The Future of Philanthropy

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Foreword from our Global Patron, Badr Jafar

In 2018, I had the privilege of supporting a piece of research on the future of philanthropy. Drawing largely on the results of a series of expert workshops held around the world, the report produced as a result of that research yielded valuable insights into the state of philanthropy worldwide and the key trends that were shaping it, and were most likely to continue to do so.

To build on this work, a second report was commissioned at the beginning of 2021. The purpose of this follow-on report was threefold: firstly, to determine the progress made in the trends identified in the previous report; secondly, to identify any new emerging trends; and thirdly – and perhaps most importantly – to provide practical recommendations for philanthropists on how to support and build on these trends.

In this second report, we have chosen to focus on three distinct regions in the world for special attention – Africa, the Middle East, and South-East Asia. Each of these regions has its own unique and established, although usually covert, culture of individual charitable giving; yet all are confronting similar challenges and needs. The regions also share a commonality of a youthful population and attendant needs for education and training. The response to these needs and challenges will have to take account of local conditions; philanthropy can help to drive and shape these responses. Whilst none of the three selected regions have yet fully realised the potential of strategic philanthropy as a means of driving large-scale social change, there is evidence to suggest that this may change.

The current report highlights that across these regions, and globally overall, two critical needs have emerged the need for sufficient and accurate data, research and analysis, and the need for greater collaboration between philanthropists in general as well as across sectors.

In the foreword to the 2018 report, I wrote, ‘No one can predict the future’. This has been strikingly underscored by subsequent events, namely the global COVID-19 pandemic. We can, nevertheless, try to shape a desirable future. Philanthropy has great potential to contribute towards this ambition and to play a more significant role in the development of the societies it serves than it has done up to now. I hope that reports of this nature will help create the environment for this to happen.

Badr Jafar

The Future of Philanthropy

The Future of Philanthropy

This research was commissioned by the Future of Philanthropy Project and is designed to build on an earlier report for the Project in 2018 by the Future Agenda.

The current report has four sections:

Introduction Outline of the report and its purpose

Part 1: Analysis and summary of the findings of the desk research

Part 2: Analysis and summary of the findings of the interviews

Part 3: Summing up

Introduction

The aim of this report is to build on the 2018 research carried out by the Future Agenda.

That report distilled the findings of discussions of experts in a series of regional workshops in Dubai, Singapore, Kuala Lumpur, Mumbai, London and Oxford in the UK, Quito and Washington. A copy of the report and its findings can be seen **here.** In brief, participants in each regional workshop identified a number of global trends they felt would be significant in the coming few years.

While there were regional variations, the top few trends identified were:

- A demand for, and move towards, technology-driven transparency
- Leveraging the crowd and increased online giving
- Greater digital engagement across the sector
- Broader collaboration among donors
- The emergence of data-driven philanthropy
- A changing role for business (a larger expectation of its social role, including giving)
- More strategic philanthropy
- The emergence of millennial philanthropists, who would take a different approach (often more directly engaged) to philanthropy from that of previous generations

The task of this report is threefold: first, to review the progress of those trends (where this is possible – an important caveat); second, to present a general picture of global philanthropy, but with specific reference to three regions – South-East Asia, Africa and the Middle East (the focus areas for the present report); third, by a series of interviews with key figures in the philanthropy sector, to highlight important developments and trends for the future of philanthropy in these three regions and to offer ways to build on them. In other words, while Part 1 (the desk research) will look at the current state of affairs, the real function of Part 2 (the field research) is to act as a guide to what philanthropy's role could be in the focus regions and how it can go about playing that role.

Foreword continued

Method

Part 1 draws on both the previous report and also on existing literature. Part 2 is based on in-depth interviews with sector experts in each of the three focus regions. The interviewees were drawn from as wide a range of organisations as possible – foundation leaders, high-net worth individuals, heads of network bodies, researchers – in order to get the broadest possible perspective.

Limitations

Any research on philanthropy immediately stubs its toe on a huge obstacle – data. Not only is there little or no data for vast tracts of the global philanthropy world, but what there is seldom collected according to the same standards – nor does it refer to the same period of time. In these circumstances, comparison is hazardous and statistics, at best, will furnish only a general indication of the state of global philanthropy. In particular, and as will be seen in the responses of interviewees, for much of our three regions data is either lacking or is outdated.

Covid-19 presses the reset button

Philanthropists often like to speak of themselves as disrupters of systems, but they too have been subject to the arch-disruption that is Covid-19. The pandemic has profoundly affected philanthropy, as it has virtually every other form of endeavour. The effects of Covid-19 will be discussed separately in the subsequent sections, but let us note here that it has caused research projects and data collection to be postponed or cancelled (one exception being the CAF World Giving Index) and, perhaps more importantly for this report, has confounded predictions and expectations made before its emergence. As a speaker put it at a recent meeting on 'Strengthening the Support Ecosystem for Philanthropy in West Africa', organised by TrustAfrica and WINGS in May 2022, Covid-19 has pressed the reset button.

In other words, the pandemic has prompted or accelerated a number of changes to philanthropic practice. This is perhaps most marked in institutional philanthropy, where a number of funders have modified grantmaking in response to the emergency (for example, easing of restrictions and reporting requirements, faster turnover, and general operating support). The Covid-19 outbreak also offers a further reason why it has sometimes been difficult to assess the development of the trends identified in the 2018 research report or to discern what are new trends and what are short-term responses to the pandemic.

Part 1

A brief survey of global philanthropy

This section will attempt to review the current state of global philanthropy.

Although a direct comparison of facts and figures between countries is impossible for the reasons given in the Introduction, a few general statements can be made:

1

Giving is rising across the globe, both institutionally and individually.

2

Individual giving is much greater than giving by foundations or corporations, though those institutions, dealing in bulk as they are, can direct larger amounts of funding to an issue than individuals can.

3

Areas such as **health, education** and **relief of immediate distress** remain the most popular targets for philanthropy.

4

Technology is profoundly affecting the relationship between the non-profit sector and its supporters (online giving, the social media presence of non-profit organisations – NPOs –, their ability to be transparent, the collection of information about their funding and activities, and so on). Because these changes are so far-reaching and are moving so quickly, it's impossible currently to calculate their effect.

5

The line between the for- and non-profit sectors is becoming less and less sharp, in terms of their roles in social investment and social change. The corporate sector increasingly sees itself – or says that it does – as having a responsibility towards society, while **more philanthropists are turning to the use of financial instruments beyond grants** to support NPOs.

Institutional giving

According to a survey of 205 foundations conducted by **OECD**[1] (***Private Philanthropy for Development – Second Edition: Data for Action, 2021***), giving by those foundations amounted to US$42.5 billion between 2016 and 2019, an annual average of US$10.6 billion. Most of these funds are cross-border flows. Another significant point to note is that more than half of this figure (US$24.3 billion) came from the United States.

Though the US's share of this contribution may surprise few, what may raise some eyebrows is the amount of institutional philanthropy in emerging markets (the term 'Global South' seems increasingly debatable and unsatisfactory). Over half of the foundations in the OECD report's sample (116 out of 205) are based in emerging markets and provided US$7.9 billion, or 19% of the figure given above. In some countries in the sample – India, the People's Republic of China and Mexico, for example – domestic philanthropic financing surpassed the flows from cross-border philanthropy.

Other figures largely bear out this general picture. According to Giving USA[2], US foundation giving increased in 2020 by 17%, to an estimated US$88.55 billion. The report notes that this is not a one-off. Foundation giving has grown in nine of the last ten years. It seems likely, however, that the pandemic has played a part in this increase, certainly in some countries. This is particularly the case in Brazil, where, according to the latest version of the Censo GIFE[3], R$5.3 billion (US$1.1 billion) was invested (Latin America prefers the term 'private social investment' to philanthropy) in 2020, a 53% increase over 2018. More striking still is the comparison between the average contribution of individual entities in 2020 and 2019. In 2019, the average contribution was R$25.9m (US$5.4 million) per organisation surveyed; in 2020, it was R$42.2 (US$8.8 million), an increase of 71%. Of course, Covid-19 is the explanation.

