

The evolution of Asia Philanthropy

-----Challenges and Future Prospective-----

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1. Emerging Asian Philanthropy

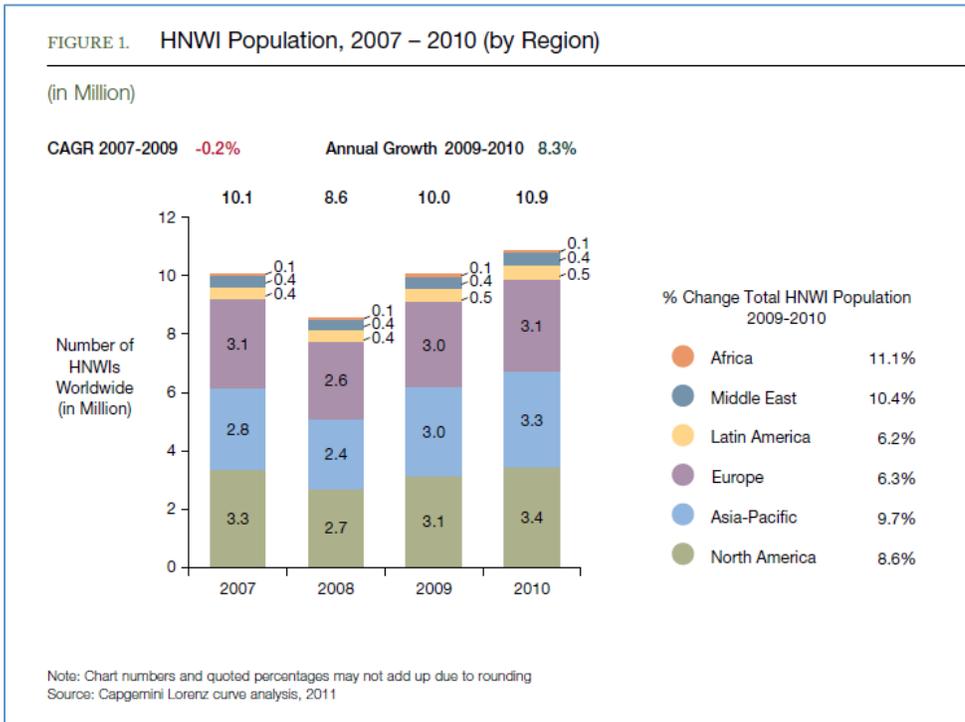
Today, world wealth is shifting towards Asia. China now becomes the world second largest economy, followed by Japan. India is also emerging as new economic power. Korea and Indonesia are now members of G20. Singapore is one of wealthiest country in terms of per capita of GDP. Taiwan, Vietnam, Thailand and Malaysia have also become emerging economy.

The economic growth in Asia has made impact on both world and Asia. One of them is the growing number of High Net Worth Individuals (HNWIs) in Asia. According to World Wealth Report 2011, HNWIs in Asia has increased from 2.8% in 2007 to 3.3% in 2010. Wealth distribution of HNWIs has also increased from 9.5% in 2007 to 10.8% in 2010. (See chart 1 and chart 2) The growth of HNWIs has opened up a new era of philanthropy in Asia.

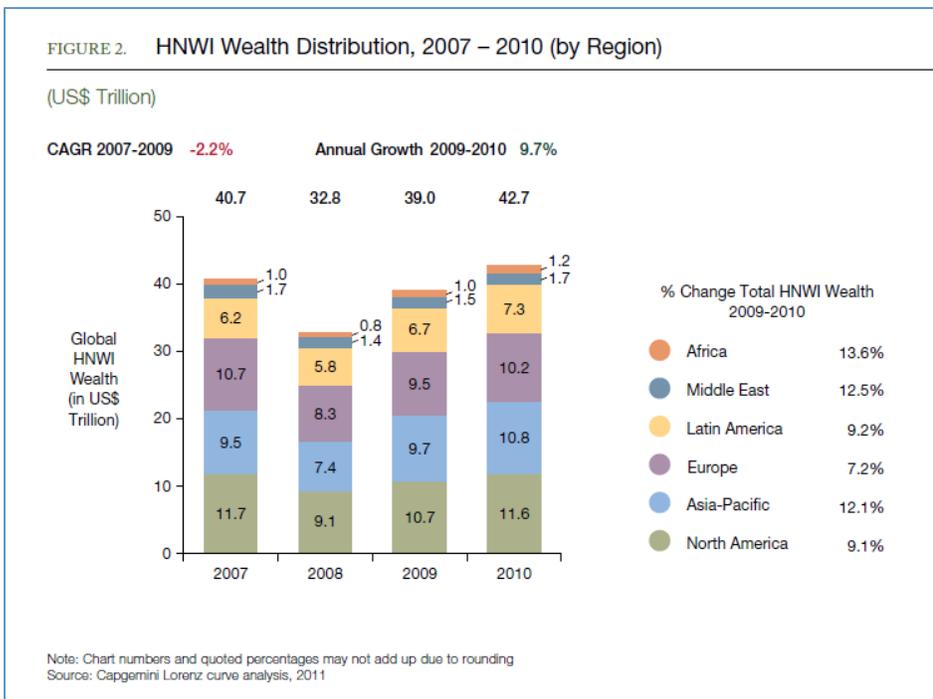
For Example, Economist Intelligence Unit (2011) reported that Philanthropic giving in Asia is still low compared with the West, but that it is rising rapidly along with growing wealth. According to the report, philanthropic giving in Asia is still low compared with the West, but is rising rapidly along with growing wealth. Asian philanthropy is still restrained by its traditional cultural values and is still deeply regulated by the government. Philanthropic giving is still focused on traditional giving like neighbourhood community and religious donations. As NPO sector in Asia is still weak, philanthropic giving cannot find proper partners to tackle with emerging social challenges. Legal support for philanthropic sector such as tax deduction or tax exemption has not been well developed. Governments try to control philanthropy with regulations. However, strategic philanthropy is now making its mark in Asia. New generation who are interested in strategic philanthropy or high impact philanthropy have emerged, and they are seeking for new opportunities to achieve their goals. The report concluded that, in order to realize the full potential of Asian philanthropy, new philanthropists in Asia must coordinate their efforts with other stakeholders, and that, despite challenges ahead, Asian philanthropists have an enormous opportunity to make an impact.

