

Part One

The Survey
on Giving



2 | Introduction to the Survey¹

Background

The household survey on giving was conducted in seven different provinces and cities throughout the country from August 1999 to mid-2000. This was the first quantitative research of its kind to probe Filipino philanthropic giving attitudes. Survey respondents were asked about whether or not they had given to charitable or cause-oriented organizations or individuals in the past year, what kind of organizations they had supported, why they had done this, and how much or in what form they gave. Respondents that were found not to have given in the past year were also asked about their reasons for not giving.

The areas surveyed were Benguet Province (including Baguio City), Metro Manila, Iloilo Province including Iloilo City, Southern Leyte, Zamboanga del Norte, and Davao del Sur (including Davao City). The survey areas were chosen purposively, given that the survey on giving was a component of a larger research project that involved an organizational survey of non-profit groups conducted simultaneously in Metro Manila, Baguio City, Iloilo City, and Davao City. The survey assumed that the presence of NGOs positively influenced giving behavior. The two other areas, Southern Leyte and Zamboanga del Norte, were chosen because they are relatively poorer and harbor few NGOs, with a corresponding negative effect on the extent of giving.

The requirement of geographic representation also meant that the areas should represent the major geographic divisions of the country—Luzon, Visayas, and Mindanao.

Basic Demographic and Income Features

Table 1 provides population and average family income information on the survey areas. Metro Manila had the highest average family income overall. Of the three other major cities covered by the survey, Iloilo City had the highest average family income level.

table 1

Population, Total Number of Families and Average Family Incomes			
Region/Province	Population (1995)	Total Number of Families (1994)	Average Annual Family Income (1994, in Pesos)
Metro Manila	9,454,040	1,765,644	173,599
Benguet	540,716	101,271	102,013
Baguio City		36,009	131,950
Other Benguet		65,262	85,496
Iloilo	1,749,561	347,268	76,739
Iloilo City		57,947	165,892
Other Iloilo		289,321	58,883
Southern Leyte	317,565	80,953	45,503
Zamboanga del Norte	770,697	146,824	42,158
Davao del Sur	1,683,909	315,287	89,762
Davao City		179,747	122,404
Other Davao del Sur		135,540	46,474
Ave. Family Income (National)			83,161

Source National Statistics Office Website (www.census.gov.ph) and 1994 FIES

Average family incomes for the rest of the provincial areas outside of the major cities were relatively low. Only Benguet Province's average family income was higher than the national average. The rest reported incomes close to half of the national average, except for Iloilo province. Discounting Davao City's contribution, Davao del Sur's average family income was only slightly higher than that of the poorest provinces of Southern Leyte and Zamboanga del Norte.

While the major cities constitute most of what has been designated in the survey areas as urban, there are some significant exceptions. Davao City measures an expansive 2,000 sq. km., almost half as large as



the entire province of Davao del Sur. Barangays far from the city center tend to have more of a rural than an urban character. Some of them are so remote that transport is basically nonexistent while some harbor armed guerrilla bands.

Survey Methodology and Sampling Design

Within each survey area, 60 barangays were selected based on probability proportionate to size. Provisions were also made to account for the prevailing urban-rural distribution of barangays in each area. Large barangays that were chosen were further divided into sub-clusters of about 100 households each, and a cluster was randomly chosen to be included in the survey. For each cluster, every fifth household from a random start was approached. A 75 percent response rate was assumed so that 15 completed interviews per cluster were expected, totaling some 900 interviews per area. Because of its size and importance, Metro Manila was divided into two sub-areas with clusters of 60 barangays each, for a total of 120 clusters and 1,800 expected interviews. However, due to the low response rates in Metro Manila, only 1,410 interviews were successfully completed. The areas outside Metro Manila had much higher response rates.

Within each household, eligible respondents were identified and then randomly chosen for interviews. Eligible respondents to the questionnaire were the household head, the spouse of the household head, or the household member earning the highest income. These criteria were based on the assumption that decisions on giving were generally made taking the income of the household as a whole.

Conduct of the Surveys

Field interviews in Metro Manila began in late August 1999 and were completed by late November of the same year. A low response rate of 39.5 percent accounted for the fact that there were only 1,410 interviews completed.

Surveys in the areas outside Metro Manila started in late March 2000. Field interviews took from 30 to 45 days to complete. Some clusters were difficult to access due to the lack of regular transport service



into the area, while others were accessible only by foot or horseback. Still others were made inaccessible due to inclement weather or the presence of guerrillas or bandits. Substitute clusters were assigned once it was determined that certain clusters had to be replaced.