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$

The foundation sector globally is growing in size

A rough index of the strength of institutional philanthropy in any given country or region is provided by the size of its foundation sector.

Philea, the European network body (succeeding the European Foundation Centre) estimates an accumulated annual giving of nearly €60 billion and combined assets of over €511 billion among European foundations. These numbers also represent an upward trend. Of the 2,500 foundations and 1,650 endowment funds registered in France in 2017 (note the date – the latest available figure), over a third were set up after 2010.

[1] OECD (2021) *Private Philanthropy for Development – 2nd Edition: Data for Action*. The development dimension. Paris: OECD Publishing, Paris.

[2] Browning, J (2021) 'Trends that will shape the future of philanthropy in 2022'.Giving USA: Maclean, VA. https://givingusa.org/trends-that-will-shape-philanthropy-in-2022/

[3] GIFE (2022) *Censo GIFE* 2020. GIFE: São Paulo. Temas (gife.org.br).

Institutional giving *continued*

In the US, the number, as might be expected, is larger still, with Candid's Foundation Directory Online giving a figure of 242,000 foundations. Even where the foundation sector is less well developed, this growth trend is evident. One source suggests that in China the number of foundations is now 7,580, a rise of 7.76% since 2018.

The global distribution of foundation wealth, though, is striking. In terms of assets, out of a list of 100 of the richest foundations published by **SWFI**,[4] all but two are located in either North America or Europe (the exceptions are Foundation North in New Zealand and the Mohammed bin Salman bin Abdulaziz Foundation in Saudi Arabia).

… the biggest barrier to collaboration is finding partners with similar interests …

Is philanthropy hitting the right marks?

Though the amount of philanthropy and the number of institutions practising it are increasing, questions remain about the destination of philanthropic capital.

A section below on preferred causes explores this further but, in terms of geography, the OECD report (OECD, 2021) has the following figure: approximately US$9.9 billion went to upper middle-income countries over the period 2016–19. Lower middle-income countries received US$9.1 billion (38%), while only US$3 billion (13%) went to low-income countries.

Collaboration, often touted as both a growing need and a growing trend among foundations (it was specifically identified as an emerging trend by this report's 2018 predecessor), still faces a number of constraints.

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Respondents to the OECD survey reported that the biggest barrier to collaboration is finding partners with similar interests, regardless of whether they are part of a donor collaboration or not. In addition, foundations lack transparency when it comes to sharing data on their investments' impact.

Apart from a growth in numbers and amounts given, other trends among foundations are worth noting.

According to Giving USA (Browning, 2021), the US has seen a move towards shorter strategic plans. Once again, this seems likely to be a result of the pandemic. Donors and the organisations they support have realised the need to be able to adapt quickly.

[4] SWFI (2021) Top 100 Foundation Rankings by Total Assets. www.swfinstitute.org/fund-rankings/foundations

Institutional giving *continued*

Younger people are setting up foundations. In France, for example, between 2013 and 2017, the average age of founders dropped from 64 to 61 for public interest foundations and from 59 to 57 for sheltered foundations. The Observatoire de la Fondation de France,[5] from which this figure is taken, also hypothesises that the reasons foundations are spending more now is that new founders want to take action immediately, rather than tie up funds for the long term.

[5] Observatoire de la Fondation de France (2020) 'Foundations and endowment funds in France: a sector in full swing'. Paris: Fondation de France. https://www.fondationdefrance.org/en/the-philanthropy-observatory/foundations-and-endowment-funds-in-france-a-sector-in-full-swing)

The projected generational transfer of wealth is likely to accentuate this tendency, as the next generation inherits the family wealth and/or the family's foundation. By the year 2030, **Wealth-X**[6] estimates that more than US$15 trillion in wealth will be transferred from one generation to the next. According to the **EDB/AVPN Philanthropy Handbook**,[7] this will be particularly significant in Asia, 35% of whose wealth is likely to be in millennial hands in the next five to seven years, with India alone seeing an estimated transfer of US$128 billion from one generation to the next in the coming decade.

[6] Wealth-X (2019) *A Generational Shift: Family Wealth Transfer Report,* 2019. New York: Wealth-X. A Generational Shift: Family Wealth Transfer Report 2019 – Wealth-X (wealthx.com)

[7] EDB/AVPN (2022) *Philanthropy Handbook: Giving effectively from Singapore to Asia-Pacific.* Singapore: EDB/AVPN. (EDB stands for Singapore Economic Development Board, and AVPN for Asian Venture Philanthropy Network.) https://www.edb.gov.sg/en/business-insights/market-and-industry-reports/philanthropy-handbook-giving-effectively-from-singapore-to-asia-pacific.html

A high-impact, strategic approach, were it to be adopted by these new philanthropists, would constitute a major shift from the giving patterns of their elders and radically affect the flows of social investment generally. It would be easy to overstate this, however. Cheryl Fok of KPMG notes in the Handbook that 'the values they uphold are certainly passed down from previous generations', which might easily suggest continuity as much as change.

Other giving vehicles

While foundation numbers are growing around the world, other forms of institutional giving are also rising in popularity.

A 2021 report by Giving USA Foundation[8] found that the value of assets in DAFs grew from US$31.1 billion in 2006 to US$141.95 billion in 2019. As noted, this is primarily a US phenomenon, but Chinese versions of DAFs are emerging (though there is no formal DAF structure in the country yet) and in Singapore the AVPN Handbook notes that DAFs 'continue to gain traction, with the two DAF sponsors run out of Singapore having jointly disbursed more than S$200 million (US$145.7 million) to date'.

[8] Giving USA (2021) *Donor Advised Funds: New Insights.* Maclean, VA: Giving USA. https://store.givingusa.org/pages/giving-usa-special-report-donor-advised-funds-new-insights

There are other alternatives to the traditional foundation form, such as the Chan Zuckerberg Initiative, which, according to its **website**, 'works at the intersection of philanthropy and technology' and sees itself as an investor as much as a grantmaker. The growth and spread of venture philanthropy and social investing has also changed the emphasis, with 'social funders' to be found among a range of organisational types. The change is more than simply semantic. It indicates a change of approach to the means of support available for social change. The approach seems particularly prominent in Asia. The **RS Group** in Hong Kong, for example, pursues a blended value approach (see p23) and seeks to generate 'both financial and "extra-financial" returns, through social and environmental benefits' and uses various means of support 'from grants, to lending to charities, to investing equity in social enterprises, to sustainable and responsible investing (SRI)'.

Corporate giving

There is growing awareness among companies of their power and of their responsibility to take action on social issues, but corporate philanthropy (widely construed to include money gifts, in-kind donations, partnerships with NGOs and employee volunteering programmes) remains a relatively minor player in most places (for the exceptions, see following text; as the field research shows, corporate philanthropy features strongly in regions of the three focus areas, most notably in Africa).

Two things should be noted here. First, it is often hard to separate corporate giving from foundation giving. In many places, Latin America among them, there is often no clear distinction between a company and its philanthropic arm and, through corporate foundations, much foundation giving is corporate giving. Second, the non-financial contribution that corporations can make to social change – through, for example, ethical supply chain management and employment practices, pro bono support for NPOs and ecological responsibility – is probably more significant than any donations they might provide. The term corporate social responsibility (CSR) remains in widespread use to denote corporate giving, but it also covers these non-financial contributions.

In the US, only 4% of giving came from corporations, less than 1% of pre-tax profits. In the future, companies (especially those trying to appeal to Gen Z and Millennials) will be expected to undertake greater social engagement but not necessarily in the form of donations.

In France, according to the Observatoire, donations from companies rose by 119% between 2010 and 2019, with particularly noticeable growth among small companies: companies with fewer than ten staff trebled their donations in eight years.

Brazil and India are the countries where corporate foundations and corporations are the dominant element in philanthropy. In Brazil, according to the **Censo GIFE 2020**, 48% of philanthropic giving comes from corporate foundations or institutions, 37% from companies, 7% from family foundations and 8% from independent foundations or institutions.

