunteers</i>	<i>Percentage of Volunteers</i>	<i>Number of Hours Volunteered</i>	<i>Most Recent Year with Data</i>
AUSTRALIA	X			2018–19
CANADA	X			2018–19
FRANCE	X			2018
GERMANY	X			2018
ISRAEL	X	X		2016
ITALY	X			2015
MEXICO	X			2018
NETHERLANDS		X		2019
NEW ZEALAND			X	2014
NORWAY		X	X	2017
SLOVAK REPUBLIC	X	X	X	2018
SOUTH AFRICA		X		2018
SOUTH KOREA	X			2017
SPAIN	X			2018
SWEDEN		X		2018
SWITZERLAND		X		2019
UNITED KINGDOM		X		2017–2018
UNITED STATES	X		X	2014–2015

Source: Indiana University Lilly Family School of Philanthropy, 2020 *Global Philanthropy Tracker*

The following six countries from Asia, Europe and North America have detailed data available and present a snapshot of international volunteering around the world.

## AUSTRALIA

In Australia, the government-sponsored Australian Volunteers Program (AVP) sends motivated Australians to countries across the Asia-Pacific region. The AVP is a recent initiative that began in January 2018 to replace the Australian Volunteers for International Development program. The program seeks to build volunteers' competencies across a variety of skill sets, including education, community and social development, disaster and emergency management, and engineering. In partner countries, "long-term partnerships" with Australian organizations promote sustainable development. Volunteer assignments focus on three themes: "inclusive economic growth, human rights, and climate change/disaster resilience/food security" (Australian Volunteers Program, 2019). The program also states its support of the SDGs.

Operating under an AUS 37.3 million budget, 943 volunteers worked with 633 partner organizations in 26 countries in FY2018–2019 (Australian Volunteers Program, 2019). About half the assignments were in Asia (51%), and a smaller proportion were in the Pacific and Timor-Leste (40%) or Africa (9%). The partner organizations in these countries work in various sectors, from government and civil society (25% of partner organizations) to health (21%), education (16%), and social infrastructure and services (13%).

In addition to AVP volunteers, the 121 Australian Council for International Development (ACFID) member organizations deployed 1,558 volunteers internationally in the 2018-19 fiscal year (ACFID, 2019).

## FRANCE

The leading French hub for international volunteering is France Volontaires, which unites public agencies and international solidarity organizations<sup>31</sup> to coordinate "Volontariats Internationaux d'Echange et de Solidarité" (Volunteering for International Exchange and Solidarity, VIES) under the direction of the Ministère de l'Europe et des Affaires étrangères (Ministry of Europe and Foreign Affairs, MEAE). VIES participants can volunteer abroad through various positions ranging from youth exchange programs, development cooperation projects, skill-based volunteer exchanges, and programs run under the "Francophonie," the international organization of French-speaking countries.

In 2018, 8,656 VIES participants volunteered across the world. At 28.3 percent of volunteers, Africa hosted the most volunteers (2,447 volunteers), followed by European Union countries (2,290 volunteers), Asia and Oceania (1,545 volunteers), Middle East and North Africa (1,128 volunteers), Latin America and the Caribbean (955 volunteers), and Europe outside the EU (281 volunteers). Volunteers served in a range of activities, including education (30% of volunteers), youth social support (18%), and health and sanitation (12%). Almost a third of volunteers (2,699) participated in the Service civique à l'international (International Civic Service, SCI), a branch of France's state-sponsored Service Civique (Civic Service) program. With SCI, volunteers work in various sectors, including international development and humanitarian action, for a period of 6 to 12 months (Agence du Service Civique, 2020). The Chantiers Internationaux program (International Workshops) and the Volontariat de Solidarité Internationale (International Solidarity Volunteership, VSI) were the second two most common programs at 1,982 and 1,955 respectively (France Volontaires, 2020). Chantiers Internationaux works with the Cotravaux network of non-governmental organizations to sponsor a group of up to 20 volunteers in "chantiers," or workshops, in a given location for a period of two to three weeks (Cotravaux, 2020). VSI involves volunteering for a specific organization that supports a volunteer for at least one year in the sector of international development. Though not run by the state, some associations may receive state funding (France Volontaires, 2020).

## GERMANY

The history of modern volunteering in Germany goes back to the 1960s with the formation of the AKLHÜ e.V.<sup>32</sup> and the German Development Service. In 2018, according to the AKLHÜ e.V., there were 8,685 Germans who volunteered abroad, which represented a decline from 9,188 in the previous year. The majority chose to do their international volunteering through a public organization, while 585 went with a private organization and 1,020 went to help in international workcamps. In terms of regional focus, while the areas of highest engagement of public organizations were Europe, Caucasus, Central Asia (32%) and Latin America and the Caribbean (26%), the highest number of volunteers for private organizations and workcamps went to Africa (37%) and Europe, Caucasus, Central Asia (77%), respectively (AKLHÜ, e. V., 2019). In terms of thematic focus, the two main focuses for projects from public and private organizations were education and social engagement.

<sup>31</sup> *Organisations de solidarité internationale (international solidarity organizations, "OSI"s) refer to NGOs that work in the development sector or that address international causes.*

<sup>32</sup> *Known also by its full name Arbeitskreis „Lernen und Helfen in Übersee“, in English „Task Force 'Learning and Helping Overseas'“ was established by the West German government in Bonn in the early 1960s, and together with the federal government, founded the German Development Service. This set the groundwork which led to the international volunteer system in Germany today.*

## SOUTH KOREA

South Korea has a marked presence in international volunteering, especially within Asia. According to the handbook from the Korea NGO Council for Overseas Development Cooperation, 92 Korean nonprofits recruited and deployed trained volunteers in 67 countries in 2017. The majority of the volunteers (81%) were deployed to Asian countries. The largest number of the volunteers was deployed to Vietnam (12% of total volunteers), followed by Cambodia (11%) and Laos (9%). Africa (12%) and the Middle East (3%) were the second and third most popular regions to volunteer in after Asia (KCOC, 2017). A large volume of overseas volunteering opportunities has been coordinated by religious organizations during the last several decades in Korea. Unfortunately, there is no available public and private information to gauge the size and dimensions of cross-border volunteering by religious organizations.

## SPAIN

The data for cross-border volunteering in Spain came from la Coordinadora de Organizaciones para el Desarrollo (The Spanish Development NGO Coordinator), which connects groups and organizations committed primarily to international development and solidarity, humanitarian assistance, and the promotion of human rights. They were comprised of 77 organizations and 17 regional coordinators in 2018, with offices all over the world. In 2018, a total of 20,439 Spaniards volunteered with these organizations (La Coordinadora de Organizaciones para el Desarrollo, 2020). Of all volunteers, only 4,140 actually traveled outside Spain for the volunteer work, and over half of those who went abroad volunteered through Cruz Roja Española (Spanish Red Cross). Among all volunteers who served abroad, around two-fifths (42%) were between the ages of 30–64<sup>33</sup> and more than half (57%) were female. Female volunteers also accounted for over two-thirds (68%) of those who served development organizations in Spain.

In terms of where the volunteers worked outside Spain, among the 77 organizations, there were volunteer programs in the Americas (88 programs), Africa (70), Asia (11), Europe (2), and the Middle East (4). The country with the most volunteer projects was Bolivia (12 projects), followed by Colombia (10), Guatemala (9), and Mozambique (9), though the report did not publish the size of the volunteer cohorts by location. Additionally, the programs focused on a variety of topics, the most common of which were education, gender equality, human rights, and health.

## UNITED STATES

In the United States, around 1.2 million people volunteered abroad or with domestic organizations that work to support international causes between September 2014 and August 2015. They contributed an estimated 126 million hours in total. Data came from the 2015 Current Population Survey Volunteer Supplement,<sup>34</sup> the most recent wave that had information on volunteering for international causes domestically or abroad. Using data from the Current Population Survey conducted by the Bureau of the Census for the Bureau of Labor Statistics, and using the Independent Sector's dollar value of volunteer time, the estimated volunteer time for international causes was valued at \$4.3 billion (Hudson Institute, 2016, p. 35).

Between 800,000 and 1.1 million Americans volunteered abroad annually from 2004 to 2014 (Lough, 2020). Of all these international volunteers, about a quarter (26%) were aged 15–24, slightly over half were women (52%) or had a bachelor's degree or higher (51%), and around two-thirds (67%) were employed.

About 27 percent of the international volunteers in 2007–2014 spent most or all of their time abroad (Lough, 2015). Among them, 45 percent stayed abroad for two weeks or less, while 29 percent stayed for 10 weeks or longer. These volunteers served religious organizations most frequently (44%), followed by social and community service organizations (11%), and hospitals, clinics or other healthcare organizations (10%). The four most common activities that these volunteers participated in were tutoring/teaching (29%), mentoring youth (27%), engaging in general labor (26%), and providing counseling, medical care, or protective services (21%).

<sup>33</sup> Among those who volunteered abroad, another 14 percent aged 29 or younger, less than 6 percent aged 65 or older, and about 39 percent had no information on age.

<sup>34</sup> Sarah Flood, Miriam King, Renae Rodgers, Steven Ruggles and J. Robert Warren. Integrated Public Use Microdata Series, Current Population Survey: Version 7.0 [dataset]. Minneapolis, MN: IPUMS, 2020. <https://doi.org/10.18128/D030.V7.0>

## Cross-Border Giving through Small-Scale Initiatives

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In the last several decades, the options for cross-border giving have expanded. In particular, for those in the global North, nonprofit organizations and small-scale initiatives have become key vehicles to give to international development causes. These groups often raise funds from private individual donors, who are most often from the founder's personal network. As an example, according to 2019 data there are over 16,000 nonprofit organizations based in the United States working in international development. The majority of these are small-scale and volunteer-run. Sixty-seven percent of the organizations have an annual revenue of USD 100,000 or less.

These types of initiatives are documented in other contexts in the global North as well, including in the Netherlands (Kinsbergen & Schulpen, 2013a), Germany (Berman, 2016), England and Wales (Clifford, 2016; Pollet et al., 2014), and Norway (Haaland & Wallevik, 2017). In Germany, for example, 74 percent of organizations working in international development are entirely volunteer-run (Krimmer, 2013) and in the Netherlands, over a half a million of people are engaged with these types of small-scale initiatives. Evidence also shows they are increasing in number. For example, in England and Wales, the number of these organizations has increased from 2,300 in 1995, to over 10,000 in 2014 (Clifford, 2016).

These small-scale initiatives have several names. Some descriptors underscore their roles in development aid, calling them grassroots international NGOs (Schnable, forthcoming), citizen aid (Fechter & Schwittay, 2019), private development initiatives (Kinsbergen & Schulpen, 2013a), and a manifestation of pop development (Schwittay, 2019). Some references underline the haphazardness and amateur-ness of those involved, including terms such as accidental aid workers (Haaland & Wallevik, 2017) and hobbyist aid workers (Develtere & DeBruyn, 2009). Others denote the philanthropic impulse of these small-scale initiatives calling their founders and donors philanthropic entrepreneurs (Appe & Oreg, forthcoming), altruists from afar (Swidler & Watkins, 2017), demotic humanitarians (Taithe, 2019), and everyday humanitarians (Richey, 2018). Most of these efforts are a result of a transformative, personal experience that is associated with travel and ignites motives to give.

For some time, research has demonstrated a relationship between religion and international giving and many small-scale initiatives parallel this. For example, Embrace It Africa was started by Zachary Rodriguez and, as its founder, he was motivated by his Christian faith. Embrace It Africa was officially launched after Zachary's first trip to Africa. Thereafter, it started with USD 2,500 worth of donations to deliver microfinance projects. As Embrace It Africa has continued on, it has expanded to include education projects, student sponsorships, health services, and HIV awareness programming. Zachary describes his devotion to his faith and explains what he is doing, simply as his responsibility as a human being.

Small-scale, cross-border giving is also motivated by a "second act" or "encore career"—that is, giving overseas starts post-retirement. Diane Reiner was a civil servant in state government for over 30 years. When asked about how she became a founder of a small international nonprofit in the United States, Diane notes that her upbringing was neither diverse nor filled with travel but that she had always wanted to visit Africa. In 2006, she went to Uganda to study photography for a month and upon returning to the United States, she founded Jajja's Kids, Inc. Jajja's Kids serves former street children in Uganda. For several years it provided programming in urban neighborhoods for children and in 2017 started to build its first residence, which by 2019 was serving the housing, nutritional and educational needs of 20 children.

Initiatives of small-scale, cross-border giving are also marshalled by diaspora. Sebastian Maroundit and Mathon Noi were resettled in the United States in 2000 after they fled Sudan and spent years in refugee camps. In 2007, they returned to what is now South Sudan for the first time. Once back in the United States, they charted a vision to help with education projects in their village and created Building Minds in South Sudan, which focuses on primary school education and female empowerment. It built a new primary school in 2015 that serves over 900 students and seeks to improve quality of education through teacher training. A second school was built specifically for girls in 2018.