Table 2 contains the distribution of respondents by area.

table 2

Distribution of Respondents by Area				
Area	Household		Individual	
	Urban	Rural	Urban	Rural
Metro Manila	1,410		1,359	
Benguet	550	359	648	388
Southern Leyte	204	902	258	1,141
Iloilo	370	773	579	1,141
Davao del Sur	568	325	808	498
Zamboanga del Norte	114	772	163	1,162
TOTAL	3,216	3,131	3,815	4,330

Notes on Conventions Used

The results of the interviews reflect giving in the past 12 months unless otherwise stated. Giving in the form of money is likewise the proxy used for all giving.

For the sake of convenience, certain conventions were used for place names—Manila for Metro Manila instead of just the city with the same name, Zamboanga for Zamboanga del Norte, and Davao for Davao del Sur. ▀

Notes

- 1 The Household Survey on Giving and Volunteering is part of the Philippine Nonprofit Sector Project. The survey was supported by The Asia Foundation and USAID. The Nonprofit Sector Project is implementing the Philippine component of the International Comparative Study on the Nonprofit Sector directed by the Institute of Policy Studies at Johns Hopkins University. This chapter is based on an initial analysis of the partial results of the survey conducted in various areas over several months in 1999 and 2000.



3 | Survey Findings

THIS CHAPTER PRESENTS findings on the gift-giving habits of Filipinos. Despite pervasive poverty and the absence of the notion of “disposable income,” the survey findings provide strong evidence of a “culture of giving” and a willingness to help.

Giving to Organizations

Incidence of Giving

There was a uniformly high incidence of giving in all areas [see chart 1]. In “ever contributing to persons and causes,” well over 80 percent of respondents in all areas indicated that they had, at least one time in the past, given to a person or cause for charity. This ranged from about 85 percent in Southern Leyte to over 95 percent in Benguet.

The incidence of giving over the past 12 months remained high. Both Visayas areas, however, showed a significant decrease in the incidence of giving in the form of money in the past year compared to the level of “ever giving.” This is significant considering the difference in average family incomes between the two. From an incidence level of above 80 percent, giving in cash slid to 67 percent of respondents in both Iloilo and Southern Leyte. The percentage of cash giving in Metro Manila, Benguet, and Davao remained above 90 percent while that in Zamboanga fell to 84 percent.

Form of Giving

Donors overwhelmingly preferred giving money in all areas [see chart 2b]. Those who gave predominantly made cash donations as opposed to giving by check or postal money order. Very few respondents indicated that they used the latter forms to make donations.