In the US, only

4%

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According to Bain & Co's ***India Philanthropy Report 2022***,[9] CSR in India, stimulated by a change to the Companies Act that made giving by companies over a certain size mandatory, has grown by 15% annually in the past seven years, and its share in total private giving has grown from approximately 12% in the fiscal year ending (FYE) 2015 to 23% in FYE 2021. Contributions from smaller companies have also grown, indicating a broadening practice of corporate giving through CSR. As more companies grow in size and fall into the mandatory category, CSR is likely to increase through this means, too.

[9] Sheth, A, Sridharan, R, Nundy, N, Dastor, P & Pal, P (2022) *India Philanthropy Report 2022: Building philanthropic infrastructure to accelerate giving in India*. Bain & Company/Dasra. https://www.bain.com/insights/india-philanthropy-report-2022

Individual giving

Individual giving remains by far the largest source of giving in almost all countries. According to Giving USA, for example, even in the US, the country where the foundation sector is strongest, individual gifts accounted for 67% of all giving in 2020, including bequests (an increase of 2.2% over the previous year).

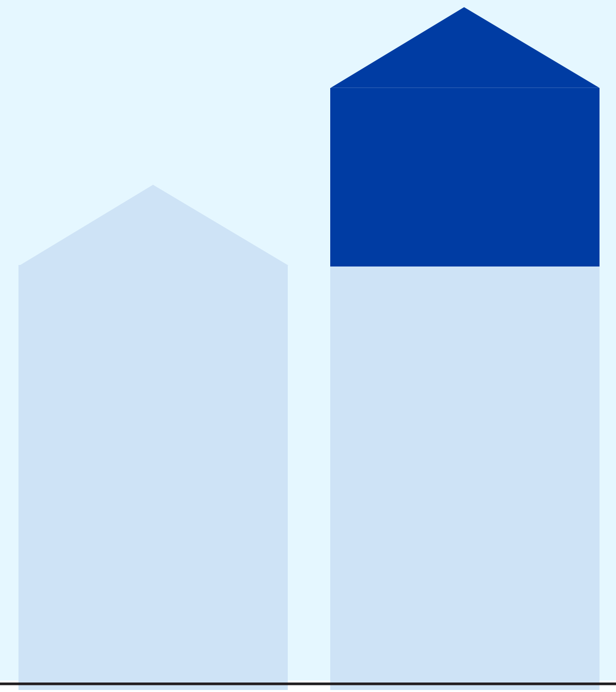
Giving by individuals has increased most conspicuously over the last couple of years, if only modestly. The **CAF World Giving Index** for 2021 finds that 'more people donated money in 2020 than had done so in the last five years (31%)', although the overall trend of the Index's ten or so years is relatively flat. In India, overall private giving (domestic and foreign) has stayed relatively flat over the last few years, while private domestic giving has grown at a moderate pace (8% to 10% year on year): according to Bain & Co's report, CSR, family philanthropy (high-net-worth individuals – HNWIs – and ultra-high-net-worth individuals – UHNWIs) and retail giving cumulatively contribute about 84% of the total private philanthropic capital in India.

The apparent serenity of the statistics, however, conceals some ups and downs. If giving has remained steady, it is often because the response to Covid-19 has resulted in an outpouring in some places (in Singapore, for example, from January to May 2021, as part of the Covid-19 response, more than S$90 million was donated to the community chest), while it has dropped off dramatically for other organisations and other causes. The CAF World Giving Index reveals many regional variations, too: the UK, the US and the Netherlands, which had featured consistently in the top 10 in previous years, have all slipped down the rankings, to be replaced by Nigeria, Uganda, Ghana and Kosovo. It's worth noting that the Index includes giving time and helping a stranger in its definition of giving, alongside donating money, and, in many cases, where the number of those donating money has diminished, the number of those volunteering or helping a stranger has increased, helping to offset the drop in donations.

Giving Tuesday in the UK raised

£20.2 million

in 2020, a 42% rise on the previous year's figures.



The growth of online giving has also helped buoy the figures for individual giving. As an example, **Giving Tuesday** in the UK raised £20.2 million in 2020, a 42% rise on the previous year's figures; and in the US, the 2021 edition raised US$2.7 billion – although only about a third of this figure was through online giving. The early editions of Giving Tuesday featured purely online donations; since 2019, however, offline donations have been registered, which has coincided with a sharp rise in donations overall.[10]

[10] GivingTuesday (2021) 'Millions of people come together to celebrate generosity, share kindness, and drive record-breaking giving on GivingTuesday 2021'. www.givingtuesday.org/blog/millions-of-people-come-together-to-celebrate-generosity-share-kindness-and-drive-record-breaking-giving-on-givingtuesday-2021

Ultra-High-Net-Worth and High-Net-Worth Individuals

UHNWIs and HNWIs really merit a sub-section of their own because, first, the size of their donations is often significant and, second, their giving is often done through a foundation or institution and falls into an area somewhere between individual and institutional philanthropy. Many of these individuals are also public figures whose donations influence attitudes to philanthropy.

According to Wealth-X's **Ultra High Net Worth Philanthropy 2022** report,[11] UHNWIs (those with a net worth of more than US$30 million) gave US$175 billion in 2022 (36% of global individual giving). The area that gave the most, more than half of that sum, was North America (US$91 billion, with US$85 billion coming from the US alone), with Europe second (US$52 billion) and Asia third, despite having a higher UHNWI population than Europe (US$21.5 billion, among which was 12% of overall UHNWI giving).

The remaining regional estimates are as follows:

The Middle East – UHNWI population: 12,270 (giving US$8 billion)

Latin America and the Caribbean – UHNWI population: 7,240 (giving US$1.3 billion)

The Pacific – UHNWI population: 4,490 (giving US$1.2 billion)

Africa – UHNWI population: 3,190 (giving US$1.1 billion)

Donations from UHNWIs in 2020 outpaced growth in giving from other individual and institutional sources. Giving by the ultra-wealthy rose by 4.1% in that year, while that from non-UHNWI giving rose by 2.9% and that from institutions and public foundations by 1.5%. Once again, these figures need to be kept in perspective: UHNWI giving of course remains smaller than non-UHNWI giving, which was US$312.8 billion, and also smaller than foundation and institutional giving, which was US$263.9 billion.

Again, though, there are regional variations to this general picture. The Bain report notes that UHNWI giving in India has contracted from a peak of 18% in FYE 2015 to 11% of total private giving in FYE 2021. Giving as a percentage of wealth among Indian UHNWIs tends to lag behind that of those in older developed economies, from between 0.1% and 0.15% compared with from 1.2% to 2.5% in the United States, and from 0.5% to 1.8% in the UK.

Two notable gifts have attracted attention recently, drawing contrasting responses from commentators. Amazon founder Jeff Bezos announced in November his intention to give most of his considerable fortune away in his lifetime (US$117.5 billion, according to Forbes). Critics, however, point out that his company, Amazon, is notorious for its tax avoidance, paying, for instance, £492 million in direct taxation in the UK on takings of £20.63 billion, according to the **BBC News website**.[12] Bezos' ex-wife, McKenzie Scott has embarked on a large scale, trust based giving programme.

[12] BBC News (2022) 'Jeff Bezos: Does US-style philanthropy exist in UK?' https://www.bbc.co.uk/news/world-us-canada-63715064.amp. London: BBC.

Scott donated US$1.7 billion to 116 organisations in July 2020 and followed this up with the announcement of the donation of a further US$4.2 billion in December. The real significance of her gifts, however, may lie less in their size than in the motives behind them and in the organisations to which they were given. Four of the recipients of her July gift were so-called historically Black colleges and universities (HBCUs);other donations went to groups supporting women's rights, LGBTQ equality and the fight against climate change. The grants were also to be paid up front and to be unrestricted. Scott wrote in a **Medium** post in December 2020,[13] 'This pandemic has been a wrecking ball in the lives of Americans already struggling. Economic losses and health outcomes alike have been worse for women, for people of color, and for people living in poverty. Meanwhile, it has substantially increased the wealth of billionaires.'

[13] Scott, M (2020) '384 ways to help'. Medium. 384 Ways to Help | by MacKenzie Scott | Medium

The causes donations go to

The most popular causes across almost all categories and most countries are education, healthcare, welfare and relief of need. This is less marked in the case of foundations (except corporate foundations), which are often in the forefront of funding more progressive causes.

