

2015 East Africa Philanthropy Conference Report

'Building Strong Philanthropy Support
Networks'

30th June 2015, Palace Hotel, Arusha, Tanzania



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Remarks from CEO

I am delighted to share with you the report of proceedings of the 2015 East Africa Philanthropy conference held on 30th June in Arusha Tanzania. The theme of the conference was 'Building Strong Philanthropy Support Networks'. Unlike past conferences, the 2015 conference was held as a pre-event of the Biennial Assembly of the African Grantmakers Network. The conference was a one day event and not the usual three days, having been designed to complement the AGN's Assembly which earlier been scheduled for 2014 but had to be postponed due to the Ebola outbreak in West Africa. As members and delegates, you should be glad to know that our normal conference programme will resume in 2016.

Discussions at the conference primarily focused on how philanthropy support networks can work together to meaningfully and more effectively support the growth of philanthropy from the grassroots level to the global level. One of the key outcomes of the conference was an agreement to collaborate more by creating frameworks for stronger and closer partnerships.

The 2015 conference was made possible through concerted efforts of different players. First and foremost, I wish to thank the planning committee for putting together such a versatile programme for discussion. Secondly, our gratitude goes to the EAAG Board and entire membership for support and participation. Thirdly, I wish to acknowledge the time and effort put in by the speakers at the conference, who were mainly drawn from colleagues in the philanthropy network circle. Much gratitude goes to Mr. Gerry Salole, the CEO of the European Foundation Centre who delivered the Key note address. We are also equally grateful Helena Monteiro of Wings, Tina Thiart from the Southern African Grantmakers Leadership Forum and AdernNkandela from the Africa Grantmakers Network whose thoughts and knowledge on the power of networks in enhancing the philanthropy sector was remarkable.

Other speakers at the conference who offered excellent insights and thoughts on the different topics covered included Ana Pinho (WINGS), Allan Kamau (Portland Communications), Carla Funk (Doctoral Candidate at Royal Roads University, Canada), Susan Odongo (KCDF) and Leonard Mutisya (UHAI-EASHRI).

Lastly, I wish to thank the main sponsors of the conference; The Rockefeller Foundation, for their grant that made this possible. Other sponsors included the FORD Foundation and Chandaria Foundation who provided direct financial support and delegates' sponsorship opportunities for the conference.

Finally, we also acknowledge all the participants for the insights, the shared knowledge and the fun. Without you, the conference couldn't have been successful!

See you in 2016!

Nicanor Sabula, CEO, East Africa Association of Grantmakers

What can the philanthropy sector in East Africa learn from global philanthropy networks?

How can foundations and trusts derive optimum value from national, regional and global philanthropy networks?

What strategies should East Africa apply in building and strengthening responsive national philanthropy networks?

Overview

2015 EAST AFRICA PHILANTHROPY CONFERENCE REPORT

The rise of institutionalized philanthropy across the world has seen the growth of support networks that are keen to foster collaborations among and within philanthropies. These networks provide space for learning, sharing knowledge, influencing policy and generally present a common voice for philanthropy at national, regional and global levels. Notable global philanthropy networks include WINGS, European Council of Foundations, Council on Foundations- USA, Arab Foundations Forum, African Grantmakers Network, and East Africa Association of Grantmakers among others.

In East Africa, philanthropy conversations have focused significantly on; developing valuable philanthropy data, enhancing an enabling environment for philanthropy and profiling philanthropy as a key contributor to regional and national development. These efforts have however largely been disjointed.

To cultivate a more progressive philanthropy infrastructure in East Africa, the sector needs to build stronger and responsive support networks that articulate a collective and coordinated philanthropy agenda.

The 2015 East Africa Philanthropy Conference was held on the 30th June 2015 as a pre-conference event during the 3rd Biennial African Grantmakers Network Assembly. Themed 'Building Strong Philanthropy Support Networks', the event brought together philanthropy leaders, foundations, trusts and support networks from the region and beyond. The sessions provided a valuable learning and exchange platform with a particular focus on the value of strong networks and proposals on ways philanthropy networks can be strengthened at the national, regional and global level.

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Gerry Salole, CEO, European Foundation Centre,

“No one knows all the secrets of Philanthropy, but maybe the networks do”

The Power of Philanthropy Networks

The session sought to demonstrate the value of philanthropy networks at the local and global level drawing from experiences in other regions. It set the contextual theme of the conference by highlighting the manner in which foundations leverage on philanthropy networks to achieve impact and enhance enabling environments in different parts of the world.



