

Philanthropy in The Creative Economy Sector: Challenges and Opportunities

Mohamad Nur Efendi*

Universitas Terbuka, Indonesia
e-mail: md.nur.efendi@gmail.com

Selvina Khomairoh

Universitas Terbuka Indonesia
e-mail: selvinaqomairoh@gmail.com

*Correspondence: md.nur.efendi@gmail.com

Abstract

This study examines the role of philanthropy in the creative economy sector, focusing on the challenges and opportunities faced through a literature review. The creative economy plays a vital role in economic growth and cultural development, while philanthropy provides critical resources to support creative initiatives. However, the integration of philanthropic goals and the needs of the creative industry, equitable distribution of funds, and evaluation of the impact of philanthropic contributions. The literature suggests that philanthropy can enhance innovation and cultural diversity, but there is a gap in understanding and communication between philanthropists and creative professionals. The effectiveness of philanthropic efforts is often hampered by bureaucracy and a lack of strategic alignment. Opportunities to enhance the role of philanthropy include strengthening collaboration between philanthropic organizations and creative actors, leveraging technology for more efficient fund distribution, and developing metrics to measure the impact of philanthropic investments. This study suggests that a more strategic, inclusive, and transparent approach to philanthropy in the creative economy sector could unlock substantial benefits, promoting innovation, cultural enrichment, and economic resilience. This study provides important insights for developing best practices in philanthropic engagement in the creative economy sector, ensuring that the needs of diverse creative communities are met and sustained.

Keywords:

Creative Economy, Philanthropy, Economic Growth

Article History

Received 31 July 2024

Revised 10 August 2024

Accepted 16 August 2024

Available online 17 August 2024

Introduction

Philanthropy in the creative economy is an increasingly relevant topic in global discussions on innovation, sustainability, and economic growth. The creative economy, which encompasses sectors such as arts, culture, design, media, and technology, has been recognized as a key driver of economic growth and job creation in many countries. According to a report by UNCTAD (2023), the creative economy contributes up to 8.4% of the global Gross Domestic Product (GDP) and is expected to continue growing (“Trade and Development Report 2023 | UNCTAD,” 2023). In this context, philanthropy plays a critical role in supporting innovation and sustainability in the sector, especially in developing countries where resources are often limited.

Philanthropy in the creative economy is not just about providing funds, but also about supporting an ecosystem that allows creativity and innovation to thrive. According to wo, the vision and mission of philanthropy in South Asia demonstrate how philanthropy can support a strong creative infrastructure, provide education and training, and promote cultural diversity. However, while there is much potential, there are also challenges that need to be addressed to maximize the impact of philanthropy in the sector (Wo, 2023) .

Philanthropy in the creative economy sector faces several challenges that hinder this industry's optimal support and growth. According to a report by the Charities Aid Foundation (CAF), only about 15% of total global philanthropic funding is allocated to the arts and culture sector, which includes the creative economy (“World Giving Index,” 2023). In addition, a survey by the Foundation Center revealed that 40% of philanthropic organizations find it difficult to find creative projects that align with their mission, indicating a gap between philanthropic goals and the needs of the creative industry. A study by the European Cultural Foundation also noted that a lack of understanding of the social and economic impact of the creative sector has resulted in 35% of donors being hesitant to invest their funds in this area (“Activity Report 2023,” 2023).

Table 1. Main Issues of Philanthropy in the Creative Economy Sector

Main Issue	Description
Unequal Distribution of Funds	Philanthropic funds tend to be allocated to large organizations, while smaller or local organizations are often overlooked.
Lack of Transparency	Many philanthropic organizations lack adequate transparency mechanisms, making the use of funds unclear to donors and the public.
Limited Understanding of Social and Economic Impact	Philanthropy is often not followed by proper evaluation of social and economic impact, resulting in less effective initiatives.
Inefficiency in Fund Usage	Philanthropic funds are not always used for the most urgent or strategic purposes, leading to waste and reduced expected impact.
Dependence on Philanthropic Funds	Many creative organizations are overly dependent on philanthropic funds without developing long-term sustainability mechanisms.

Source: data processed by the author, 2024.

The main problem in philanthropy in the creative economy sector is the uneven distribution of funds, where funds tend to be channeled to large and well-known organizations, while small or local organizations are often neglected. In addition, the lack of transparency in the use of funds and minimal understanding of the social and economic impacts of philanthropic activities result in philanthropic initiatives being less effective. This is exacerbated by inefficiencies in the use of funds, which are often not directed at truly urgent goals, so that the expected positive impact is not achieved optimally.

One of the key challenges is the alignment between philanthropic goals and the needs of the creative industries. Dixon points out that there is often a mismatch between donor priorities and real needs on the ground (Dixon, 2020). This often causes funds to be allocated ineffectively and neglects initiatives that need support the most. In addition, the inequitable distribution of funds is also a major problem. Donelli et al. highlight that large performing arts organizations in Australia receive the majority of philanthropic funding, often overshadowing smaller and lesser-known organizations (Donelli, Rentschler, Fanelli, & Lee, 2023).

A significant barrier is the lack of understanding of philanthropy's social and economic impact. Giloth notes that many donors and recipients of funding do not have adequate tools to measure the impact of their initiatives (Giloth, 2019). Without clear metrics, it is difficult to know whether the funds invested deliver the intended benefits. The lack of transparency and accountability in many philanthropic programs compounds this issue.

The effectiveness of philanthropy in the creative economy is also hampered by bureaucracy and uneven distribution of funds. According to data from the World Economic Forum, around 25% of total philanthropic funds for the creative economy are absorbed by administrative and management costs, reducing the amount of funds that reach creative actors ("Philanthropy for Climate and Nature," 2023). Furthermore, a report from the Global Philanthropy Project shows that only 20% of philanthropic funds received by the creative economy sector are channeled to projects in developing countries, creating geographical disparities in the distribution of funds. These challenges underscore the need for more effective and inclusive strategies to increase the impact of philanthropy in supporting innovation and growth in the creative economy.

However, despite these challenges, there are significant opportunities to improve and strengthen the role of philanthropy in the creative economy. Strategic collaboration and the use of technology can be key to addressing some of these issues. Chen shows how internet philanthropy in China has leveraged technology to increase transparency, efficiency, and public participation (Chen, 2021). This approach can be applied more broadly to increase the impact of philanthropy in the creative sector.