What are the impacts of emerging Asian philanthropy? Many Asian countries are still on the developing stage. Except for few advanced countries like Japan, Korea, Singapore and Malaysia, Human Development Index (HDI) of Asian Countries is below standard. Gross National Income per capita is also below standard. (See chart 3 and chart 4) Social inequality is still high. Many efforts are needed in the fields of women's rights, poverty, education, social welfare, environment, unemployment, disaster relief and so on. There are many rooms for Asian Philanthropic sectors to tackle with in their own country.

(Chart 1)

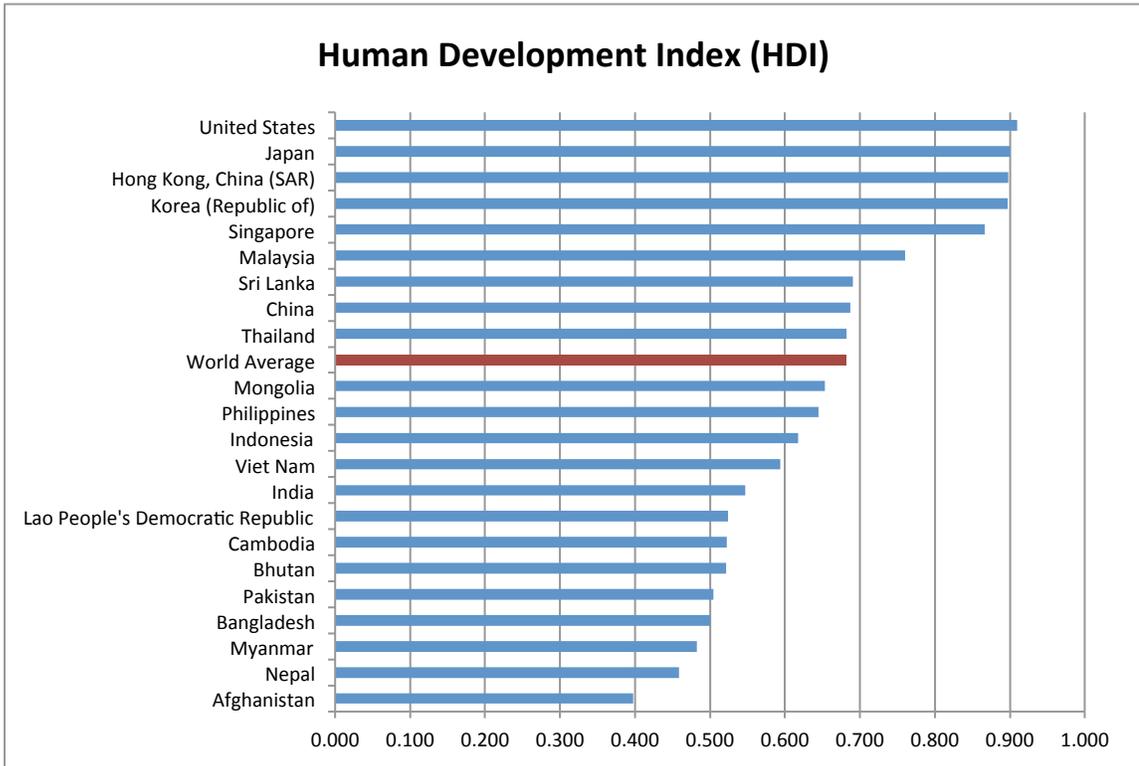


(Chart 2)