Some care needs to be taken with a reading of these causes. Their meaning is not always the same in every area – ‘human services’ and ‘social assistance’, for example, are so broad as to defy definition. ‘Religious giving’ often features prominently, even in relatively secular countries – it represented US$131.08 billion in 2020 in the USA, for example – but it is impossible to disaggregate giving that is religiously motivated from giving *through* religious institutions or from giving to religious causes (one of the respondents to the field research in Africa noted this, too).

According to Patrick Rooney of the Lilly School of Philanthropy, US giving in 2020 ‘followed some known patterns for recessionary years, such as increases in basic needs giving and decreases to the arts’ (Giving USA, 2021). Giving to public benefit organisations and human services both increased, as did the old standby, education (which went up to US$71.34 billion, a growth of 9% over the previous year).

Somewhat surprisingly, giving to health dropped by 3%, a reduction which Giving USA surmises may be due to the cancellation of in-person fundraising events, popular sources of revenue for healthcare organisations.

Institutional Giving

Foundations give across a wider spectrum of causes and, of course, according to their missions. It is still true, however, to say that, as with other categories of givers, health and education tend to dominate. This has been particularly true in the case of the former as a result of the pandemic. According to Charitable Giving Trends 2021, published by the UK’s Association of Charitable Foundations, ‘The Covid-19 spending of [a] sample [of 50 of the top UK foundations] was, on average 37% of the value of their previous year’s grant-making (2018/19), while for three of the foundations was more than 100% of the previous year’s grant-making.’

Even before the pandemic, though from 2016-19, the OECD report cited earlier finds that: ‘Looking at allocations of private philanthropy for development by sector (both cross-border and domestic), most financing went to the health sector over 2016-19, with health and reproductive health jointly receiving USD 18.4 billion (43%)…. Education received the second most financing and was the top sector for domestic philanthropy, with USD 4.5 billion (11%). The agriculture sector and government & civil society sector followed, with USD 3.5 billion (8%) and USD 2.5 billion (6%) respectively.’

The most popular causes across almost all categories and most countries are education, healthcare, welfare and relief of need.

Much individual giving remains local and peer-to-peer …

The causes donations go to *continued*

Individual giving

Much individual giving remains local and peer-to-peer, and goes to family, friends and the local community. Many still prefer to give to causes, rather than organisations.

The Covid-19 years of 2020 and 2021 are likely to have skewed the figures (where they are available), with spikes in giving to groups combatting Covid-19 and individuals on the receiving end of its effects. As an example, donations in the UK rose by £800 million between January and June 2020 compared with the corresponding period of the previous year, according to research by CAF.[14] The general trend remains, however, and is likely to have become more pronounced because of the emergency.

UHNWI and HNWI

Education and healthcare remain the preferred causes for UHNWI and HNWI donations, too.

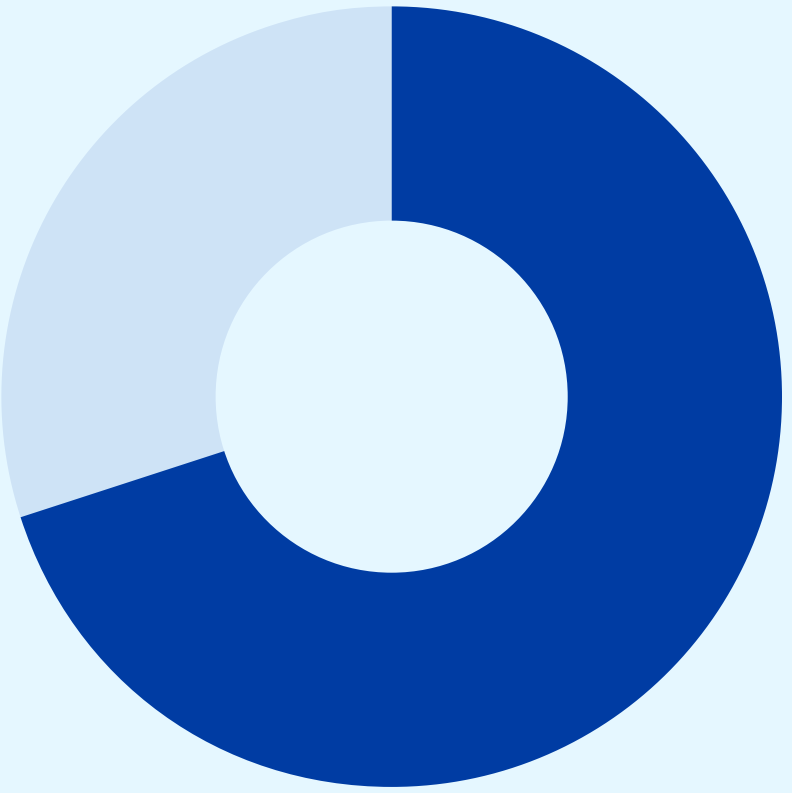
In India, education alone accounted for 77% of UHNWI donations in 2021; perhaps surprisingly, despite the fact of the pandemic, giving to healthcare was as low as 7%. In China, too, education remains by far the most popular cause for top philanthropists, accounting for 40% of donations, with poverty alleviation and social welfare accounting for around 18% each, and healthcare accounting for 12%, according to a 2019 report by AVPN.[15]

Corporate Giving

Of the total Indian CSR spending from FYE 2018 to FYE 2021, 70% went to education, healthcare, rural development, environmental sustainability, and poverty – a slightly wider range of destinations than for individual giving.

CSR also affects smaller sectors that struggle to attract funding from other sources, for example sports, art and culture, animal welfare and women's empowerment. But there were differences here, too, as a result of the pandemic, with healthcare seeing an increase in donations in 2021 and rural development and education a corresponding reduction.

Another common trait of corporate giving is that funds tend to be concentrated in certain areas, especially in the vicinity of the plant or main office. As a result, where there is little industry, there is also little CSR giving.



70%

of the total Indian CSR spending from FYE 2018 to FYE 2021 went to education, healthcare, rural development, environmental sustainability, and poverty

Education is still the biggest draw in Brazil, too, according to the Censo GIFE. Following the Covid-19 emergency, though, it attracted fewer donors than in the immediately preceding years (84% of respondents funded in that area in 2016, 80% in 2018 and 76% in 2020 – but note that these figures do not reflect the percentage amount of the total invested, but the number of respondents saying they work in this area) The biggest growth area in 2020 was that of social assistance, protection and development, which covers a multitude of anti-Covid-19 interventions and accounted for 75% of interventions.

[14] CAF (2020) *UK Giving – COVID-19: A special report.* West Malling: CAF. https://www.cafonline.org/docs/default-source/about-us-publications/caf-uk-giving-2020-covid-19.pdf

[15] AVPN (2019) *Philanthropy in China.* Singapore: AVPN. https://avpn.asia/wp-content/uploads/2019/04/FINAL-Print-File.pdf

Other significant factors

The sustainable development goals (SDGs)

Into this mix must be added the sustainable development goals (SDGs), established by the international community as benchmarks for development in the years leading up to 2030.

Many foundations are already using the SDGs to orient and to assess their own giving, and they have acted as a stimulus to philanthropy generally. The **SDGfunders** website[16] estimates total foundation funding for the SDGs from 2016 onwards at US$222.2 billion, US$183.4 billion of which comes from North America, US$3.5 billion from Northern Europe and US$711.2 million from East Asia.

The distribution of grant funding across the various SDGs is interesting. Quality education (SDG3) has received US$89.8 billion in the period since 2016 and health (SDG4) US$71.2 billion. These dwarf the figures for the other SDGs: climate action received US$1.8 billion in grants in the same period, and zero hunger received US$7.1 billion. In other words, in terms of cause areas, SDG giving largely mirrors foundation giving more generally.

To assist cross-sector collaboration, UNDP, Foundation Center and Rockefeller Philanthropy Advisors have set up the **SDG Philanthropy Platform**, which describes itself as 'a vehicle for catalyzing multi-stakeholder partnerships to advance the global sustainable development agenda'. Under its auspices, a number of regional groups have been set up to collect data and align development efforts, not only on specific SDGs but also on the development of philanthropy.