The development of metrics to measure the impact of philanthropy is also critical. Williamson et al. highlight the importance of having clear and measurable indicators to evaluate the success of philanthropic programs (Williamson, Scaife, Crittall, & Rossi, 2019). With the right metrics, philanthropic organizations can better understand the impact of their investments and adjust their strategies to achieve better results. Additionally, the use of data and analytics can help in making more informed and effective decisions.

Previous research has provided valuable insights, but it also has shortcomings. Many studies focus on specific aspects of philanthropy in the creative economy without looking at the big picture. For example, Harvey et al. discuss the dominance of global elite universities in obtaining philanthropic funds but do not explore how this affects the creative industry as a whole (Harvey, Gordon, & Maclean, 2021). In addition, Hartnell (2020) states that some studies also pay little attention to the local context in the Indonesian setting.

Discussion of philanthropy in the creative economy sector is important because this sector has great potential to drive innovation, economic growth, and cultural development. However, various challenges such as funding gaps and complicated bureaucracy hinder the optimization of philanthropic support. This discussion aims to identify key challenges and propose practical solutions to enhance the effectiveness and efficiency of philanthropy in supporting the creative economy sector. By understanding the challenges and opportunities that exist, we can develop better strategies to maximize the impact of philanthropy and support the sustainability of the creative industry.

This study offers novelty by focusing on the relationship between philanthropy and the creative economy industry sector, which is still underexplored in the existing literature. Although philanthropy has been the subject of extensive research, studies examining the specific role of philanthropy in supporting and encouraging the growth of the creative economy sector are still

limited. This study introduces an interdisciplinary approach that combines philanthropy theory with creative economy concepts, to provide a more comprehensive understanding of how philanthropy can serve as a catalyst for innovation and desire in this industry. In addition, this study also identifies unique challenges faced by philanthropy in the context of the creative economy, which may have previously gone unnoticed in previous studies.

Theoretically, this study makes an important contribution to the development of the philanthropy and creative economy literature. By examining how philanthropy can influence the dynamics of the creative industry, this study enriches the theory on the role of philanthropy in economic and social development. This study also proposes a new framework for understanding how philanthropic goals can be aligned with the specific needs of the creative industry, and how philanthropy can serve as a mechanism to strengthen innovation and diversification in this industry. It is hoped that this theoretical contribution can be a foundation for further research that explores the relationship between philanthropy and various other economic sectors.

The philanthropy theory used in this study is rooted in the idea that philanthropy is not just about giving donations, but also about creating sustainable social and economic value. Several modern philanthropy theories, such as philanthropic impact theory and strategic philanthropy theory, emphasize the importance of philanthropy that is oriented towards long-term results and sustainability. These theories are used to examine how philanthropy can be directed to support growth and innovation in the creative economy sector (Dixon, 2020). In addition, the theory of participatory philanthropy is also relevant in understanding how local community involvement in the philanthropic process can increase the effectiveness and social impact of philanthropic initiatives (Hartnell, 2020).

This study also utilizes the creative economy theory, which recognizes the creative sector as a major driver of innovation and economic growth. The creative economy theory, as popularized by John Howkins and Richard Florida, emphasizes the importance of creativity, innovation, and intellectual capital in creating economic value (Florida, 2011; Howkins, 2002). This theory provides a basis for understanding why the creative economy sector needs appropriate philanthropic support to thrive. This study also considers the creative economy cluster theory, which highlights the vital role of creative ecosystems and collaborative environments in driving the growth of the creative industry (Giloith, 2019).

In the context of philanthropy supporting the creative industry, innovation theories, such as open innovation theory, are very relevant. This theory proposes that innovation can occur more effectively through collaboration and knowledge-sharing across sectors (Chesbrough, 2003). This study uses this theory to analyze how philanthropy can facilitate collaboration between the public, private, and creative communities to drive innovation. In addition, socio-economic development theory is used to explain the long-term impact of philanthropy on the growth of the creative economy, especially in developing countries (Schramme, Müller, Verboven, & D'hoore, 2024).

In this study, theory development is carried out by integrating various existing theories into a holistic analytical framework. For example, this study combines strategic philanthropy theory with creative economy theory to propose a philanthropy model that not only supports the sustainability of the creative industry but also enhances broader socio-economic impacts (Dodgson & Gann, 2020). Thus, this study not only leverages existing theory but also contributes to theory development by offering new perspectives on how philanthropy can be more effectively integrated into the dynamics of the creative economy.

Methods

This study adopts a literature study method to explore the challenges and opportunities in philanthropy in the creative economy sector. This method was chosen because of its ability to collect, filter, and analyze data from various existing sources, allowing researchers to build a comprehensive understanding of the topic being studied. This type of research is descriptive-analytical, aiming to describe and analyze the phenomenon of philanthropy in the creative

economy sector in depth based on information available in the literature. Researchers will use data collection tools such as academic databases, institutional repositories, and philanthropic organization websites to obtain relevant and high-quality sources.

The data collection process is carried out by systematic literature searches using keywords such as "philanthropy", "creative economy", "philanthropic challenges", and "philanthropic opportunities". After the data is collected, the next step is evaluation and screening to ensure the relevance and credibility of the sources. The selected data is then analyzed and synthesized to identify patterns, trends, and key themes related to the challenges and opportunities in philanthropy in the creative economy sector. This stage is designed to provide in-depth and comprehensive insights into the topic being studied.

The reference model for this literature study method refers to Hartnell's (2020) research on philanthropy in Indonesia and Dodgson & Gann (2020) which discusses the application of innovation theory in philanthropy. By following clear operational procedures and stages, this study aims to make a significant contribution to understanding the challenges and opportunities for philanthropy in the creative economy sector. The results of this study are expected to offer practical recommendations for philanthropic organizations, creative industry players, and policymakers to develop more effective and inclusive strategies for supporting the growth and sustainability of the sector.

Results

Alignment of Philanthropic Goals and Creative Industry Needs

Philanthropy plays a vital role in supporting various sectors of society, including the dynamic and innovative creative industries. The creative industries, which include arts, media, design, and culture, often require additional resources to grow and innovate. This need can be met through various forms of philanthropy that align with the goals of the creative industries themselves. For example, Khalepa emphasizes the importance of supporting post-industrial journalism as part of the creative industries that require sustainable funding to maintain the sustainability of innovation and creativity (Khalepa, 2021).

