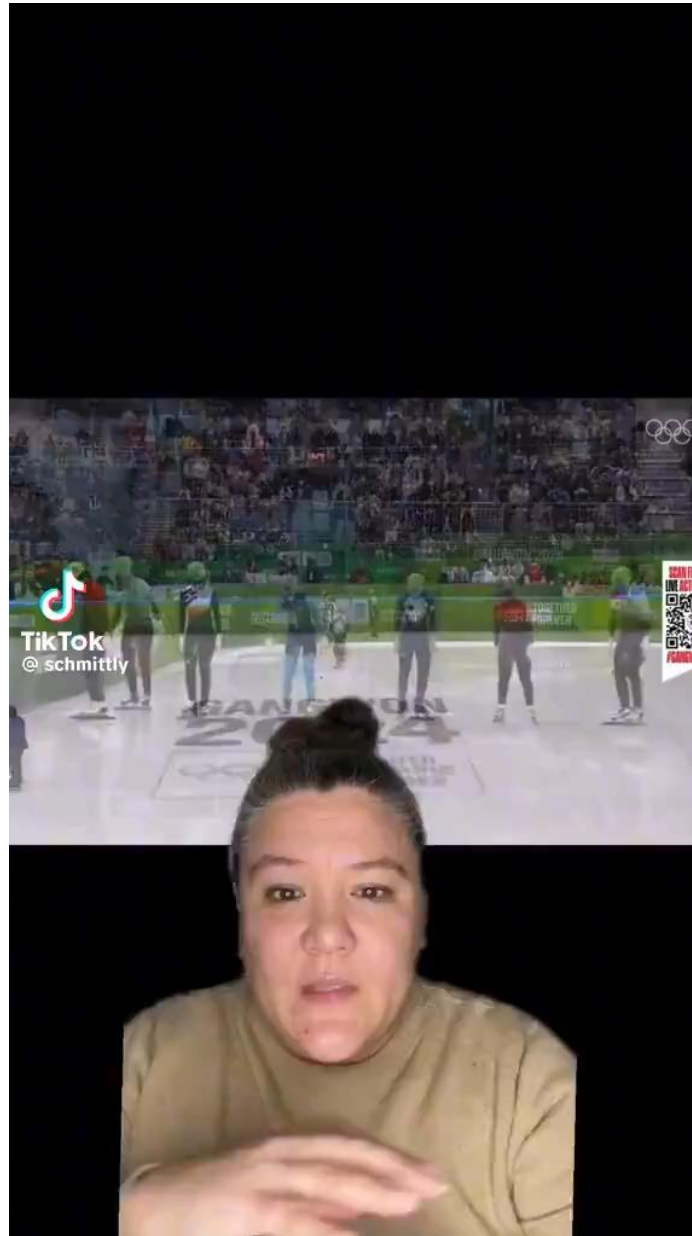
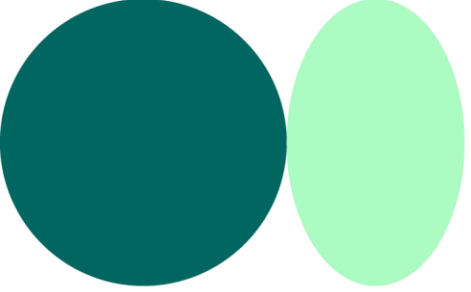


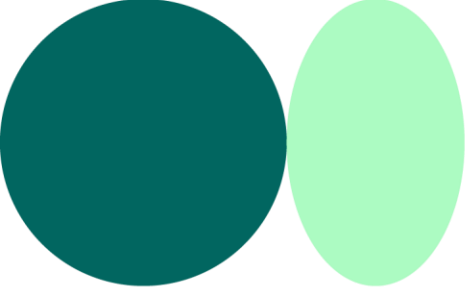
*“Passion and purpose light our fundraising roadmap. However, it’s our courage to take action, that navigates us toward success”*