There are, however, challenges to these initiatives in global philanthropy and development. While their leaders are highly motivated, questions about their actual effectiveness ensue. Most of these groups use outputs of tangible projects to signal effectiveness, but these results do not always provide direct evidence of improved wellbeing. In addition, there are questions about sustainability. These initiatives are born out of the motivations and passion of their founders. This is both a strength, given the deep commitment, but also a weakness as these groups do not often deliberately plan for leadership succession.

Cross-border giving through small-scale initiatives offers clear opportunities in global philanthropy and development. This type of giving provides space for everyday acts of generosity, fellowship, and personal connection. For example, these leaders and donors in the United States consistently refer to their counterparts in recipient communities as their friends, and even as family. They report reading more about development and learning about the country context. As such, there is evidence that these relationships bring global issues to local communities in the global North.

Finally, small-scale initiatives will likely become a more recognized venue for diaspora philanthropy. As just one example from the global North, small nonprofits in the state of New York in the United States alone have been founded by diaspora from a variety of countries, including Cameroon, China, Colombia, Congo, Rwanda, Somalia, South Sudan and Ukraine, among others.

While questions remain about the scope, impact, and sustainability of cross-border giving through these small-scale initiatives, they do suggest a way in which everyday people in the global North are taking global philanthropy into their own hands and becoming hands-on development actors.

## E. Context: Legal Environment for Cross-Border Philanthropy

As donors have increased their overseas engagement, regulations on cross-border financial flows—including charitable donations—have become stricter, and the number of legal barriers and administrative constraints to sending and receiving cross-border charitable donations has increased in the last decade. From burdensome administrative requirements to restrictions and stigmatization, various restrictive initiatives target international charitable in- and outflows (Indiana University Lilly Family School of Philanthropy, 2018; Rutzen, 2015).

The international and country-level legislation on illicit financial flows is perhaps the most common of these regulations that have disproportionately affected cross-border philanthropy. The International Monetary Fund's Financial Action Task Force's (FATF) Special Recommendation #8 on nonprofit organizations introduced new measures aimed at reducing the philanthropic sector's vulnerability to terrorist groups in 2002. Even though FATF encouraged countries to review legislation and implement proportionate actions and flexible policies to ensure the viability of the philanthropic sector, anti-money laundering and counter-terrorism regulations have remained barriers to cross-border giving (Indiana University Lilly Family School of Philanthropy, 2018; Hayes, 2017).

In the last decade, several economies across the globe have also introduced regulations that prohibit incoming foreign funds or that target foreign-funded POs. Foreign-agent laws and similar regulations often require POs to obtain government approval before receiving foreign funding, report their overseas financial resources, and register as “foreign agents” or “foreign-supported organizations” to a central agency (Anheier, 2017; Laufer, 2017). Such regulations not only hinder the capacity of foreign-funded POs, but also discourage both donors and recipients to participate in and enhance cross-border private philanthropy globally.

Although other governments have enacted favorable tax regulations for cross-border philanthropy, the related administrative requirements and processes are often burdensome and expensive. As one example, many member states of the European Union have not implemented the non-discrimination principle on tax treatment of philanthropy. Thus, working with partners from 21 countries, Transnational Giving Europe provides a solution for tax-effective cross-border cash donations in Europe (European Foundation Centre & Transnational Giving Europe, 2017). Simultaneously, infrastructure organizations such as the Donors and Foundations Networks in Europe and the European Foundation Centre actively advocate for a more favorable environment for cross-border philanthropy at the European level.<sup>35</sup>

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<sup>35</sup> For more information, see the *European Philanthropy Manifesto*: [https://www.philanthropyadvocacy.eu/wp-content/uploads/2019/03/20190321-Philanthropy-Manifesto\\_420x210\\_WEB.pdf](https://www.philanthropyadvocacy.eu/wp-content/uploads/2019/03/20190321-Philanthropy-Manifesto_420x210_WEB.pdf)

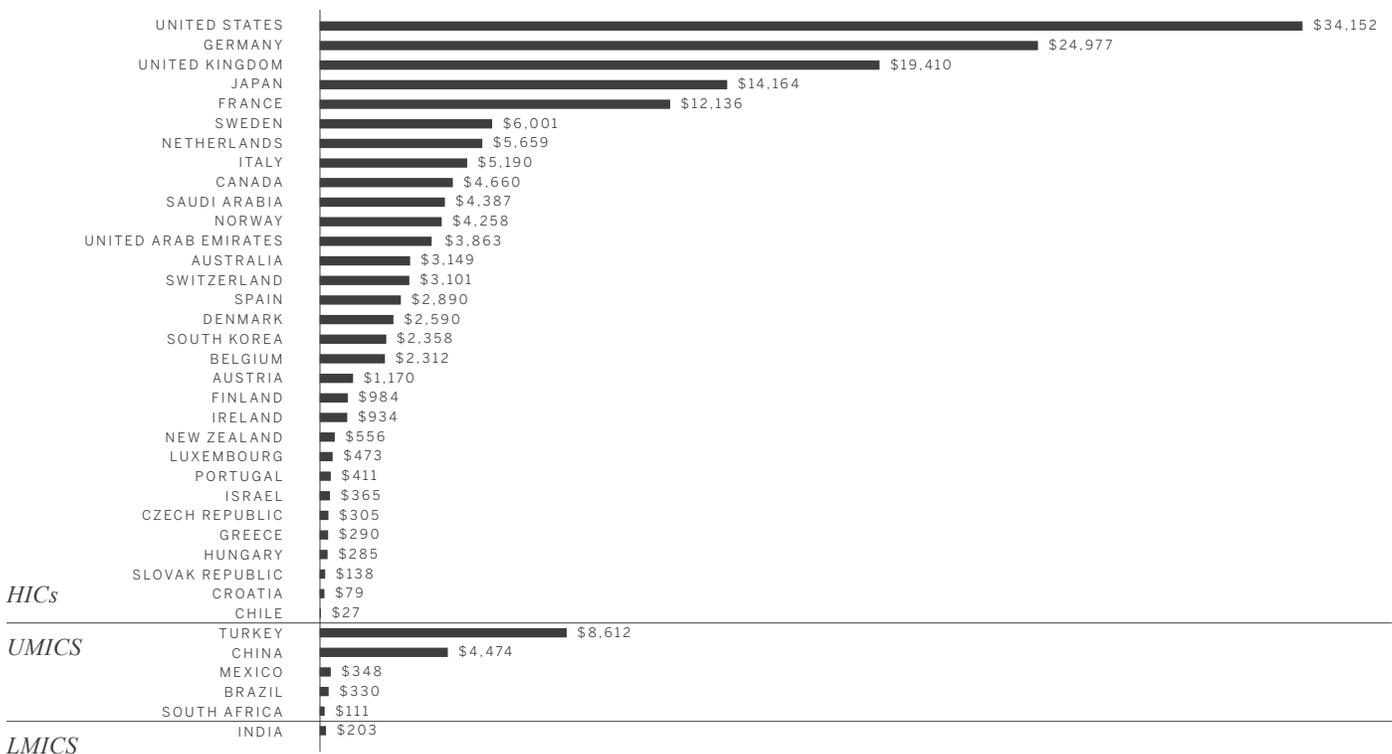
# Other Cross-Border Resource Flows

## A. Official Development Assistance

Among the 47 economies included in the 2020 GPT, 37 countries either reported government aid to, or have aid estimated by, the OECD.<sup>36</sup> The total official development assistance (ODA) from these 37 countries was around USD 175 billion in 2018. By World Bank country income group, total ODA from the 31 high-income economies was USD 161 billion in 2018, 95 percent (or roughly USD 153 billion) of which were from 26 DAC members. Five upper-middle income economies had ODA estimates, totaling close to USD 14 billion in 2018. Only one lower-middle income country reported an estimated ODA, at USD 203 million.

Figure 13 shows that the United States remained the largest ODA donor by volume with USD 34 billion, followed by Germany at USD 25 billion, the United Kingdom at USD 19 billion, Japan at USD 14 billion and France at USD 12 billion. Total ODA from these top five countries amounted to 65 percent of the combined ODA from the 31 high-income economies included in the report and 60 percent of the total ODA contributions from all 37 countries. Of the five upper-middle income economies, Turkey contributed the largest ODA, at more than USD 8 billion, which was smaller than only the top five countries among all 37 countries included here.<sup>37</sup>

FIGURE 13: NET OFFICIAL DEVELOPMENT ASSISTANCE BY ECONOMY, 2018 (in millions of inflation-adjusted 2018 US dollars)

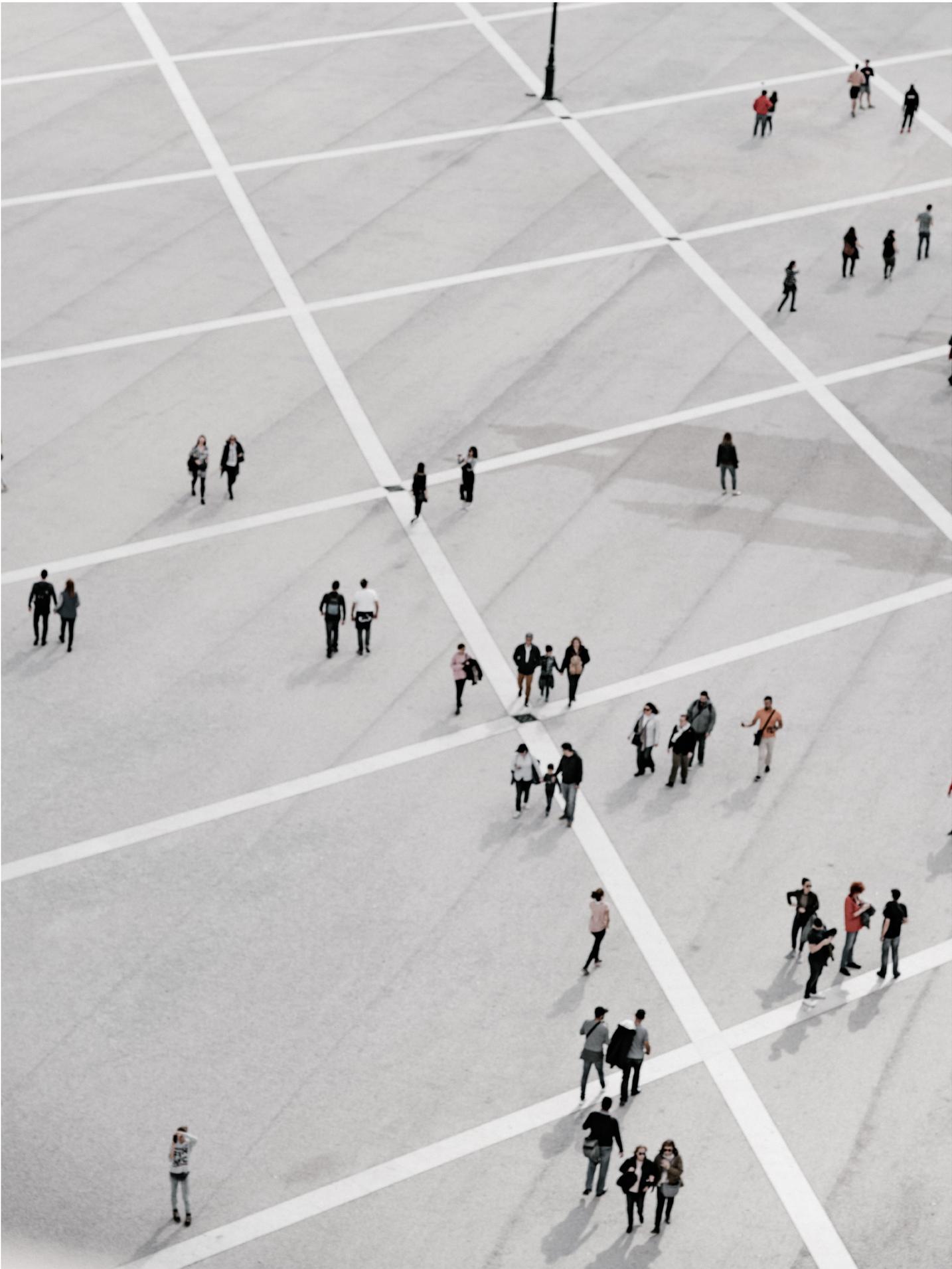


Source: Indiana University Lilly Family School of Philanthropy, 2020 *Global Philanthropy Tracker* / Data: OECD

Notes: HICs: High-income countries; UMICs: Upper-middle income countries; LMICs: Lower-middle income countries; ODA data are not available for low-income countries.