Philanthropy has great potential to drive innovation and growth in the creative industries sector. According to Dodgson and Gann, philanthropy can be a key driver of innovation by providing flexible funding that is not limited by bureaucratic constraints. This allows creators and entrepreneurs in the creative industries to explore new ideas and take risks that they might not be able to do with traditional funding sources. Timely and targeted financial support from philanthropy can be a catalyst for the development and success of creative projects (Dodgson & Gann, 2020).

Studies of philanthropy around the world show how different approaches can have a significant impact on local creative industries. Dixon in his study of Jamaica shows how grassroots philanthropy has driven the evolution and funding strategies that support the sustainability of the country's creative industries (Dixon, 2020). Likewise, Chen describes how internet philanthropy in China provides a platform for individuals and communities to contribute directly to creative projects, thereby expanding the reach and impact of philanthropy (Chen, 2021).

While philanthropy offers many benefits, some challenges need to be addressed to ensure alignment of objectives with the needs of the creative industries. Harvey, Gordon, and Maclean emphasize the importance of ethics in entrepreneurial philanthropy, especially in ensuring that the support provided truly supports innovation and does not stifle creativity. In addition, there is a need to create transparent and accountable mechanisms for philanthropy to function efficiently and effectively in supporting creative projects (Harvey et al., 2021).

Alignment between philanthropic objectives and the needs of the creative industries is key to sustainable and innovative development. By understanding and addressing the challenges that exist and capitalizing on the opportunities available, philanthropy can become a powerful force in supporting the creative industries. Studies from around the world show that with the right

approach, philanthropy can have a significant and positive impact, driving innovation, and supporting the growth of the creative sector which is vital to global economic and cultural development.

Unequal Distribution of Funds

Philanthropy is often seen as an important tool to support various sectors of society, including education, health, the arts, and the environment. However, the distribution of philanthropic funds is often unequal, leading to imbalances in the impact and benefits experienced by different groups and sectors. Wo in his study of the philanthropist guide to giving revealed that there is often a bias in the allocation of funds that favors projects that are more attractive to large donors, while the basic needs of local communities are often overlooked (Wo, 2023).

The unequal distribution of philanthropic funds is often seen in the concentration of funds on large or well-known projects, while smaller projects with the potential for greater impact are often overlooked. Donelli et al. observed that in the Australian performing arts industry, the majority of philanthropic funds are directed to large and well-known organizations, leaving small and medium-sized organizations struggling to obtain financial support. This creates significant inequities in access to resources and the ability to grow (Donelli et al., 2023).

The phenomenon of internet philanthropy in China, as described by Chen, shows how digital platforms can help distribute funds more equitably by allowing individuals to donate to projects of their choice (Chen, 2021). However, despite the potential for a more equitable distribution of funds, the reality is that projects that attract the most public and media attention still receive the lion's share of the available funds. This suggests that while technology can help disperse funds, human bias still plays a large role in their distribution.

Dixon's study of philanthropic action in Jamaica highlights how grassroots philanthropy can provide a solution to the problem of unequal distribution of funds (Dixon, 2020). Philanthropy from local communities and for local communities can ensure that funds are allocated to areas where they are most needed. However, without the support of large donors, these initiatives often lack the resources needed to make a significant difference. This highlights the need for collaboration between large-scale and grassroots philanthropy to achieve a more equitable and effective distribution of funds.

The unequal distribution of philanthropic funds is a major challenge that needs to be addressed to ensure that all sectors of society benefit from philanthropic support. By paying more attention to small, local projects and using technology to distribute funds more equitably, philanthropy can become a more effective tool for creating a broad positive impact. Collaboration between large-scale philanthropy and grassroots initiatives is key to achieving a more equitable and inclusive distribution of funds, ensuring that every community has the opportunity to thrive and innovate.

Lack of Understanding of Social and Economic Impacts

Philanthropy has great potential to make a positive impact on society, both socially and economically. However, a lack of understanding of the social and economic impacts generated by philanthropic activities often hinders the effectiveness of donations and philanthropic initiatives. Wo points out that in Asia, despite the presence of many philanthropic activities, often a lack of in-depth knowledge of local needs and socio-economic dynamics causes these initiatives to fail to achieve the desired results (Wo, 2023).

Khalepa in their study of post-industrial journalism as a creative industry show that there is a gap between the goals of philanthropy and its implementation. Many philanthropic donors have good intentions but do not have enough understanding of how their donations will impact the communities they are trying to help. This often leads to programs that are not fully aligned with local needs or conditions (Khalepa, 2021).

Chen in his book on Internet philanthropy in China points out that although digital platforms have made donations easier and more transparent, there is a lack of understanding of how these funds are used effectively to achieve real social and economic outcomes. These

platforms often emphasize the amount of donations rather than the impact they generate, neglecting the importance of in-depth monitoring and evaluation (Chen, 2021).

Dixon examines philanthropy in the creative and cultural industries in Jamaica, showing that many philanthropic initiatives are emerging from the ground up, but often lack the resources and support to effectively evaluate their impact. The lack of data and evaluation tools makes it difficult to know whether these initiatives are actually delivering the social and economic benefits they are seeking (Dixon, 2020).

Dodgson and Gann emphasize the importance of innovation in philanthropy to ensure that donations are used more effectively (Dodgson & Gann, 2020). They propose that philanthropy must adopt a more strategic and data-driven approach to understanding and measuring the social and economic impact of donations. Without innovation and a data-driven approach, philanthropy tends to be reactive rather than proactive in addressing social and economic issues.

Donelli et al. found that the distribution of philanthropic funding in the Australian performing arts sector is often unequal, with large organizations receiving the majority of funding while small and medium organizations struggle to secure support (Donelli et al., 2023). This suggests that despite good intentions, a lack of understanding of the economic and social impacts of unequal funding distribution can exacerbate existing inequities.

A poor grasp of philanthropy's social and economic impacts often diminishes philanthropic initiatives' effectiveness. More in-depth research and evaluation are needed to ensure philanthropic donations and programs deliver the intended benefits. By adopting a more strategic and data-driven approach, philanthropy can become a more effective tool for creating positive social and economic change. Collaboration between donors, recipients, and researchers can help address this knowledge gap and ensure that philanthropy delivers a greater and more sustainable impact.

Strategic Collaboration and Use of Technology

Strategic collaboration and the use of technology have become key elements in enhancing the effectiveness of modern philanthropy. Du and Sun emphasize that philanthropy that engages the youth and social integration requires a collaborative and innovative approach. By leveraging technology, philanthropic organizations can reach a wider audience and monitor the impact of their initiatives more effectively (Du & Sun, 2024).