Examples include the pilot project for SDG Localisation in Indonesia, the Kenya Philanthropy Forum and the Consortium on Technical Vocational and Training (TVET), also in Kenya.

Another thing to note is that, according to the UN Secretary-General, Antonio Guterres, in a speech in July 2021, at the current rate of progress, the world is 'tremendously off track' to achieve the SDGs. As the deficiencies become more apparent in the run-up to 2030, all forms of capital – philanthropy included – are likely to come under increased pressure to step up their investments in the SDGs.

Whatever the faults of their conception or execution, the goals do at least provide a framework for funders to direct their efforts and a focus for collaboration.

[16] Candid. SDGFunders 2016+, https://sdgfunders.org/sdgs/ (accessed 17/1/23)

Quality Education (SDG3) has received

$89.8 billion

(USD) in the period since 2016.

Other significant factors *continued*

Infrastructure

As a rule of thumb, the more developed the philanthropy sector in a country or region, the more developed and sufficient is its infrastructure.

In other words, there is a high concentration of umbrella bodies, associations, advisers and media outlets in North America and Europe and very little anywhere else, including the focus areas for this report. According to a 2017 report by WINGS,[17] North America accounts for 80% of expenditure on philanthropic infrastructure. The Middle East and Asia-Pacific are not well-served. The AVPN is the only pan-regional body in Asia, as the Asia Philanthropy Circle's focus is really South-East Asia. The predominance of one organisation in a region so vast and so diverse is itself an illustration of how thinly spread the infrastructure in the region is.

Prominent regional bodies in the rest of the world include the Foundation Center and Candid in the US, Philea and DAFNE in Europe, African Grantmakers Network in Africa and, in the Middle East, the Arab Foundations Forum. The Centre on African Philanthropy and Social Investment at Wits University in South Africa is also worth noting, not only because it is a research centre in a region starved of data (see the focus area sections below), but also because it exemplifies a growing trend for academic study centres in philanthropy.

… there is a high concentration of umbrella bodies, associations, advisers and media outlets in North America and Europe and very little anywhere else …

Associations and membership bodies have an important function in stimulating the exchange of research and expertise among philanthropists. They can also play a key role in bringing together different forms of capital for social investment, a prominent feature of AVPN and its sister organisations in the different regions.

[17] WINGS (2017) *Infrastructure in Focus: A new global picture of organizations serving philanthropy*. WINGS. https://wings.issuelab.org/resource/infrastructure-in-focus-a-new-global-picture-of-organizations-serving-philanthropy.html

The effects of Covid-19

As a panellist at a May 2022 meeting on philanthropy in Africa remarked, Covid-19 'has pressed the reset button on philanthropy'.

Generally speaking, the pandemic has affected philanthropy in at least four important ways:

- It has resulted in spikes in giving from all categories of donors (this has frequently meant that non-Covid-19 causes have suffered in proportion.
- Anecdotally, it has put many existing initiatives on hold.
- It has accelerated the way in which technology is used, both internally and externally, to raise resources.
- Perhaps most significantly, it has led many grantmakers to streamline their procedures to make funds quickly available to anti-Covid-19 interventions. The above-mentioned increase in giving has been clearly documented.

At least US$10.3 billion was given globally in May 2020, according to Candid, which tracked major grants to combat Covid-19 and in May 2022 the Gates Foundation announced a commitment of up to US$125 million to help end the acute phase of the Covid-19 pandemic and prepare for future pandemics.[18] Overall, the Foundation donated over US$2 billion to global responses to the disease. The pandemic has also increased the trend to give to healthcare. Tik Tok, for instance, donated US$10 million to the World Health Organization. (Once again, counter-indications may be provided: a 2020 survey by consultancy firm Cambridge Associates found that only 30% of its foundation clients were proposing to pay out more than they had originally budgeted to meet additional needs created by the pandemic.)[19]

What may be more significant for the future is that, as an article by McKinsey notes, 'the money has been given at record speed, with fewer conditions, and in greater collaboration with others'.[20] According to the Council on Foundations, almost 750 foundations have signed a public pledge to streamline grantmaking processes, and individual donors are partnering with their peers to make sizable grants with less paperwork. Whether this simplification of process endures beyond the pandemic remains to be seen. As the research on the regional focus areas in Part 2 will show, opinion is divided on this point.

The effects on individual giving are harder to quantify, though, after a hiccup in the early days of the pandemic, giving seems to have picked up and even increased. The 2022 CAF World Giving Index records a dip in the global statistics for 2018, though it notes a recovery from then until 2021.

As the Index does not record what causes attract donations, it's impossible to say whether increased giving to Covid-19-related causes has led to a decline in giving to other causes. Research by CAF in the UK, for instance, found 'a large increase in the number of people donating or sponsoring to the cause "hospitals and hospices" during the height of the pandemic's first wave, whilst up to a fifth of people specifically reported donating to charities which support the NHS (the UK's public health service)'. Against that, one in 20 (5%) people's concerns about their own financial situation have caused them to cancel a regular donation (CAF, 2020). The Index does add an interesting observation, however: 'the pandemic has been changing the landscape of global giving behaviour. In 2018, seven out of the ten most generous countries were classed by the United Nations as high-income countries. However, in 2020, during the height of the pandemic, seven out of the top ten were low- and middle-income economies. This trend continued in 2021.'[21]

Covid-19 'has pressed the reset button on philanthropy'

[18] Philanthropy News Digest (2022) 'Gates Foundation commits $125 million to help end COVID pandemic', (13 May 2022). New York: Candid. https://philanthropynewsdigest.org/news/gates-foundation-commits-125-million-to-help-end-covid-pandemic

[19] Filosa, T A & Steele, G (2020) 'Foundation spending strategies vary for 2020'. Cambridge Associates. https://www.cambridgeassociates.com/insight/foundation-spending-strategies-vary-for-2020/

[20] Nowski, T, O'Flanagan, M & Taliento, L (2020) 'A transformative moment for philanthropy', (21 May 2020).McKinsey & Co. https://www.mckinsey.com/industries/public-and-social-sector/our-insights/a-transformative-moment-for-philanthropy

[21] CAF Online (2022) *World Giving Index 2022: A global view of giving trends*. West Malling: CAF. https://www.cafonline.org/docs/default-source/about-us-research/caf_world_giving_index_2022.pdf

Trends ongoing from the 2018 research report

Among the top trends identified across the board by the previous report on the future of philanthropy were:

1

a demand for, and move towards, **technology-driven transparency**

2

leveraging the crowd and increased **online giving**

3

greater **digital engagement** across the sector

4

broader **collaboration among donors**

5

the emergence of **data-driven philanthropy**

6

a changing role for business (a larger expectation of its social role, including giving)

7

more **strategic philanthropy**

8

the emergence of **millennial philanthropists**, who would take a different approach (often more directly engaged) to philanthropy from that of previous generations

It has been difficult to find reliable and up-to-date information on a number of these trends, which makes any attempted assessment no more than educated guesswork, though some points – and some countries – stand out.

Trends ongoing from the 2018 research report *continued*

Leveraging the crowd and increased online giving

There is little doubt that the trend of leveraging the crowd and increased online giving has continued to gain ground. Among the focus area countries, Indonesia saw a striking growth of online giving, which rose by 72% during the pandemic, helping to overcome the slowing-down effect that social distancing had had on other forms of giving.