chart 1

**Incidence of Giving in All Areas,
in percent**

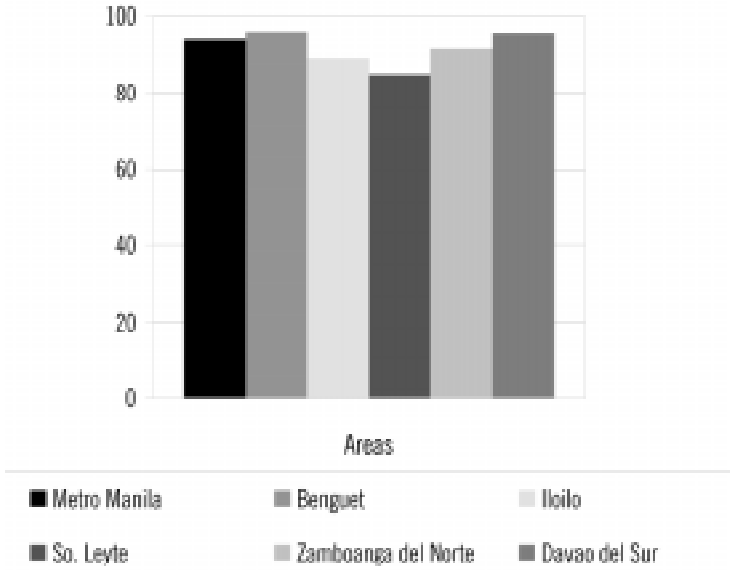
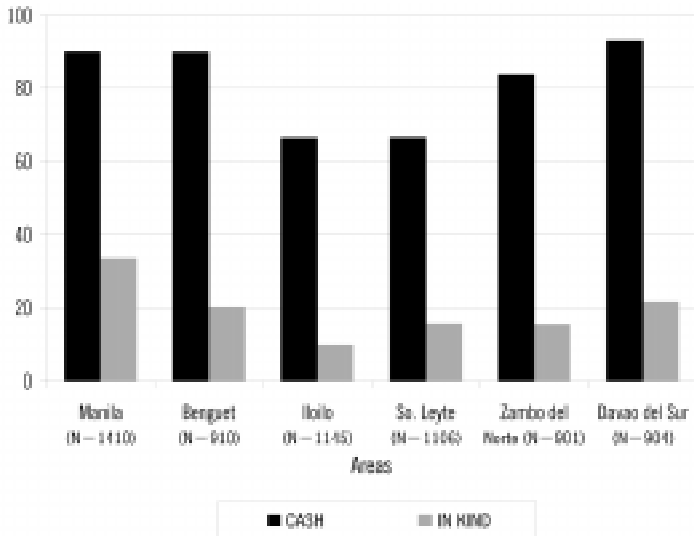
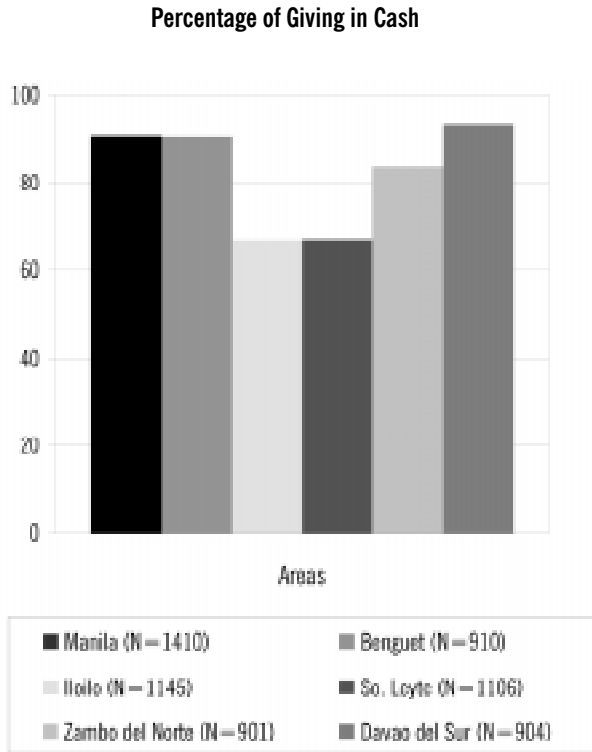


chart 2a

Percentage of Giving in Cash and Kind

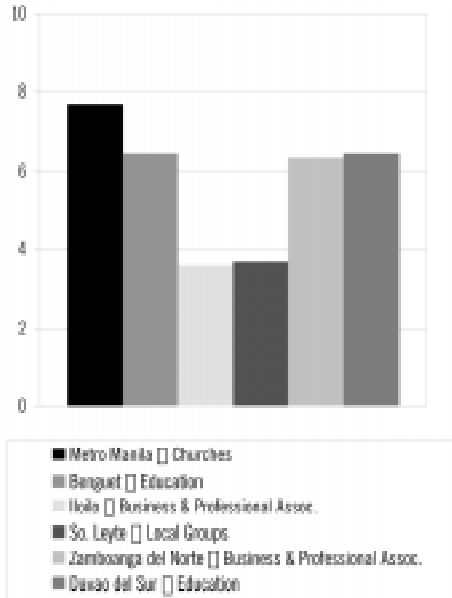




In-kind giving was not that popular. In Metro Manila, only about 33 percent of the respondents reported giving goods while in Benguet and Davao, the figure was about 20 percent. Both Zamboanga and Southern Leyte were at 16 percent. Iloilo reported the lowest incidence, with just over 10 percent of respondents saying they gave in kind. [See chart 2a.]

Less than 10 percent of respondents gave goods to any one category of organizations. In Metro Manila, the highest incidence of giving in kind was to churches and less than eight percent of respondents engaged in that practice. About the same proportion of respondents in Benguet and Davao del Sur gave to groups in education, while Zamboanga respondents preferred to give goods to business and professional associations. Less than four percent of respondents in both Iloilo and Leyte gave in kind to any one group of non-profit organizations. Iloilo respondents preferred business and professional groups, while Leyte households gave to informal neighborhood groups. [See chart 3.]