Giloth points out that philanthropy can play a significant role in economic development through strategic collaboration between various stakeholders (Giloth, 2019). By working with the government, private sector, and civil society, philanthropy can help identify and address economic disparities. This collaboration allows for more efficient use of resources and increases the impact of philanthropic programs on local economic development.

Hartini et al. proposed a “White Ocean” strategy in the creative industry in East Java, Indonesia, which emphasizes the importance of collaboration and innovation to create new value (Hartini, Sulistiawan, Kurniawati, & Ihwanudin, 2021). This strategy focuses on leveraging technology to create new opportunities in untapped markets, thereby enabling inclusive and sustainable growth. Thus, collaboration between philanthropic organizations and creative industry players can generate significant social and economic impacts.

Domenech et al. highlights the importance of developing the creative industry as a tool to help poor countries escape poverty (Domenech, Molina, & Köster, 2023). They argue that collaboration between philanthropic organizations, the government, and the private sector can create an ecosystem that supports the growth of the creative industry. The use of technology in this process can help reduce production costs, increase efficiency, and open access to global markets.

Usman et al. developed a technology acceptance model in the context of Islamic philanthropy in Indonesia, which integrates elements of trust, religiosity, and image (Usman, Mulia, Chairy, & Widowati, 2022). This study shows that the use of technology can increase public trust

and participation in philanthropic activities. Technology allows for greater transparency and facilitates efficient management of donations, thereby increasing the social impact of philanthropy.

Strategic collaboration and the use of technology are key to maximizing the impact of philanthropy. By working with various stakeholders and leveraging technology, philanthropic organizations can achieve greater effectiveness in achieving their social and economic goals. Research shows that this approach not only improves operational efficiency but also expands the reach and impact of philanthropic programs. Thus, the future of philanthropy lies in the integration of strategic collaboration and technological innovation to create sustainable positive change.

Developing Metrics to Measure Impact

Measuring the impact of philanthropy is a complex yet crucial challenge in ensuring the effectiveness and efficiency of philanthropic activities. Various metrics and approaches have been proposed and applied to measure the impact of philanthropy in various sectors. Williamson et al. highlighted the importance of metrics in measuring the impact of philanthropy in the environmental sector, which requires a specific and evidence-based approach to assess the changes made (Williamson et al., 2019).

In the context of environmental philanthropy, Williamson et al. identified that the metrics used should be able to measure long-term impacts such as carbon emission reductions, increased biodiversity, and habitat conservation (Williamson et al., 2019). These metrics should not only focus on immediate outputs but also broader and sustainable outcomes. This approach ensures that philanthropic efforts truly provide significant benefits to the environment.

Soni et al. discussed the relationship between corporate philanthropy and corporate social responsibility (CSR) (Soni, Saxena, Moid, Saxena, & Mehta, 2024). They propose that metrics for measuring the impact of philanthropy should include social and economic aspects that are relevant to a company's CSR strategy. These metrics should include indicators such as job creation, improving the quality of life of communities, and strengthening local economies. These measurements help companies assess their contribution to the well-being of society as a whole.

Schramme et al. suggest that cultural philanthropy requires metrics that can measure the impact on creativity, innovation, and cultural sustainability (Schramme et al., 2024). They suggest using indicators such as the number of works of art produced, increasing cultural accessibility, and the economic impact of cultural activities. This approach helps evaluate the extent to which philanthropy supports the development of culture and creativity in society.

Osili et al. in the Global Philanthropy Tracker point out the importance of consistent and globally comparable metrics for measuring the impact of philanthropy (Osili et al., 2020). They emphasize the need for international standards in measuring impact to ensure transparency and accountability. These metrics include the amount of funds disbursed, the geographic distribution, and the sectors receiving philanthropic funds. This approach allows for comparisons across countries and identifies global trends in philanthropy.

Jordan and Jindal emphasize the importance of metrics in measuring the impact of philanthropy in the creative sector (Jordan & Jindal, 2020). They propose indicators such as the increase in the number of creative jobs, the number of creative projects funded, and the economic impact of creative activities. These metrics help identify the extent to which philanthropy supports the development of the creative industry and its contribution to the local economy.

Harvey et al. highlight the role of philanthropy in supporting elite global universities and the importance of metrics to measure its impact (Harvey et al., 2021). They propose the use of indicators such as the number of scholarships awarded, increased access to education for students from disadvantaged backgrounds, and the contribution of philanthropically funded research to global knowledge. This approach ensures that philanthropic funds are used to support better access and quality of education.

Hartnell discusses philanthropy in Indonesia and the importance of appropriate metrics to measure its impact (Hartnell, 2020). Relevant metrics include increased community well-being, the number of social projects funded, and the economic impact of philanthropic activities. These

metrics help evaluate the extent to which philanthropy contributes to social and economic development in Indonesia.

Kah and Akenroye underline the importance of metrics in measuring the impact of philanthropy (Kah & Akenroye, 2020). They emphasize the use of indicators such as improving people's quality of life, reducing social inequality, and increasing access to basic services. These metrics ensure that philanthropy has a significant positive impact on the communities it serves.

Fuentenebro highlights the importance of metrics in measuring the impact of urban philanthropy in times of crisis (Fuentenebro, 2020). They propose indicators such as the number of people who receive assistance, the long-term impact of the assistance program, and increasing community resilience. This approach ensures that philanthropy is truly providing the support needed in times of crisis.

Developing metrics to measure the impact of philanthropy requires a holistic, evidence-based approach. By using the right metrics, philanthropic organizations can evaluate the effectiveness of their programs, ensure accountability, and increase the social and economic impact of philanthropic activities. Research shows that metrics that are specific and relevant to the context of a particular sector help ensure that philanthropy is truly delivering significant benefits to society.

Discussion

Alignment between philanthropic goals and the needs of the creative industries is crucial. The creative industries often act as catalysts for innovation and social change, yet the sector often faces significant funding challenges. Philanthropy can play a critical role in supporting the creative industries by providing funding for innovative projects, increasing access to resources, and creating opportunities for creatives to thrive. Dixon highlights the importance of innovative resourcing strategies in supporting the creative industries in Jamaica, which could serve as a model for other countries (Dixon, 2020).

