



The State of Philanthropy in East Africa -
Institutional Giving
Preliminary Findings 2021

TABLE OF CONTENTS

Introduction..... 3

Landscape of Giving in EA..... 6

Current and emerging giving practices..... 14

Impact and Future of philanthropy 26

Key insights and Recommendations..... 31

INTRODUCTION

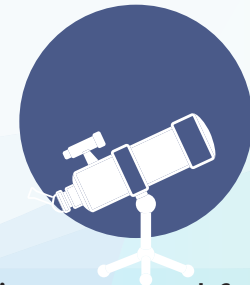
- The study is an opportunity to gain insights on how organized philanthropy is evolving.
- It seeks to produce information that can inform the growth of philanthropy ecosystem in East Africa.
- This study investigated three areas:



The landscape of
institutional philanthropy



Existing and emerging practices



Its impact and future

Methodology

EAPN combined both qualitative and quantitative methods, with a focus on the four East African Countries,



RWANDA

5.6%



UGANDA

25.6%



KENYA

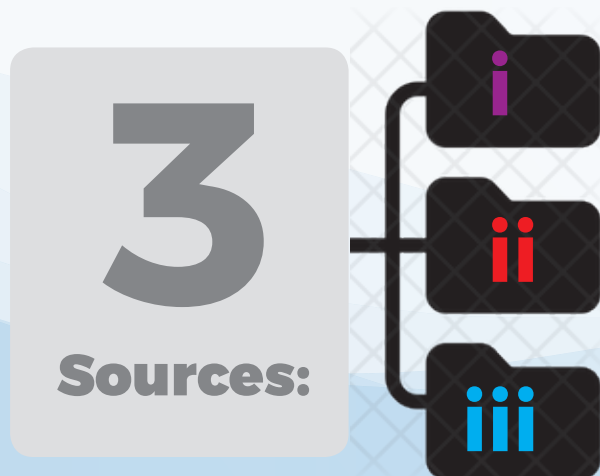
32.2%



TANZANIA

33.6%

The data was collected from



Literature review/desktop research from existing publications on the industry

Quantitative data - a survey with 106 institutional philanthropists namely: NGOs, CBOs, Societies, Companies limited by Guarantee.

Qualitative data - Key Informant interviews (KII) with 15 institutional givers from the local giving in the four countries