In leading this session Gerry gave a presentation on the power of philanthropy networks and how their value & contribution to the sector continues to change depending on the philanthropy environment. Every often a new approach and idea to philanthropy is conceptualized or discovered and that such continued innovation has meant that the practice has grown in diversity. This diversity in approaches has been, more prominently marked by the adoption of philanthropy by corporations, young givers and high net worth individuals who for instance are keen on advancing sustainable models such as venture and impact philanthropy models. Gerry also emphasized on the invaluable

contribution of undocumented organic philanthropy which has existed for ages and is widely practiced by communities across Africa. With such diversity, the numbers of organizations and individuals involved in the practice has also grown.

Democratization of philanthropy enables communities to be directly involved in development activities and there was consensus that it will soon become inevitable for the full power of philanthropy, its variety and growth to be realized. At the grassroots levels, it appeared that there is a need to share lessons to catalyze impact and form partnerships that become key in

advancing and scaling up the adoption of best practices at higher levels of grantmaking. The networks should offer the catalytic impulse for such processes.

Philanthropy networks being key in leading the discussions, exchanges and documentation, around discoveries and re-inventions in the sector should lead the adoption of coherent and inclusive definitions of philanthropy. For sustainable social development to be achieved through philanthropy and for such efforts to be properly measured and adopted, the networks should seek definitions that focus on the impact and action as opposed to the form in which philanthropy is practiced.

In conclusion, Gerry posed the following questions back to the delegates; How can the seemingly diverse and jumbled needs of the various players in the sector be consolidated and addressed? How can the different stakeholders share lessons to learn from mistakes and avoid duplicity? How can best practices be documented, developed and scaled? How can philanthropy be best described? In answering these questions, fraught thinking would be that it is unachievable. Could the secret then lie in networks?

Achieving better social development impact, requires both learning from one another and in many instances creating unique partnerships that aim at collectively, albeit creatively, dealing with different development challenges. The need to have a common voice and agenda on certain cross-cutting issues is also pertinent. In order to collectively define best practices and promote adoption of policies that enhance enabling philanthropy environments, networks need to be strengthened and for the same to share a common voice and agenda.

In conclusion, it was agreed that the purpose of philanthropy for the future would be lost if the youth were not considered as a key pillar in the networks. Philanthropy networks should leverage young people as the emerging leaders in philanthropy.



Helena Monteiro, Director, Worldwide Initiative Network for Grantmakers Support (WINGS)

Tina Thiar, Director, HGG Sustainability solutions, South Africa

AdernNkandela, Head of Secretariat, African Grantmakers Network

Facilitated: Nicanor Sabula, CEO, East Africa Association of Grantmakers.

A Case for Philanthropy Support Networks

This session was designed to broaden the understanding of the value of philanthropy support networks with a view of exploring ways in which they can be made more effective. Drawing from the experiences of their respective organizations, panelists described how networks have enhanced the impact and value of philanthropy including ways such networks support their members to achieve their goals. It was noted that networks are instrumental in establishing philanthropy infrastructure, processes and relations that are needed to create synergies across multiple organizations, sectors and regions. Foundations and trusts that seek to achieve best results in tackling complex social issues have found investing in networks particularly useful because the networks enabled;



1. Leveraging of resources – networks have the ability to pull resources to develop working tools of philanthropy which would have otherwise been very costly or achieved less impact if individual organizations were to develop them independently.

2. Enhancing collaborations within and beyond the network – networks have been key in strengthening philanthropy collaborations in programmatic areas, funding sources, sectors and organizations but at the same time enabling the benefit of diversity. Examples included the ability of networks to facilitate the establishment

of basket funds or joint funding for projects to scale impact

3. Amplifying the voice – networks have been instrumental in consolidating voices in the philanthropy sector to build common frameworks for engaging in public policy processes at the national and international development level. The said networks have then become the focal points when the sector needs to initiate debate with governments, development agencies and the general public on different areas of interest. Philanthropy support networks were in this view further challenged to equally focus on addressing

structural socio-economic challenges by advancing social justice philanthropy.

4. Reconciling culture & practice - Philanthropy support networks in Africa & beyond have an opportunity to align the narrative of African philanthropy practices with today's realities by advancing and documenting the discourse of different regions' giving cultures and practices. It is this dynamism that provides an opportunity to rethink giving and enhance greater diversity of donors and beneficiaries globally.

5. Creating an enabling environment for giving – philanthropy networks have the ability to define what constitutes an enabling environment in their respective spaces and advocate for appropriate and supportive legislative and regulatory frameworks for philanthropy. There were concerns over the policy trends on Non-Profit legislation that are threatening to shrink civil space in East Africa. Participants challenged Philanthropy support networks to provide strategic leadership and explore ways of engaging philanthropy organizations around issues of non-profit legislation in the region.