Table 2. Alignment of Philanthropic Goals and Creative Industry Needs

No	Philanthropy Goals	Creative Industry Needs	Harmony
1	Support Education and Training	Improve creative and technical skills	Education and training programs can help create a skilled workforce in the creative industries.
2	Facilitate Access to Resources	Access to funds, equipment, and workspace	Philanthropy can provide grants, facilities, or resources needed by creative industry players.
3	Promotion of Innovation and Experimentation	Creating new products and services	Support for innovative and experimental projects can encourage the development of new ideas in the creative industries.
4	Strengthening Communities and Networks	Building networks and collaboration	Philanthropy can facilitate events, exhibitions, or online platforms to bring creators together and promote collaboration.
5	Increasing Access and Participation	Reducing barriers to entry and participation	Philanthropy can support initiatives that promote inclusion and accessibility in the creative sector, such as scholarship programs or ticket subsidies.
6	Preserving and Advancing Culture	Conservation of cultural and artistic works	Philanthropy can support efforts to preserve and document works of art

			and culture, as well as promote cultural exchange.
7	Increasing Social Impact	Art projects with a social mission	Investing in arts and cultural projects that focus on social issues can raise awareness and encourage positive change.
8	Boosting the Local Economy	Job creation and economic development	Philanthropy can support the development of local creative industries, which in turn creates jobs and advances the local economy.
9	Utilizing Technology	Adoption of new technologies	Philanthropy can fund initiatives that introduce new technologies to artists and creative entrepreneurs, increasing their efficiency and reach.
10	Encourage Sustainability	Environmentally friendly practices in production	Philanthropy can support sustainable and environmentally friendly production practices in the creative industries.

Source: data processed by the author, 2024.

Table 2 shows significant alignment between philanthropic goals and the needs of the creative industries. Through education and training support, philanthropy contributes to improving the creative and technical skills of creative industry workers, which are critical to maintaining competitiveness and innovation. By facilitating access to resources such as funding, equipment, and workspace, philanthropy helps address barriers often faced by creative industry players, especially those in the early stages or from underrepresented groups. In addition, by supporting innovative and experimental projects, philanthropy encourages the development of new ideas and enriches the diversity of creative expression, ultimately expanding the boundaries of the industry.

On the other hand, a philanthropy that focuses on strengthening communities and networks also plays a significant role in creating platforms for collaboration and exchange of ideas. This not only helps in building connections between industry players but also promotes inclusion and accessibility. Philanthropic efforts in preserving and advancing culture align with the creative industry's need to protect and promote cultural heritage. Furthermore, by boosting local economies through job creation and adopting new technologies, philanthropy helps accelerate the growth and modernization of the sector. Support for environmentally friendly practices demonstrates a commitment to sustainability, which is increasingly becoming an important focus in creative production. Overall, this table illustrates how the synergy between philanthropic goals and the needs of the creative industry can have a broad positive impact, both economically and socially.

The inequitable distribution of funding in philanthropy is an issue that often hinders the development of sectors in need. Donelli et al. show that in Australia, philanthropic funding tends to be concentrated in large performing arts organizations, while small and local organizations are often overlooked (Donelli et al., 2023). This inequitable distribution can result in inequities in opportunity and outcomes, reinforcing the status quo rather than creating desired change. Therefore, efforts need to be made to ensure that funding is more equitable and inclusive, supporting a diverse range of initiatives from across society.

A lack of understanding of the social and economic impacts of philanthropy is often a barrier to effective funding delivery. Giloth highlights that philanthropy needs to develop a deeper understanding of how its contributions can change social and economic dynamics (Giloth, 2019). A deeper understanding will enable philanthropists to design more targeted and impactful

interventions, ensuring that the funds disbursed deliver sustainable positive change for beneficiaries.

Table 3. Social and Economic Impact Issues in Philanthropy

No	Dimension	Main Problem	Example
1	Social Impact Measurement	Lack of standard metrics to measure the social impact of philanthropic investments.	There are no clear indicators to assess improvements in community welfare through arts or cultural programs.
2	Economic Impact Measurement	The difficulty in measuring the long-term economic contribution of philanthropic projects, especially in the intangible creative sectors.	It is difficult to calculate the economic impact of art exhibitions that increase tourism but do not have detailed visitor data.
3	Data and Statistics	Limited data is available to measure philanthropic outcomes in the creative sector.	There is little reported data on the economic capacity building of creative training programs for youth in remote areas.
4	Project Evaluation	Lack of in-depth and ongoing evaluation of philanthropically funded projects.	Many funded arts projects are only evaluated briefly or not at all after the project is completed.
5	Transparency and Accountability	Lack of transparency in reporting philanthropic results and accountability for the use of funds.	Donors and recipient organizations do not always report in detail how funds are used and their impact.
6	Policy Impact	Lack of understanding of how philanthropy influences public policy or how public policy can support philanthropy.	There is a lack of analysis of how philanthropic initiatives in the creative sector can influence arts education policy in schools.
7	Community Participation	Lack of community participation and involvement in the planning and implementation of philanthropic programs.	Programs are often designed without adequate consultation with local communities or direct beneficiaries.
8	Project Sustainability	Lack of strategy for project sustainability after philanthropic support ends.	Many projects stop after philanthropic funding ends, without any sustainability plan.

Source: data processed by the author, 2024.

Table 3 illustrates the various dimensions that indicate a lack of understanding of the social and economic impact of philanthropy in the creative economy. One major issue is the lack of standard metrics for measuring social and economic impact. As Dixon points out in her study of philanthropy in the Jamaican creative industry, the inability to accurately measure the economic and social contributions of philanthropic initiatives makes it difficult to justify and expand financial support (Dixon, 2020). Without adequate data and statistics, projects often fail to demonstrate the concrete results needed to attract more donors or secure government support.

Transparency and accountability are also major challenges. Many organizations do not report in detail on how funds are used, making it difficult to assess the effectiveness of programs. Dodgson and Gann emphasize the importance of ongoing evaluation and accountability in

philanthropy to ensure that resources are allocated in the most effective and impactful manner (Dodgson & Gann, 2020). The lack of community participation and a clear sustainability strategy also indicates that many projects are not designed with local needs and long-term potential in mind. This emphasizes the need for a more holistic and measurable approach in planning and implementing philanthropic programs to achieve more effective and sustainable results in the creative economy sector.