KEY RESPONDENTS

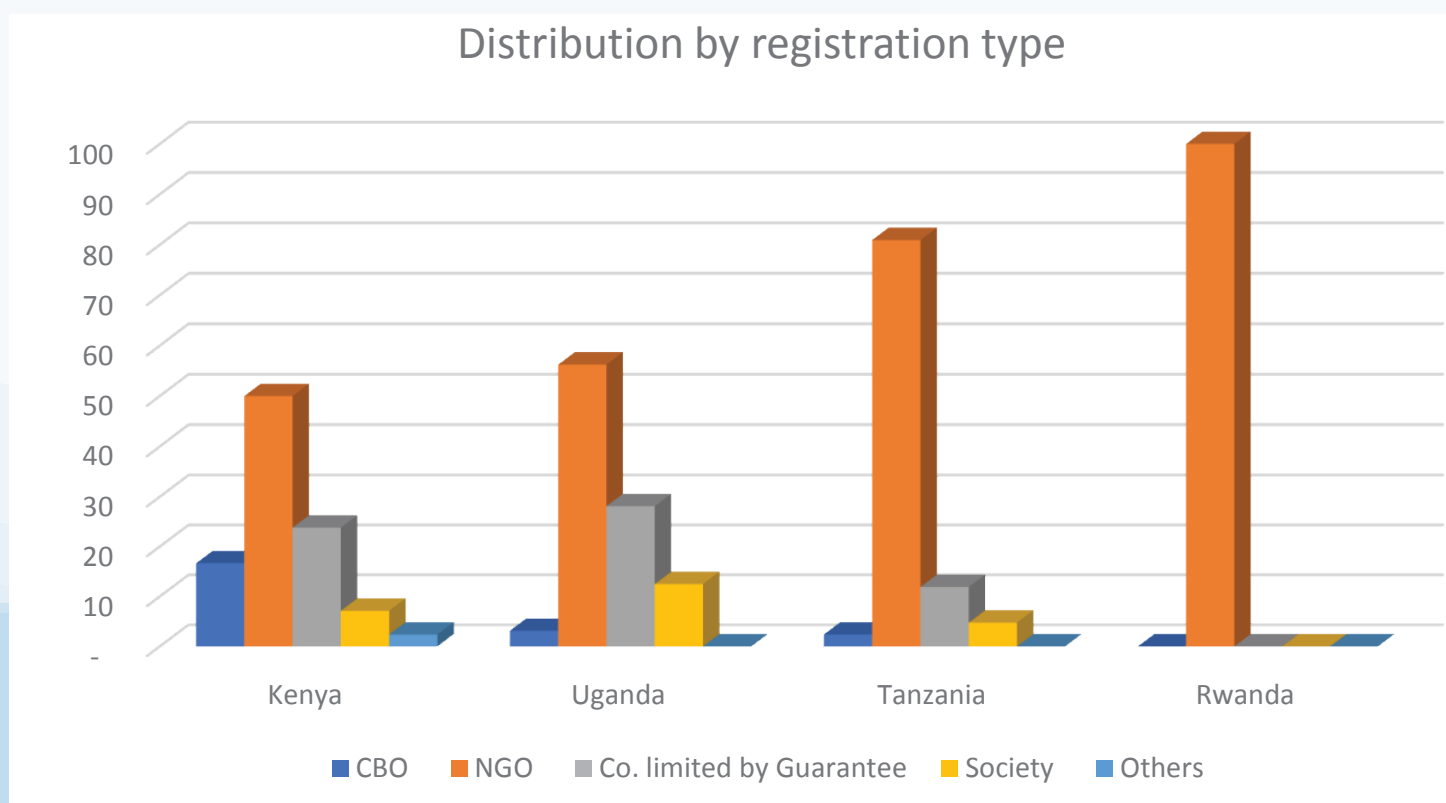


LANDSCAPE OF INSTITUTIONAL GIVING

Registration frameworks

Institutional givers in East Africa seek to register with a framework that is

- Closely aligned to their giving model,
- Facilitates their operations and
- Where the benefits outweigh the cost of registration



Cross-border philanthropy



KENYA

RWANDA

UGANDA

TANZANIA

3.8%

Highest levels of cross-border giving is across the four countries accounting

0.9%.