<sup>36</sup> The 10 countries that did not have ODA estimates include 1 high-income, 5 upper-middle income, 2 lower-middle income and 2 low-income economies.

<sup>37</sup> Turkey's ODA has increased significantly since 2015, which can be particularly attributed to the increased humanitarian assistance to Syrian refugees (OECD, 2020e). In 2018, over three-quarters (78%) of Turkey's total ODA was allocated to support Syrian refugees.

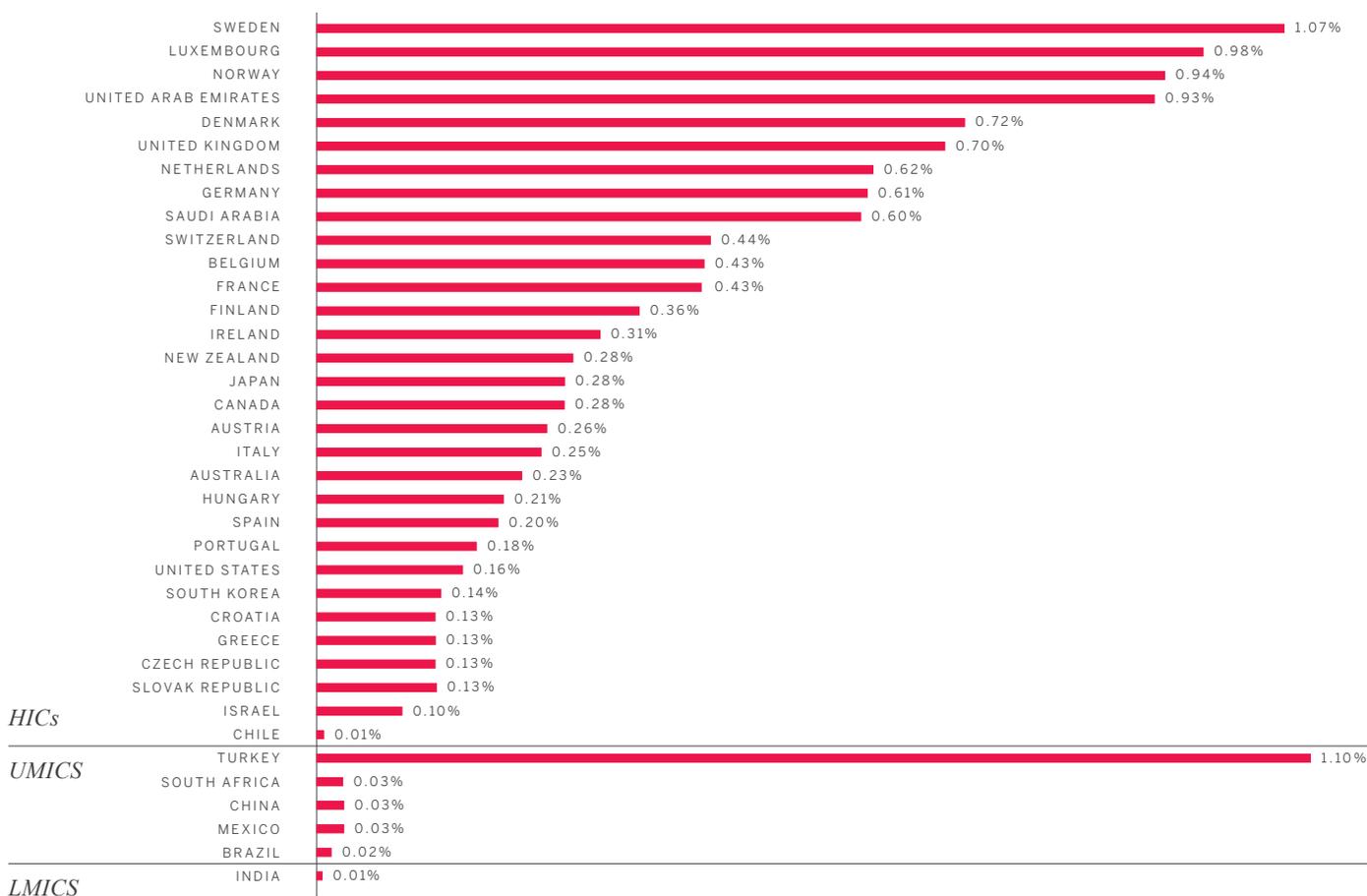


When looking at ODA as a share of GNI, Turkey ranked at the top among all 37 countries, at around 1.10 percent, slightly higher than Sweden, which had the highest ODA as a percentage of GNI among all high-income economies at 1.07 percent. Half of the top 10 countries with the highest ODA across income groups are also in the top 10 with the largest ODA as a share of GNI: Germany, the Netherlands, Sweden, Turkey, and the United Kingdom.

As shown in Figure 14, only six out of the 31 high-income economies included in the 2020 GPT reached the OECD target for government aid of 0.70 percent of a country's GNI. Five of the six economies are all DAC countries, including Sweden, Luxembourg, Norway, Denmark, and the United Kingdom; and the only non-DAC country is the United Arab Emirates.

The combined total of these six economies that met the 0.70 percent target was nearly USD 37 billion. The 0.70 percent, adopted by the Pearson Commission in 1969, remains an OECD and UN target and most DAC member countries accepted the target for ODA, at least as a long-term objective.<sup>38</sup> However, since the target was adopted only seven DAC countries have met this target (OECD, 2016). The reasons that the vast majority of DAC donor countries have not attempted to meet a 0.70 percent target over the years are based on multiple factors: the percentage is based on an outdated growth model from the 1950s, private financial flows have increased dramatically starting in the 1970s and now play the predominant role in resources to developing countries, and there are concerns about the absorptive capacity of low-income countries if the target were met by all donors.<sup>39</sup>

FIGURE 14: NET OFFICIAL DEVELOPMENT ASSISTANCE AS A PERCENTAGE OF GROSS NATIONAL INCOME BY ECONOMY, 2018



Source: Indiana University Lilly Family School of Philanthropy, 2020 *Global Philanthropy Tracker* / Data: ODA from the OECD; GNI from World Bank

Notes: HICs: High-income countries; UMICs: Upper-middle income countries; LMICs: Lower-middle income countries; ODA data are not available for low-income countries.

<sup>38</sup> For the history of the 0.70 percent ODA/GNI target, visit <http://www.oecd.org/development/financing-sustainable-development/development-finance-standards/the07odagnitarget-ahistory.htm>

<sup>39</sup> For a full discussion of the 0.70 percent target, please refer to the 2005 working paper by Michael Clemens and Todd J. Moss at the Center for Global Development (Clemens & Moss, 2005).

## B. Remittances

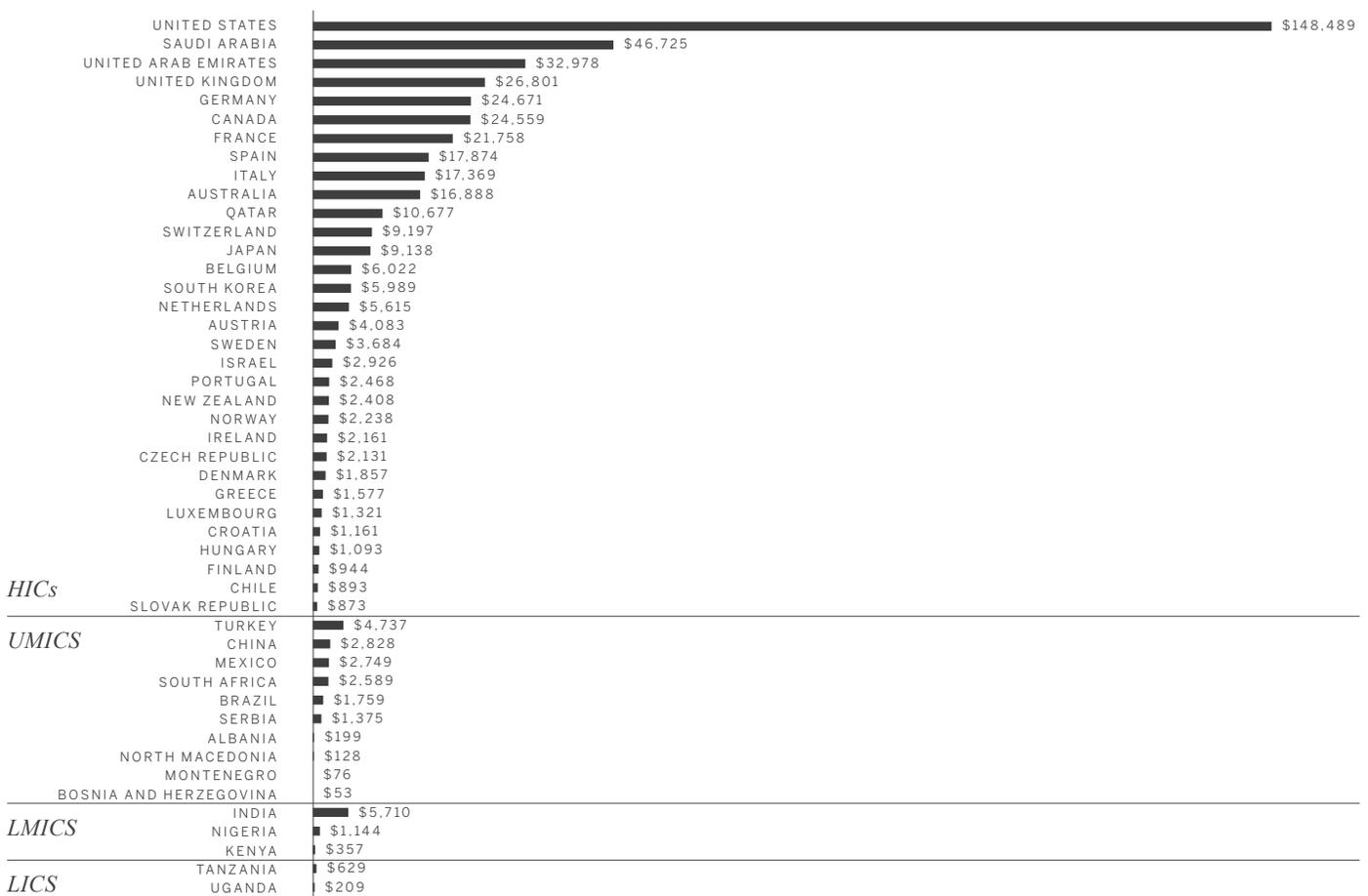
Remittances<sup>40</sup> from the 47 economies to all countries included in the 2020 GPT report totaled USD 481 billion in 2018, the largest resource flow from donor economies in that year. Of this, migrants in the two lower-income economies sent USD 838 million in remittances; migrants in the three lower-middle income economies sent over USD 7 billion; and those in the 10 upper-middle income economies sent more than USD 16 billion. Migrants in the 32 high-income economies sent around USD 457 billion, 79 percent (or USD 361 billion) of which came from migrants in DAC member states.

### REMITTANCES TO ALL COUNTRIES

As shown in Figure 15, the top five high-income economies that sent the largest amounts of remittances were the United States

at USD 148 billion, Saudi Arabia at USD 47 billion, the United Arab Emirates at USD 33 billion, the United Kingdom at USD 27 billion, and Germany at USD 25 billion. Three of these countries (the United States, the United Kingdom, and Germany) are DAC members. The other two (Saudi Arabia and the United Arab Emirates) are both emerging markets. Among the 10 upper-middle income economies, the highest amount of remittances came from Turkey, at a little lower than USD 5 billion. China and Mexico ranked the second and third in this group, at nearly USD 3 billion each, with South Africa following closely. Migrants in India sent the largest remittances at less than USD 6 billion among the three lower-middle income economies. Migrants in Tanzania sent over USD 600 million, more than triple the remittances sent from those in Uganda.

