

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



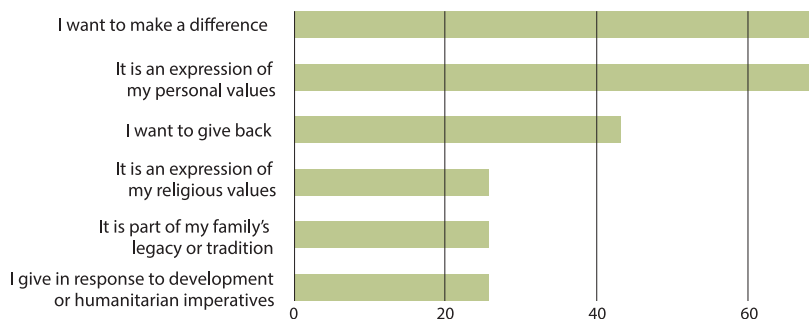
A new view of African philanthropy is emerging that recognizes its indigenous character.

Motivations to give



Top six motivations for giving

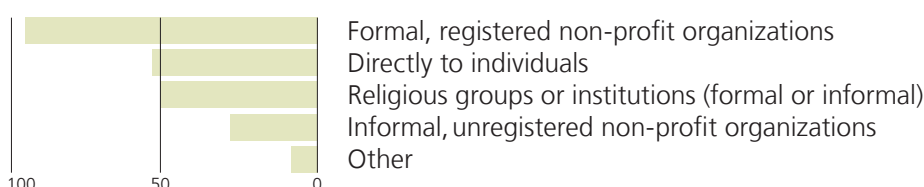
(% of respondents)



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.

Beneficiaries of support



Geographic scope of giving

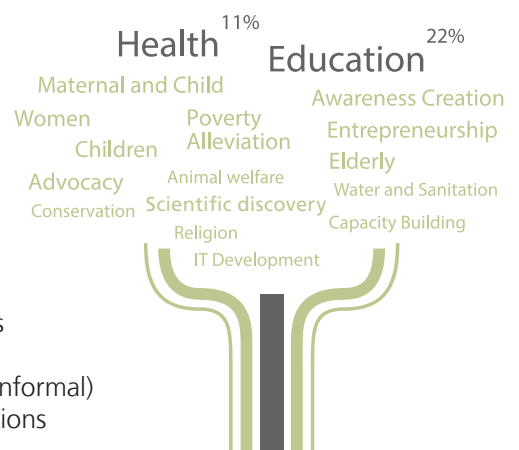
While the importance of giving to family and community is affirmed, most respondents gave significantly to issues and / or groups beyond their community, ethnicity or religion. Most giving, however, was contained within their country.

Nature of giving

Monetary Giving Time, Skills, Experience



Main areas of giving



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.



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.



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



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.



Systematic measurement of impact occurs infrequently. Measurement is based on an emotional barometer and sense of satisfaction, rather than on a structured measurement methodology.



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



An open debate remains around the ethics related to sources of funds for philanthropy. However, most agree that there are ethical considerations that philanthropists need to acknowledge.



The Diaspora appears to play a role in African philanthropy but its engagement needs further exploration.

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

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