Africa’s wealthy give back – **Key findings**

Findings from a survey and interviews with almost 100 African philanthropists and a number of experts, produced by UBS and the pan-African foundation TrustAfrica.

**Top three practices that characterize giving by the wealthy**

- Giving is largely focused on the extended family and local community but also extends nationally.
- Informal giving plays a bigger role than formal giving.
- Giving is embedded in beliefs and cultural practices.

A new view of African philanthropy is emerging that recognizes its indigenous character.

**Motivations to give**

**Top six motivations for giving** (% of respondents)

- I want to make a difference: 60
- It is an expression of my personal values: 50
- I want to give back: 40
- It is an expression of my religious values: 30
- It is part of my family’s legacy or tradition: 20
- I give in response to development or humanitarian imperatives: 10

**Geographic scope of giving**

While the importance of giving to family and community is affirmed, most respondents gave significantly to issues and/or groups beyond their community, ethnicity or religion. Most giving, however, was contained within their country.

**Sources and types of giving**

Giving, though financed by several sources of income, mainly comes from personal or family members’ donations. Just under half of the respondents in the study said they support their philanthropy from a share in company profits.

**Nature of giving**

- Monetary Giving
- Time, Skills, Experience

**Main areas of giving**

- Health (11%)
  - Maternal and Child Health
  - Women
  - Children
  - Advocacy
  - Education (22%)
    - Awareness Creation
    - Entrepreneurship
    - Elderly
    - Water and Sanitation
    - Capacity Building
    - Religious
    - Scientific discovery
    - Animal welfare

**Beneficiaries of support**

- Formal, registered non-profit organizations: 100
- Directly to individuals: 50
- Religious groups or institutions (formal or informal): 0
- Informal, unregistered non-profit organizations: 0
- Other: 0
Giving happens both formally and informally

**Informal**
Many people give directly to organizations or people they want to support, while others either volunteer and/or serve on the board of a foundation, charity or non-governmental organization.

**Family members inform decisions and practices about giving in more than half of the cases.**

**Philanthropy networks and forums at country, regional and continental levels are neither well known nor much used.**

**Formal**
Many people institutionalize their philanthropy through a legal vehicle such as a foundation or trust.

**Over half said that they made their decisions about who to give to on an informal basis. The rest depend on established guidelines and procedures for the evaluation and selection of grantees and projects.**

**Tax incentives and a more enabling regulatory environment, although not important motivators, could increase the amounts given.**

**A core concern relates to inefficiencies in the management of their giving but corruption does not emerge as a serious concern.**

**Recommendations**

- Move towards more strategic philanthropy and impact measurement.
- Promote best practice and increasing collaboration.
- Promote and tailor networks to the African context.
- Coordinate efforts by aligning more closely with development priorities.
- Encourage potential role models to step forward to inspire others.
- Develop favorable regulations to encourage increased giving.
- Increase the scope of activities through which a wealthy individual can achieve impact.

For more information please visit [www.ubs.com/philanthropy](http://www.ubs.com/philanthropy)

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