FIGURE 15: REMITTANCE OUTFLOWS TO ALL COUNTRIES BY SENDING ECONOMY, 2018 (in US millions)



Source: Indiana University Lilly Family School of Philanthropy, 2020 *Global Philanthropy Tracker* / Data: World Bank

Notes: HICs: High-income countries; UMICS: Upper-middle income countries; LMICS: Lower-middle income countries; LICs: Low-income countries

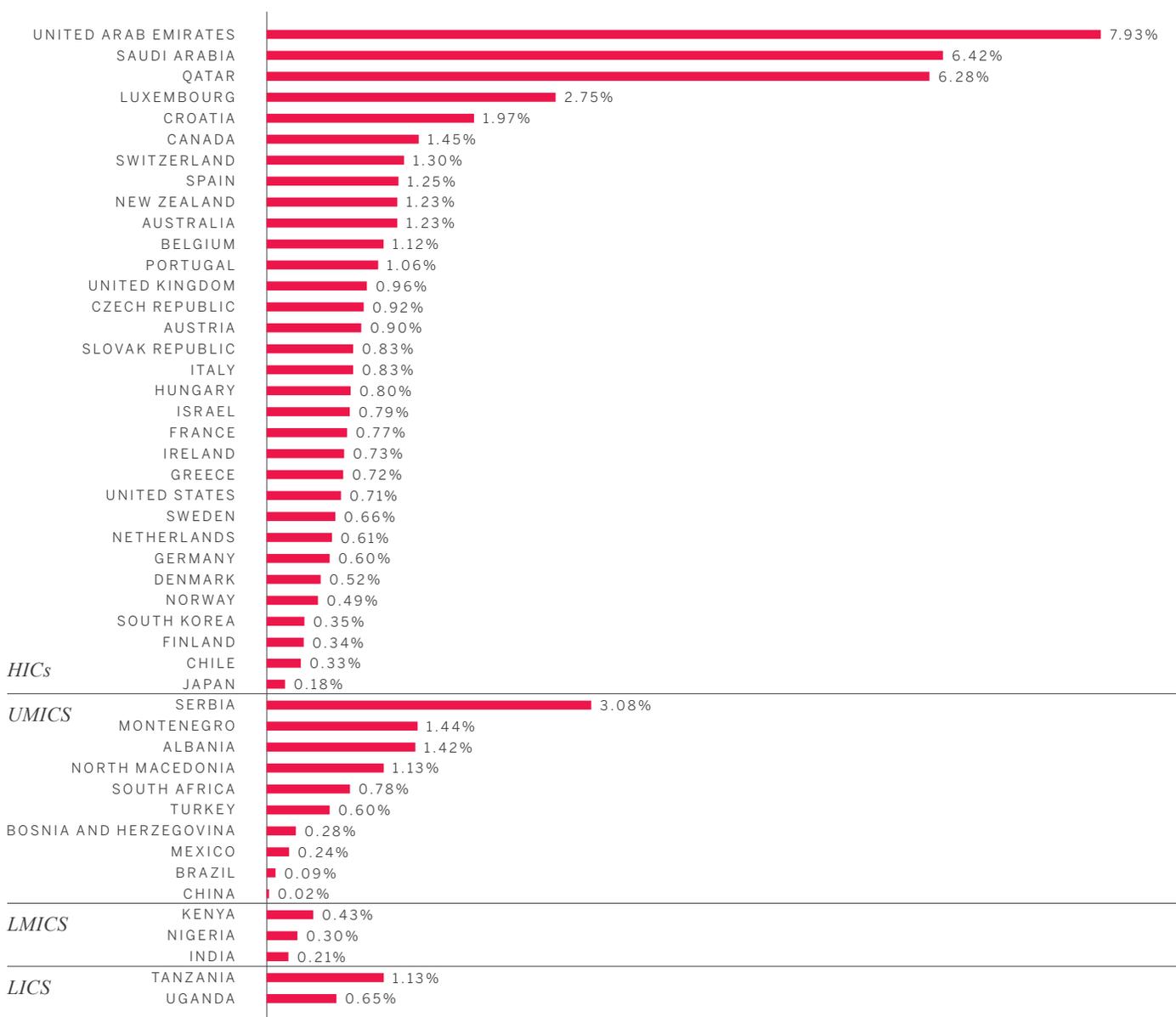
<sup>40</sup> World Bank's estimation of remittances is based on data from the International Monetary Fund (IMF) and central banks. The estimates include two main components: "compensation of employees" and "personal transfers." Flows through channels other than banks, such as money transfer operators, post offices, mobile money transfers and other emerging channels, are often not adequately captured. For detailed methodologies, see World Bank's Migration and Remittances Factbook 2016, available at <https://www.knomad.org/publication/migration-and-remittances-factbook-2016>

When looking at remittances as a share of GNI, the three largest senders in 2018 across income groups were all high-income Middle Eastern economies. The United Arab Emirates ranked top at 7.93 percent, followed by Saudi Arabia (6.42%) and Qatar (6.28%). All of these three are also emerging markets. Luxembourg ranked fourth among the 32 high-income economies, with remittances as 2.75 percent of GNI. Among the 10 upper-middle income economies, Serbia had the highest share with remittances as 3.08 percent of GNI. Remittances from

migrants in Kenya accounted for less than 0.50 percent of GNI. It was the largest share among the three lower-middle income economies, but was still lower than the remittances as a percentage of GNI from the two low-income economies.

Half of the 10 economies with the largest remittances by volume across income groups remained in the top 10 with remittances as a percentage of GNI—Australia, Canada, Saudi Arabia, Spain, and the United Arab Emirates (Figure 16).

FIGURE 16: REMITTANCE OUTFLOWS TO ALL ECONOMIES AS A PERCENTAGE OF GROSS NATIONAL INCOME BY SENDING ECONOMY, 2018



Source: Indiana University Lilly Family School of Philanthropy, 2020 *Global Philanthropy Tracker* / Data: World Bank

Notes: HICs: High-income countries; UMICs: Upper-middle income countries; LMICs: Lower-middle income countries; LICs: Low-income countries

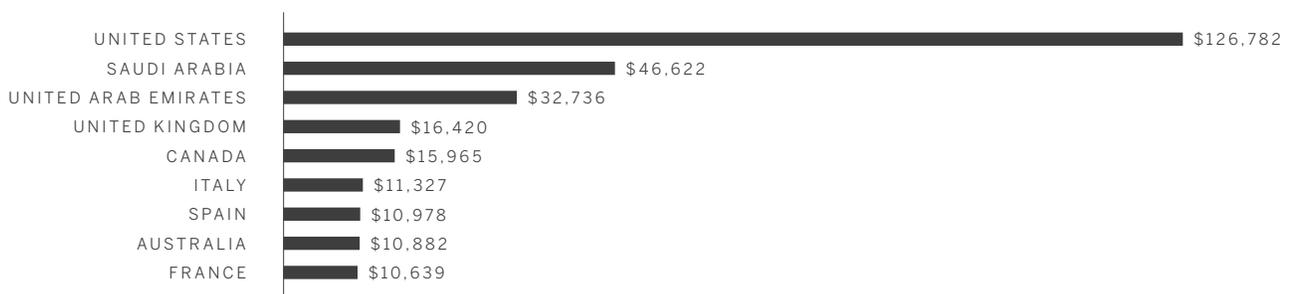
## REMITTANCES TO LOW- AND MIDDLE-INCOME COUNTRIES

Remittances are one of the most stable financial flows to developing countries, even during times of economic downturns and social crises.<sup>41</sup> Because they contribute to the wellbeing of families in migrants' home countries, they are an important source of basic human needs such as food, health care, and housing. In addition, remittances contribute to vital infrastructure such as roads, water, and electricity. When used for such community development, remittances also contribute to health care facilities and schools as well as collateral for business loans and development projects.

Of the total USD 481 billion in remittances, about a quarter (27%) were sent to high-income economies. The remaining remittances (at USD 352 billion) went to low- and middle-income countries, a majority (96%) of which in fact came from migrants in high-income economies.

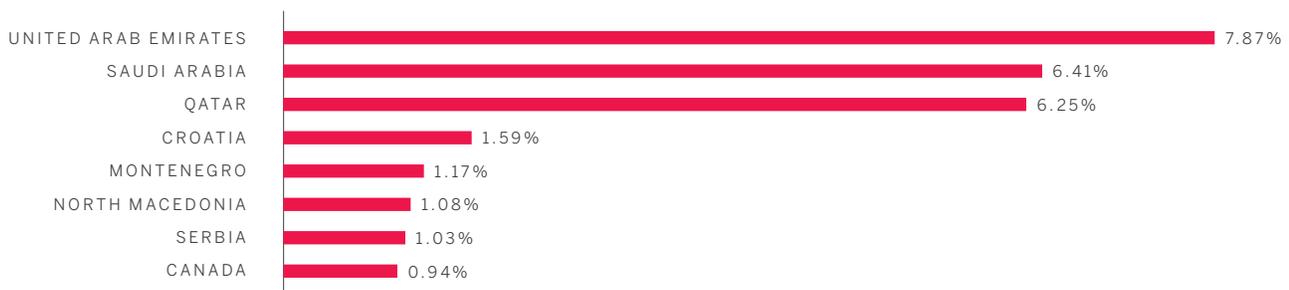
When excluding high-income economies from the recipients, the top four countries with the largest amounts of remittances by volume across income groups remained the same, including the United States, Saudi Arabia, the United Arab Emirates and the United Kingdom. Canada replaced Germany and ranked the fifth. The top three economies with the largest remittances as a share of GNI remained the same as well. Figures 17 and 18 present the 10 economies with the largest remittances sent to low- and middle-income economies.

FIGURE 17: REMITTANCE OUTFLOWS TO LOW- AND MIDDLE-INCOME ECONOMIES BY TOP 10 SENDING ECONOMIES ACROSS INCOME GROUPS, 2018 (in US millions)



Source: Indiana University Lilly Family School of Philanthropy, 2020 *Global Philanthropy Tracker* / Data: World Bank

FIGURE 18: REMITTANCE OUTFLOWS TO LOW- AND MIDDLE-INCOME ECONOMIES AS A PERCENTAGE OF GROSS NATIONAL INCOME BY TOP 10 SENDING ECONOMIES ACROSS INCOME GROUPS, 2018



Source: Indiana University Lilly Family School of Philanthropy, 2020 *Global Philanthropy Tracker* / Data: World Bank

Globally, the rise in remittances from non-DAC countries such as Saudi Arabia, the United Arab Emirates, and Russia drove the growth of total global remittances to low- and middle-income economies in 2018, reaching a record USD 531 billion (World Bank, 2019, 2020). Remittances are now the largest financial flows to low- and middle-income economies, exceeding ODA, private

capital investment, and philanthropic flows. This increase first happened in 2008 after the recession when private capital flows fell dramatically, and remittances replaced them as the largest flow. Looking ahead, remittances both to low- and middle-income economies are projected to fall by more than USD 1 billion in 2020 due to the COVID-19 pandemic (United Nations, 2020e).

<sup>41</sup> Remittances to low- and middle-income economies are projected to decrease by about 20 percent in 2020 (World Bank, 2020). This is largely attributed to the losses of employment and wages among migrant workers in host countries during the COVID-19 pandemic.

## Diaspora Philanthropy

*Cathie Carrigan, Managing Director of International Programs,  
Indiana University Lilly Family School of Philanthropy*

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Diaspora philanthropy is a form of giving across national borders that supports small POs in local communities worldwide. It is defined as “money, goods, volunteer labor, knowledge and skills, and other assets donated for the social benefit of a community broader than one’s family members” (Flanigan, 2017, p. 494). Scholars have tended to conflate migrants’ philanthropy with the remittances sent to individual family and community members in their countries of origin, so there is a dearth of literature focused specifically on philanthropic engagement by members of diasporas, particularly those donations and volunteer efforts that advance organizations and institutions in their home countries (Schmid & Nassim, 2016; Espinosa, 2016).

In studies focused on migrants from developing countries in the Global South to the Global North, scholars have noted the potential that diaspora philanthropy holds for international development (Espinosa, 2016; Ngondi-Houghton & Kingman, 2013). Recent work, however, has called for a rethinking of common assumptions about diaspora philanthropy and how it is expressed around the world, suggesting that the income level and relative development of migrants’ country of origin may correspond to differences in their philanthropic engagement in their new country of residence (Brinkerhoff et al., 2019).

Regardless of geography, giving and volunteering among members of diasporas present an important resource worldwide to respond to complex global health crises, natural disasters, and inequality. Diaspora philanthropy has the potential to raise awareness and garner international support for social movements and POs the world over, changing both the original and new home countries. Donors’ and volunteers’ close ties with their home communities—and their ability to understand the fundamental needs and opportunities in the local context—allow them to understand the culture in their new country to make meaningful connections with their home country. Diaspora communities can help extend the reach of POs based in their countries of origin, thus creating new opportunities for awareness and connection.

Philanthropic organizations are likewise eager to connect with communities in the diaspora (Kelechukwu, 2018). This perspective is highlighted in the recent study *Higher Education and Diaspora Philanthropy in Sub-Saharan Africa*, which explores how universities in six countries engage with members of the diaspora in the United States to support higher education (Indiana University Lilly Family School of Philanthropy, 2020). Universities have long been keen to engage their international alumni when they return home, but recently some institutions have taken a broader approach and begun to engage prospective donors in the broader African diaspora—including young professionals who are not alumni.