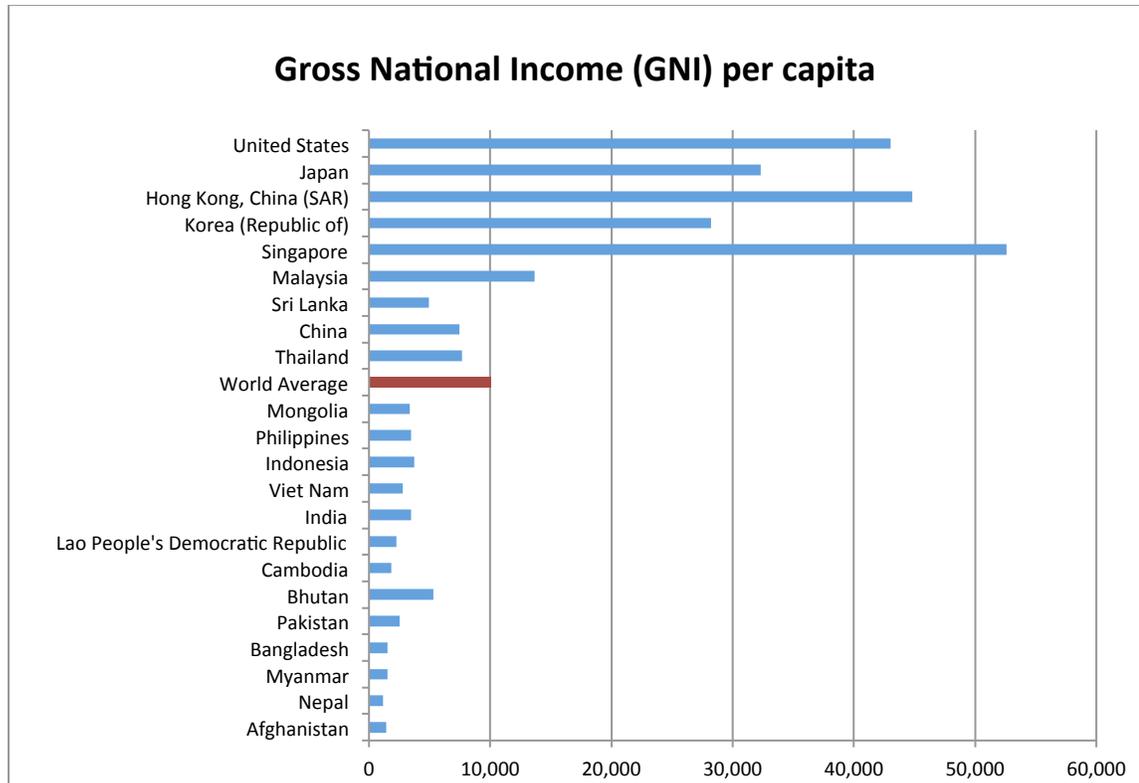


(Source: “World Wealth Report 2011”, Merrill Lynch Global Wealth Management and Capgemini.)

(Chart 3)



(Chart 4)



(Source: UNDP Human Development Report 2011)

At the same time, there are opportunities that Asian philanthropic sector can contribute to overseas problems. Japan is one of top donor countries that support developing countries. According to the Hudson Institute (2012), Japanese private giving for developing countries amounted \$3.31 billion in 2009, which is close to 30% of total ODA of Japan. If China or India would expand its philanthropic sectors and they start contributing to overseas development like Japan, the effect would be tremendous. Considering the economic growth and the rise of HNWI's in Asia, Asian philanthropy has potential to grow. If Asian philanthropy would be expanded in accordance with its potential, underserved communities both in Asia and the world would benefit from them.

In the next chapter, I will briefly overview the present situation of Asia Philanthropic sector, its challenges and the prospect of future development. Since late 80's, several organizations have attempted to promote philanthropy in Asia, such as Asia Pacific Philanthropic Consortium or Synergoes Institute's "Civil Society Resource Organizations and Asia" project. Thanks to their efforts, and also thanks to Asian civil society's own efforts, Asian philanthropy has developed for the last decades. However, there still remain many challenges for Asian philanthropy sector to further develop its potential capacity. What is needed for promoting Asian Philanthropy? I will summarize the major challenges for Asian philanthropy's further development.

In the following chapter, I will list up several new trends in Asian Philanthropic sector. Responding to the new trends of US and European philanthropic sector, Asian philanthropic sector has also launched several new initiatives such as venture philanthropy, social investment or strategic philanthropy. Through case studies, I will examine the future possibility of the development of Asian philanthropy.

Finally, I will discuss on the ways how to support Asian philanthropic sector and engage them in the global philanthropic community. To promote Asian philanthropy would finally lead to the development of global philanthropy. There are many opportunities for US funders to support the development of Asian Philanthropy. I hope that this paper would contribute to further development of Asian Philanthropy.

2. Present situation of Asian Philanthropy

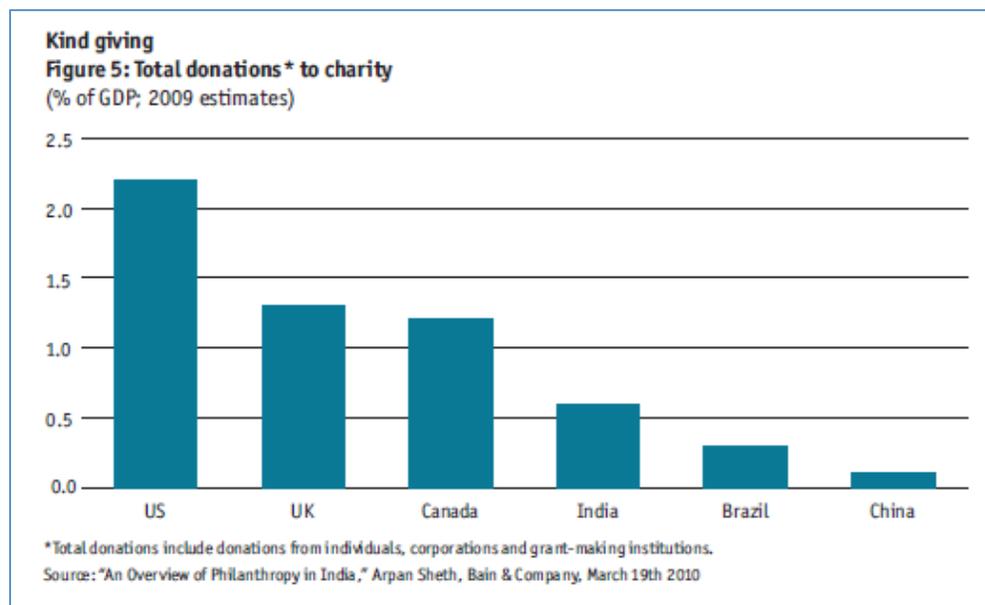
In spite of the economic growth and the emergence of HNWIs in Asia, the philanthropic sector is still weak. According to World Giving Index 2011, major Asian countries' rankings of giving are low (See Table 1). In addition, the rates of total donations per GDP are small compared to advanced countries like US, UK or Canada (See Chart 5).