6. Enhancing visibility and vibrancy of the sector by facilitating efficient networking, partnership and knowledge sharing platforms.

7. Documenting and sharing knowledge on philanthropy – Philanthropy support networks provide necessary platforms and opportunities for the development of knowledge on philanthropy at national, regional and global levels by documenting it.

*'The power of networks is in its variety' –
Helena Monteiro, Director, WINGS*

Because philanthropy takes many forms, networks should grow philanthropy by recognizing it for what it is – diverse and heterogeneous. Consequently, philanthropy support networks vary in terms of the constituencies they represent and their programmatic functions. The value of these networks is in the end a reflection of the collective desires of each of its members. A strong network provides to its members the much needed leverage to collaborate with others while benefiting from the strength its members.

The panelists also pointed out that in as much as the agenda of such networks needed to be directed towards meeting the needs of their members, such agenda strongly needs to reflect the realities of the environment in which the network operates in.

Defining Philanthropy

Although there is difference in the practice, there is a common understanding on what philanthropy is. – 'Giving of private resources towards social change' Panelists agreed that philanthropy is not homogenous; it is diverse and always evolving, and therefore networks should not seek to limit their space, programmes or membership based on a rigid definition of philanthropy.

OECD NetFWD in acknowledging these diversities designed a membership framework that accommodated all philanthropic organizations that identify and term themselves as FOUNDATIONS not based on what programmes they undertake.

Community based organizations in Tanzania acknowledge the significance of self-organizing through support networks to create learning and sharing on best practices for enhanced philanthropy. Philanthropy support networks should therefore seek to empower and facilitate community level networks - Carla Funk, Author, Private Philanthropy in Tanzania; the recipient perspective

STRONG PHILANTHROPY NETWORK

COMMITMENT

TRANSPARENCY

VERSATILITY

INCLUSIVITY

COMPLEMENTARITY

Further to this, there were proposals made on the key elements that build responsive philanthropy support networks. It was opined by the delegates that strong network needs to enhance;

- *Commitment – consistent participation and support from members*
- *Transparency – should be accountable to its members and promote accountability amongst its members*
- *Versatility – should to stay strategic in meeting the needs of its members with diverse interests and the sector. This can be achieved by adopting innovative and responsive programmes.*
- *Inclusivity – membership should reflect the diversity in forms and levels of philanthropy.*
- *Complementarity – the relationship between the networks and it members should be mutually beneficial.*

KNOWLEDGE MANAGEMENT

Knowledge management is the cornerstone of effective philanthropy. Philanthropy networks and support groups are increasingly becoming frontiers in facilitating co-creation, capturing, sharing and collective application of philanthropy data at the national, regional and international level. Today there is a heightened demand for accurate, relevant and globally comparable data on philanthropy. The session was designed as an informative forum to illustrate ways philanthropy support networks/ organizations can tackle challenges of information sharing.



Ana Pinho, Knowledge Management
Coordinator, WINGS

Global Philanthropy Data Charter + a framework for philanthropy data collection

WINGS and the Foundation Centre through multiple consultative forums developed the Global philanthropy Data charter - a framework for data collection and sharing to guide the philanthropic sector's data-related work and instill a data culture. Appreciating the diversity in the practice, culture and legal environment in which philanthropy organizations operate in, the charter outlines common values and standard principles that will foster effectiveness and enhance informed decision making. The presentation gave an overview of the process that led to the development of the Data Charter, provided a synopsis of the charter and gave illustrations of how various organizations have adopted the charter since it was launched



In identifying the values and principles stipulated in the charter, the process was inclusive as it incorporated views from various organizations and individuals with diverse experiences in philanthropy worldwide. This was to ensure that the output reflected the different realities across the regions to make it as adoptable as across contexts.

Principles outlined in the charter further speak to the practical aspects of collecting and sharing data, its validity, quality control measures and the importance of objectivity.



The values translate to the essential elements of good philanthropy data. Data that is open, inclusive, respectful to stakeholders and subject to improvement. The essence of the data being to document philanthropic flows, funders, channels/processes, beneficiaries and arising benefits. The values proposed also emphasized that the data should be relevant and comparable across different philanthropy contexts.

The charter is envisaged as an essential reference resource in the global quest for efficient philanthropy data collection. Accurate, accessible data will allow the sector to assess needs, identify trends, set priorities and allocate resources. The success of the charter however, depends on various factors such as the capacity, available resources, knowledge, extent of collaboration and commitment of the philanthropy sector and its stakeholders.