~Usha Menon





Trends in Asian Fundraising - by Usha Menon

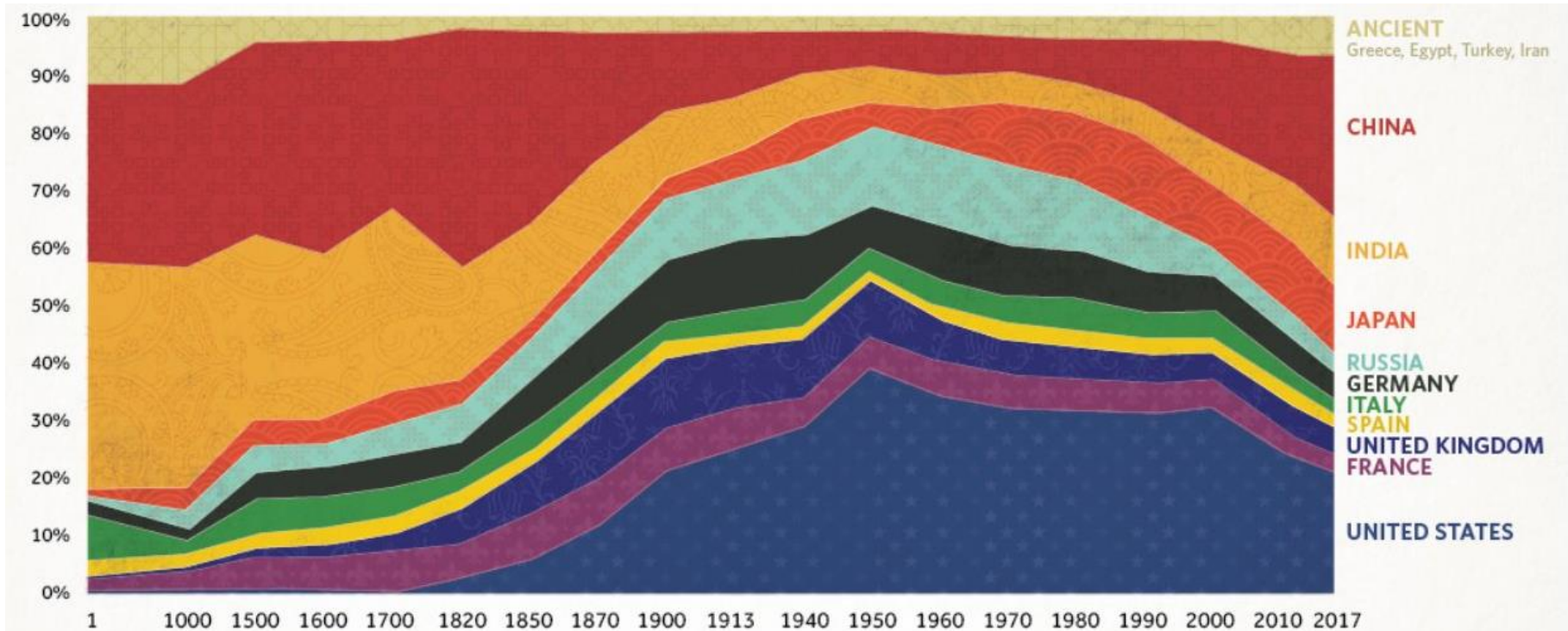


DISRUPTION!  
COURAGE!



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# Over 2000 years of Economic History



## The Resurgence of Asia

When compared to the economic performance since 1 CE, the past 200 years is just a blip in time.

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Trends in Asian Fundraising - by Usha Menon

# Plenary Outline

1. Understanding the Asian Donor Psyche
  - Major Donors / Legacy Fundraising
2. Emerging Trends in Asian Fundraising
  - Mass Mobilisation/ Role of Asian Diaspora
3. Impact of ESG (environment, social, governance) reporting
  - Corporate Collaboration

# 1. Asian Donor Psyche

# Growth of wealth and family office in Asia (2023)



## Family Offices

- Over 1,800 family offices are located in Asia
- More than half of Asia's family offices are located in Singapore.
- The number of family offices established in Asia surpasses the global rate.
- Hong Kong expects to attract an additional 200 family offices by 2025.





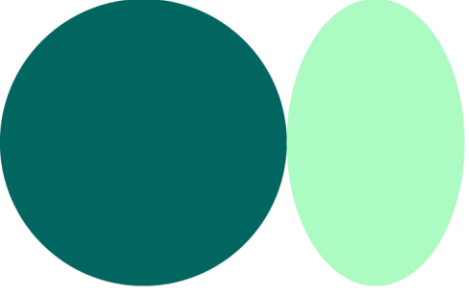
# Growth of wealth and family office in Asia (2023)



## UHNWI

- Asia has over 950 billionaires, more than any other region.
- By 2027, Asia will see a 39.8% increase in ultra-high-net-worth individuals, reaching approximately 210,000 (UHNWIs= at least \$30 million net worth).
- Increased interest in direct investing.
- The family's cultural background and wealth maturity.



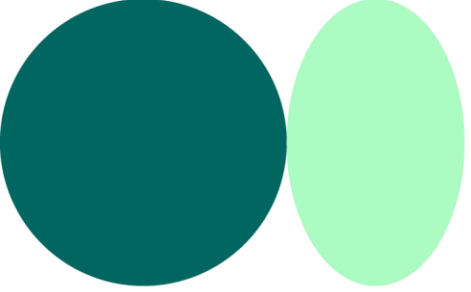


# UBS Targets \$5 Trillion AUM by 2028 with Strategic Focus on Asia's Growth and Diversification

Feb 8, 2024 **Hubbis**



Trends in Asian Fundraising - by Usha Menon



## Top two billionaire primary industries by region and age cohort

Proportion of billionaire cohort

**<50**

**Asia**

Technology

**21.9%**

Banking and finance

**16.2%**

**50-70**

Banking and finance

**13.9%**

Industrial conglomerates

**11.9%**

**70+**

Industrial conglomerates

**18.1%**

Manufacturing

**13.0%**

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## Things to consider - Singapore



- In 2009, Singapore granted a 250% tax deduction for qualifying donations made to local qualifying charities.