Highest Incidence of In Kind Giving to Organizations in the Past 12 Months, by Area



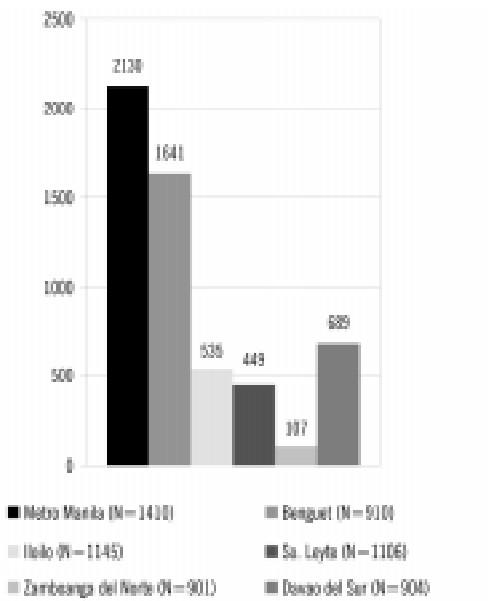
Amount of Giving

The total amount of giving referred to is the simple sum of the amounts claimed by givers, not the weighted estimate by area. It is used here only to indicate the preferences of donors and the relative generosity of donors in each area.

The total amount of giving in both cash and kind to organizations, on the average, varied widely—both between areas and between categories of organizations [see chart 4]. It ranged from a low of P107 in Zamboanga del Norte, an area with relatively low family incomes, to a high of P2,130 in Metro Manila, the region with the highest family income levels. The relative amounts seem to roughly correspond to each area’s relative income level. The exception is Iloilo where average giving is nearly as low as Southern Leyte’s, a province much poorer than the former.



Average Amount of Total Giving in Cash and Kind, per Area



Giving in Urban/Rural Areas

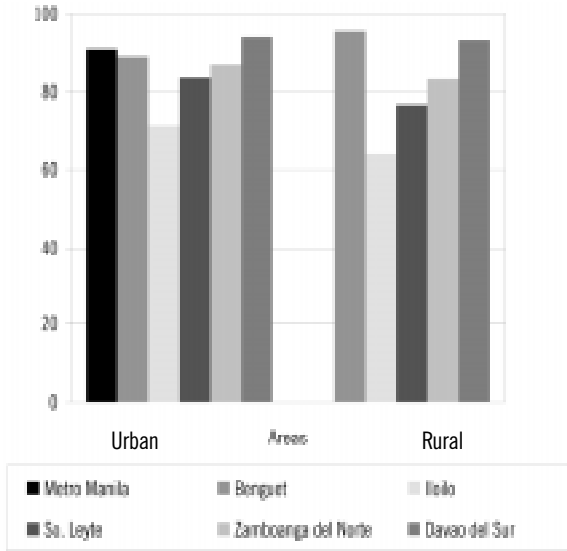
There was a slight difference in the incidence of giving between urban and rural areas [see chart 5]. In Davao del Sur, the pattern was about the same in both urban and rural areas while in Benguet, rural giving was higher than urban giving. Giving in cash by both Iloilo and Leyte rural households was lower than that of their counterpart urban households, as would normally be expected if giving is positively related to income levels. Otherwise, the overall pattern of giving between urban and rural areas did not seem to vary significantly, at least at this level.

Beneficiaries

Giving to Churches

In all areas, the principal beneficiaries of both kinds of giving were churches and other religious institutions [see chart 6]. In Metro Manila,

**Incidence of Cash Giving in Urban/Rural Areas, All Areas
in percent**



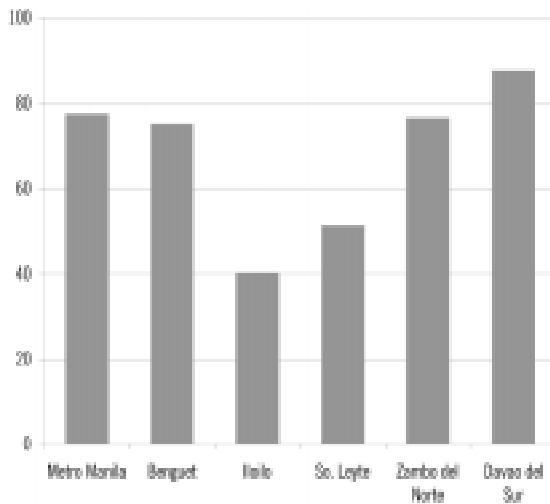
giving to churches was reported by 77 percent of respondents. Davao had the highest incidence of giving to churches with almost 88 percent of respondents. The two Visayas provinces reported the lowest incidence of giving to churches, reflecting the generally lower giving levels in these areas. Only 40 percent of Iloilo respondents said that they had given to churches in the past 12 months, while just over a half of Southern Leyte respondents reported doing so. Benguet and Zamboanga respondents, even with their lower incomes, matched church giving in Manila with three-fourths saying they did so.