Crowdfunding also saw an upturn: according to the *Jakarta Post*, the platform Kitabisa, for example, saw a surge in fundraising campaigns for Covid-19 mitigation in March 2020, with 513 such campaigns initiated by public figures, NGOs and members of the general publicThe total donations from these campaigns amounted to Rp24 billion (US$1.4 million). Amounts of online donations were already rising, but the pandemic – and the rise of financial technology (fintech) – gave them a massive impetus.[22]

China, too, has seen tremendous growth in online giving. In 2016, the total funds raised online increased by 47% from the previous year to RMB1.98 billion (roughly US$$310 million). Tencent Foundation, the charitable arm of China's leading social media platform, initiated a three-day 99 Charity Festival in September 2015. During this annual festival, Tencent leveraged its nearly 1 billion registered WeChat users and matched funds donated to NGOs. In 2019, Tencent Foundation raised RMB1.78 billion (roughly US$$278 million) through 48 million donations.[23]

Online giving looks set to grow even more rapidly, although concerns about online security may put a brake on this growth. A study by Sura, Ahn and Lee (2017) based on 258 survey responses from individuals in Malaysia and South Korea found that donors were concerned about online security and that general attitudes towards online donation and security affected individuals' willingness to donate.[24]

The survey was conducted several years ago, but those concerns may still constitute a check on progress.

For another focus region, the Arab region, there is little specific data on online giving or crowdfunding. This may change when the updated version of the Arab Giving Survey is published, but at the time of writing a 2021 report by the WINGS working group on Local Cultures of Giving[25] identifies 23 crowdfunding platforms in the region. Few of these, however, support NGOs, and financial restrictions would in any case prevent them from doing so. Zoomaal is an exception, although its support is not necessarily attuned to the needs of NGOs; to counter this, GivingLoop has been formed to enable NGOs to raise regular monthly funding to cover basic costs rather than having to fundraise every year for projects to sustain existing operations. It also meets donor concerns about transparency by insisting that NGOs send monthly reports to regular donors.

In Africa, online donations, although expanding fast, do not take pride of place in current fundraising, even though the pandemic consolidated online giving in 2020.

Elsewhere, the Observatoire de la Fondation de France finds that, although online drives can help diversify fundraising activities and reach out to new donors, the traditional channels – collections in public areas and private premises, street fundraising (recurring donations via a standing order), fundraising events and so on – are still the dominant form of public fundraising for non-profits. Fundraising by mailshot is still widely used, although there has been a decrease in mailshot volumes.[26]

[24] Sura, Ahn, J & Lee, O (2017) 'Factors influencing intention to donate via social network site (SNS): From Asian's perspective', Telematics Informatics, 34 (2017): 164–76.

[25] WINGS Cultures and Giving Affinity Group (nd) 'Saudi Arabia, Civil Society Country Profile, 2020'. [Unpublished at time of consultation]

[26] Observatoire de la Fondation de France (2019) 'Nouveau panorama national des générosités : découvrez les cinq grandes techniques'. Paris: Fondation de France. https://www.fondationdefrance.org/en/the-philanthropy-observatory/new-national-review-of-philanthropy-explore-five-key-trends

The experience of the Giving Tuesday movement also provides a significant insight into the progress of online giving around the world. Begun in the US in 2012, the idea has subsequently spread to cover over 70 countries. Country movements are run as separate, but related, ventures, part of a global network. As an example, Giving Tuesday in the UK raised £20.2 million in 2020, a 42% rise on the previous year's figures (again, presumably buoyed by Covid-19);[27] in the US, the 2021 edition raised US$2.7 billion, although only about a third of this amount was through online giving – a statistic that seems to buck the trend. Where the early editions featured purely online donations, since 2019 more offline donations have been registered, which has coincided with a sharp rise in donations overall.[28]

[27] GivingTuesday UK (2020) 'Over £20.2 million in donations on #GivingTuesday'. https://www.givingtuesday.org.uk/20-2-million-donated-on-giving-tuesday-2020/

[28] Giving Tuesday US (2021) 'Millions of people come together to celebrate generosity, share kindness, and drive record-breaking giving on GivingTuesday 2021'. www.givingtuesday.org/blog/millions-of-people-come-together-to-celebrate-generosity-share-kindness-and-drive-record-breaking-giving-on-givingtuesday-2021.

Trends ongoing from the 2018 research report *continued*

Technology's ability to democratise the field is frequently touted as a potentially important aspect of its application to philanthropy. This of course goes wider and deeper than the proliferation of online giving channels and will not happen automatically with the adoption of technology. A recent article suggests that, to ensure that technology promotes a more democratic philanthropy, institutional philanthropy needs to use:

- technology, to ensure that beneficiaries play a bigger role in the work
- digital tools, to democratise decision-making about grants
- technology, to support participation[29]

[29] Giving Compass (2022) 'How technology can democratize philanthropy', (19 March 2022). https://givingcompass.org/article/how-technology-can-democratize-philanthropy

[30] From an author interview, June 2020.

Greater digital engagement across the sector

There is undeniably greater digital engagement across the sector; it continues to gather momentum and has of course received a stimulus from the pandemic.

As the use of smartphones and other forms of digital technology becomes near universal, especially among young people, the use of online channels for communication both with them and with each other is growing – as is illustrated by the use of applications like ShareTheMeal by the United Nations World Food Programme (WFP), which asks donors to donate US$0.50 by tapping a button on the application.

The pandemic, again, is behind the wholesale adoption of digital communications within the sector. We need look no further than the prevalence of Zoom and Microsoft Teams in our own lives for evidence of this.

Organisations have adapted very quickly to the use of online platforms for hosting not only one-to-one meetings, but also workshops and conferences. In 2020, for example, AVPN decided to hold its major annual conference entirely online, and numbers of those attending reached 7,400.

The experience of AVPN and others who followed the same path has suggested not only that major events can be held successfully online, but also that they can draw even larger audiences than live events, which will have big implications for the future. Another consequence of the decision to move the conference online was that, as AVPN's Alfred Poon noted, 'we became a community of very tech-savvy individuals'.[30]

It seems unlikely that online events will entirely replace face-to-face gatherings, but the lessons learned during the enforced distancing of Covid-19 are clear and will certainly produce a greater degree of digital engagement among all players in the sector over the next few years.

The pandemic, again, is behind the wholesale adoption of digital communications within the sector.

Broader collaboration among donors

Collaboration among donors ranges along a scale from cooperation on an individual project, through the formation of interest and advocacy groups, to longer-term pooled funding efforts.

Unsurprisingly, it is global and complex problems – such as Funders for Regenerative Agriculture (itself an offshoot of the Global Alliance for the Future of Food and the Climate Rights Funder Collaborative) – that attract such collaborations.

The 2022 Ecosoc Partnership Forum notes that the urgency and scale of global challenges suggest the 'need for a model of accelerated, "rapid-partnering" that can be readily applied to mobilise collective action on the scale required and ensure that the global community can "build forward" and thus advance the full implementation of the 2030 agenda'.

Trends ongoing from the 2018 research report *continued*

> *'the creativity, know-how, technology and financial resources from all of society is necessary to achieve the SDGs'*

Ecosoc's recommendations are symptomatic of the increased attention the idea of collaboration has been receiving, especially in the light of the SDGs (see above), which are so wide-ranging as to defy the work of one organisation or of one sector. The preamble to Ecosoc's recommendations notes that 'the creativity, know-how, technology and financial resources from all of society is necessary to achieve the SDGs'. This tendency is not specific to a region, but appears to be global, confirming the growing trends which the groups in the 2018 research pointed to.

There have been some notable recent developments. Co-Impact was founded in 2017, specifically to bring together philanthropists, foundations and private sector partners to pool funding to support systems change in the sectors of health, education and economic opportunity in Africa, Asia and Latin America. In March 2022, it launched a US$1 billion Gender Fund to advance Global Equality and Women's Leadership – at the time of writing, financial contributions to the Fund have totalled over US$320 million.

The results of research undertaken by the Partnering Initiative (TPI) have been recently published in a study, *Partnering for Philanthropic Impact*. TPI aims to encourage and assist the formation of partnerships, offering strategy development, Fit for Partnering assessments, the development of pro-partnering systems, partnership health checks and staff and grantee partnering capacity building.

The pace at which collaboratives are being formed seems to have picked up. According to a 2021 Bridgespan **survey** of 97 respondents, 3 out of 4 had formed their collaboratives since 2010 and more than half since 2015.[31] Sixteen survey respondents reported establishing their collaboratives in 2020, the highest number of organisations established in a single year.