(Table 1)

2011 World Giving Index Ranking	Country	2011 World Giving Index % Score
1	United States of America	60
2	Ireland	59
3	Australia	58
4	New Zealand	57
5	United Kingdom	57
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9	Thailand	51
11	Hong Kong	49
49	Indonesia	37
57	Republic of Korea	35
91	India	28
91	Singapore	28
105	Japan	26
140	China	20

(Source: "World Giving Index 2011", Charities Aid Foundation)

(Chart 5)



(Source: "Something's Gotta Give: The State of the Philanthropy in Asia",
 The Economist Intelligence Unit. 2011)

Then, what are the unique characteristics of Asian Philanthropy? There are no comprehensive research data on philanthropy in Asia. One of earlier attempts to understand Asian philanthropy was APPC's research on "Giving and Fundraising in Asia" (APPC 2002). It tried to make comparative research about giving and fundraising among India, Thailand, Philippines, and Indonesia. However, as admitted in the report, the comparison among diversity of Asian philanthropy was really difficult, and the research method itself was different from each other.

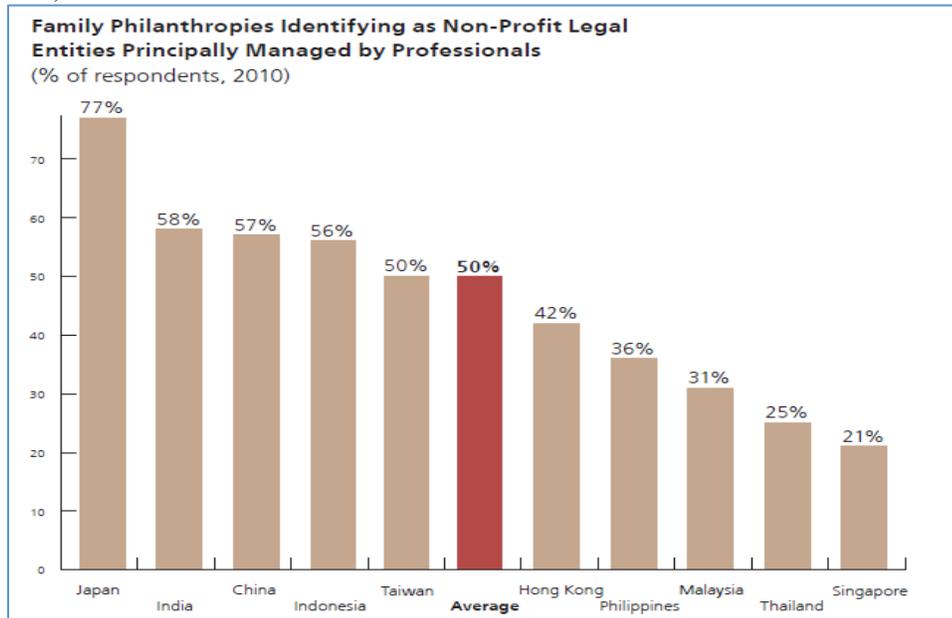
One recent research is about family philanthropy in Asia (UBS-INSEAD 2011). This research is focused on family philanthropy because, except for some advanced countries like Japan, Korea and Singapore, Asian philanthropy is not well institutionalized and professionalized (See Chart 6). Asian philanthropy is not yet professionally divided into private foundations, corporate foundations, family foundations, community foundations, and individual donations. As analyzed in this research, family philanthropy is dominant in Asia, and the donation of family overlaps with donations of family corporations and family foundations, if any. This is one of unique characteristic of Asian philanthropy, and I believe that the analysis of family philanthropy reflects the reality of Asian philanthropy now.

According to UBS-INSEAD (2011), family philanthropy in Asia basically takes the traditional form of private donation. Sometimes wealthy families make donation through family owned corporations. There is no distinct line between family donation and that of family owned corporations. Establishing a private foundation is not so common.

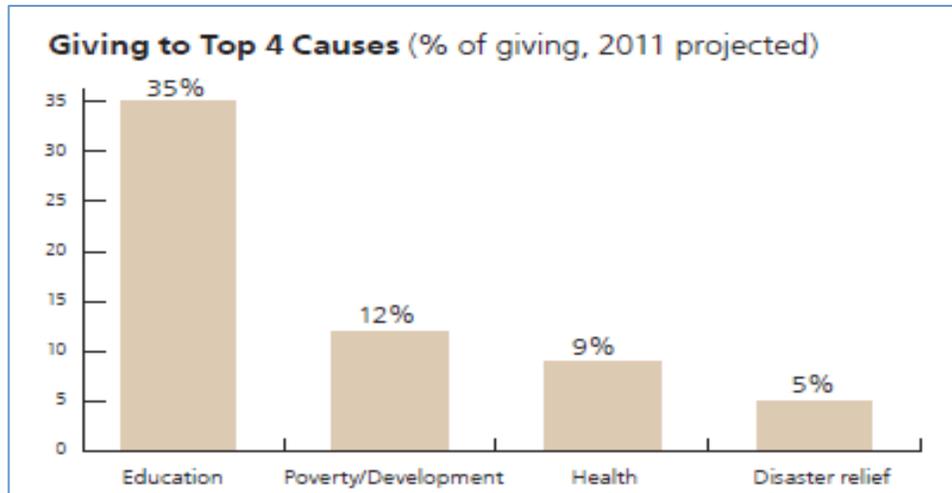
The main interests of family philanthropy are education, poverty/community development, health, and disaster relief (See Chart 7). Other major areas of philanthropy in advanced countries such as arts & culture, environment, human rights, or gender issues are not common in Asian philanthropy. Another unique characteristic of Asian family philanthropy is that their priority is national/local oriented. They are less interest to international affairs (See Chart 8). As a result, they donate mainly to national/local organizations and individual (See Chart 9). There should be several reasons for these characteristics. The main reason should be that Asian family philanthropy is not still professionalized. It is still charity oriented, and community based. In addition, there are not so many NPOs that can manage professional areas like environment and human rights issues. Without the reliable and accountable partners, family philanthropy cannot make donations to these fields even if they are interested in them.