Despite the high incidence of giving to churches, the amount given by each donor, on the average, was small [see chart 7]. It was much lower than the overall average amount of giving for each area. Benguet respondents gave the highest amount per respondent, with Metro Manila rating only second.

Giving to churches in Metro Manila was only one-fourth that of total giving, about the same as in Iloilo and Southern Leyte. Davao gave the highest in proportion to total giving—almost three-quarters went to



Percentage of Giving in Cash to Churches in Past 12 Months



Average Giving to Churches, All Areas

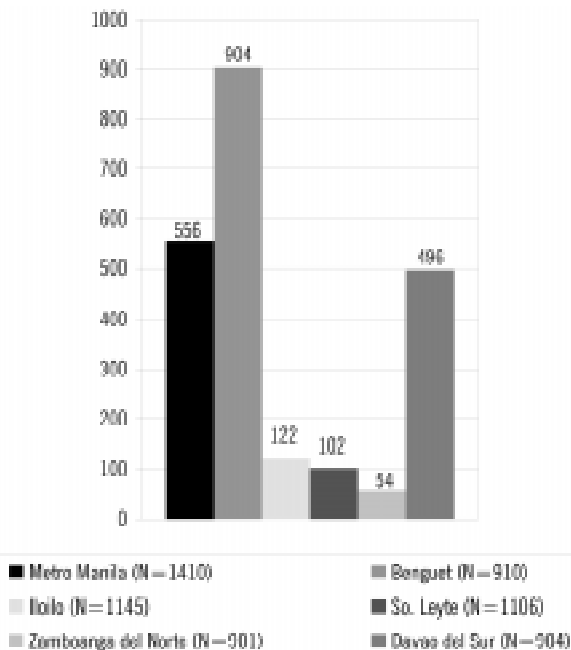


table 3

Giving to Churches as Proportion of Total Giving						
	Metro Manila	Benguet	Iloilo	Southern Leyte	Zamboanga del Norte	Davao del Sur
Percent to Total	26.1%	55.1%	22.7%	22.6%	50.7%	72.1%

churches. Benguet and Zamboanga reported that half of total giving was to churches. [See table 3.]

Giving to Other Organizations

No other NGO category came close to churches in the level of giving incidence [see chart 8]. In Manila and Zamboanga, social services groups had the next highest incidence of reported giving, with half of Metro Manila respondents saying they gave to such groups. Less than 10 percent in Zamboanga reported this trend. In Benguet, the education sector was preferred second to churches by donors, with over 40 percent of respondents indicating that they gave to groups in this category. Iloilo respondents favored the culture and recreation sector, Leyte respondents indicated “other groups” (i.e., those not elsewhere classified), while Davao respondents chose to give to informal neighborhood groups.

Among the top three sectors other than religion favored by respondents in each area, only the culture and recreation sector was common in all five. Table 4 lists these areas of giving.

Giving to Persons, Not Institutions

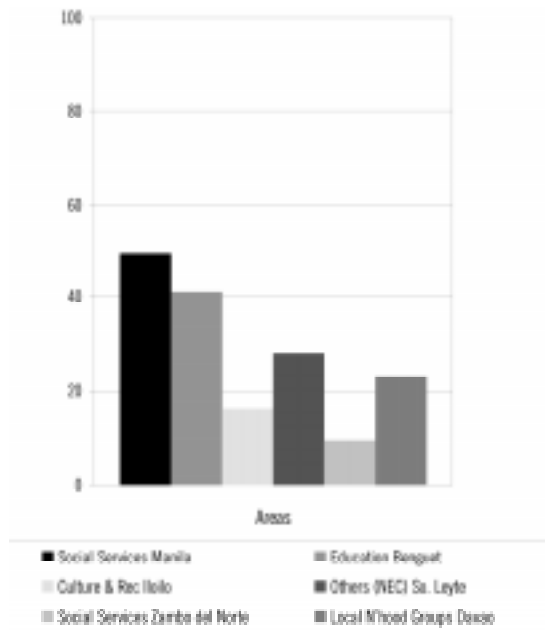
Informal or direct giving is the practice of giving to individuals, whether relatives, beggars, and so on. For this kind of giving, cash was the preferred form of donation as well. In Metro Manila, Benguet, and Davao, almost 80 percent of respondents gave money directly to persons in need. Iloilo had a 63 percent incidence of direct giving in cash, while both Southern Leyte and Zamboanga were below 45 percent. [See chart 9.]