In March 2022 Co-Impact launched a

$1bn

Gender Fund to advance Global Equality and Women's Leadership in Africa, Asia and Latin America

Again, some qualifications need to be noted. Collaboration is notoriously difficult and time-consuming. Bridgespan's work in India reveals a field which is much less developed than in the US but which is also growing. Its 2018 research found most of India's philanthropic collaborations are less than five years old but that results so far are positive. Of the 35 stakeholders consulted across 13 collaboratives, 70% extolled the virtues of collaboration, 'strongly agreeing' that working collectively has enabled them to make more progress than working alone.

In terms of figures, the impact of collaboratives is still to be demonstrated. The 97 respondents to the Bridgespan report estimated their grantmaking totalled between US$2 billion and US$3 billion in 2020. On average, they have made 44 grants a year, most less than US$500,000.

[31] The Bridgespan Group (2021) *Releasing the Potential of Philanthropic Collaborations Executive Summary*. Releasing the Potential of Philanthropic Collaborations-Executive Summary (bridgespan.org)

Trends ongoing from the 2018 research report *continued*

These qualifications notwithstanding, it seems certain that collaborations within and between sectors is a growth area, with larger and universal issues like climate change as a driver. Climate change and the economy – and the links between them – have already attracted a good deal of collaborative interest with **Partners for a New Economy** (formed in 2015) and with more regional platforms like the **India Climate Collaborative**, launched in 2020.

A changing role for business

The role of business has also seen a change, which is evident in a range of forms such as the line between the for-profit and non-profit sectors becoming blurred, blended finance, corporate social responsibility, the continuum of capital and Environmental, Social and Governance (ESG) investing.[32]

It is by no means a new phenomenon that businesses are giving greater consideration to social and environmental concerns – Harvard Business School pointed to the emergence of a 'new business-non-profit relationship' as long ago as 2000[33] – but it is an accelerating trend.

The notion of blended value (see earlier reference) has begun to gain traction. Though variously defined, it is seen generally as a conceptual framework for advancing a notion of value creation which is not based upon a binary value (either economic or social) but on a unified, holistic understanding of value as 'both/and'. Under this view, NPOs create economic value, and the operations of for-profit organisations have social and environmental implications. These implications are as likely to take into account the way businesses operate, rather than simply what they give back in the form of donations or in-kind returns to the community. Groups like the **Responsible Business Alliance** (RBA), an industry coalition dedicated to CSR in global supply chains, and **Corporate Citizenship** offer platforms to business to navigate the increasingly choppy waters of sustainability and ESG performance.

'it's not just about shareholders; it's about all stakeholders'.[34]

As noted above, pressure on business to measure these things and to report on them is increasing with a new generation of consumers being more aware than their predecessors of the social and environmental impact business can have.

Again, neither of these initiatives is new but they, and others like them, are gaining increasing prominence as the contribution business can make, negatively or positively, to environmental and social questions becomes more apparent. In general, there is growing awareness that, as one observer put it, 'it's not just about shareholders; it's about all stakeholders'.[34]

[32] Though the stimulus for ESG practice is risk to the company or investor, rather than wider social benefit, the notion of ESG has at least contributed to investors giving greater consideration to how they use their money.

[33] Austin, James E (2000) 'Strategic collaboration between nonprofits and business', Nonprofit and Voluntary Sector Quarterly 29 (1): 69–97. March 2000.

[34] Quoted in Kerber and Jessop (2020) 'Analysis: How 2021 became the year of ESG investing', 23 December 2021, Reuters. Analysis: How 2021 became the year of ESG investing | Reuters

Trends ongoing from the 2018 research report *continued*

Data on this is hard to come by, but a glance at the progress of ESG investments will give a rough index of changing expectations. Reuters reports a record US$649 billion invested in ESG-focused funds worldwide up to the end of November 2021, up from the US$542 billion and US$285 billion that flowed into these funds in 2020 and 2019, respectively. ESG funds now account for 10% of worldwide fund assets.[35]

Business–NGO partnerships are also an increasing feature of the landscape. The World Wildlife Fund (WWF), for instance, works with H&M, Ikea, Velux Group and the Toyota Motor Corporation (among others). Similarly, the Nature Conservancy's corporate partners include Colgate, Herbal Essences and Skechers.

[35] *ibid.*

ESG funds now account for

10%

of worldwide fund assets.

All of this is part and parcel of what may be a sea-change in how businesses view their role. There are signs that their philanthropic practices are changing from straightforward CSR (cash or in-kind donations to generally local community causes) to a wider view which sees them as an integral part of society, with interests in common and therefore common concerns. Again, this tendency should not be exaggerated – there are many gradations between the two positions – but most of those questioned in the field research felt that the attitude of business is changing.

Impact investing

Also, worth mentioning in this context is impact investing. According to the **Global Impact Investing Network's** (GIIN's) *GIINsight: Sizing the Impact Investing Market 2022* report,[36] the size of the worldwide impact investing market was US$1.2 trillion, the first time that estimate has topped the US$1 trillion mark. GIIN's report spotlights two areas of development in the market that are becoming increasingly prevalent: green bonds and corporate impact investing.

This, too, is a cross-sector trend, with foundations employing impact investing as part of their general strategy – in the case of foundations, it is variously referred to as programme-related investing and mission-related investing. The distinction is not always clear.

[36] Global Insight Investment Network (GIIN) (2022) *GIINsight: Sizing the impact investment market 2022.* GIINsight: Sizing the Impact Investing Market 2022 | The GIIN

Japan's Narada Foundation uses both terms, for example, as does the **Ford Foundation**, which in 2017 committed US$1 billion from its endowment to mission-related investments and whose website asserts that 'through our program-related investment (PRI) and mission-related investment (MRI) funds, we aim to grow and strengthen the practice of impact investing'.[37] Most proponents, though, would feel that, whatever progress has been made by foundations in this respect, it has not gone far, or fast, enough: writing in **Pioneer's Post** in 2019, Felix Oldenburg, former head of the Association of German Foundations, complained that foundations' take-up of impact investment was proceeding at 'a snail's pace' and that the majority lack either the appetite or the financial expertise, or both, to engage in it.[38]

[37] The Ford Foundation, www.fordfoundation.org/work/challenging-inequality/mission-investments

[38] Felix Oldenburg (2019) 'Foundations and impact investing: Why the heck is it taking so long?' *Pioneer's Post,* 29 July 2019, Foundations and impact investing: Why the heck is it taking so long? | The Social Enterprise Magazine - Pioneers Post

Trends ongoing from the 2018 research report *continued*

Hybrid organisations

There are also a growing number of enterprises that straddle the divide between profit and non-profit, among them the so-called B Corps. The term has no legal status, but to acquire B Corps certification, companies must meet certain social and environmental criteria and must also make commitments to stakeholders in company governing documents. According to Bcorporation.net, the website of B Lab which provides the certification, there are now more than 5,000 B Corps across 82 countries and 156 industries.

Social enterprise, defined by **Investopedia** as 'a business with specific social objectives that serve its primary purpose',[39] falls into the same hybrid category. The global number of social enterprises is impossible to fix for a variety of reasons, most commonly because there is often no specific legal form for the phenomenon and, in general, their development has outrun legislation and definition.

[39] Investopedia, Social Enterprise Definition (investopedia.com).

B Corps now number over

5,000

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156

industries.

A new generation with a different approach

Estimates of how much an imminent generational transfer of wealth will amount to vary – from £5.5 trillion globally, over the next 20 to 30 years, to US$30 trillion in the US alone over the next 20 years.[40]

All sources, however, are agreed that this will be the 'greatest wealth transfer in history' and its implications for philanthropy will be huge, not just because of the amount involved, but because the inheritors' attitude to philanthropy is likely to be different from that of their benefactors. 'Philanthropy's next generation is reconfiguring the donor landscape, upending norms in nonprofit organizational practice, and even blurring sector boundaries in ways that are redefining how people think of the best way to "do good",' says the Johnson Center on its website.

[40] Hall, M (2019) 'The greatest wealth transfer in history: What's happening and what are the implications?' Forbes.com.

'Philanthropy's next generation is reconfiguring the donor landscape, …

Trends ongoing from the 2018 research report *continued*

Among the characteristics of Gen Z (those born between 1997 and 2012) and millennial donors (those born between the early 1980s and mid-1990s) is a closer and more active relationship with the groups they support and with each other, studies suggest. These donors also want to use their influence to affect society in other ways than giving, for instance by their career or purchasing choices.