In fact, interviews with African university advancement leaders indicate that younger donors are moving from an exclusive pattern of direct remittances to more willingness to give to organizations:

*“Even though the diaspora doesn’t typically give to institutions, there is an age group emerging looking at institutions as a place to be active in a philanthropic way. Thirty-five and under is the age group that is emerging. They probably came to America when quite young [and] have pretty much grown up here. They don’t have issue with giving to an entity or people they don’t know” (p. 21).*

The interviews also pointed to strategic engagement beyond financial donations, with universities asking members of the diaspora to connect them to corporate match programs with their employers in the United States, as well as volunteering to host house parties and helping to spread the word about the university’s work on social media.

*“This is a great volunteer role for passionate people who can’t give a lot. It gives us a toehold in the corporate giving world and employee giving first.” (p. 14).*

However, not all university advancement leaders conceptualized diaspora in the same way, with some using an expansive definition to include anyone with an affinity for the country in which their university is located, and others focusing exclusively on alumni who have moved abroad. The study calls for further research to arrive at a common definition in order to identify and map the donor base of diaspora giving.

At a global level, donors may face a variety of obstacles depending on the regulatory environment of their home (receiving) country and their new (sending) country. These regulations are key factors in the enabling environment for philanthropy of a given country, as explained in the *Global Philanthropy Environment Index* (Indiana University Lilly Family School of Philanthropy, 2018). Specifically, they impact whether the sending country allows individuals or POs to send money overseas, regardless of tax benefits. In the country of the PO that receives the gift, recipients must be allowed access funds.

Finally, while it is easy to identify very large gifts by high net worth individuals when they are announced publicly, millions of non-wealthy migrants are contributing to causes in their countries of origin, often by giving to small POs. None of these gifts are easily tracked and measured and thus do not appear in aggregate totals of cross-border philanthropy, but the potential impact is substantial given the estimated 272 million migrants around the world in 2019 (International Organization for Migration, 2019). The study recommends systematic research of organizations that receive diaspora gifts and the development of data sets that will improve understanding of this cross-border resource flow.

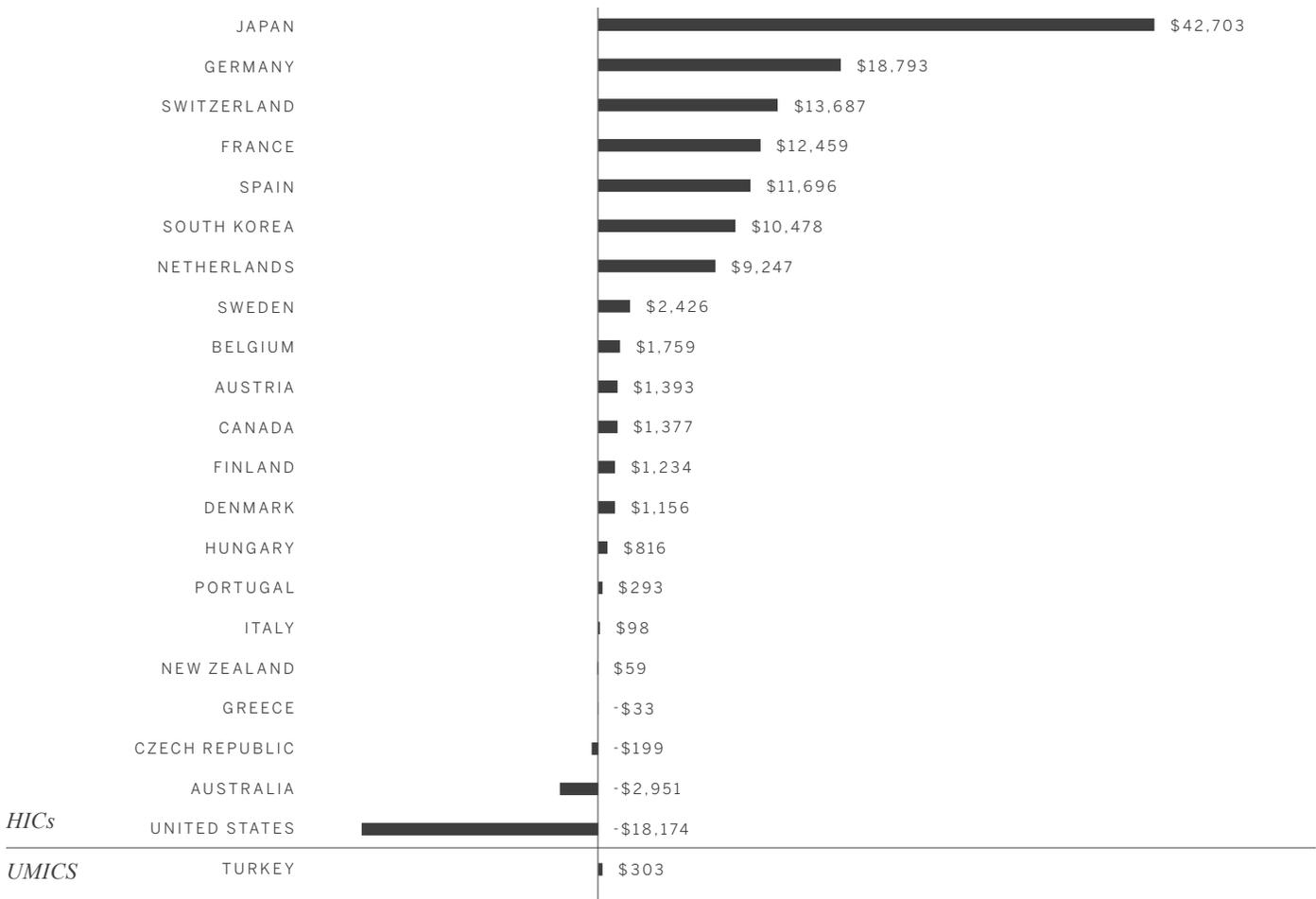
*To read the full report, visit <https://globalindices.iupui.edu/diaspora>.*

## C. Private Capital Investment

Private capital investment from DAC and non-DAC donors to developing countries plays an important and growing source of finance for low-income economies. Only 22 of the 47 economies included in the 2020 GPT report had available data on private capital flows; therefore, this section focuses on these 22 economies only. All of these economies are high-income economies and DAC members, except Turkey, which is an upper-middle income economy. Five economies are emerging markets, including Czech Republic, Greece, Hungary, South Korea, and Turkey. In 2018, these 22 economies sent close to USD 109

billion in total in private capital flows to developing countries. This was the third largest financial flow and was unusual since private capital flows have typically been the largest financial flow to the developing world. Private capital investment from the five emerging economies accounted for about 10 percent of the total value, at over USD 11 billion. As shown in Figure 19, Japan was the highest at USD 43 billion, followed by Germany at USD 19 billion and Switzerland at USD 14 billion. Four economies—Australia, Czech Republic, Greece and the United States—had negative values in 2018.

FIGURE 19: PRIVATE CAPITAL FLOWS BY ECONOMY, 2018 (in US millions)



Source: Indiana University Lilly Family School of Philanthropy, 2020 *Global Philanthropy Tracker*

Data: OECD

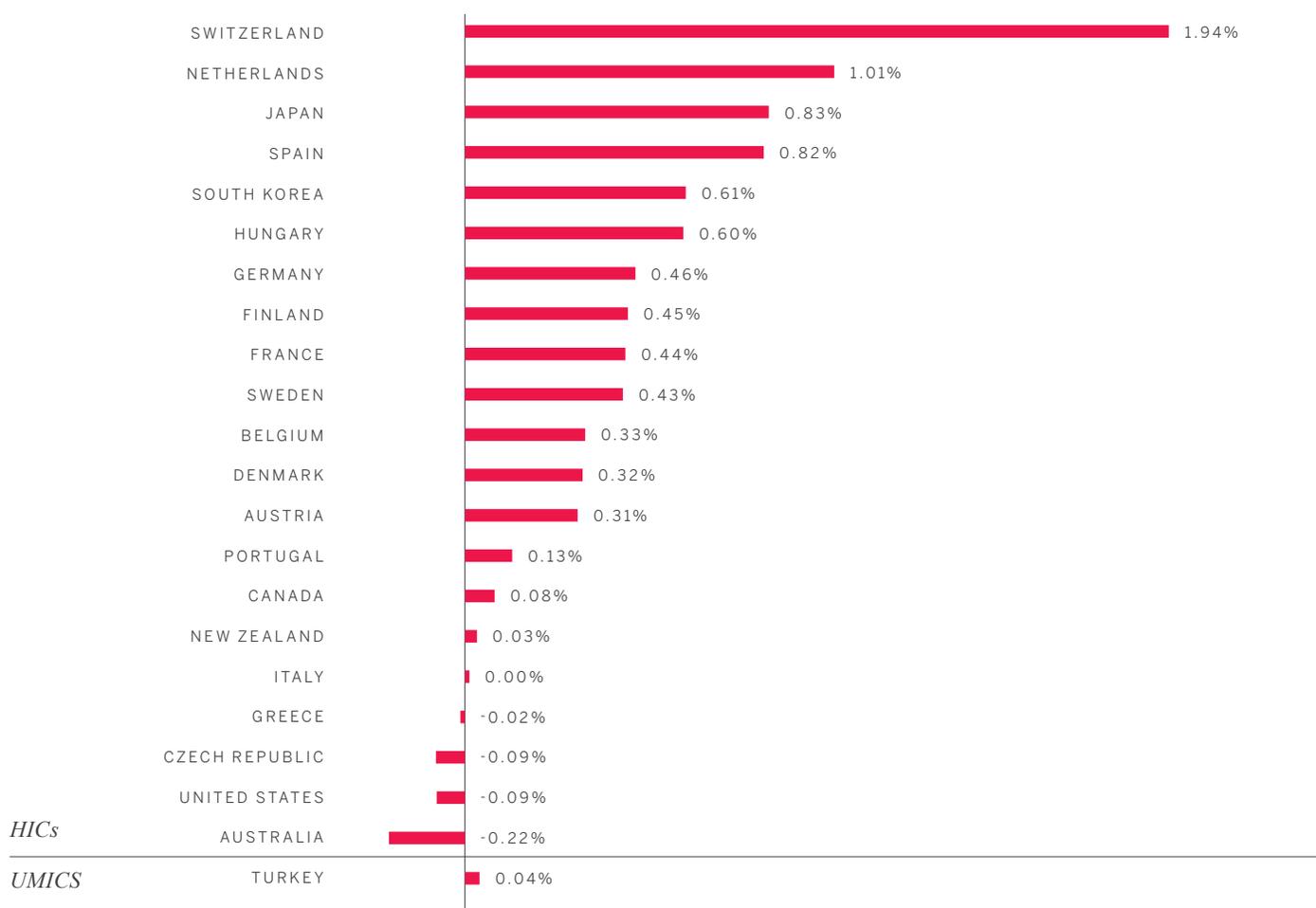
Notes: HICs: High-income countries; UMICs: Upper-middle income countries

The U.S. private capital flows at market terms have been, in general, the highest of DAC donor countries over the years. In 2018, however, these flows were a negative USD 18 billion, placing the United States as the lowest private investor for that year. The negative number was largely a result of a dramatic shift in U.S. foreign portfolio investments in the Americas region. Stocks and bonds saw rising prices in 2017 in Argentina, Brazil, and, to a lesser extent, Mexico. As these larger economies experienced a slowdown in 2018, investors in the United States had large sell offs. While the Foreign Direct Investment of the United States was a positive USD 30 billion in 2018, the sales of bonds and equities in portfolio investments created a net negative number. The United States also had a

negative USD 32 billion number in 2015, which was followed by a positive USD 7 billion in 2016 and positive USD 102 billion in 2017. Negative numbers and volatility in private capital flows are not unusual, as seen in roughly one-third of DAC donors over the years.

Switzerland had the largest private capital investment as a percentage of GNI, at 1.94 percent (see Figure 20). This is nearly doubled the private flows from the Netherlands, which had the second largest share at 1.01 percent. Private flows from South Korea and Hungary, both emerging markets, each accounted for around 0.60 percent of GNI, which was lower than only four economies.

FIGURE 20: PRIVATE CAPITAL FLOWS AS A PERCENTAGE OF GROSS NATIONAL INCOME BY ECONOMY, 2018



Source: Indiana University Lilly Family School of Philanthropy, 2020 *Global Philanthropy Tracker*

Data: OECD

Notes: HICs: High-income countries; UMICs: Upper-middle income countries

## **Innovative Finance for the Greater Good: Venture Philanthropy, Impact Investing, and Social Impact Bonds**

*Charles Sellen, Global Philanthropy Fellow, Indiana University Lilly Family School of Philanthropy*

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Innovative finance in pursuit of positive impact is a fast-growing field. There lies an unprecedented opportunity for global philanthropy to broadly engage the financial sector, beyond the traditional arenas of charitable grantmakers. By building a continuum of financial instruments that encompasses various degrees of profit-making, it is possible to leverage more funding for charitable causes, and to harness a diversity of players with different appetites for risk and returns, while still pursuing meaningful objectives for the greater good.