However, family philanthropists are getting aware of the limitations of their activities. They feel that they need more fund-raising and co-investors to make impact. They are also aware of the needs for improving fund management and governance, and making social impact (See Chart 10).

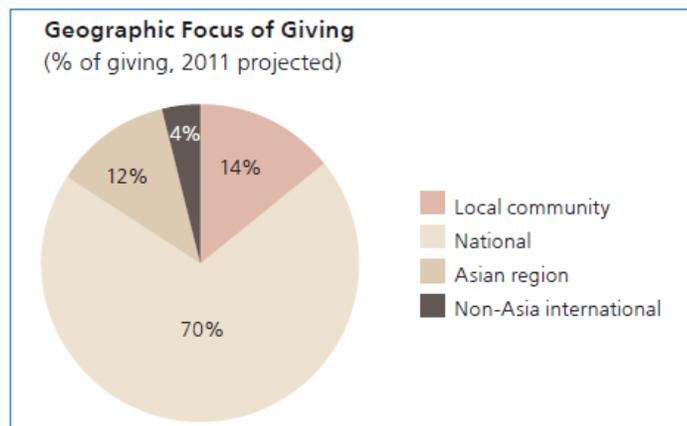
(Chart 6)



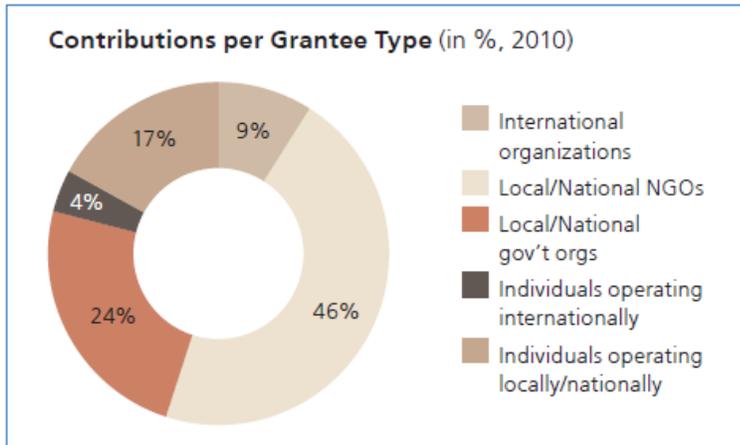
(Chart 7)



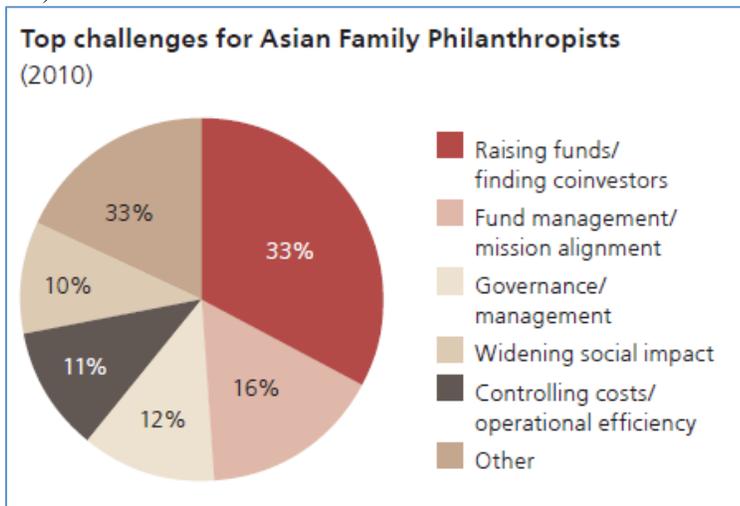
(Chart 8)



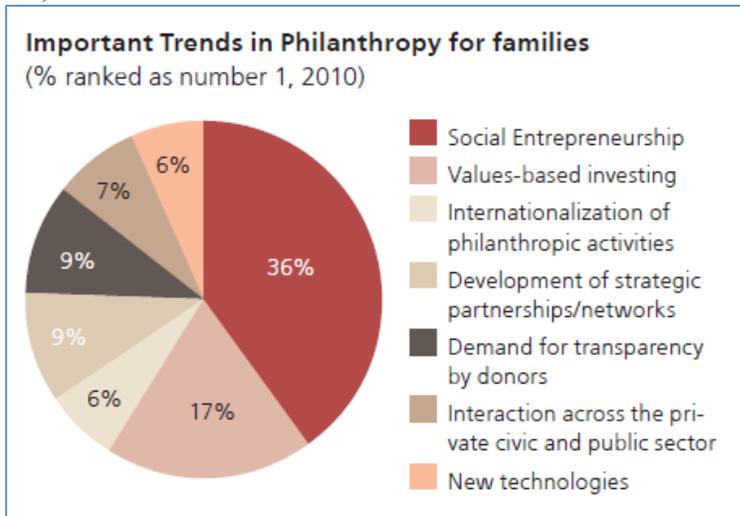
(Chart 9)



(Chart 10)



(Chart 11)



(Source: "UBS-INSEAD Study on Family Philanthropy in Asia" (2011))

In addition, Asian family philanthropists are now getting more interested in new trends of philanthropy like social enterprise, value based investment, strategic philanthropy, and public private partnership (See Chart 11). Though there are many difficulties surrounding Asian philanthropy, Asian family philanthropists are seeking for more professionalized, institutionalized, and impact-oriented philanthropy.