- In 2023 launched the Asia Community Foundation with 100% tax deduction for Overseas Donations capped at 40% of Donor's Statutory Income.

## Things to consider - India



- In 2014, India mandated that the largest companies allocate 2% of their after-tax profits to corporate social responsibility activities.



- CSR spending reached \$3.3 billion (INR 27,000 crore) in FY 2022. It is anticipated to reach \$6.4 billion (INR 52,000 crore) by FY 2027.

- Retail giving is expected to grow in India, at 9% annually and contribute about 29% of total private giving by FY 2027



## Things to consider - China



- In 2016, China introduced a corporate tax deduction of up to 12% for donations to approved charities.



- From 2015 to 2021, donations during the annual '**99 Giving Day**' campaign surged from RMB128 million (US\$19 million) to RMB2.32 billion (US\$352 million). During this time, Tencent's charity platform attracted over 156 million participants.

# 1. Asian Donor Psyche

## Major Donors



Philanthropists



Family Offices



Corporate Foundations

## a. Collective Strength

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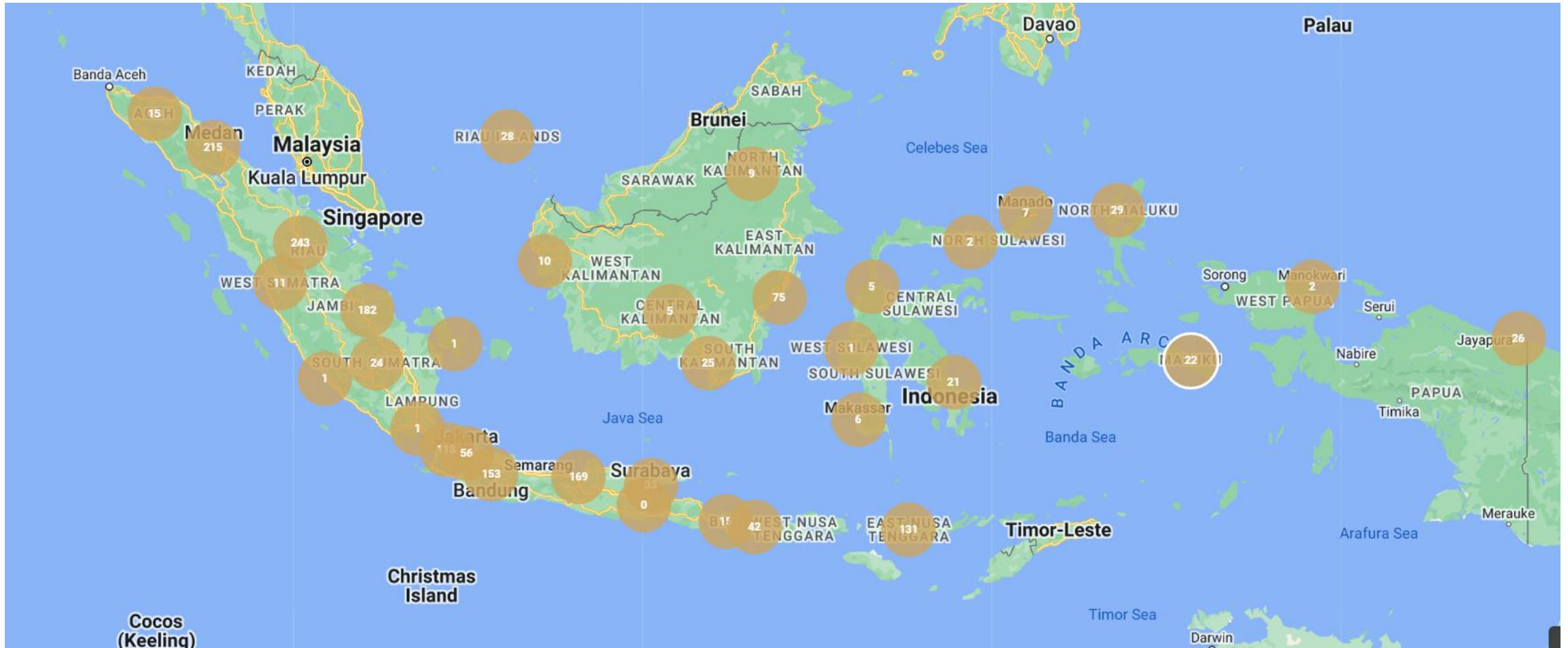