Lowest cross-border giving is between countries

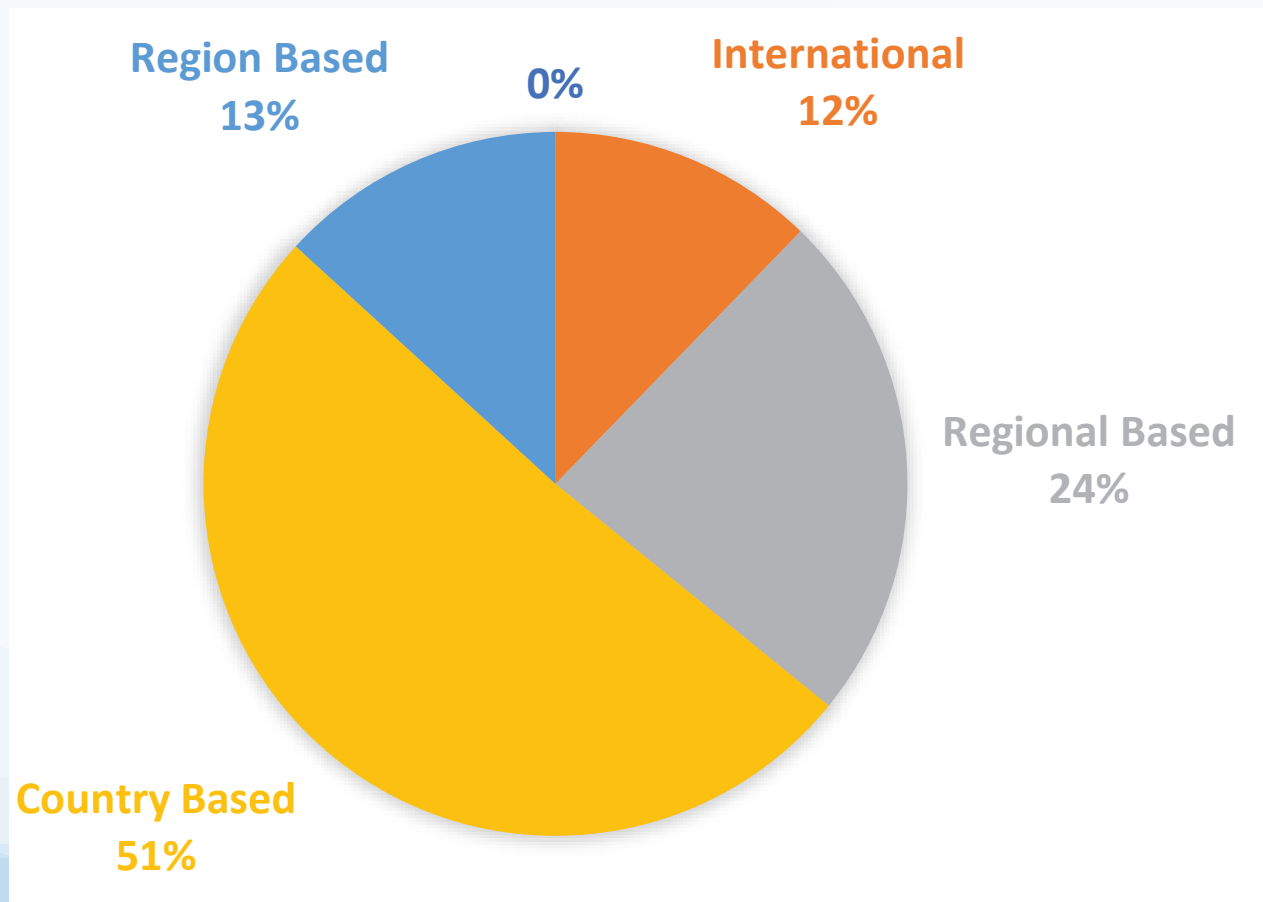
UGANDA



TANZANIA

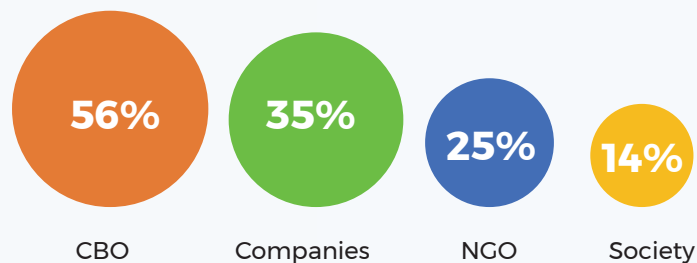


Areas where institutional givers operate

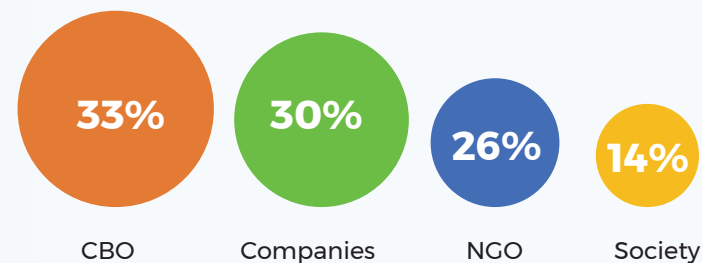


Institutional givers experience in philanthropy?