What are challenges for Asian Family Philanthropists? In order for Asian Philanthropy to fully develop its potential, what kinds of policy and strategy are needed? According to UBS-INSEAD (2011), the principal challenges to the development of a much larger and more effective philanthropic sector in Asia include: a) need for more effective, scalable and transparent implementation partners, b) need for greater collaboration and pooling of resources, c) need for more professional management at the philanthropy level, d) need for more training institutions and sharing of best practices, e) need for more facilitative and even-handed government regulations and policies. In other words, Asian philanthropy needs more efficient and effective NPO partners, more powerful intermediary organizations that coordinate cross sector collaborations and offer capacity building supports, more supportive government policies, and grantmaking professional network.

Especially the government policy and law is important. According to Mark Sidel (2004), governments of South Asian countries try to control philanthropy sectors through regulations and laws. The recognition process of establishing NPOs or foundations are arbitrary. The permission of tax-exempt status is very difficult. In addition, governments try to control the flow of money from foreign organizations to NPOs. In this situation, we cannot expect the development of philanthropic sectors.

However, after several earthquake and tsunami disasters in Asian countries, some governments have realized the importance of philanthropy for disaster relief or other social welfare. They started to ease regulations for philanthropic sectors, or to introduce new laws to promote them. For example, after great East Japan Earthquake and Tsunami Disaster in 2011, Japanese government introduced a new law that promote NPO activities and tax exemption. In China, according to the China Daily USA, the Legislative Affairs Office of the State Council was reviewing a draft submitted by the Ministry of Civil Affairs, with focuses on fostering philanthropic organizations, soliciting contributions, supervision and tax preferences in 2011.

3. New Trends in Asian Philanthropy

In some Asian countries, there are new trends to promote Asian philanthropic sector. These trends are still small and limited, but they have potential to further develop Asian philanthropic sector. If these new efforts are supported by Asian philanthropists and governments, and are well connected with international network, I believe that Asia philanthropy will enter into the new era of professional and impact oriented one. In this chapter, we will briefly examine these emerging new trends in Asia.

<p>High Impact Philanthropy Dasra: Catalyst for Social Change http://dasra.org/</p>	<p>Dasra is India's leading strategic philanthropy foundation working with philanthropists and social entrepreneurs to create large scale social change. Dasra's theory of change is that if philanthropists and social entrepreneurs are equipped with the knowledge, funding opportunities, and people to make their work more strategic, then the social sector in India will be transformed dramatically. In order to accomplish this goal, Dasra is now doing these major projects:</p> <ul style="list-style-type: none"> * Indian Philanthropy Forum * Dasra Giving Circle * Dasra Social Impact (Training and networking program for social entrepreneurs) * Dasra Portfolio Program (Consulting service for philanthropists)
<p>Venture Philanthropy Asian Venture Philanthropy Network (AVPN) http://www.avpn.asia/</p>	<p>AVPN is a non-profit organization based in Singapore with membership across the Asian region. AVPN is established to grow and develop the venture philanthropy movement across the Asia Pacific region. AVPN promotes venture philanthropy in the broader philanthropic and social investment communities and provide specific networking and learning services to meet the needs of its members. AVPN is building a cross-sector network bringing together organizations and individuals from finance, business and the social sector. AVPN is the hub for news and events focused on venture philanthropy to develop shared learning and best practices. Through its Knowledge Centre, AVPN is developing practitioner oriented resources to help scale the practice of venture philanthropy across Asia.</p>
<p>Impact Investment Impact Investment Shujog http://shujog.org/</p>	<p>Shujog is an advocacy, research and capacity-building non-profit Social Enterprise (SE) seeking to foster growth, maturity and innovations to the SE and Impact Investment sectors of Asia. In order to accomplish its goal, Shujog focuses on three areas:</p> <p>Action: Through Action, Shujog encourages the continued development of those currently in the impact investing and social entrepreneurship spaces. Shujog offers three Action products: Impact Assessment, Impact Academy, and Impact Immersion.</p> <p>Advocacy: Through Advocacy, Shujog reaches out to the broader community and seeks to expand the impact investing and social entrepreneurship spaces. Shujog does its outreach through its Impact Chats, Impact Forums, and Impact Documentaries.</p> <p>Research: Through Research, Shujog contributes to the growing body of</p>