Currently endorsed by 50 stakeholders, the charter is being piloted by several initiatives and organizations across the world including Guidelines for Effective Philanthropy Engagement – OECD, the Post-2015 Partnership Platform for

Philanthropy- UNDP, the Foundation Center and the Rockefeller Philanthropy Advisors. These organizations have committed to promoting the Charter and using it to guide their data-related work.



Applauding the initiative participants called on organizations collecting data on philanthropy including national statistical agencies to adopt the principles and values highlighted in the charter as a way of ensuring that the collected provides value to the sector and stakeholders.

WINGS is keen to engage and support the philanthropy sector in East Africa in understanding, endorsing and applying the charters principles and values in collecting and managing philanthropy data.

Communicating Philanthropy in the Digital Age

Allan Kamau, Associate Director, Portland Communications

This session featured a presentation that looked at the resurgence of global philanthropy and how foundations are using new media to advance to communicate their objectives and impact. It included excerpts from a study on the Top 50 Philanthropists using social media.

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We regularly see the police called to account as a result of videos shot on mobile phones; news stories breaking on twitter; and members of the public reporting directly on live events prior to mainstream media reports. This speaks to the evolving trends in communication and primarily social media. Now, People interact freely and share information with a wide range of audiences than ever before. They are no longer limited by infrastructure or restricted to geographical locations. Every small and big player in different sectors has had to adapt in order to be able to reach their respective audiences. Likewise, organisations now have more access to knowledge and

ways to connect their staff and partners together to share skills and experiences than ever before.

Allan Kamau, while leading this session, was keen to advise that organisations looking to use new platforms for communications should note that it is crucial to engage and grow their community of supporters. To achieve this, organisations need to treat online engagement as a core business activity. He added that the desire to apply and effectively use these platforms requires that the user adopts a model that ensures it achieves the three key roles of social media as illustrated below



The impact of social media on knowledge sharing is only beginning to be felt. We are already seeing these tools significantly help disaster efforts, broaden public discourse, and enrich our understanding of the human side of social problems. Charities working to research and also communicate global issues; organisations looking to improve the knowledge of their staff; and even governments seeking

to understand the problems of their people, now have far more tools to gather information and share knowledge.

To illustrate this, a study titled “Communicating Global Giving” conducted by Portland communications ranked the top 50 philanthropists with the highest social media reach. Among the 50 were notable African philanthropists.



Part of the study findings revealed that there was a need for such philanthropists to separate their social media interactions relating to personal ideals and projects and those relating to their social development activities. Besides this however, was the very vocal need for communication strategies being adopted by philanthropists to singly have digital media platforms and technologies as a tool for reaching wider global audiences for better impact.

These new forms of media have been used in Africa and beyond to fundraise, raise awareness on issues and share knowledge and it was worth noting that the improvements these media could offer to the sector haven't been exhausted. The key lessons taken from the session were that;

- The new media platforms offer new challenges and opportunities for campaigns to piggy back on in raising awareness and driving conversations around causes
- Everyone should indulge in the use of these new technologies – but as organizations, you must have a strategy
- At the core of these new platforms are people and so focus should ideally be to fund people and not the technology
- Philanthropists should create Foundation-focused social media platforms

- Mobile internet and social media technology could be a game changers for grassroots mobilisation and fund raising (e.g Kenyans for Kenyans)
- Professionals in the sector should Invest in digital media and write new media communications into their funding proposals

Ushahidi is a not-for-profit technology company who provide free software for information collection, visualisation and interactive mapping for social causes. the platform works by aggregating individual reports about small-scale events submitted by journalists, NGOs and the public via sms or web, to form a readable map providing a wider picture of events in a geographical area or around a particular event or crisis situation. The platform was originally developed to map violence in Kenya after the election in 2008, and has since been used for a wide variety of different social mapping exercises.



Contribution by Leonard Mutisya, Uhai EASHRI, Kenya

DELEGATES BOARD CASE + 'Advocacy beyond Dialogue'

- + Structural inequalities continue to be a point of discussion in many forums. In the brief session held in the afternoon, Philanthropy networks were challenged to adopt & promote practices that address structural inequality particularly in East Africa. This is informed by the notable policy trend by governments in the region that are seen to be threatening civic freedoms. A lot of emphasis was placed on the need to challenge philanthropy support organizations to deliberately support policies that protect the 'delicate' civic space across the region. Some of the key proposals shared included;
 - Identifying and engaging philanthropy leaders including the Diaspora community on the value of advancing human rights & social justice
 - Profiling African philanthropy that supports human rights & social justice
 - Increasing awareness on the value of Civil Society Organizations
 - Building strategic alliances between philanthropy and other civil society groups
 - Designing network platforms for social justice & human rights funders in the region
- Advocating for appropriate legislative frameworks in East Africa
- Identifying issues of common concern in regards to human rights across Africa



Research overview

Recipient Perspectives of Privately Funded Aid: the case of Moshi, Tanzania

Development aid work is dependent on funding, and the funding model is changing. Until recently private funding was a relatively small contributor to development efforts, but in the past decade private aid and philanthropy have become a growing source of funding. Within this global socioeconomic backdrop, philanthropy is experiencing a paradigm shift in promoting economic growth and well-being.

