



## Case Study

# Pakistan Centre for Philanthropy



# Global Philanthropy Data Charter Case Study

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### **Country Context - Philanthropy in Pakistan**

Philanthropy has a significant and perceptible role in shaping the development paradigm of a society. It contributes towards promoting social justice, improving lives of the poor and marginalized people, and providing support to civil society organizations in boosting community and sustainable development. In Pakistan where the poverty level is high and public resources are scarce, philanthropy offers a potential alternate resource to supplement government's efforts and initiatives in addressing gaps in social service provision. However, there is limited evidence on the landscape of philanthropic giving in Pakistan. Few studies conducted by PCP to assess the volume and patterns of individual and corporate philanthropy in Pakistan reveal that giving generates an immense potential resource in the form of cash, in-kind donations and time volunteerism which may be leveraged to enhance social investments and benefit people in the community.

### **Need of philanthropy specific research and data gathering**

In Pakistan's context, to address issues of poverty reduction and social sector deficit, the need to capitalize and improve the effectiveness of philanthropy is warranted which requires relevant research and data gathering in the philanthropy sector. Such information would be useful to regularly document the extent, size, and types of giving in relation to background characteristics of the giving sub groups in the philanthropy sector. Moreover, it would raise awareness and a better understanding of the current practices and motivations of philanthropic giving behavior, especially different modes of giving and the driving force and belief system determining philanthropic contributions.

Relevant information and research evidence on various dimensions of philanthropic giving would facilitate to build connectivity and a productive equation between the givers and grant seekers, especially in the civil society sector to develop reciprocity among all key stakeholders to attain greater social impacts. It may also provide updated information to policy makers for designing appropriate policies to streamline philanthropy in social development policy framework.

## Challenges in philanthropy specific research and data gathering

It is important to be aware of the potential challenges related to philanthropy specific research and data collection, therefore, some of the key challenges are explained below in this regard. Most of the challenges discussed here are based on PCP's experience of undertaking evaluation studies & surveys, formative and thematic researches focusing on the philanthropy sector in Pakistan.

**Lack of trust:** There is a trust deficit among givers about the transparent utilization and impact of their donated funds.

**Religious beliefs:** It is generally observed and evident that billions of rupees are donated every year by wealthy individuals including industrialists, businessmen, women, players and others. However, it is found that most philanthropists don't want to disclose the amounts donated by them due to the religious belief of not announcing such act. Giving discreetly is the most preferred mode that many individuals adopt while donating small or large amounts in Pakistan. Though disclosures help in acknowledgements and appreciation by the public, yet non-disclosure has huge religious value which limits the possibility of acquiring complete information about philanthropy.

**Access to corporations' data:** Public unlisted, private limited/other member Companies makes 99% of the entire corporate/business sector in Pakistan. However, it is observed that information / data on CSR contributions of such companies is not well documented mainly because of lack of legislation on corporate giving and CSR activities. In case of any effort in this direction, the corporates shows reluctance in sharing their spending on CSR activities, especially the amounts spent as a percentage of their earnings and profits.

**Information on high net worth individuals:** It is extremely difficult to reach out to the high net worth individuals to seek information on their assets and philanthropic giving.

**Lack of coordination among stakeholders:** Suboptimal coordination across various actors makes an integrated approach and successful implementation of data collection much harder.

**Security situation:** The security situation in Pakistan complicates the complete and/or adequate coverage in terms of data collection.

## PCP's approach & data charter's role

Following are the key ingredients of PCP's approach of data collection, mainly derived from the guiding framework provided by Global Philanthropy Data Charter (GPDC).

| PCP's approach                                 | Examples with GPDC's role/contribution   |
|--|--|
| Collaboration with public sector organizations | Following GPDC's coordinated data collection approach, PCP being a member of Securities and Exchange Commission of Pakistan (SECP)'s core committee on national CSR can access the data of enterprises that recognize and use social responsibility to shape their business strategies.  |
| Reaching out to the respondents directly       | <p>If needed, PCP approaches the corporate sector and individuals directly, explains the purpose of the data collection, ensuring that it shall be used for research purposes only.</p> <p>In order to have good data for greater impact, PCP has been following the established research norms and ethical standards (including GPDC's values and principles). This includes seeking informed consent (before conducting interview) by explaining the purpose, use/s of the collected data, and assurances that the information gathered shall only be used for the research / study purposes. Also, it includes assurances to safeguard the rights of, anonymity, and confidentiality of information providers. Furthermore, our reports don't use the names and/or designations of the respondents unless authorized by the respondents.</p> <p>PCP's research studies can be accessed through its website (<a href="http://www.pcp.org.pk">www.pcp.org.pk</a>), including The State of Individual Philanthropy in Pakistan, Philanthropy by Pakistani Diaspora in the USA, among others.</p> |
| Using informal channels                        | PCP also uses personal networks of its management to collect required data on corporate giving. Though this approach is informal but PCP used it recently to get data from telcos while compiling a synthesis report on corporate giving by Public Listed Companies (PLCs).  |

PCP believes that Data Charter's recommendation of using a coordinated approach for data collection are useful in addressing most of the challenges, PCP has been facing to complete its studies. Following this direction, PCP has engaged the public sector, reached out directly to the telecom companies and used informal means to collect required information.

## **Implications for the charter and knowledge management**

Data charter's five core principles i.e. accessibility, quality, sharing and accountability and safeguarding drives the PCP's research strategy. Data collected by PCP is accessible to all those who are interested in working in the sector and seeking relevant facts. If needed, studies are peer reviewed by high profiled international researchers and academics. A recent PCP study on *Individual philanthropy in Pakistan* has been reviewed by the faculty at Lilly Family School of Philanthropy, Indiana University, USA. In terms of sharing and disseminating knowledge, the research studies are distributed among all stakeholders through multiple means including seminars, postal services, websites, monographs etc. Transparency, truthfulness and objectivity are embedded in the data collection strategies of PCP. Respondents are informed about the purpose and usage of data being sought from them and the findings of research are shared and disseminated at large scale.