

=mc Big Mac® Philanthropy Index 2013

At last there is a rational results-based measure of worldwide generosity. Welcome to the first global Big Mac® Philanthropy Index. Compiled by =mc The Management Centre with the help of over 40 team members, associates and volunteers throughout the world. This infographic is an edited version of the full report- available from www.managementcentre.co.uk

In creating The Big Mac® Philanthropy Index, =mc is emulating *The Economist* magazine's Big Mac® index. By comparing wages and prices to the price of the legendary and globally available product, the Index lets you compare the relative price of a car, the wages of a dentist, or how many hours someone has to work to be able to earn enough to buy a Big Mac at local prices.

The Economist has been publishing its index for over a decade, and it is used, for example, to calculate the per diem for employees travelling to a foreign country.

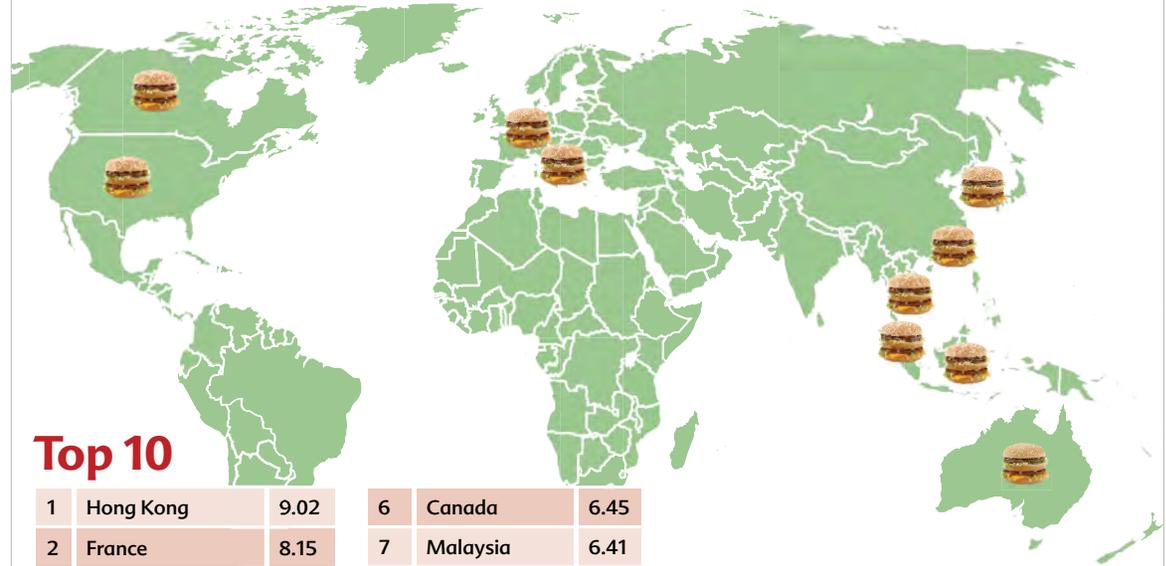
What does the Index measure?

Applied to philanthropy, =mc's index focuses on a number of standard measurements of giving:

- The average monthly gift of a regular donor to a 'major' charity - a national cancer agency or the Red Cross/Crescent or UNICEF
- The price point at which a supporter becomes a major donor among national 'top 10' charities
- The size of the largest capital campaign run in country the last three years
- The salary of a development director
- The acquisition cost of an individual donor by face to face

Note that the index does not reflect the absolute value of a nation's generosity. Nor its passion for fast food.

Who's generous?



Top 10

1	Hong Kong	9.02	6	Canada	6.45
2	France	8.15	7	Malaysia	6.41
3	Indonesia	6.71	8	Australia	6.33
4	South Korea	6.61	9	USA	6.16
5	Thailand	6.50	10	Italy	6.09

11	India	6.08	25	Japan	2.86
12	Germany	5.64	26	Croatia	2.52
13	Spain	5.50	27	Latvia	2.50
14	New Zealand	4.33	28	Netherlands	1.91
15	Norway	4.10	29	Romania	1.89
16	Bulgaria	4.10	30	Sweden	1.86
17	Ireland	3.71	31	Colombia	1.84
18	UK	3.51	32	Argentina	1.60
19	Brazil	3.46	33	Austria	1.38
20	Denmark	3.38	34	Finland	1.05
21	South Africa	3.33	35	Chile	1.00
22	Poland	3.16	36	Kenya	0.65
23	Hungary	3.06	37	China	0.32
24	Mexico	3.04			

This table shows the generosity of nations using the average value of a Big Mac against the average monthly donation of a regular or pledge giver to a basket of major charities. On this metric Hong Kong Comes out as the most generous place on earth¹. (And also a very cheap place to buy a Big Mac.) France may be a surprising second. Most interesting perhaps is the number of middle-income countries emerging strongly in the top ten. There is then a cluster of nations giving at between 6 and 4 Big Macs a month before a fall off.

Note that monthly/pledge giving is not the only source of giving for charities and that some nations are more committed to, say, seasonal giving. Nonetheless the monthly regular gift is a key driver of success for many of our most successful INGOs.