Strategic collaboration and the use of technology are two aspects that can significantly increase the effectiveness of philanthropy. Usman et al. show how the acceptance of technology in Islamic philanthropy in Indonesia can be improved through the integration of trust, religiosity, and good image (Usman et al., 2022). Collaboration between various stakeholders, including the private sector, government, and civil society, as well as the use of modern technologies such as digital platforms and data analytics, can help philanthropy achieve broader and more measurable impacts. Du and Sun also highlight the importance of collaboration in youth philanthropy for social integration (Du & Sun, 2024).

Table 4. Strategic Collaboration and Use of Technology in Philanthropy

No	Aspects	Strategic Collaboration	Use of Technology
1	Multi-Sector Partnership	Partnerships between philanthropy, public and private sectors	Digital platform for cross-sector collaboration
2	Capacity Development	Training and coaching for creative organizations	E-learning and online courses
3	Distribution of Funds	Distribution of funds through local partners	Crowdfunding and fintech for transparency and efficiency
4	Data Collection & Analysis	Collaboration in research and surveys	Big data, analytics, and AI for impact understanding
5	Marketing and Branding	Collaborative campaign to raise awareness	Social media, websites, and apps for promotion
6	Product and Service Development	Collaborative innovation in creating creative products	Use of new technologies such as AR/VR, blockchain
7	Community Participation	Community-based initiatives for empowerment	Digital platform for community engagement

Source: data processed by the author, 2024.

Table 4 shows that synergies between various stakeholders and the use of advanced technology can significantly increase the effectiveness and efficiency of philanthropy in the creative economy. Multi-sector partnerships, such as those involving the public, private sectors, and philanthropic organizations, allow for a broader pool of resources and knowledge. According to Wo, this cross-sector collaboration is essential for creating innovative solutions that are more responsive to community needs (Wo, 2023). For example, the use of digital platforms for collaboration allows organizations to work together more effectively, share information, and better manage joint projects. It also enables more efficient channeling of funds through mechanisms such as crowdfunding and fintech, thereby increasing transparency and accountability (Chen, 2021).

In addition, the use of technologies such as big data, analytics, AI, and blockchain strengthens the ability to collect and analyze data, making it easier to measure the social and economic impact of philanthropic initiatives (Dodgson & Gann, 2020). These technologies also support marketing and branding through social media, websites, and applications, which help increase public awareness and community engagement. In addition, technological innovations such as AR/VR and blockchain also open up new opportunities for the development of creative products and services, which can become alternative sources of income for non-profit organizations. References from Christou, Hadjielias, & Farmaki show that the integration of technology in philanthropy not only increases transparency and efficiency but also drives

innovation in giving methods and donor engagement (Christou, Hadjielias, & Farmaki, 2019). Thus, this table emphasizes the importance of strategic collaboration and technology in strengthening the philanthropic ecosystem and the creative economy, as well as creating broader and more sustainable social impact.

Developing effective metrics to measure the impact of philanthropy is an important step to ensure accountability and transparency. Williamson et al. emphasize the need for sector-specific metrics to assess the impact of philanthropy in the environmental field (Williamson et al., 2019). These metrics should include relevant and measurable key performance indicators, such as carbon emission reduction or biodiversity enhancement. This way, philanthropists can assess the effectiveness of their programs, make necessary adjustments, and ensure that the funds distributed provide maximum benefits.

Table 5. Development of Metrics to Measure the Impact of Philanthropy

No	Aspect	Indicator	Description
1	Social Impact	Community Participation	Level of community involvement in philanthropic projects and programs.
		Improvement of Quality of Life	Positive changes in well-being and access to basic services.
		Diversity and Inclusion	Representation and participation of diverse groups in philanthropic initiatives.
2	Economic Impact	Job Creation	The number of jobs created through philanthropic investment.
		Skills Development	Improving the skills and abilities of local workers through training and education.
		Community Income	Changes in the average income of affected communities.
3	Program Sustainability	Financial Sustainability	The ability of the program to continue operating without reliance on initial funding.
		Organizational Independence	The level of independence and capacity of local organizations supported by philanthropy.
		Environment	Impact on the environment and environmentally friendly practices.
4	Innovation and Creativity	New Product/Project Creation	The quantity and quality of innovative products or projects produced.
		Technology Adoption	The rate of adoption of new technologies in organizations and projects.
5	Engagement and Transparency	Beneficiary Satisfaction	Level of satisfaction and perception of beneficiaries regarding the assistance provided.
		Transparency and Accountability	The level of transparency in reporting and management of funds and results.
6	Influence and Networking	Collaboration and Partnership	The number and quality of partnerships formed to support program objectives.
		Policy Impact	Changes in public policy as a result of philanthropic activities.
7	Long Term Measurement	Long Term Impact	Long-term effects on the communities and sectors served.
		Replication and Scale	Ability to replicate and scale successful projects to other locations or sectors.

Source: data processed by the author, 2024.

Table 5 on developing effective metrics to measure the impact of philanthropy covers various aspects that are important in assessing the success and effectiveness of philanthropic programs, especially in the context of the creative economy. One of the main aspects is social impact, which includes community participation, improving quality of life, and diversity and inclusion. These indicators show that philanthropy does not only focus on financial assistance but also on social development and community engagement. In addition, economic aspects such as job creation and increasing community income show the importance of philanthropic contributions in improving local economic welfare. These aspects are in line with Dixon's research which emphasizes the importance of philanthropy in promoting social and economic justice in underserved communities (Dixon, 2020).

The aspects of program sustainability, innovation, and creativity are also focused on in this table. Financial sustainability and organizational independence are important indicators to ensure that supported programs can continue to run and grow without excessive dependence on external resources. This is reinforced by Dodgson and Gann who highlight the importance of sustainability and innovation in philanthropic programs as key to achieving long-term impact (Dodgson & Gann, 2020). In addition, indicators such as technology adoption and the creation of new products or projects show the important role of philanthropy in driving innovation and creativity in the creative economy. This is in line with the findings of Khalepa who underlines the importance of innovation in the creative sector to drive growth and sustainability (Khalepa, 2021). All of these metrics help in assessing how well philanthropic programs are running and their impact on society and the economy, thereby facilitating better and more transparent decision-making in philanthropy.

The integration of these various aspects demonstrates that achieving alignment between philanthropic goals and the needs of the creative industry, while addressing challenges such as the unequal distribution of funds and the lack of understanding of social and economic impacts, requires a holistic approach. This includes the development of appropriate metrics, strategic collaboration, and the use of technology. By leveraging data and technology, philanthropies can better target the right initiatives and measure their impact more accurately.