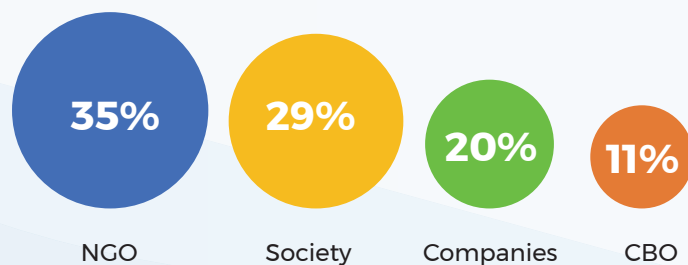
0-5 YEARS



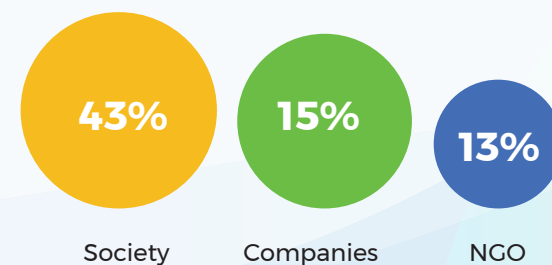
6-10 YEARS



11-20 YEARS



21 YEARS AND ABOVE



What motivates institutional philanthropy to give?