	<p>knowledge that exists on social enterprises and impact investing in an effort to increase the sophistication of both space and its players.</p>
<p>Philanthropy Research Lien Center for Social Innovation, Singapore Management University http://www.lcsi.smu.edu.sg/index.asp</p>	<p>The Lien Centre for Social Innovation, a partnership between the Lien Foundation and Singapore Management University (SMU), was established to advance the thinking and capability of the not-for-profit sector. Its mission is to inspire ideas and innovations, foster new alliances and facilitate solutions to strengthen the non-profit sector. Its vision is to be a thought leader and catalyst for positive social change in Singapore and beyond.</p> <p>Venture Philanthropy The Lien Centre has catalyzed 2 venture philanthropy groups in Singapore, Social Venture Partners Singapore and APventures.</p> <p>iLEAP The center has developed iLEAP, Professional Education Course for Non-Profit Leaders, to provide insights and deepen the understanding of the non-profit sectors.</p> <p>Research The objective of the research and project initiatives is to generate insights, new thinking and foster innovative practices and outcomes, particularly in three key areas:</p> <ul style="list-style-type: none"> *New Social Models: Identifying and fostering the changes that are needed by the different players in the charity ecosystem to bring it to the next level. *Corporate Social Responsibility (CSR): Understanding the Asian context for CSR and fostering it. *Unmet Social Needs: Identifying the gaps in the Singapore social landscape that are not being adequately met and how they can be.
<p>Charity Trust Charities Aid Foundation (CAF) India http://www.cafindia.org/index.htm</p>	<p>CAF India is a registered Indian Public Trust, and a part of CAF International network. CAF India's mission is to promote effective giving, and increase the flow of resources from individuals and organizations to the not-for-profit sector. In 2011, CAF India helped more than 18,000 donors and supported 164 nonprofits across 17 states in India. CAF India's major donation programs are:</p> <p>Give As You Earn "Give As You Earn" is a payroll giving programme, which offers companies and their employees an easy and tax-effective way of giving to the cause and NGO of their choice through payroll. It encourages both company and employee involvement and compliments the company's goal of supporting local community initiatives. Companies can match the donations made by employees to help double the impact of employee contributions.</p> <p>Donor Advised Fund Donor Advised Fund provides a flexible and tax efficient way for individual donors to give to NGOs of their choice. CAF India helps donors find NGOs that work in the areas that they care about, and provides them with all the expertise to make their giving effective, through data base service and consulting service.</p> <p>Social Change Fund Social change fund is an initiative designed to develop strategic investment for achieving high and long-term impact from social development projects. The objective of the Social change fund is to bridge the gulf between the charitable potential of individuals and the local specific developmental challenges of a community. Social change fund will help support:</p> <p>a) systematic identification of cutting edge not-for-profit organizations and</p>

	<p>programmes that are innovative and strategic in education, chronic health care and livelihood promotion, b) coherent programme design, management and administration within each thematic framework reviewing and evaluating specific interventions, and c) increasing the scope and impact of programmes and interventions in line with development goals. An individual donor can select and contribute for any of these areas.</p> <p>Charity Gift Vouchers The Charity Gift Voucher is a unique gift initiative for individuals who want to make one-time donations to a cause or NGO of their choice. Charity Gift Voucher lends credibility and approval to both the NGO and the cause, giving each donor the assurance that his donation – big or small – is being effectively utilised. By using the Charity Gift Voucher individuals can also give on behalf of their friends and family and use the voucher as a greeting or gift idea on special occasions like birthdays, anniversaries and festivals.</p> <p>100 Rupee club 100 Rupee club gives individuals a unique opportunity to make a big difference by giving a small amount. Through just Rs 100 every month they can now be connected to a group of NGOs. CAF India selects NGOs which are most deserving and disburses money on their behalf to the NGOs. The highlight of this flagship programme at CAF India is that it is an attractive option to individuals who have limited money to spare but want to make a difference and stay connected to not one but a group of NGOs.</p>
<p>Corporate Philanthropy / CSR League of Corporate Foundations (LCF), Philippines http://www.lcf.org.ph/</p>	<p>LCF is a network of over 70 operating and grant-making corporate foundations and corporations that promotes and enhances the strategic practice of Corporate Social Responsibility among its members and the larger business community, towards sustained national development. Its mission is to promote CSR and to contribute to its practice by enabling effective and strategic corporate social investments among its members and the larger business community. The goal of LCF is to provide its clientele with: a) Timely and accurate information, b) Standards and benchmarking, c) Capacity-building, and d) Networking and partnerships.</p> <p>The Corporate Social Responsibility Institute (CSRI) CSRI is a flagship program of LCF. As the capacity development arm of LCF, it is envisioned to play a crucial role in deepening the skills of the budding number of CSR practitioners. CSRI helps CSR practitioners get to learn the rigors of managing social development programs that bring significant impact to the society at large while creating value to the business. The CSRI aims to enhance awareness, understanding and promotion of CSR. It endeavours to be the repository of experiences, learning, best practices and challenges to sharpen and improve the practice of CSR among the existing practitioners.</p> <p>CSR Expo Since 2001, LCF has organized annual CSR Expo and Conference. The event brings together the Philippine business community and other sectors to discuss the latest trends, models and practices in CSR and promote a common framework for action in support of sustainable national development.</p>

4. What US philanthropy can do for the development of Asian philanthropy?

In the first place, we should consider the merits of the growth of Asian philanthropy. They are not limited to Asian countries alone. If Asian philanthropy would develop to the full extent of its potential, it would also contribute to global philanthropy. This means that US philanthropy could have more potential partners in global philanthropy in Asia and other regions. The result could be that US philanthropy will be more focused on domestic issues, or that US philanthropy will seek more impact in partnership with Asian philanthropy. To support Asian philanthropy and to engage them in global philanthropy network would finally benefit US philanthropy itself.

Then what US philanthropy can do for the development of Asian philanthropy? As discussed in the previous chapter, one of main challenges of Asian philanthropic sector is the lack of powerful intermediary organizations in Asia.