Venture Philanthropy (VP) is a concept that dates back to John D. Rockefeller III (Anheier & Toepler, 2009) and popularized in the late 1990s (Letts et al., 1997). By applying principles of the venture capital industry to philanthropic causes, VP consists of “a high-engagement and long-term approach whereby an investor *for* impact supports a social purpose organization (SPO) to help it maximize its social impact” (EVPA, 2020). Although there is no one-size-fits-all model, VP usually relies on a risk-taking approach to philanthropy and builds upon three core practices:

- “Tailored Financing” implies that investors select the most appropriate financial tool(s) to fund an SPO, including “grant, debt/loan, equity, and hybrid financial instruments” (EVPA, 2020).
- “Non-Financial Support” consists of offering a range of services such as “coaching the management team, giving advice on business planning, revenue strategy, theory of change, fundraising, etc.” (EVPA, 2020).
- “Impact Measurement & Management” means that the increase in positive changes (as well as the reduced negative outcomes) are systematically reported and carefully monitored through the use of qualitative assessments and quantitative datasets (EVPA, 2020).

Typically, venture philanthropists are investors who support projects in their early stages, similar to the “business angels” backing startup companies in the for-profit world. With only limited amounts of capital, these initial investors can only focus on a small number of carefully selected organizations, supported for an extended period with an intent to scale up successful solutions. In contrast with traditional grantmaking, VP draws upon a tighter relation between the helpers and the beneficiaries, by strengthening their linkages over a long-term period (Frumkin, 2003, p. 11). Venture philanthropists calculate the “social return on investment” (SROI) of their portfolio (SROI Network, 2012). Because of its promising approach, VP is increasingly leveraged toward development purposes (OECD, 2014). An example of international VP is danone.communities, an incubator fund set up in 2007 by the French multinational company Danone, which has invested capital and provided advice to 12 social businesses based in 18 developing or emerging countries, with a goal to improve nutrition and provide safe drinking water (Leborgne-Bonassié et al., 2019).



The term “impact investing,” coined by the Rockefeller Foundation in 2007, rests on the principle of harnessing the power of markets to generate profits and social good simultaneously (Rodin & Brandenburg, 2014). A typical workflow starts with due diligence (field-based inquiry on potential investees), then funding through either grants or equity (or a blending of both), then organizational support provided to the funded projects or entities, and finally the reinvestment of most or all revenues into new ventures. An intentional desire to solve problems, the use of evidence and data, and a genuine commitment to measure and report social or environmental performance are core characteristics of this industry (GIIN, 2020). The current size of the impact investing market globally is estimated at USD 502 billion (Mudaliar & Dithrich, 2019).

An example of international impact investing for development is Insaan Group, a New York–based 501(c)(3) organization that provides catalytic funding to social enterprises in the Indian Ocean region (e.g., from micro-clinics in Nairobi, Kenya, and schools in India, to handicraft businesses).<sup>42</sup> Insaan has made five such investments since 2007, totaling more than USD 1 million, which it claims led to positively impact over 200,000 lives (Insaan Group, 2020).

Technically, “impact investing” and “venture philanthropy” are not exact synonyms (Moskowitz, 2020), but there is much overlap in a definite search for positive outcomes and an active investor approach. Both concepts denote “patient” or “timely” capital (Karim & Selian, 2020). VP projects are generally higher risk, with a stronger emphasis on social progress over economic profitability.

Social Impact Bonds (SIB) are vectors of impact investing. The world’s first SIB originated in 2010 to reduce recidivism among inmates from a UK prison. The first one in the United States appeared in 2013. As of 2016, over 60 SIBs in 15 countries have raised more than USD 200 million of capital (Social Finance, 2016).

A SIB is defined as “a public-private partnership which funds effective social services through a performance-based contract” (Social Finance, 2016, p. 12). This “pay for success” mechanism brings together service providers, impact investors, and outcome payors. The outcome payors (typically a government, donor agency or foundation) pledge to repay the original investment only if the program carried by service providers achieves its expected results, after proper measurement. If the program fails, “the payor does not pay for unmet metrics and outcomes” (Ibid.). When the upfront payor is a non-profit-seeking investor (such as a grantmaking foundation), any returns will be re-invested into other projects. SIBs enable and spur government innovation and cross-sector collaborations to scale up social impact.

At a global level, SIBs are called “Development Impact Bonds” or DIBs (CGDev, 2013). A dozen DIBs are currently deployed under a UN banner, ranging from wildlife protection (e.g., saving rhinos) to agriculture (e.g., helping farmers transition from tobacco to other crops) or youth employment (UNDP, 2020). In the health sector, the Utkrisht Impact Bond is the world’s first maternal and newborn health impact bond, gathering key public institutions and private foundations around the State Ministry of Health in Rajasthan, India (USAID, 2018). In the educational field, the world’s largest initiative is the 2018-2022

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<sup>42</sup> “Insaan” means “human” in several languages: Arabic, Farsi, Urdu, Hindi.

“Quality Education India” DIB which raised over USD 11 million to boost literacy and numeracy among 300,000 primary school-aged children aged 5-11 years old (Gustafsson-Wright & Boggild-Jones, 2019). This new DIB draws on lessons learned from the first ever education DIB (“Educate Girls”) which increased enrollment in 2015-2018 beyond expectations. The project seeks to tackle low-quality primary school education outcomes by funding high performance private providers offering a range of service models (from school leader and teacher training to remedial education). If successful, this experiment could revolutionize the way education interventions are delivered in India.

As of June 1, 2020, the Brookings Global Impact Bond Database tracked 194 impact bonds as either completed or in implementation in 33 countries, up from 134 in 2018, and 110 in 2017. Only 17 are contracted in developing countries. The total upfront capital committed to impact bonds already surpasses USD 420 million (Brookings Institution, 2020), but remains modest when compared with the more than USD 500 billion of impact investments (see above).

Overall, these innovations have created fertile channels to spur solidarity by leveraging the power of private finance. The underlying philosophy is that methods and techniques borrowed from entrepreneurs and businesses can be used to “save the world” (Bishop & Green, 2008). Indeed, these practices may bring greater efficiency to the nonprofit realm. Yet a balanced viewpoint should also address controversies. Not all charities can be managed like corporations and not all causes can be viewed as markets. The belief that a business approach can solve *all* social problems denotes a form of hubris—the ancient Greek term for arrogance and vanity. Such an overarching doctrine can be harmful for civil society and is unlikely to achieve deep social transformation (Edwards, 2008). In short, cutting corners is not tantamount to systemic change. As for SIBs, they may be attractive tools, but the very assumption that they subordinate policy-making decisions to “market discipline” in the process of setting priorities begs the question of how much influence private investors do exert—and should exert—on government and public agendas in a democracy (Cohen, 2014). Lastly, from a broader perspective, other scholars argue that mega-wealthy people are not best suited to solve social and environmental problems that their business practices have essentially caused or exacerbated (McGoey, 2020).

Whether or not one is an advocate or critic of these vehicles, it is crucial that charitable actors have an in-depth understanding of the techniques at stake, and be engaged in an open debate around new trends which may result in a paradigm shift for the entire philanthropy sector.

# Looking Ahead

The turn of the decade has presented both challenges and opportunities for global philanthropy. Cross-border philanthropic outflows—along with ODA and remittances—exhibit steady growth over years. Technological advancement, globalization, and the 2030 Agenda have put global philanthropy on center stage in a way that not only reflects the generosity that can be found across continents, but also highlights the extent to which solidarity and charitable support often transcend national borders.

There are many factors that will affect cross-border philanthropy in the next decade; as communication increases and people increasingly respond to crises that span national borders, the number of philanthropists—meaning all people who give or volunteer, whether through formal or direct means—is poised to increase. Add to this the proliferation of mobile- and Internet-based giving and the expansion of new collaboratives. The role of cross-border philanthropy will continue to grow as the social, economic, and technological environments expand the need for, accessibility to, and popularity of global philanthropy. We have the responsibility to take these opportunities—while addressing the possible challenges—and improve global philanthropic activities worldwide.

## EXPANSION OF MIDDLE CLASS AND HIGH NET WORTH POPULATION GLOBALLY

The middle class as well as the high net worth population are expanding worldwide, which could lead to stable growth of cross-border philanthropy. The expansion of the middle class has been the fastest ever in the last decade with the expectation that spending of the middle class will almost double by 2030 and almost 90 percent of the next billion middle-class people will be Asian (Kharas, 2017).<sup>43</sup> The vast majority of the new middle-class population is located in upper-middle and lower-middle income economies, where—although giving is growing—there is a huge potential and need to augment the growth and sustainability of domestic and cross-border giving as well by building philanthropy infrastructure, strengthening social trust towards POs, and encouraging government to implement economic incentives for giving, among other actions (CAF, 2017).

Additionally, the global population of high net worth, very high net worth, and ultra high net worth individuals is also rapidly growing. While the number of both high net worth and very high net worth individuals have been growing, in 2018, the number and wealth of ultra high net worth individuals dropped in all world regions (Wealth-X, 2019a; Wealth-X, 2019b; Wealth-X, 2020a). Philanthropy is one of the leading interests and main activities of the global high, very high, and ultra high net worth individuals, especially for the latter two categories. The majority of very high and ultra high net worth individuals focus on strategic giving and charity after a certain age and/or career success, giving primarily to education, social services, and healthcare and medical research (Wealth-X, 2019b; Wealth-X, 2019c; Wealth-X, 2020a). High net worth donors also play a significant role in philanthropy, primarily supporting causes such as education, social services, and arts, culture, and humanities (Wealth-X, 2019a). As these populations will probably grow in the next decade, their role in philanthropy will become significant across all regions (Wealth-X, 2020b). Furthermore, high, very high, and ultra high net worth individuals will boost the development and implementation of new, innovative vehicles for strategic philanthropy, including donor-advised funds, philanthropic collaboratives, and impact investment (Milken Institute, 2020).

Diaspora philanthropy and remittances will also shape the future of cross-border philanthropy, as more and more people will—temporarily or permanently—be part of diaspora communities and practice cross-border giving due to globalization or a global mindset and a commitment to address societal challenges outside of their community by practicing cross-border philanthropy. For example, in Nigeria, one of the highest remitting countries in Africa, the “amount of diaspora remittances has been increasing in recent years.”<sup>44</sup> In Bosnia and Herzegovina, there are “numerous [philanthropic] campaigns that transcend ethnic, religious, or regional affiliation.”<sup>45</sup> Even as remittances are expected to decline in 2020 as a result of the economic impact of the COVID-19 pandemic, migration due to economic and climate-related causes is expected to continue. This migration presents an opportunity for the increasing number of people living in diaspora communities to shape the way cross-border philanthropy is practiced through their own giving to causes in their home countries and in their new home communities.

<sup>43</sup> Please note that these estimates are likely to be affected by the COVID-19 pandemic.

<sup>44</sup> For more information, see the Nigeria country report developed by Emmanuel Kumi at <https://globalindices.iupui.edu>.

<sup>45</sup> For more information, see the Bosnia and Herzegovina country report developed by Catalyst Balkans at <https://globalindices.iupui.edu>.



## Funder Collaboratives Find Global Success

*Susan Wolf Ditkoff, Senior Advisor, The Bridgespan Group*

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From mutual aid societies and local faith-based giving circles to global public health alliances, collaboratives have long been attractive to donors. In the past decade, the social sector has seen a significant uptick in larger-scale collaboratives. For example, more than 70 percent of aggregated giving funds have emerged since 2000, with major funds such as Blue Meridian Partners, Co-Impact, and the END Fund springing up just in the past eight years (Powell et al., 2019). Annual grantmaking by 40 of the largest collaborative efforts based in the United States now exceeds USD 1 billion (Ditkoff et al., 2018). And in 2020, the COVID-19 pandemic has brought forth powerful new examples of large-scale and rapid donor collaboratives across the globe from South Africa (USD 182 million)<sup>46</sup> to New York City (USD 110 million)<sup>47</sup> to India (USD 17 million),<sup>48</sup> raising and disbursing hundreds of millions in just a few months.

To understand this trend and funders' motivations for giving, The Bridgespan Group teams in the United States and India conducted two studies of local and global philanthropic collaboratives between 2018 and 2020. In the U.S. study, Bridgespan reviewed more than 100 research reports, surveyed more than 330 grantees and nearly 100 donors to 10 successful and 15 less successful collaboratives, and conducted in-depth interviews with more than 65 of these donors and grantees (Powell et al., 2019). A Bridgespan research team in India followed up with what may be the first sector-wide study of philanthropic collaboratives in the country, surveying 35 stakeholders affiliated with 13 collaboratives in India and conducting more than 50 in-depth interviews with Indian and global collaboratives (Venkatachalam & Shah, 2020).