Contribution of Institutional Philanthropy to SDGs



20.81%



21.48%



24.16%



24.83%



8.05%



0.67%

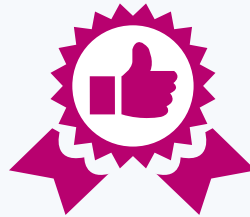
Benefits of giving

Tax
Rebates



10%

Recognition
awards



14%

Media
Exposure



15%

Personal
Fulfilment



22%

Increased
scope of
Social impact

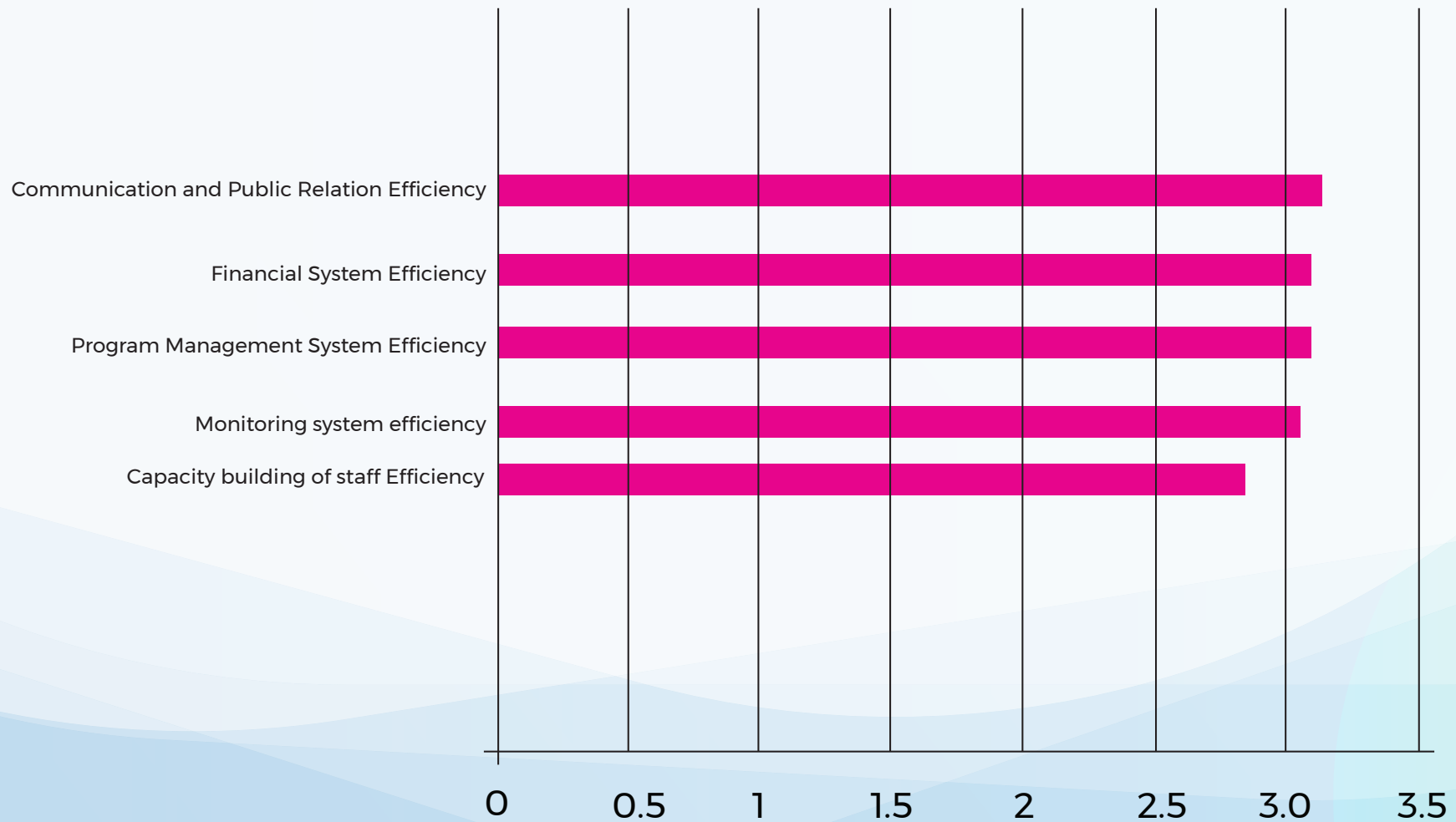


40%

CURRENT AND EMERGING PRACTICES IN INSTITUTIONAL PHILANTHROPY

Current and emerging giving practices

1. Operating systems supporting Institutional philanthropy



Annual contribution to giving practices



Give less than \$50,000
of their annual
contribution



50%

NGOs give less
than \$50,000.



78%

CBOs give less
than \$50,000.



85%

Companies
limited by guarantee
gave less \$250,000



43%

Societies gave less
than \$250,000 of their
annual contribution

Sources of funds for Giving Practices

21%

Have different
streams of funding

Multiple sources of giving

28%

Individual givers

10%

Anonymous givers

Single source of giving

14%

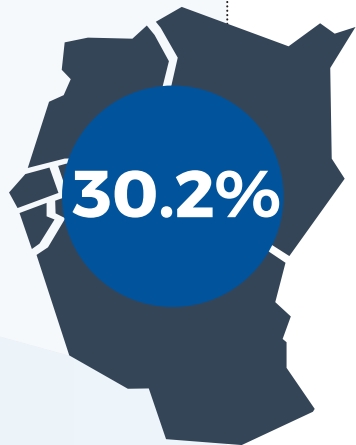
From international grants

13%

From crowdfunding

Preferred giving approaches

Six ways of giving



Grants, sponsorship,
staff giving, in-kind
giving, individual
donations and
community giving

Grants



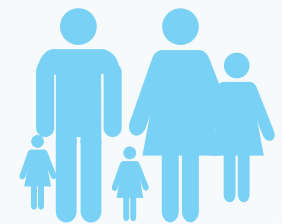
35%

In-kind
giving



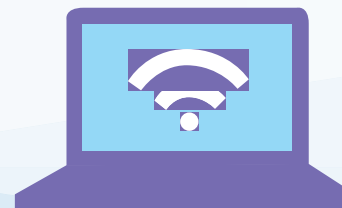
31%

Community
giving



23%

Online
giving



5%

Sponsorship/
events



6%

Challenges faced in institutional giving



Where philanthropy Documents and shares their giving practices

Social Media



31%

Stakeholders
meeting



31%

Website



28%

Journals



6%

Media



4%

Challenges in accessing information on philanthropy



Accountability in philanthropy

Who is philanthropy accountable to?

Target
Constituents



27%

Donors



26%

Government



17%

Auditors



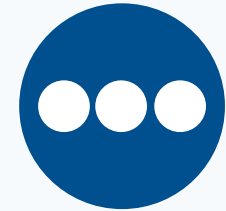
12%

Peers



10%

Others



8%

What accountability measures guide philanthropy?