In examining the role of philanthropy in development aid this study explores, from the recipient perspective, participation and involvement in planning and implementation of privately funded projects. Are donors adhering to a theory of change or using guiding principles to

make decisions about funding? If so, does following a particular guiding principle of granting makes a difference to recipients? The research explored the extent to which participants believe they have been included in private philanthropy decision-making and whether or not that made a difference in their perceptions of success or failure of the project.

An exploratory case study of Moshi Tanzania was conducted between 2013 and 2015.

Online data were examined as well as 140 anonymous, semi-structured interviews over eight months. Individuals from 35 projects were interviewed, and 20 projects were selected for interviews with three or more individuals to gain a broader perspective of those projects.

Preliminary results indicate that there were a surprising number of privately funded initiatives in the region. A veritable army of small to medium sized organizations with over 135 privately funded projects was identified. There were not many larger organizations, which were defined as those with a budget of over \$US 1 million per annum. Approximately half of the projects studied came about as a result of a connection to Tanzania through tourism. This has implications for philanthropy-tourism marketing, the booming business of "voluntourism", and the influx of philanthropic funds gives governments one more reason to consider carefully the impact and influence of tourism. Other discussion points resulting from this research are: the recipient perspective of what makes a project successful, opinion about theories of change, unintended

consequences and power shifts, the importance of local context and cultural sensitivity, recipient inclusion in decision making, impact of the small development initiatives and the importance of collaboration for further effectiveness.

This research will be available in doctoral dissertation format by early 2016.

Conference participants wishing to receive an e-version of the dissertation and further papers related to this topic are asked to email the author at Carla.funk@royalroads.ca.

This research is supported by MITACS Accelerate Fellowship, Social Sciences and Humanities Research Council of Canada Doctoral Fellowship, (SSHRC) International Development Research Centre Research Grant, (IDRC), Ottawa Canada.

Facilitator: Susan Odongo, KCDF



Towards a Coordinated Philanthropy Network

The session was an interactive forum that opened space for participants to critically reflect on the day's deliberations, share their aspirations and make proposals on ways local foundations, philanthropists and other philanthropic organizations can apply discussed strategies to build more responsive philanthropy networks and support groups. In smaller focus groups, participants consolidated ideas and proposals on ways of enhancing the value of philanthropy support networks at the local, regional and global levels.

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 - **Develop a shared vision and purpose**
 - networks and its members need to unite around a shared vision by having a collective sense of what is important and why it is important. This they proposed is achieved when members and stakeholders actively participate in identifying issues that are key and generating interventions that they can collectively subscribe and commit to. Sustaining the vision requires deliberate interaction, effective communication and collaboration that can only be achieved with committed and involved members.
 - **Design practical objectives** – It is important to for networks to formulate achievable goals and realistic actions plans that reflect the demand of the sector and its members. One of the proposals floated included decentralizing the philanthropy agenda at different levels to ensure relevance and inclusion.
 - **Monitoring, evaluation and learning systems**– Networks develop systems that allow for better monitoring and evaluation

and reporting on progress and results based on demonstrated impact rather than just figures relating to the inputs.

- **Building future philanthropy leaders –** Intergenerational linkages were identified as key and critical and networks were urged to deliberately include young people as part of decision making processes for purposes of induction and sustainability. Proposals for this included intergenerational mentoring and partnerships that couple the dynamism, innovation and passion of young

emerging philanthropic leaders with the knowledge and expertise of well-known philanthropists and foundations.

- **Interconnectivity among philanthropy networks –** In building a stronger global philanthropy movement there is value in strengthening the connection between and among networks at the local, national, regional and global levels. This will allow for peer mentorship, knowledge exchange, experience sharing and collective problem solving.

Action Points for East Africa



- Decentralized philanthropy conversations; Strengthen national philanthropy
- Enhance interactions among philanthropy networks at regional and global level by developing peer support platforms.
- Create opportunities to learn more on ways to apply Global Data Charter
- Map out philanthropy the philanthropy landscape and consolidate an inclusive database of foundations and trusts in East Africa

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