One of the main challenges in aligning philanthropic goals with the needs of the creative industry is ensuring that all stakeholders share the same vision and are working towards the same goals. Dodgson and Gann point out that innovation in philanthropy often requires cross-sector collaboration (Dodgson & Gann, 2020). Building strong partnerships between philanthropy, the creative industry, and other sectors can help ensure that funded initiatives are truly relevant and impactful.

At the global level, philanthropy needs to consider the local context to ensure the relevance and effectiveness of its interventions. Osili et al. highlight the importance of international standards in measuring philanthropic impact to facilitate comparability and transparency (Osili et al., 2020). However, it is also important to consider local needs and dynamics. For example, Hartnell notes that philanthropy in Indonesia has unique characteristics that require a specific and context-sensitive approach (Hartnell, 2020).

To ensure the sustainability of philanthropic impact, it is important to develop models that support long-term development. Schramme et al. emphasizes the importance of entrepreneurship in cultural philanthropy to create a sustainable and self-sustaining model (Schramme et al., 2024). This includes supporting initiatives that do not rely solely on philanthropic funds, but also have mechanisms to generate their revenue and ensure long-term sustainability.

Integrating the alignment of philanthropic goals with the needs of the creative industry, ensuring equitable distribution of funds, understanding social and economic impacts, and developing effective metrics are important steps to improve the effectiveness and efficiency of philanthropy. Strategic collaboration and the use of modern technology can be catalysts in this

process. With a holistic and sustainable approach, philanthropy can deliver significant and enduring impacts on both society and the creative industry.

This study provides an in-depth analysis of the challenges and opportunities for philanthropy in the creative economy sector and identifies several key issues that have not been widely explored in previous literature. One key finding is the misalignment between philanthropic goals and the specific needs of the creative industry. Often, philanthropic funds are allocated with broader goals in mind, without considering the unique needs and priorities of the creative sector. This suggests the need for a more focused and adaptive approach to planning and implementing philanthropic programs, to better suit the dynamics and challenges faced by creative industry players.

In addition, the study also reveals that the distribution of philanthropic funds is often uneven, with most funds concentrated in large and well-known organizations, while small and emerging organizations are often neglected. This inequality hinders the development of the creative economy ecosystem as a whole, as many potential creative initiatives fail to receive the support they need to grow and develop. The study underlines the need for fairer and more transparent distribution mechanisms and encourages funders to consider diversity in the allocation of funds.

Another issue identified in the study is the lack of understanding of philanthropy's social and economic impacts. Many philanthropic programs are not equipped with adequate tools to comprehensively measure and evaluate their impact. This research suggests the development of more comprehensive and relevant metrics to assess the success of philanthropic programs, to provide a clearer picture of the outcomes and benefits achieved. This way, funders can better understand the effectiveness of their contributions and make necessary adjustments to increase impact.

In addition to these challenges, this research also highlights significant opportunities that can be exploited to improve the effectiveness of philanthropy in the creative sector. One such opportunity is the use of technology and innovation, such as crowdfunding and fintech, to expand access and transparency in the distribution of philanthropic funds. These technologies not only enable broader fundraising, but also increase community engagement and provide better tools for monitoring and evaluation.

In this context, local community engagement is also an important factor to consider. This research shows that collaboration with local communities can increase the relevance and success of philanthropic programs. By involving various stakeholders in planning and implementation, philanthropy can be more responsive to the specific needs and challenges faced by the creative industry at the local level.

This research also contributes to the understanding of how more sustainable philanthropic strategies can be developed. An approach that emphasizes long-term sustainability, such as supporting initiatives that have sustainable funding mechanisms and do not rely solely on philanthropic funds, can strengthen the resilience and growth of the creative sector. By focusing on long-term value creation, philanthropy can be more effective in supporting innovation and the development of the creative industry.

The discussion also shows that developing tools and metrics to measure the impact of philanthropy is an important step in improving accountability and transparency. With better tools, funders can more accurately evaluate their impact and make better decisions about resource allocation. This not only improves the effectiveness of philanthropic programs but also builds trust and credibility among stakeholders.

In addition, the study underscores the importance of a holistic approach in addressing philanthropic challenges. By considering various factors that influence the effectiveness of philanthropy, including social, economic, and technological aspects, the study provides a more comprehensive guide to developing better philanthropic strategies. This approach helps create more integrated and impactful solutions.

Finally, the study provides an in-depth and comprehensive view of philanthropy in the creative economy industry sector. By identifying challenges, opportunities, and practical recommendations, this research contributes to the development of better knowledge and strategies for supporting the creative sector through philanthropy. The findings of this research are expected to motivate positive changes in

Conclusion

Literature research on philanthropy in the creative economy sector shows significant challenges and opportunities. Key challenges include aligning philanthropic goals with the needs of the creative industry, addressing the uneven distribution of funds, and improving the understanding of the social and economic impacts of philanthropy. These difficulties often hinder the effectiveness of philanthropy in supporting innovation and the development of the creative sector. On the other hand, there are significant opportunities through strategic collaboration and the use of technology, which can increase the impact and efficiency of philanthropic initiatives. Technology can help with transparency, accountability, and impact measurement, while collaboration with various stakeholders can ensure that philanthropic funds are used optimally. Developing appropriate metrics to measure impact is essential to understanding and maximizing philanthropic contributions. A sustainability-focused approach and local contextualization are also needed for philanthropy to truly support inclusive and sustainable growth in the creative industry. This research emphasizes the importance of a holistic and integrated approach to addressing challenges and capitalizing on opportunities, to create a greater and more sustainable impact.