## a. **In-country Collaboration** among philanthropists /family foundations - Indonesia

- Fifi Pangestu (Bakti Barito Foundation),
  - Victor Hartono (Djarum Foundation) ,
  - Belinda Tanoto (Tonoto Foundation)
- and their foundations collaborated to map activities across a spectrum of educational issues in Indonesia







## Landscape mapping for Coordinated education interventions in Indonesia



## b. Asia-wide Collaboration by Family & Corporate Foundations

In 2022, a collaborative landscape research analyzed 276 programs and 145 national and sub-national policies on Early Childhood Development involving 12 foundations:

- **INDONESIA:** Tanoto Foundation, Bakti Barito Foundation, Djarum Foundation, Ishk Tolaram Foundation.
- **PHILIPPINES:** The Ayala Foundation, Knowledge Channel Foundation, Ramon Aboitiz Foundation and Zuellig Family Foundation.
- **SINGAPORE:** Li Foundation, Quantedge Advancement Initiative, Nomura.



June 2023 ||

# Regional Early Childhood Development Landscape Study

Final Report

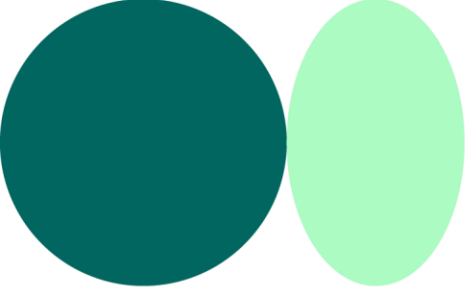
Asia Philanthropy Circle



## c. Cross-border impact- Australia/Singapore

“Business must lead the fight against modern slavery by collaborating with government, addressing the risk of modern slavery in their supply chains and providing transparency to investors and consumers.”

~ Dr Andrew Forrest  
(Australia)



Over 80% of the construction workforce are foreign workers and they are mostly originating from Bangladesh, China, India, Myanmar and Thailand.

The vast majority of migrant construction workers that come to Singapore often rely on unlicensed or poorly regulated recruitment agencies.

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# System Change Model through the BOP Hub

1. BOP Hub convinced Minister for National Development in Singapore that modern slavery can be solved.

2. The Ministry connected the BOP Hub to Building Control Authority (BCA) to work on the demand side (Singapore)

3. Ministry of Manpower (Singapore) agreed to collaborate to end the issue of exploitation of construction workers by the middlemen/ agents

4. Philanthropist through the Asia Philanthropic Circle paid for the cost of a full-time secretariat staff to ensure coordination.

5. Outreach to BRAC (Bangladesh) to take over the supply side.

6. The collaborators used their outreach and network to persuade few building construction contractors in Singapore to recruit workers directly, instead of going through middlemen/ agents

7. Over 4 years this has become the recruitment system for Bangladeshi workers to Singapore.

8. BCA is now changing the policy for labor recruitment for India, Sri Lanka, Myanmar and China

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# 1. Asian Donor Psyche

## Major Donors



Philanthropists



Family Offices



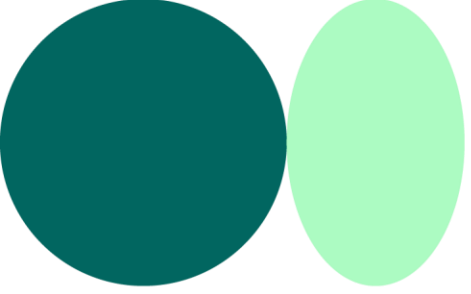
Corporate Foundations

## b. Philanthropic Ecosystem Building

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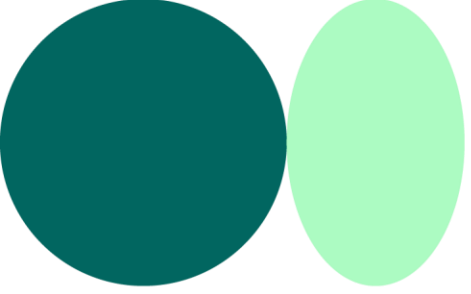