Professional
standards



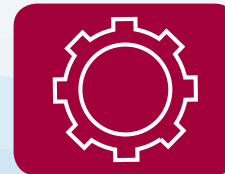
48%

Regulatory
mechanisms



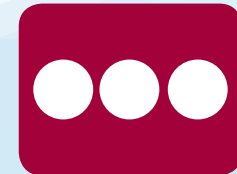
31%

Industry
standards



18%

Others



3%

Partnerships and collaborations in institutional philanthropy

Types of partnerships

Strategic
Partnership



34%

Funding
Alliances



20%

Cost
Sharing



18%

Joint Venture



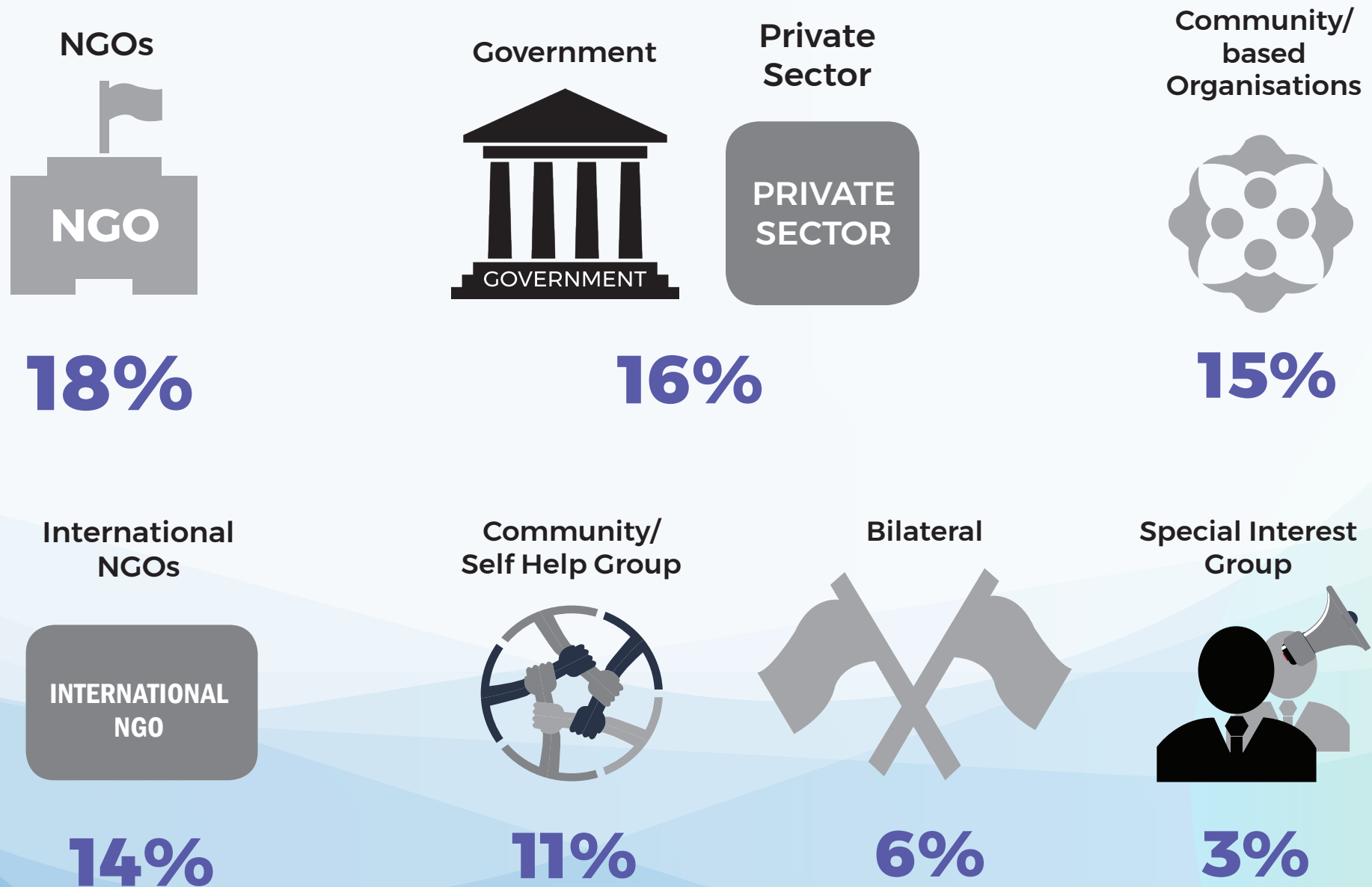
15%

Grant matching



13%

Future Partnerships for philanthropy growth



Philanthropy must invest in partnerships and collaborations:

- ▶ As an effective way for organizations to increase their impact and engage a broader audience on a key issue.
- ▶ Philanthropy is uniquely positioned to drive innovative strategies and improve the alignment of investments to enhance collective impact around a shared mission - promoting partnership with the private sector, government, or even another foundation.
- ▶ Exploring its flexibility towards innovation and creativity and taking the lead in demonstrating partnerships that promote systemic change.

IMPACT AND FUTURE OF PHILANTHROPY

Impact of institutional philanthropy

32%

Increased
partnerships in
social impact

31%

Increased
appreciation
by the community

27%

Improved access
to social services
by the community

27%

Increased scope
of business

Future of philanthropy



Learning Platforms

29%



Influencing Policy on
giving practice

25%



Alliance Building

25%



Research and
Data collection

22%



Future interests for philanthropy



Future of Philanthropy is in communities...

- The future of philanthropy is in communities - but will need the capacity to anchor, mobilize resources and nurture alternate leadership.
- Reviewing the partnership model for special interest groups from “recipients of support” to “a partner bringing change”.
- Building a local support base, building a local constituency for civil society action, getting people to think, engage with and care about a cause. Philanthropy must investigate the ecosystem of community mobilization of resources continually. The growth of community philanthropy is the future of changing Society.
- Philanthropy leadership and governance must seriously look at how they are managed and governed to maximize local skills and talents. Members of the community will support and give organizations ready to account and conscientiously manage whatever resources are put at their disposal.