This pattern appears to be similar to that of giving to organizations except for the change in the relative position of Zamboanga: while re-



**Organizations with the Highest Incidence of Giving Other than Churches,
All Areas, in percent**

chart 8



Top Three Sectors of Giving, Per Area					
Metro Manila	Benguet	Iloilo	Southern Leyte	Zamboanga del Norte	Davao del Sur
Social Services	Education	Culture and Recreation	Other Groups (NEC)	Social Services	Local Neighborhood Groups
Culture and Recreation	Local Neighborhood Groups	Social Services	Culture and Recreation	Local Neighborhood Groups	Culture and Recreation
Education	Culture and Recreation	Education	Local Neighborhood Groups	Culture and Recreation	Social Services

table 4



chart 9

**Percentage of Direct Giving in Cash,
by Area**

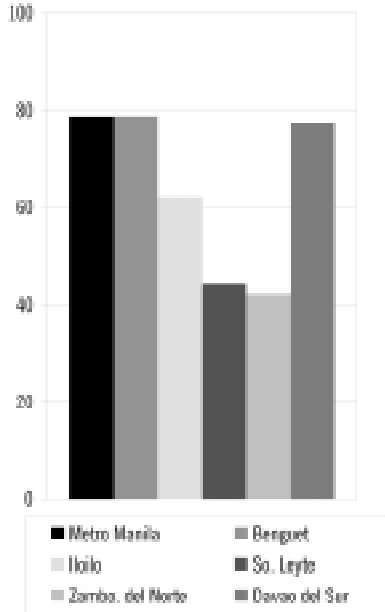
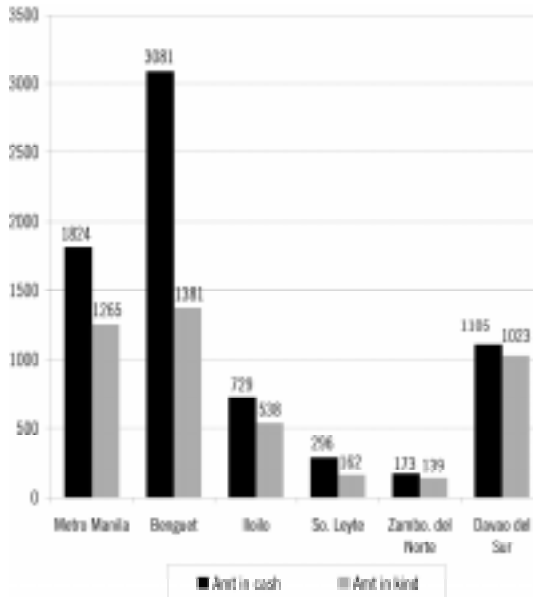


chart 10

**Average Amount of Direct Giving,
by Area**



Who Decides whether to Give or Not, in percent						
	Metro Manila	Benguet	Iloilo	So. Leyte	Zambo del Norte	Davao del Sur
Household Head	26.4		4		3	14
Both Husband and Wife			3			41
Individual						2
Spouse					1	9

spondents generally appeared to prefer giving to organizations rather than directly to persons, the difference is much more marked in Zamboanga than elsewhere.

The average amount of direct giving both in cash and in kind was highest in Benguet. Average amounts show a tendency to be widely varying between areas. Again, the two poorest provinces had the lowest amount of giving, on average. Even in direct giving, Iloilo continues to rank low considering its relative income level. [See chart 10.]

Major Decision Maker

In all areas except Iloilo, all decisions on giving (whether or not to give, how much to give, and what to give) were said to be the joint responsibility of both husband and wife. In Iloilo, however, it was the household head that most respondents identified as deciding on matters of giving, although husband and wife jointly received a fairly high proportion of the responses as well. A fifth of Metro Manila respondents said the spouse (usually the wife) was the decision maker. [See table 5.]