Trends in Asian Fundraising - by Usha Menon

Source link:  
<https://philanthropyasiaalliance.org/#introducing-the-alliance>

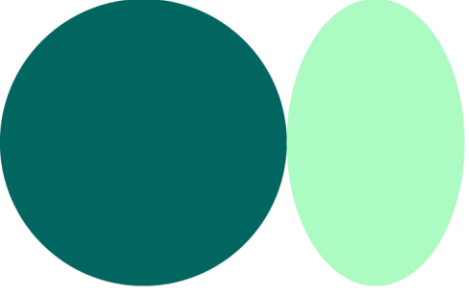




# Philanthropy Asia Alliance

**Over 80 members that includes philanthropists, foundations, family offices, non-profits, and corporates**





# Philanthropy Asia Alliance



**Calls to Action (CTAs)**



**Technology and  
Digital Inclusion**



**Focus on Asia**

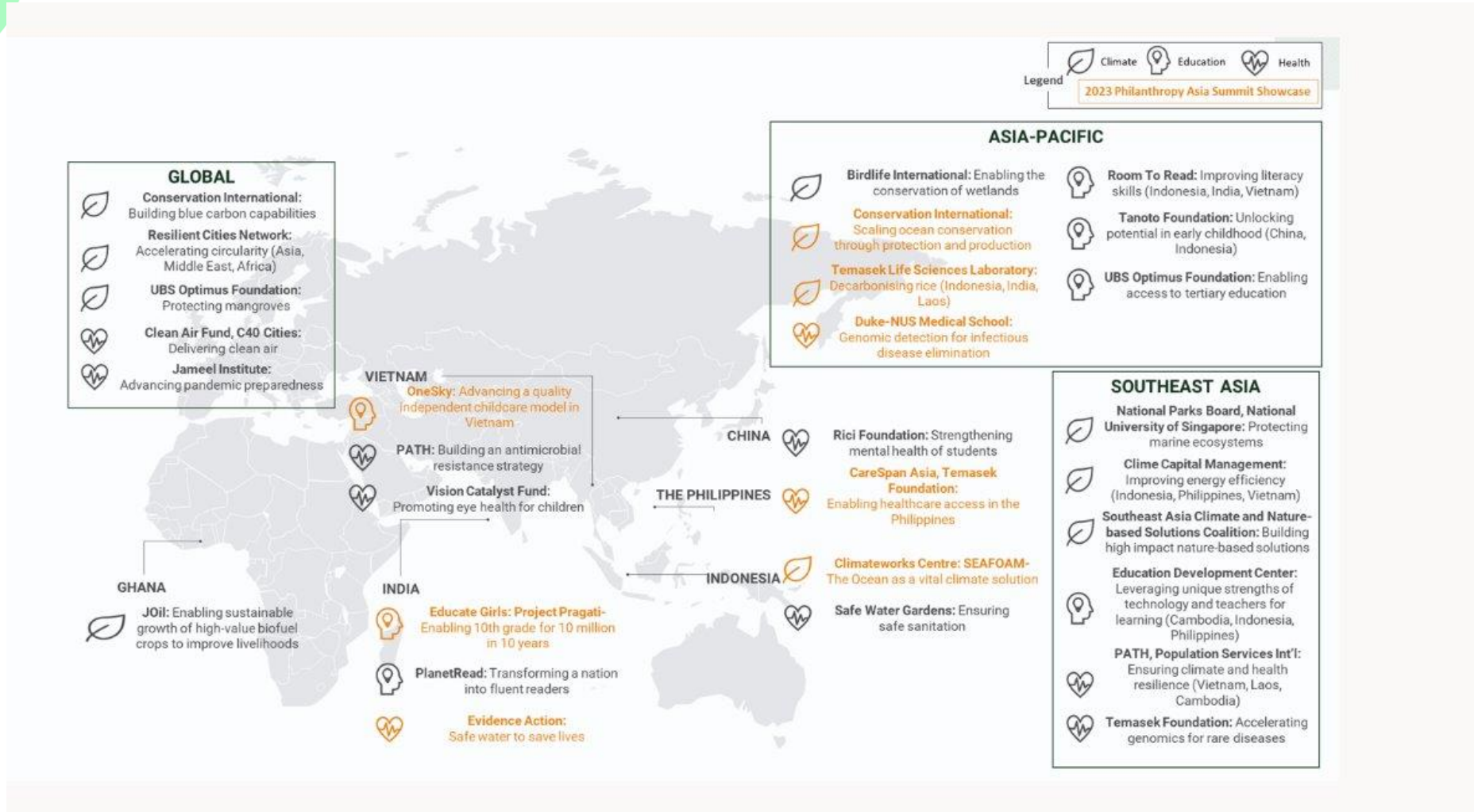


**Next-Generation  
Philanthropy  
(iGen Collective)**



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# Call to Action (CTA) Partners



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Trends in Asian Fundraising - by Usha Menon



# Asia Centre for Changemakers

Strengthen  
Asia's philanthropic  
ecosystem

**To be launched in 2024**

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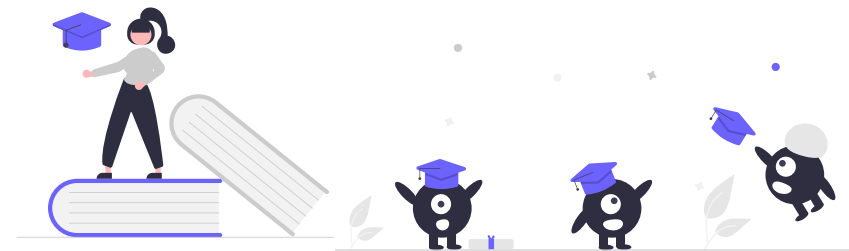
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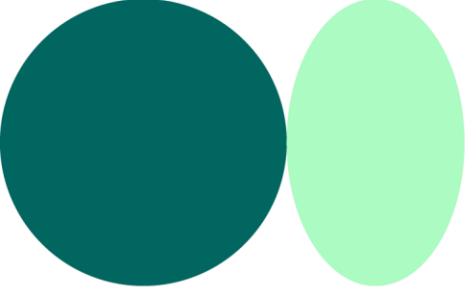
Trends in Asian Fundraising - by Usha Menon