KEY INSIGHTS AND RECOMMENDATIONS

- There is a need to establish a guideline at the East African level that informs the national legal frameworks. This will enhance recognition and collaboration at the sector level.
- Technology plays a critical role in emerging giving practices;
 - ▶ knowledge hubs are necessary to harness the appreciation and use of technology as a tool to support philanthropy.
- The growth of philanthropy capital depends on
 - ▶ Moving towards long term investments and expand its perspective on impact - have systems that support long term change, not just the immediate needs.
 - ▶ Tapping into the growing potential of individual giving
 - ▶ Exploring its flexibility towards innovation and creativity and taking the lead in demonstrating partnerships that promote systemic change.
- Philanthropy must invest in partnerships and collaborations;
 - ▶ As an effective way for organizations to increase their impact and engage a broader audience on a key issue.

- ▶ Philanthropy is uniquely positioned to drive innovative strategies and improve the alignment of investments to enhance collective impact around a shared mission - promoting partnership with the private sector, government, or even another foundation.
- Growing local ownership is recognizing
 - ▶ The future of philanthropy is in communities - but will need the capacity to anchor, mobilize resources and nurture alternate leadership.
 - ▶ Reviewing the partnership model for special interest groups from “recipients of support” to “a partner bringing change”.
 - ▶ Building a local support base, building a local constituency for civil society action, getting people to think, engage with and care about a cause. Philanthropy must investigate the ecosystem of community mobilization of resources continually. The growth of community philanthropy is the future of changing Society.
- Philanthropy leadership and governance must seriously look at how they are managed and governed to maximize local skills and talents.
 - ▶ Members of the community will support and give organizations ready to account and conscientiously manage whatever resources are put at their disposal.



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