Reasons for Giving or Not Giving

More respondents ranked “a feeling of compassion for others” as the most important reason for giving. Of all the choices listed, this is the most altruistic reason as it implies absolutely nothing in return to the giver, either materially or in “psychic terms.”

Respondents in all areas also generally agreed that the fact that the act of giving made them “feel good” was another important motivation. It

table 6

Most Important Reasons for Giving, in percent				
	Compassion	Feel good	Easier than volunteering	Religious beliefs
Metro Manila	73.0	73.1	60.6	36.6
Benguet	72.6	74.6	45.5	57.5
Iloilo	86.6	59.5	59.5	54.4
Southern Leyte	79.7	68.6	48.1	58.0
Zamboanga del Norte	45.8	41.6	42.4	45.8
Davao del Sur	75.5	76.5	47.8	64.5

table 7

Reasons for Not Giving, in percent							
	Needs of household come first	Lost job	Could not afford	Not asked	Lack of trust	Pressure from others	Don't believe in cause of org
Metro Manila	79.1	62.8	59.3	43.0	44.2	24.4	41.9
Benguet	73.0	67.6	64.9	45.9	16.2	37.8	16.2
Iloilo	80.7	64.9	68.4	30.7	15.8	20.2	15.7
Southern Leyte	72.1	41.6	33.8	10.4	22.1	14.5	17.8
Zamboanga del Norte	60.8	36.5	37.8	29.7	24.3	25.7	23.0
Davao del Sur	74.1	59.2	63.0	33.3	33.3	18.5	38.5



is noteworthy that although the most common form of giving was to churches, religious beliefs did not count as high in importance as might be expected. For Metro Manila respondents especially, “giving being easier than volunteering” seemed to be a far more important reason than religious belief.

Those who have never given cited reasons that alluded to income insufficiency. On the other hand, it appears that those who could afford to give but did not felt a lack of trust or an inability to identify with the organization’s values as their reasons. ▶





4 | Observations

THE SURVEY RESULTS REFLECT a well-developed donor base essential to NGOs' long-term financial sustainability. The high incidence of giving among survey respondents implies a basic openness to charitable giving, reinforcing the conventional wisdom that Filipinos are helpful and neighborly. It also affirms the culture of cooperation (*bayanihan*) that is still very much a part of their lives. Such cooperation and a readiness to help others are characteristic of pre-colonial communities where neighbors can be relied upon to help move a house or work the land. The general welfare of the community depended on keeping this support system alive. No doubt teachings of charity brought by Christian missionaries only served to reinforce what were already sustained practices of helpfulness and neighborliness.

The fact that the Philippines is a predominantly Catholic country may help explain the propensity to help each other as well as the church. While not formally imposed as a tithe, giving to the church is nevertheless an ingrained obligation that continues to dominate people's giving behavior to institutions. One astute observer noted that the church's long tradition of trust with its community is one of the main reasons for high giving to the church.¹

While this appears to be a prevalent behavior, the amounts involved are modest, on average. A lot of people say they give to churches and beggars, but they do not give very much. On the other hand, fewer people give to institutions other than the church but they tend to give substantially more. This indicates that there is a potential individual gift market which can help NGOs become more sustainable. But because giving to institutions other than churches appears to be an infrequent phenomenon for most, NGOs clearly have their work cut out for them in informing people of their cause and the importance of getting involved.

Given respondents' choices among the possible reasons for their giving, it would seem that donors tended to point to "emotional" consid-

erations rather than those that could be said to be “intellectual” or “rational.” It may be that altruism has stronger emotional and spiritual undercurrents than rational ones. This seems to have important implications on how NGOs make their case for donations. While not discounting the importance of coherent rational analysis to issues related to poverty reduction, womens rights, and so on, NGOs may have to balance their desire to inform a broader public with an emotional appeal to people’s sense of justice and humanity.

The low incidence of giving to non-church institutions is probably due to the neglect of the individual gift market by NGOs dependent on grants and on the charity of a few rich individuals. The “culture of giving” that obviously exists needs to be broadened to encompass non-church NGOs.

The high incidence of direct giving to persons underscores the highly personalized nature of Philippine society. People hesitate less when they are asked to give to relatives and friends in need. It also reinforces that observation that people give more readily (whether to institutions or persons) when they are asked by someone known personally by them. ▀

Notes

- 1 Dan Songco, Peer Review Workshop, November 2000.