1. Hong Kong is of course part of China. But is treated distinctly by most INGOs for fund-raising purposes – and has different laws for NGOs.

Supersize Me: Major Donors

Not every charity- or every nation- has a definition of when someone becomes a major donor. (The raw number varied in our research from \$3,500 to \$10,000.) But on our burger scale you have to give most in Australia to make it into the major donor club. (Our 7 top nations were all pretty close.) Surprisingly perhaps Sweden and France seemed to make it easy for major donors, behind Japan and India.

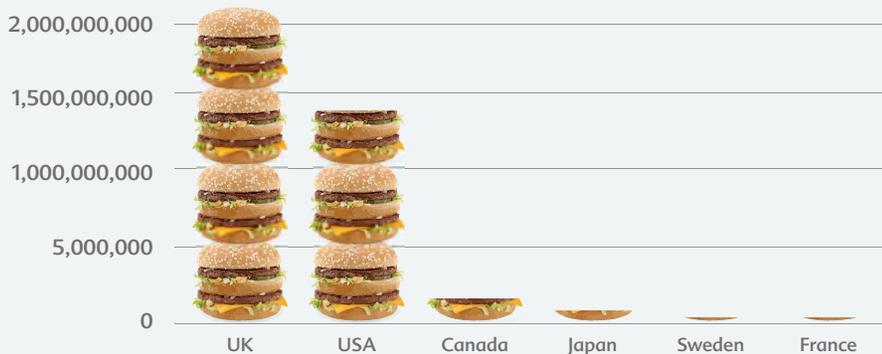
Number of big macs to make a major donor



Go Large: Biggest campaigns locally

Two countries stood out for BIG campaigns - the USA and UK. And academic institutions stood out as running the largest campaigns of all. University of Southern California's is the largest in the Americas at \$6B, but University of Oxford at £4B is, depending on the exchange rate, as big and at the time of writing around \$6.2B. But by the magic of the Big Mac conversion factor Oxford beats California-2.2B Big Macs to 1.4B. All the other campaigns we identified from Canada, Sweden, France, Mexico etc were dwarfed by these two mega campaigns.

How big is the campaign?



How Fast is your Food?

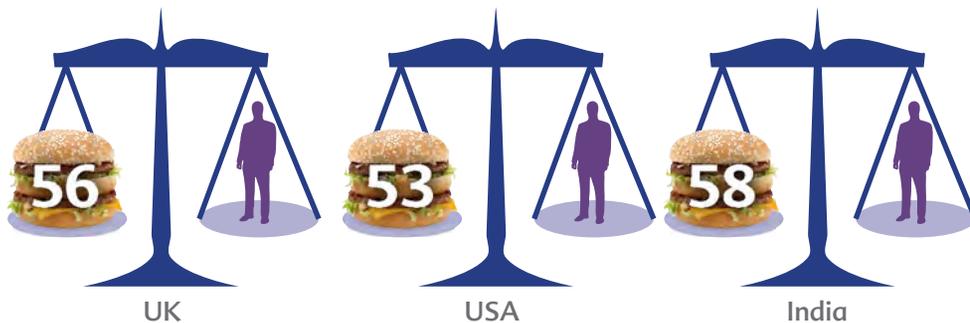


According to The Chronicle of Philanthropy the highest paid fundraiser in the world is Anne McSweeney, who is leading a big capital campaign at Memorial Sloan-Kettering Cancer Center. She was paid more than \$1.4-million in 2010. That means she works for a mere 29 seconds to buy her Mac.

The mean salary for a US development director according to AFP is \$67,730. In UK you can pick up around \$80,000 as Director of Fundraising. In China you'll collect \$31,800. And in India it's around \$47,000.

Implication? It's not all bad for Indian development professionals. If we assume all fundraisers worked a 40-hour week for 46 weeks a year a US development director has to work for around 6 minutes to buy a Mac, whereas in India you only have to work for just less than 4 minutes to gain the glorious Chicken Maharaja. (Most Indians don't eat beef.)

I'm Lovin' It: Donor acquisition



Donor acquisition rates are interestingly similar. So in UK the cost of acquiring a donor by face to face is around 64 Big Macs (\$163). And in USA it's 54.5 Big Macs (\$225). In India the cost is 45 Big Macs (\$90).

Thanks

Our thanks to the 42 individuals from 30 countries who submitted data for the index. We couldn't have done it without you. A special thanks to UNICEF and Federation of Red Cross and Red Crescent who supplied benchmarking data across nations. © 2013 =mc If you think your country has been missed out then please submit data on the wiki Global Fundraising wiki <https://globalfundraising.wikispaces.com/Big+Mac+philanthropy+index>

Happy Meal?

Much of the world is still in poverty. And hunger threatens many nations. Yet we throw away almost 40% of what we grow to eat in the developing world.



To produce a pound of beef- there's 3.2oz of meat in the double pattie portion - takes 120 gallons of water and 9lbs of grain. Sadly we use wasteful ways to make food and then waste it anyway...

Plumpy Nut is a nutritious product used by many development agencies to provide food for a child for a day. It doesn't taste very nice. But it is nutritious. And it costs less than \$1 a day to feed a child. You can't get a Mac anywhere for that.