## Impact Gen (iGen) Collective

Specifically for next-gen philanthropists, promoting collaboration, innovation, and impact measurement through education programs, learning journeys, and networking.

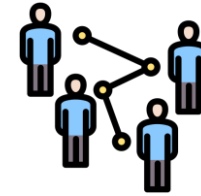




# Philanthropy the 4th P in Public-Private Partnerships



A driver towards  
dynamic innovation



A capacity builder



An alliance builder and convener



# Giving to Amplify Earth Action (GAEA) initiative (Asian Philanthropic / Impact Investments at COP / WEF)



1. Aligning systems thinking strategy and value



2. Building win-win-win collaborations at scale



3. Adopting innovative financing approaches



4. Supporting people-centric capacity and capability building

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# Six variants of philanthropic giving



**1. Experience-based giving** - paying it forward



**2. Family-based giving** - family values as a part of inheritance



**3. Heritage-based giving** - affiliation



**4. Impact-based giving** - evidence of measurable change



**5. Legacy-based giving** - named gifts/ endowments



**6. Faith-based giving** - sense of duty, spiritual motivations

# 1. Asian Donor Psyche

## Major Donors



Philanthropists



Family Offices



Corporate Foundations

c. Faith in Action





# Role of Faith & Spiritual Actors



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# Role of Faith & Spiritual Actors

## Faith in action

Business leaders are not leaving impact on the table. They are using their faith fluency to explore innovative partnerships with faith actors – on the environment, health, resilience and technology.



Religion and its institutions such as temples, churches, or mosques are as old as humanity itself. No other force known to human culture is older, rooted deeper in the human collective consciousness, or is able to connect humans with one another more extensively. Up to this day, religion is a reality for the vast majority of the people on this planet. And this reality shapes how people think, how they act – and not act.

Christine Schliesser, *On the Significance of Religion for the SDGs: An Introduction*, Taylor & Francis, 2023