Across the board, Bridgespan found that collaboration – when done well – can provide enormous value to both donors and grantees. In the U.S. study, 94 percent of the donor participants surveyed among the 10 stronger collaboratives agreed that their collaborative was a success overall. In India, 70 percent of survey respondents strongly agreed that working collectively has enabled them to make more progress against India's social challenges than working alone (Venkatachalam & Shah, 2020). *Donors* reported benefits including leveraging the experiences of others, forming important relationships with others pursuing similar work, funding a strategy more aligned to the scale of the problem, identifying new grantees, having more impact than was possible to create alone, and the ability to take more-informed funding risks. "If we want to do scale-related work, the only way forward is through collaboratives," noted Vidya Shah, CEO of the EdelGive Foundation in India. "There is no other option to tackle these big social problems." Grantees in the U.S. study reported similar benefits, including greater ability to collaborate with others to drive systems-level impact, reputation boost, and more and better non-financial supports.

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<sup>46</sup> *Solidarity Fund, R3.08 billion as of September 1, 2020.* <https://solidarityfund.co.za>. Accessed September 1, 2020.

<sup>47</sup> *NYC COVID-19 Response and Impact Fund.* <https://www.nycommunitytrust.org/covid19>. Accessed September 1, 2020.

<sup>48</sup> *GiveIndia India COVID Response Fund (ICRF), ₹122.87 Cr as of September 1, 2020 (₹103.08 Cr as of July 2, 2020, 102 days after inception).* <https://www.giveindia.org/>. Accessed September 1, 2020.

GiveIndia's India COVID Response Fund (ICRF) is a platform that raised and disbursed more than USD 14 million in its first 102 days. This platform's goal was to mobilize emergency funding for relief, recovery, and resilience efforts by verified NGOs. It began with larger gifts from both global donors and donors based in India, and has since attracted thousands of donors toward focused relief programs. Using a data-backed approach, it has created a powerful network of partners and NGOs to deliver services in the areas of highest need.

However, Bridgespan also found that donor collaboratives must proceed carefully to avoid significant traps that diminish – or even impede – progress on their most important objectives:

- **The Group Exit Effect:** If an NGO's largest and most important donors are concentrated in a single collaborative, it can create tremendous pressure for the grantee to align itself to that collaborative's goals and strategy. There is also heightened risk of a group exit. "Previously, if one funder walked away for whatever reason, I could still scramble and go to two or three others," noted one grantee interviewed for the study. "But if all of the big funders in my field are around the same table, it's more than a little scary for me and my board" (Powell et al., 2019).
- **The Groupthink Effect:** Many donors within collaboratives report spending more time with each other than listening to beneficiaries or NGOs working on the ground. This disconnect can lead to important failures in strategy. Noted one grantee, "The collaboration was the controlling center of its ecosystem. There was a huge missed opportunity to support the emerging field in ways freed of donor control." Successful strategies require deep engagement with those who are experiencing a problem firsthand.
- **The Go-With-Who-You-Know Effect:** This is a common effect in large-scale grantmaking, and collaboratives are not immune. By funding organizations already known to them, donors can compound existing inequities in funding. For example, research shows that organizations led by people of color receive less money than those with white leaders. In this way, philanthropy can unintentionally reinforce the very social ills it says it is trying to overcome (Dorsey et al., 2020).

The research revealed that donor collaboratives can avoid these traps and increase their odds of success by getting clear on their "investment thesis" – the source of value they are hoping to provide to beneficiaries, to grantees, and to themselves as donors. This clarity is important not only upfront but also along the way as course corrections are needed. The three main ways by which theses are distinguished are whether the collaborative was primarily oriented toward supporting high-performing organizations and leaders, advancing work across a given field, or pursuing a shared strategy for addressing a specific problem. In a year characterized by crises across the globe, it's clear that philanthropic collaboratives are uniquely suited to uncertain and fluid situations, as long as they stay coordinated, stay close to the needs of beneficiaries and grantees, and stay nimble as the situation on the ground changes.



### GROWING POPULARITY AND ACCESSIBILITY OF MOBILE AND ONLINE GIVING PLATFORMS

The use of mobile and online giving continues to increase worldwide and provide new and innovative giving solutions not only in the developed world, but also in emerging and developing economies. The growing population with access to Internet and the increasing number of online giving platforms—from fundraising sites to social media sites—also provides fast and effective means for making charitable donations, especially in the case of international fundraising and giving. According to the *2018 Global Trends in Giving Report*, 54 percent of the donors worldwide in the report preferred to give online with a credit or debit card, and 18 percent of donors gave through Facebook fundraising tools. Thirty-one percent of the donors worldwide also reported that they gave to POs located outside of their country of residence. (Nonprofit Tech for Good, 2018). As an example, in South Korea, “the most recent issues affecting donations are the rapid development of digital technologies.”<sup>49</sup> Additionally, crowdfunding platforms worldwide

collected not only local but also international donations in response to natural disasters and the COVID-19 pandemic. A significant amount of giving to international disaster relief have been donated through crowdfunding platforms in countries such as India and South Korea. In India, “[O]nline giving and crowdfunding, such as Give India and Ketto... have been especially important as a tool for fundraising for disaster relief efforts, whether during earlier flooding... or during COVID-19.”<sup>50</sup>

In high-income economies, such as Australia, Austria, Canada, Denmark, the United Kingdom, and the United States, the frequency and total amount of online giving and the use of online crowdfunding platforms is increasing, and online platforms are used more frequently for cross-border donations (Indiana University Lilly Family School of Philanthropy, 2018). In upper- and lower-middle income economies, such as Belarus, Jordan, India, and Serbia, where philanthropy is generally less institutionalized compared to the West, online giving and crowdfunding platforms are also likely to

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<sup>49</sup> For more information, see the South Korea country report developed by Sung-Ju Kim and The Beautiful Foundation at <https://globalindices.iupui.edu>.

<sup>50</sup> For more information, see the India country report developed by the Centre for Social Impact and Philanthropy at Ashoka University at <https://globalindices.iupui.edu>.

improve donor participation and further improve local and international giving by providing easy and fast access for philanthropy to everyone (Indiana University Lilly Family School of Philanthropy, 2018). In countries such as Bosnia and Herzegovina, China, Ghana, Mexico, Nigeria, Serbia, and South Korea, both local and international fundraising platforms provide opportunities for foreign donors to support local causes by “reduc[ing] the threshold of public participation in philanthropy,”<sup>51</sup> “allow[ing] individuals to give directly”<sup>52</sup> to their beneficiaries. Additionally, “cross-border donors are increasingly using crowdfunding and crowdlending platforms to promote their philanthropic activities.”<sup>53</sup> Overall, new digital methods, such as online giving, social media, and crowdfunding platforms, are identified as one of the key future trends for cross-border philanthropy in more than one-third (18) of the economies included in this report.

Simultaneously, mobile phone-based giving has emerged in both high-income (France) and low- (Ghana) and lower-middle income (Kenya and Tanzania) economies, where mobile platforms and immediate text-message donations facilitate fundraising for and giving to various causes (Indiana University Lilly Family School of Philanthropy, 2018). Mobile payment has also been popular in upper-middle income countries such as Montenegro and China. In China, mobile-phone based donations may lead to “new chances to China’s philanthropy.”<sup>54</sup> In more than one-eighth (8) of the economies included in this report, mobile payment and text-message donations were mentioned new technologies that are likely to positively affect cross-border giving in these countries.

Another example of the growing popularity of online giving platforms and initiatives is #GivingTuesday, a generosity movement that was created in 2012 in the United States that has since grown into a global movement engaging hundreds of millions of people worldwide to be more generous, primarily (but not exclusively) through online giving (GivingTuesday, 2020b). National GivingTuesday movements have been established in over 60 economies (GivingTuesday, 2020c). The global popularity of the movement was witnessed on May 5, 2020 when #GivingTuesdayNow was launched in more than 140 economies to fight collectively against the COVID-19 pandemic. Due to cross-sectoral collaboration, online platforms such as PowerOf.org were created and online payment systems such as Paypal made online donations easier than ever (GivingTuesday, 2020a).

Finally, the use of cryptocurrencies is likely to expand fundraising opportunities, especially for cross-border philanthropy, and blockchain technology has the potential to increase the accountability and transparency of all charitable giving (Lehr & Lamb, 2018). Charity Coins introduced by Charity:water and GiveTrack piloted by BitGive Foundations can serve as examples on how POs have started using cryptocurrencies. However, as with all innovations, cryptocurrencies also have their own challenges—such as volatility due to an unregulated market and increasing numbers of restricted funds—that need to be addressed by different parties including the philanthropic sector (Lamb, 2018).<sup>55</sup>

#### INCREASING ROLE OF PHILANTHROPY IN ADDRESSING EVER-CHANGING INTERNATIONAL ISSUES AND CONTRIBUTING TO THE GLOBAL DEVELOPMENT AGENDA

The role of philanthropy is likely to continue to grow in the next decade. In 2015, the UN introduced the SDGs, encouraging the cooperation of the philanthropic sector (Goal 17: Partnerships for the Goals). Many foundations and international grantmaking institutions have adopted the SDGs as a guiding framework and global collaboratives were established in order to achieve the goals by 2030 (Foundation Center, Rockefeller Philanthropy Advisors & United Nations Development Programme, 2015; OECD, 2018; Ross & Spruill, 2018).

The SDGs are guiding POs in addressing global societal, economic, and environmental issues. Philanthropic organizations are likely to increase their global focus, especially on addressing humanitarian, political, and economic crises as well as the increasing numbers of natural disasters (Indiana University Lilly Family School of Philanthropy, 2019). Local and international POs have been active in addressing immediate and long-term societal needs in the midst of famine, civil wars, and natural disasters worldwide. Such phenomena often require international collaboration, where cross-border giving has a crucial role. Most recently, the COVID-19 pandemic showed that cross-border philanthropy is indispensable to successfully address global challenges. Global philanthropic initiatives such as the COVID-19 Solidarity Response Fund for WHO, international fundraising campaigns on crowdfunding platforms such as GoFundMe, and cross-border charitable contributions by individuals, foundations, private voluntary organizations, faith-based organizations, and corporations indicate the increasing role and power of cross-border philanthropy.

<sup>51</sup> For more information, see the China country report developed by the China Foundation Center at <https://globalindices.iupui.edu>.

<sup>52</sup> For more information, see the Ghana country report developed by Emmanuel Kumi at <https://globalindices.iupui.edu>.

<sup>53</sup> For more information, see the Nigeria country report developed by Emmanuel Kumi at <https://globalindices.iupui.edu>.

<sup>54</sup> For more information, see the China country report developed by the China Foundation Center on <https://globalindices.iupui.edu/>.

<sup>55</sup> For more information, please check CAF’s thinktank on bitcoin and blockchain technology: <https://www.cafonline.org/about-us/caf-campaigns/campaigning-for-a-giving-world/future-good/blockchain>

## Blockchain and Philanthropy

*Peter Johnson, Founder, Ayadee Foundation*

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Blockchain is a digital ledger that is highly encrypted and distributed over many—in some networks, millions—different computers. Participants interact on a peer-to-peer basis; there is no intermediary who administers the system. No central point controls the data, so funds are more secure from hackers in a blockchain-based network than a traditional bank.

When a donor sends funds via the blockchain, an encrypted digital message goes out to every computer in that network to ensure that the ledger shows that the donor actually has the funds they want to send. When the computers verify sufficient funds are available, the transaction proceeds, and every computer in the network updates its records to show that the transferred value is no longer attached to the donor's account, and is now associated with the recipient's account. There is no bank in the middle, no intermediary. This transaction cannot be deleted, it cannot be hidden, and one can even follow the money (or the numbered accounts, known as a “public key”) to see where the recipient sent money onwards. Each time any transaction occurs, it is recorded and verified throughout the network.

Because the recorded data cannot be changed and yet is traceable, blockchain has great potential for cross-border giving as well as in projects supporting the SDGs. A couple of recent use cases illustrate this potential.