If you are professional foundation that is working in international philanthropy, what you can do first is to support these intermediary organizations in Asia. These intermediary organizations are helpful for capacity building of Asian philanthropy and NPOs. To support next generation of philanthropists is also important. You may support several major research and training institutions in Asian philanthropic sector, or launch exchange programs or training programs for next Asian philanthropy leaders in the US in collaboration with US support organizations and Universities.

If you are engaged in global philanthropy network such as Global Philanthropy forum, Clinton Global Initiative, the Giving Pledge, or Global Philanthropists Circle, you may try to engage Asian philanthropists in your network. It would be great helpful for Asian philanthropists to learn more about global philanthropy and extend peer network. For the grant-making professionals in Asia, you may launch scholarship programs for major research and training institutions in the US such as the center of philanthropy at Indiana University and the center on philanthropy and civil society at City University of New York.

Finally, there are several support organizations that are focused on Asian philanthropy. Asian Philanthropy Advisory Network and Give2Asia are most influential organizations in this field with a long history and a vast network in Asia. Harvard University's Hauser Center for Nonprofit organizations has a program focused on Chinese philanthropy, and organizes several exchange programs and research programs about China. You may collaborate with these institutions in order to support Asian philanthropy. Below are the lists of major organizations in these fields.

Approach / Impact	Potential Grantees
<p>Asian Intermediary Organization</p> <ul style="list-style-type: none"> * Capacity building * Advocacy * Training, consulting and networking * Information sharing 	<ul style="list-style-type: none"> * East Asia <ol style="list-style-type: none"> 1. The Japan Foundation Center 2. The Beautiful Foundation in Korea 3. China Foundation Center 4. Taiwan Philanthropy Information Center 5. China Private Foundation Forum * Southeast Asia <ol style="list-style-type: none"> 1. Philippine Foundation Center 2. League of Corporate Foundations in Philippine 3. Philippines Business for Social Progress (PBSP) 4. The Institute for Social Entrepreneurship in Asia (ISEA) 5. Association of Philanthropy in Indonesia 6. National Volunteer and Philanthropy Center in Singapore 7. The Center for the Advancement of Philanthropy in Malaysia * South Asia <ol style="list-style-type: none"> 1. SAMPRADAAN: Indian Center of Philanthropy 2. Kamayog. Center for Advancement of Philanthropy in India 3. Charities Aid Foundation India 4. GuideStar India 5. Dasra: Catalyst for social change 6. GiveIndia 7. Pakistan Center for Philanthropy 8. Bangladesh Freedom Foundation * Pacific <ol style="list-style-type: none"> 1. Philanthropy Australia 2. Philanthropy New Zealand
<p>Asian Education / Research Organization</p> <ul style="list-style-type: none"> * Next generation philanthropists * Development of new approaches for high impact philanthropy 	<ul style="list-style-type: none"> * East Asia <ol style="list-style-type: none"> 1. The Beijing Normal University One Foundation Philanthropy Research Center 2. NPO Research Center, Renmin University of China 3. NGO Research Center (NGORC), Tsinghua University * Southeast Asia <ol style="list-style-type: none"> 1. Asian Center for Entrepreneurship and Philanthropy, National University of Singapore 2. Lien Center for Social Innovation, Singapore Management University 3. Center for Philanthropy and Civil Society , National Institute of Development Administration (NIDA), Thailand 4. Center for Corporate Social Responsibility, Asian Institute of Management (AIM), Philippines * South Asia <ol style="list-style-type: none"> 1. Centre for Studies on Corporate Philanthropy, Justice K S Hedge Institute of Management * Pacific <ol style="list-style-type: none"> 1. Australian Center for Philanthropy and Nonprofit Studies, Queensland University of Technology 2. Asia Pacific Center for Philanthropy and Social Investment, Swinburne University.

	3. The Centre for Social Impact, University of New South Wales
Network of New Trends * Promote high impact philanthropy	1. Asian Venture Philanthropy Network 2. The Association for Sustainable & Responsible Investment in Asia (ASrIA) 3. Impact Investment Exchange Asia: Shujog 4. Asian Forum on Corporate Social Responsibility
US Support Organization * Capacity Building * Training, consulting and networking * Information sharing * Next generation philanthropists * Co-funding	Intermediary Organization 1. Give2Asia 2. Asian Philanthropy Advisory Network Diaspora Philanthropy Network 1. Asian Americans / Pacific Islanders in Philanthropy 2. South Asian Philanthropy Project 3. Asian American Giving 4. Chinese Philanthropy Global Partnership Inc Education / Research Organization 1. Hauser Center for Nonprofit Organizations (Nonprofits in China Program), Harvard University Global Philanthropy Network 1. Council on Foundations (Global Philanthropy Program) 2. Worldwide Initiatives for Grant-making Support (WINGS) 3. Synergos Institute Global Philanthropists Circle 4. Global Philanthropy Forum 5. Clinton Global Initiative

Appendix: Major information resources

Asian Philanthropy in General	Asian Philanthropy Forum http://www.asianphilanthropyforum.org/ Asian Philanthropy http://asianphilanthropy.org/ Asia Pacific Philanthropy Consortium: http://asianphilanthropy.org/?cat=247
Asian CSR	CSR Asia Weekly http://www.csr-asia.com/advertise.php China CSR http://www.chinacsr.com/en/
Asian NPO Law	The International Center for Not-for-profit Law http://www.icnl.org/
International Grant Making	United States International Grant Making Initiative http://www.usig.org/index.asp

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