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# 1. Asian Donor Psyche

- Collective Strength
- Philanthropic Ecosystem Building
- Faith in Action

## 2. Emerging Trends- Retail Donors

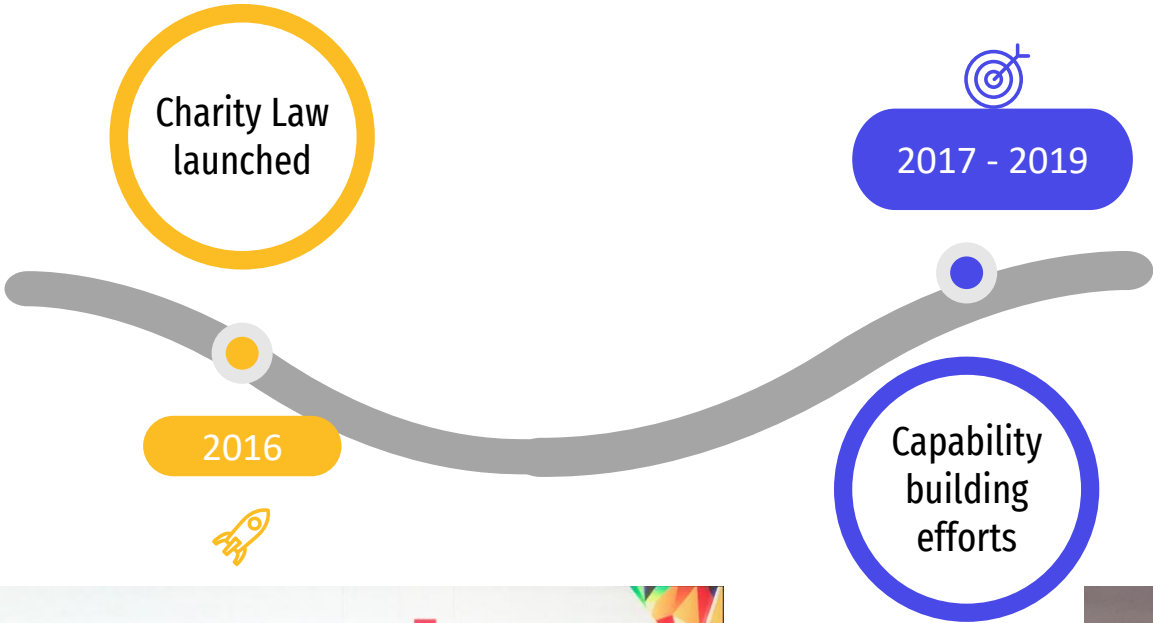
## 2. Emerging Trends - Retail Donors

### a. Mass Mobilisation





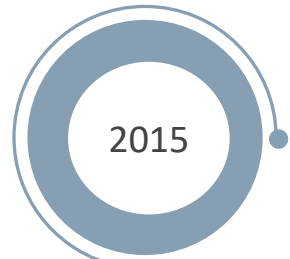
# Mass Donor Mobilisation



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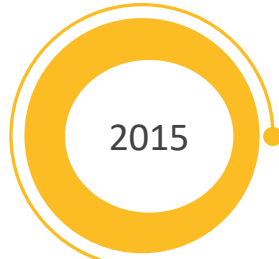
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# Mass Mobilisation / Crowd Funding



2015

Tencent Launches  
99 Charity Day



2015

RMB128 million  
(US\$19 million)



2019

RMB2.32 billion  
(US\$352 million)  
by 156 million  
participants



2020

Total donation of RMB3.044  
billion (US\$462 million). More  
than 57.8 million donors,  
thousands of institutions and  
10,000 enterprises participated



2022

Campaign goes  
across borders



Tencent's Offices Worldwide Come  
Together for Good on 99 Giving Day

2023.09.22



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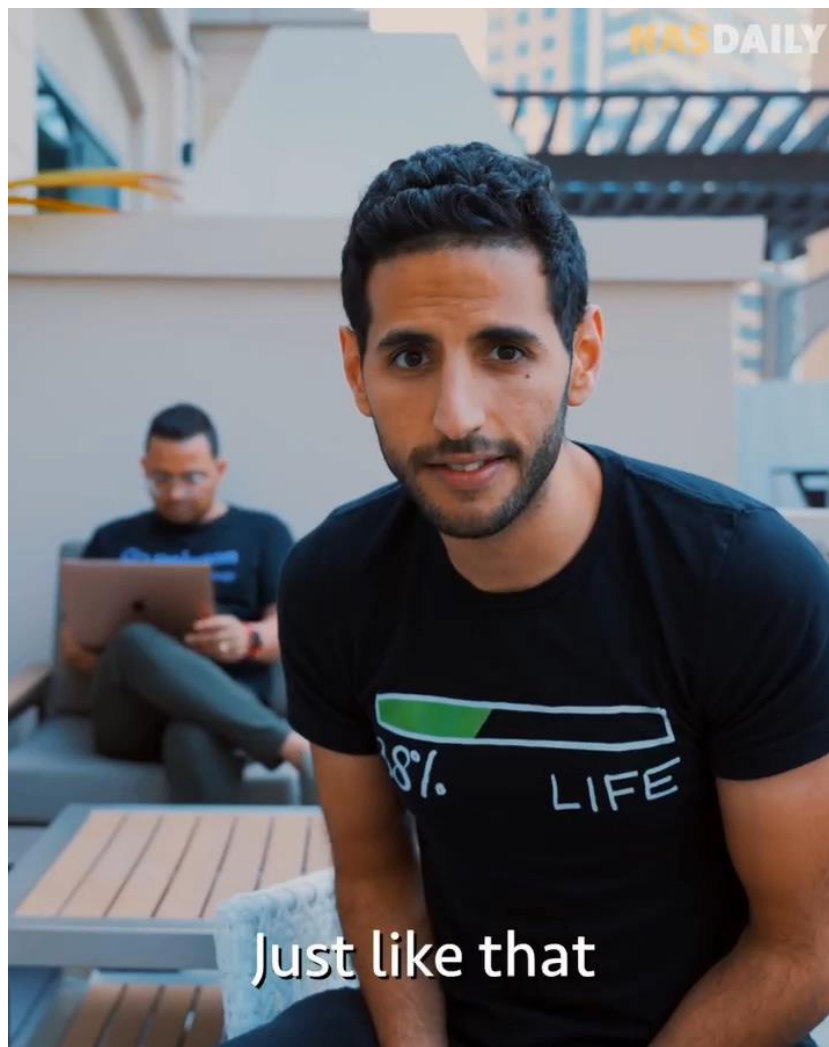
## 2. Emerging Trends - Mass Mobilisation - Retail Donors

### b. Web 3.0





# Crypto Relief Fund (India)



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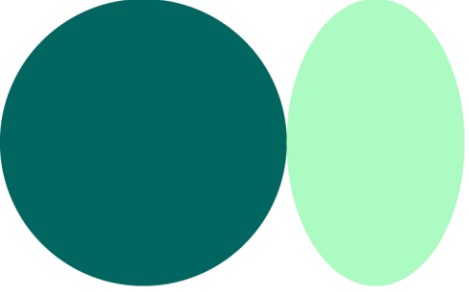
# Crypto Relief Fund (India)

Between April 2021 and July 2022, \$58 million supported 60 diverse beneficiaries, ranging from \$15 million to UNICEF for vaccinations, to \$16,700 to the disability NGO Help Trust in Tamil Nadu, India, primarily for COVID-19 relief efforts.