Beginning in 2017, the United Nations High Commissioner for Refugees (UNHCR) and the World Food Programme have collaborated with IrisGuard to create a biometric distribution system for refugee assistance. Named the “Building Blocks Programme,” refugees arriving in Jordan create a digital ID through a process much like looking into a mirror; a camera behind the mirror translates the unique pattern of each person's iris into a long string of numbers that serves as their unique ID in the blockchain (Juskalian, 2018; World Food Programme, 2020). This data is stored in the blockchain, and it is the same ID that various donors—UNHCR, International Organization for Migration, Red Cross/Red Crescent, etc.—can use to track who receives their funds. In the past, individuals would need to travel to pick up cash assistance from various donor agencies, with risk of theft or loss, or they might receive a debit card that incurred fees paid by the donors. This innovation on the blockchain has allowed all donors to use a common platform, donors pay a much lower fee per transaction, and the iris scanners are in place in ATMs throughout Jordan. The program has conducted billions of transactions to date with no errors or accusations of fraud. Scanners are now available in some retail stores with plans to expand them throughout the region through the International Finance Corporation. The data are stored in a private blockchain that only those in the UN system can access. The Building Blocks Programme supports the attainment of Goal 2: Zero Hunger.

More recently, concerns about fraud in the global supply chain of medical and personal protective equipment (PPE) presented another opportunity for blockchain to provide assurances that the products being imported have been tracked from the factory certified in the production of legitimate products, through each point in the supply chain, to delivery to the end user. Because of the role that philanthropy is playing in fighting the global

COVID-19 pandemic, blockchain offers assurances to donors that the in-kind donations they are providing—or the PPE they will purchase for vulnerable communities—is authentic. This is achieved by allowing everyone involved in the donation, from production to logistics to end users and donors, to track the progress of the shipment from beginning to end (Ayadee, 2020; Thomason, 2017).

But blockchain has not been without its challenges, particularly in the early days—three to four years ago—when the technology was new and closely associated with cryptocurrency. At that time law enforcement agencies did not yet have the tools to investigate and people *did* use the technology to launder money, and terror groups *did* use cryptocurrency. However, blockchain-based transactions create an undeletable transaction history. Law enforcement now has a better understanding of how to trace blockchain-based payments, and specialized firms work with law enforcement on this issue (Chainalysis, 2020). However, traceability is not strong enough to fully deter criminals from using crypto-payments (McSweeney, 2020), so law enforcement must continue to improve their ability to trace suspicious payments.

Cryptocurrencies, one common application of blockchain, have also been used as speculative investments, and prices can indeed rise and fall sharply; a 50 percent movement of price in three months is not uncommon.<sup>56</sup> If one lives in a country with high levels of inflation, cryptocurrency is almost certainly more stable than holding it in local fiat currency. For this reason, Venezuela is one of the countries where use of cryptocurrency is most common (Salvo, 2019). Thus, cryptocurrencies might support cross-border donations in the future by making the value of donations more stable, especially in cases where local currencies are weak or very volatile.

Finally, blockchain offers donors and funders security of data because, unlike the traditional bank databases which a hacker could find one weak point and access or change records throughout the system, a hacker in the blockchain would need to control 51 percent of all computers in the network in order to make any change. This access would be impossible without the full computing power of major nation-states or tech multinationals like IBM or Google or Microsoft, and even then there is no benefit that could be worth the financial cost of mobilizing all those resources.

As of the time of publication, there is not yet a means to aggregate total blockchain cross-border resource flows. Although financial transfers in the blockchain can be made transparently, individuals and organizations use tens of millions of different digital IDs with thousands of different cryptocurrencies, so an easy way to capture total financial flows, and to know which flows are cross-border flows, is not yet available.

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<sup>56</sup> <https://www.bitpremier.com/volatility-index>

# Methodology

The 2020 Global Philanthropy Tracker (GPT) details the magnitude of cross-border philanthropic contributions globally. By capturing contributions made by individual and institutional donors to support charitable causes in other economies, this report offers a more complete picture of the philanthropic flows across countries. Based on data from 2018 or the most recent year for which data are available, the 2020 GPT provides an updated estimate of the size and scope of total cross-border philanthropy from 47 economies.

In this report, *philanthropic outflows* refer to a) the sum of charitable financial contributions sent by donors when the donor (individuals, corporations, foundations, or other grantmaking organizations) and the beneficiary (individuals, POs, or intermediary organizations) are located in different countries; or b) giving to domestic POs in a given country that focus on broad categories of international causes, such as foreign affairs, humanitarian assistance, international relations, promotion of international understanding, and international solidarity.

## METHODOLOGICAL IMPROVEMENTS

The 2020 report provides new baseline data for future research on cross-border philanthropy and includes several methodological improvements as explained below.

*a The 2020 GPT introduces a more inclusive approach by expanding the scope of the philanthropic outflows to include contributions made to all countries in support of all charitable causes when data are available. This approach allows us to cover a wider scope of cross-border philanthropy, beyond private giving for development purposes or giving from developed countries to developing countries. The number of economies with data on philanthropic outflows included in the 2020 GPT was expanded by 14 new countries since the 2016 report was published.*

*b The 2020 GPT adopted new methodologies in data collection, particularly through the first ever Data Availability Questionnaire, which solely focuses on the legality and data availability of cross-border philanthropic inflows and outflows.*

*c In collaboration with research partners around the world, the 2020 GPT includes 18 in-depth country narratives that provide unique information and data on domestic and cross-border philanthropy in these countries.*

## DATA

The GPT captures four resource flows: cross-border philanthropy, official development assistance, remittances, and private capital investment. The sources of data for each of these flows are summarized below. All monetary data used in the report are adjusted to 2018 U.S. dollars.

All currencies were converted to USD via historical market exchange rates (December 31 of the given year),<sup>57</sup> unless the values had already been provided in USD in the country-level reports. Inflation was then adjusted into 2018 USD by GDP deflator.<sup>58</sup>

## Philanthropic Outflows

Data on philanthropic outflows from the 47 economies came primarily from the following three sources:

- 1 Existing reports and datasets that are publicly available;*
- 2 A survey on the availability of data on cross-border philanthropy; and*
- 3 Quantitative data from in-depth country narratives by research partners around the world.*

### 1. PUBLICLY AVAILABLE SOURCES

The school identified quantitative data on philanthropic outflows for 32 countries from publicly available sources. Publicly available sources can be provided by various actors that use various research methods to collect, analyze, and publish data on philanthropic outflows. In some countries, government agencies such as central statistical offices and ministries provide national-level information about philanthropic outflows or the overall philanthropic sector, including the subsector of POs focusing on international affairs. Umbrella and membership organizations often provide information about the philanthropic sector or one of its subsectors or subgroups by gathering and analyzing information on their own members. Universities and private research centers collect, analyze, and provide philanthropic outflows data. International organizations, such as OECD, now collect and publish data on philanthropic outflows as interest in private philanthropy and its role in global development is increasing in the international arena. Finally,

<sup>57</sup> <https://www.xe.com/currencytables>

<sup>58</sup> <https://fred.stlouisfed.org>

industry reports developed by private corporations are also available in a limited number of countries. For some countries, aggregate data on cross-border philanthropy are not available, but a list of internationally focused POs is available. In these cases the school collected information from publicly available individual POs' annual reports and generated the estimated amount of total philanthropic outflows.

## 2. DATA AVAILABILITY QUESTIONNAIRE

In order to get a more comprehensive picture of data availability on cross-border philanthropy, the school surveyed experts around the world during January–June 2020. The online survey asked about what data are available on charitable donations in support of international causes (including contributions sent abroad by individuals, foundations, corporations, charitable lotteries, and POs, or received by organizations from abroad). The questionnaire also asked about data on volunteering with overseas POs and information on the legality of cross-border philanthropy. Experts from 66 economies completed the survey. Specific quantitative data that can be traced to the original sources and verified are discussed in the report. Economies were excluded from this report if quantitative data could not be identified or traced to the sources for verification. However, the school's ongoing exploration and verification will continue and more data and economies will be added to future publications when new data become available.

## 3. DATA SHARED BY RESEARCH PARTNERS

For 14 of the 47 economies where data and information in English are very limited, the school collaborated with expert organizations in identifying and analyzing data on philanthropic outflows. For the United States, the school partnered with various organizations in collecting and analyzing data on philanthropic outflows to provide more complete information. Final data for these 15 countries (including the United States) are shared in the report and the detailed description of the data can be found in separate country narratives of these countries.<sup>59</sup> Country narratives are also available for Ghana, Jordan, and Kuwait. They are not included in the estimates, as quantitative data on philanthropic outflows from these countries were not available.

Cross-border volunteering is not included in the quantitative estimates for any country and is instead discussed separately in the report. This is because very few countries have data on cross-border volunteering, and there is no universal approach to

monetize the value of the time volunteered across countries. Due to the lack of an internationally universal method in data tracking, the definitions and measurement of data on cross-border philanthropy vary across countries. For example, the inclusion of in-kind donations largely depends on the original sources of the data for each country. Various forms of giving may not be included in the estimates for some countries, such as smaller grants made by foundations, or giving made through online platforms or mobile messages, depending on specific methodologies used by the sources of the data. Cross-border giving made through religious organizations is not measured in many countries. In some countries, government funding to POs is an important source of revenue. The school excluded government funding for private philanthropic organizations, when possible, while calculating countries' philanthropic outflows.

As the availability and quality of cross-border philanthropic outflows data vary across the countries, the 2020 GPT introduces the following data quality scoring system to help track and evaluate the quality of existing data for future improvements.

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High-quality aggregate data, often collected by government or central agencies. The data provide specific giving values to a specific category of organizations and/or donations.

+++

High-quality data, providing aggregate information of donations based on high-quality surveys. Further imputation is necessary to develop estimates on philanthropic outflows.

++

Aggregate data are lacking, but data were collected through examining and coding relevant organizations' annual reports.

+

Data are extremely sparse or uneven. Estimates are based on either multiple and excessive imputations or a single, very small source of data.

For detailed sources and data quality on each of the 47 economies, please see the country-specific methodologies included in the Appendixes.

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<sup>59</sup> These country narratives are available for download at <https://globalindices.iupui.edu>.

## Official Development Assistance (ODA)

Data on ODA from 37 of the 47 economies are included in the report, based on 2018 data collected, verified and made publicly available by the Organisation for Economic Co-operation and Development (OECD). OECD statistics are the official source on government aid reported by 30 members of the OECD Development Assistance Committee and about 80 other providers of development cooperation, including other countries, multilateral organizations, and private foundations. Starting with 2018 data, the new grant equivalent measure of ODA became the standard for reporting. For detailed definition and methodologies, visit: <https://www.oecd.org/dac/financing-sustainable-development/development-finance-standards/official-development-assistance.htm>.

## Remittances

Data on remittances from 47 economies are included in the report based on 2018 data provided by the World Bank. World Bank's estimation of remittances is based on data from the International Monetary Fund (IMF) and central banks. The estimates include two main components: "compensation of employees" and "personal transfers." Flows through channels other than banks, such as money transfer operators, post offices, mobile money transfers, and other emerging channels, are often not adequately captured. For detailed methodologies, see World Bank's *Migration and Remittances Factbook 2016*, available at <https://www.knomad.org/publication/migration-and-remittances-factbook-2016>.

## Private Capital Investment

Data on private capital investment from 22 of the 47 economies are available from OECD. For these economies, data from 2018 are included in the report. According to OECD, private flows at market terms include direct investment, international bank lending, bond lending, and other securities (including equities). For details on private capital investment data, see OECD's glossary of statistical terms at [https://www.oecd-ilibrary.org/economics/oecd-glossary-of-statistical-terms\\_9789264055087-en](https://www.oecd-ilibrary.org/economics/oecd-glossary-of-statistical-terms_9789264055087-en).

In the 2020 GPT report, data on philanthropic outflows and the other three types of financial outflows are presented by economies' income group as defined by the World Bank. This framework helps us better understand the data in context, taking into consideration the varying standards of living across countries. World Bank classifies economies into four income groupings—low, lower-middle, upper-middle and high. Gross national income (GNI) per capita is used to measure income of each economy. See Table 1 in the report for the thresholds of each income group in 2018 as defined by the World Bank.

## COUNTRY REPORTS

The 2020 GPT includes in-depth country narratives on cross-border philanthropic giving developed by research partners in 18 economies and brief country profiles on cross-border philanthropic giving developed by the school in 32 economies. These separate country reports provide information on the following themes:

- I. *Brief summary of the methodology of collecting and/or reporting data on cross-border philanthropic flows*
- II. *Information on cross-border philanthropy*
  1. *Regulatory environment for sending cross-border donations;*
  2. *Regulatory environment for receiving cross-border donations;*
  3. *Estimated cross-border philanthropy flows (including total amount of giving and giving by type of donors, by recipient region, and by charitable cause, when data are available);*
  4. *Estimated cross-border volunteering (including total amount of volunteering and volunteering by type of organizations, by region, and by charitable cause when data are available);*
  5. *Estimated cross-border philanthropic flows by charitable causes (such as the United Nations' Sustainable Development Goals); and*
  6. *Key developments and trends in cross-border philanthropic flows.*

Additionally, suggestions and recommendations for the improvement of cross-border philanthropy and data availability are provided in each of the 18 country narratives.

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