References

- Activity Report 2023. (2023). Retrieved July 30, 2024, from European Cultural Foundation website: <https://culturalfoundation.eu/downloads/>
- Chen, Y. (2021). *Internet Philanthropy in China*. Singapore: Springer Singapore. <https://doi.org/10.1007/978-981-16-2566-4>
- Chesbrough, H. W. (2003). *Open innovation: The new imperative for creating and profiting from technology*. Harvard Business Press. Retrieved from
- Christou, P., Hadjielias, E., & Farmaki, A. (2019). Reconnaissance of philanthropy. *Annals of Tourism Research*, 78, 102749. Retrieved from <https://www.sciencedirect.com/science/article/pii/S0160738319301069>
- Dixon, E. J. (2020). *Charities from Below?: The cases of the emergence, evolution and resourcing strategies of Philanthropic Actions in the Creative and Cultural Industries in Jamaica* (PhD Thesis, Goldsmiths, University of London). Goldsmiths, University of London. Retrieved from <https://research.gold.ac.uk/id/eprint/29212/>
- Dodgson, M., & Gann, D. (2020). Philanthropy and Innovation. In M. Dodgson & D. Gann, *Philanthropy, Innovation and Entrepreneurship* (pp. 35–64). Cham: Springer International Publishing. https://doi.org/10.1007/978-3-030-38017-5_3
- Domenech, R. B., Molina, B. D. M., & Köster, P. R. (2023). The impact of cultural and creative industries on the wealth of countries, regions and municipalities. In *Rethinking Culture and Creativity in the Digital Transformation* (pp. 170–190). Routledge. Retrieved from <https://www.taylorfrancis.com/chapters/edit/10.4324/9781003332374-10/impact-cultural-creative-industries-wealth-countries-regions-municipalities-rafael-boix-domenech-blanca-de-miguel-molina-pau-rausell-k%C3%B6ster>
- Donelli, C. C., Rentschler, R., Fanelli, S., & Lee, B. (2023). Philanthropy patterns in major Australian performing arts organizations. *Journal of Management and Governance*, 27(4), 1367–1396. <https://doi.org/10.1007/s10997-022-09657-2>
- Du, T., & Sun, B. (2024). Youth Philanthropy and Social Integration A Functional Study. *The Young*

- Thinker's Review*, 2024(1), 8–14. Retrieved from <https://www.cambridgepublish.com/ytr/article/view/22>
- Florida, R. (2011). “The Creative Class”: From The Rise of the Creative Class: And How It’s Transforming Work, Leisure, Community and Everyday Life (2002). In *The City Reader* (pp. 175–181). Routledge. Retrieved from <https://www.taylorfrancis.com/chapters/edit/10.4324/9780203869260-28/creative-class-rise-creative-class-transforming-work-leisure-community-everyday-life-2002-richard-florida>
- Fuentenebro, P. (2020). Will philanthropy save us all? Rethinking urban philanthropy in a time of crisis. *Geoforum*, 117, 304–307. Retrieved from <https://www.sciencedirect.com/science/article/pii/S0016718520301895>
- Giloth, R. (2019). Philanthropy and Economic Development: New Roles and Strategies. *Economic Development Quarterly*, 33(3), 159–169. <https://doi.org/10.1177/0891242419839464>
- Hartini, S., Sulistiawan, J., Kurniawati, M., & Ihwanudin, M. (2021). From practice to theory: White ocean strategy of creative industry in east java Indonesia. *Review of International Geographical Education Online*, 11(5), 4214–4222. Retrieved from <https://repository.unair.ac.id/118551/>
- Hartnell, C. (2020). Philanthropy in indonesia. *Association with Alliance, Filantropi Indonesia, Indonesia for Humanity and WINGS*, February, 1–67. Retrieved from <http://researchinstitute.penabulufoundation.org/wp-content/uploads/2020/02/Philanthropy-in-Indonesia-Feb-2020.pdf>
- Harvey, C., Gordon, J., & Maclean, M. (2021). The Ethics of Entrepreneurial Philanthropy. *Journal of Business Ethics*, 171(1), 33–49. <https://doi.org/10.1007/s10551-020-04468-7>
- Howkins, J. (2002). *The creative economy: How people make money from ideas*. Penguin UK.
- Jordan, J., & Jindal, R. (2020). Problematising Philanthropy in the UK Cultural Sector. In R. Granger (Ed.), *Value Construction in the Creative Economy* (pp. 67–84). Cham: Springer International Publishing. https://doi.org/10.1007/978-3-030-37035-0_4
- Kah, S., & Akenroye, T. (2020). Evaluation of social impact measurement tools and techniques: A systematic review of the literature. *Social Enterprise Journal*, 16(4), 381–402. Retrieved from <https://www.emerald.com/insight/content/doi/10.1108/SEJ-05-2020-0027/full/html>
- Khalepa, O. (2021). Practical Aspects Of Fulfilling The Post-Industrial Heritage With Innovative Media Art Practices. *Scientific Journal of Polonia University*, 49(6), 28–34. Retrieved from <http://pnap.ap.edu.pl/index.php/pnap/article/view/808>
- Osili, U., Kou, X., Carrigan, C., Bergdoll, J., Horvath, K., Adelman, C., & Sellen, C. (2020). *Global philanthropy tracker 2020*. Retrieved from https://scholarworks.iupui.edu/bitstream/1805/24144/3/GPT_report_2020-3.pdf
- Philanthropy for Climate and Nature. (2023). Retrieved July 30, 2024, from World Economic Forum website: <https://www.weforum.org/communities/gfc-on-the-future-of-climate-philanthropy/>
- Schramme, A., Müller, U., Verboven, N., & D’hoore, L. (2024). *Cultural Philanthropy and Entrepreneurship*. Taylor & Francis.
- Soni, V., Saxena, P., Moid, S., Saxena, A., & Mehta, M. (2024). Identifying the dimensions of philanthropic CSR in the FMCG sector: Agenda for the sustainability of business. *Corporate Governance: The International Journal of Business in Society*, 24(3), 682–700. Retrieved from <https://www.emerald.com/insight/content/doi/10.1108/CG-05-2023-0224/full/html>
- Trade and Development Report 2023 | UNCTAD. (2023). Retrieved July 30, 2024, from <https://unctad.org/publication/trade-and-development-report-2023>

- Usman, H., Mulia, D., Chairy, C., & Widowati, N. (2022). Integrating trust, religiosity and image into technology acceptance model: The case of the Islamic philanthropy in Indonesia. *Journal of Islamic Marketing*, 13(2), 381–409. Retrieved from <https://www.emerald.com/insight/content/doi/10.1108/JIMA-01-2020-0020/full/html>
- Williamson, A., Scaife, W., Crittall, M., & Rossi, S. (2019). *The Impact of Philanthropy in the Environment Sector*. Retrieved from <https://eprints.qut.edu.au/203111>
- Wo, B. (2023). *Philanthropist's Guide To Giving, A: Asia-based Insights From Asia Philanthropy Circle*. World Scientific.
- World Giving Index. (2023). Retrieved July 30, 2024, from <https://www.cafonline.org/insights/research/world-giving-index>