From January 2023 the fund revised its mandate to focus the funding towards upgrading healthcare in India.





Usha Menon

1 January · 🌐



No denying that the regulatory environment in the digital currency space needs to be strengthened.

However am happy to report that my ability to support causes that I am passionate about has enhanced by over 130% because of the resurgence of bitcoin.

[#crypto](#) [#philanthropy](#) [#givingback](#) [#gratitude](#) [#risk](#)



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# Ensuring Policies and Processes

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Management Consultancy

Our work - Our purpose - Insights - Gallery - Contact Us Q Search

Governance & Leadership Fundraising & Advancement Personal Reflections

3 steps for developing anti-money laundering and combating terrorism finance policies




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Management Consultancy

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Governance & Leadership Fundraising & Advancement Personal Reflections

5 steps to accepting cryptocurrency donations



## 2. Emerging Trends - Mass Mobilisation - Retail Donors

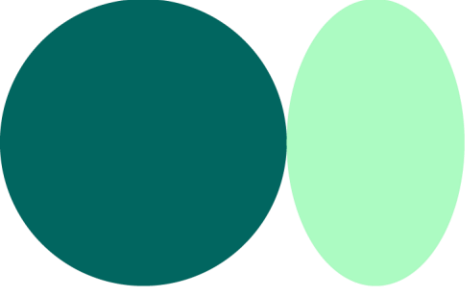
c. Diaspora



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### **NSW's 25 most powerful and influential Indian Australians**

With the growing importance of links to the world's fastest growing large economy The Daily Telegraph today has identified the 25 most powerful and influential Indian Australians in NSW today. See the list.



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Indian diaspora is the second largest and fastest growing diaspora in Australia.

1 in 26 Australians are of Indian origin.



Indian born Australians predicted to reach 1.4 million by 2031.

Indian students numbering 1,22,391 (September 2023) form the second largest cohort of foreign-born students in Australia.

## 2. Emerging Trends - Mass Mobilisation - Retail Donors

a. Mass Mobilisation



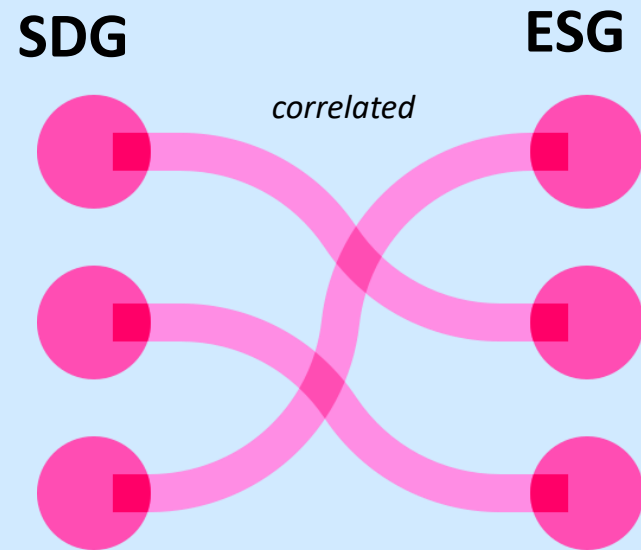
b. Web 3.0



c. Diaspora



### 3. Impact of ESG Reporting





# How is ESG related to SDGs?



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# Growing Need for Materiality

**Businesses should partner with NGOs to fulfil their social commitments**

**ESG round-up: NGOs call on EU to mandate double materiality for ESG ratings**

*The latest developments in sustainable finance: ECB's Elderson threatens daily fines for banks which fail to meet climate change supervisory expectations; NZAOA sets out expectations on AMs for climate engagement.*

Fiona McNally - 16 November 2023

**ROI for the Mission**

NGOs are increasingly monetizing their services to generate income to help fund their programs and reduce reliance on government and donors.

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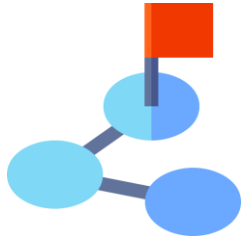


ESG reporting for small- and mid-cap companies

Tue 20 June 2023



# In Summary



**Hack the System** – create your unconventional path to success



**Transcend the Culturescape** – embrace the diversity of thoughts and experiences



**Practise Blissipline** – integrate passion and playfulness with focus and dedication to achieve your purpose



**FIA  
Conference**  
2024

**Thank you**

[www.ushamenonasia.com](http://www.ushamenonasia.com)

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