A 2019 blog post from Christina Mendonca, Co-Chair of Nexus Global Youth's Working Group on Refugees and Forced Displacement, takes a similar view and argues that next generation philanthropy will also put greater focus on transparency, on smart communications, on increasing resilience rather than creating dependency among beneficiaries, on community-focused funding and on intersectionality.[41]

Next Gen donors are also more likely to embrace new vehicles for giving (we have noted the example of the Chan Zuckerberg Initiative already) and, on the face of it, are more likely to pursue causes such as climate change and social justice than were their parents, if only because these issues have come into sharper focus in the last decade.

Initiatives like NextGen Philanthropy have emerged to capitalise on and encourage the entry of Next Gen philanthropists into the field. It is difficult to see whether this is predominantly a Global North – and, even more specifically, a US – trend, though massive wealth transfers in Asia (see above), and elsewhere mean that it is likely to become more widespread and more pronounced.

This has been a brief tour of the current state of global philanthropy. It is neither complete, nor comprehensive, nor could it be, given the current state of knowledge. It indicates, though, that, while it is difficult to generalise across very different sets of circumstances, some tendencies are emerging across the board – giving in all its forms (money, goods, time and expertise) is increasing, though not necessarily in proportion to increased wealth and certainly not to increasing need; there is a growing awareness of the power of philanthropy to address social and environmental issues; and cooperation between and within the different sectors is necessary in order to achieve this. Part 2 of this report now looks at the way forward. Based on interviews with sector leaders, it offers insights into the trends that are likely to shape both philanthropy and society over the coming 5–10 years and how funders can contribute to them.

[41] Mendonca, C L (2019) '9 ways the next generation is reshaping philanthropy'. Medium.com | by Christine L. Mendonça | Medium

Part 2

The three focus regions

This second part of the report looks in more detail at our three focus regions: South-East Asia, Africa and the Middle East.

We will draw to a certain extent on desk research, but the most informative resource for this section will be the primary research carried out specifically for the report, interviews with experts in the field in those focus regions, whose names can be found in Appendix 1.

For the purposes of this report, China has been included under the heading of South-East Asia for two reasons: first, because of the influence exercised by Chinese culture throughout the region owing to its large Chinese diaspora; second, because China itself is a rising power in philanthropy, and its political and economic clout is also likely to make it influential in philanthropic terms throughout South-East Asia.

Two things need to be borne in mind: the field research is more current than the desk research (having been undertaken just before the report writing), but it is also more anecdotal.

Each regional section will be divided into three parts:

- a brief review of the **desk research**
- more in-depth analysis of the primary **field research**, with emphasis on the major trends identified in the 2018 report
- a final section of **action points**, which draws out recommendations for philanthropists that they can put into practice in order to **accentuate positive trends** and help further the development of philanthropy in the three regions

Part 2

South-East Asia

The desk research

Indonesia was ranked the most generous country in 2020 according to the 2021 CAF World Giving Index.[42] Eight out of ten Indonesians donated money in 2020 and its volunteering rate is more than three times the global average.

Hamid Abidin (director of Filantropi Indonesia) notes that the pandemic and its economic impact did not seem to have prevented Indonesians from giving: 'The only thing that has changed is the form of donation and the amount. Affected communities continue to donate money even though the amount is smaller, or donate in other forms, such as goods and time' (see below for more on this). Zakat payments also rose in 2020 and the gotong-royong tradition of mutual aid invoked particularly in times of emergency may help explain the high level of volunteering.[43]

Chinese philanthropy has seen a remarkable upturn since the Sichuan earthquake (also known as the Wenchuan earthquake) in 2008, with the number of private foundations now exceeding 6,300. The total donations for 2018 and 2019 were RMB127 billion (roughly US$19.8 billion) and RMB133 billion (roughly US$2.8 billion), respectively. The tightening of registration and reporting requirements for foreign NGOs that followed the charity law in 2016 had the effect of putting pressure on the whole sector to strengthen capabilities and to increase transparency. Meanwhile, donors have been increasingly asking for measurable impact outcomes and are driving NGOs to look to innovation and technology for this purpose.

[42] CAF (2022) World Giving Index: A global pandemic special report 2021. West Malling: CAF. www.cafonline.org/docs/default-source/about-us-research/cafworldgivingindex2021_report_web2_100621.pdf

[43] Jakarta Post (2021) 'Digital donations – new potential to accelerate philanthropy', 6 March 2021. https://www.thejakartapost.com/academia/2021/03/05/digital-donations---new-potential-to-accelerate-philanthropy-.html

A report by AVPN notes the following tendencies: the formalisation and professionalisation of the sector; an extension of cause areas supported (newer ones include youth development, environment and climate change; investment in philanthropic infrastructure; and a search for more financially sustainable models), new social investment tools and growing number of social enterprises.[44]

Generally speaking, Asian wealth holders give a lower percentage of their wealth than those in other regions. Despite holding almost a third of the world's wealth, Asian UHNWIs contributed 12% of all philanthropic giving worldwide in 2019.[45] A shift may, however, be underway: 81% of Asian HNWIs surveyed by RBC Wealth Management believe that they now have greater opportunity to tackle societal issues, especially through investing, compared with 56% of their Western counterparts.

The potential is evidently there, especially in the wealthier parts of the region. Between 2017 and 2019, the number of Single-Family Offices (SFOs) in Singapore increased by 500% to over 400 entities, and were estimated to have more than US$20 billion in assets under management. According to UBS, almost half of SFOs in Singapore are currently engaged in philanthropy, channelling an average of 2% of their assets under management. This is still much less than the global average for family offices, however – a 2019 survey put family office giving in Singapore at US$2.7 million annually against a global average of US$6.4 million per family office.[46]

Social enterprise is a small but growing sector in Singapore, too, though of indeterminate size. In 2020, the total estimated number of social enterprises lay between 2,660 and 12,717. The variance in number can partly be attributed to the self-identification of such organisations in an environment where legal frameworks are still evolving.

Notably, too, there is a high level of trust among the island state's donors, something which is often less evident elsewhere. From January to May 2021, as part of the Covid-19 response, over S$90 million was donated to the Community Chest (the Sayang Sayang Fund operated by the Community Foundation of Singapore – CFS), with many donors giving unrestricted funds. This underscores the trust that donors in Singapore have in CFS's needs assessment and donation allocation.

Two other countries from the region also feature in the top 10 in the World Giving Index: Myanmar (4) and Thailand (10).

[44] AVPN, 2019.

[45] www.cnbc.com/2020/10/08/asia-pacific-is-home-to-most-billionaires-globally-pandemic-grows-wealth.html

[46] Campden Wealth Limited (2020) Global Family Office Report, 2019. UBS.

[47] EDP/AVN, 2022.

The field research

Background

Inequality and access to resources

Respondents identified a number of key challenges. In Indonesia, Farah Sofa (Ford Foundation, Indonesia) points to a widening inequality gap in the region, which she saw as especially important for minority groups. 'The inequality gap is quite startling … and is getting wider and wider. We have more and more socially excluded people, especially through the pandemic … Indigenous people and local people are getting less and less access to natural resources and they are the ones who are bearing the consequences of large-scale environmental degradation.' One reason for this, she believes, is that policy is being dictated from above and, once the infrastructure is set, it is very difficult for local communities, even local governments, to intervene.

'The inequality gap is quite startling … and is getting wider and wider

Vanessa Reksodipotero (Yayasan Usaha Mulia [Foundation for Noble Work], Java) agrees. The pandemic has been a massive economic hit and has led to much loss of income, especially for poor families; not only can these families least afford it but they also have little or no digital access, which has had a knock-on effect on their access to healthcare and education. The need for digital, as well as financial, inclusion, especially prioritising the inclusion of women, was also mentioned by Stephanie Arrowsmith (Impact Hub, Indonesia/Thailand). There is a major need for rebuilding following Covid-19.

An aggravating factor in the growth of inequality in Indonesia in particular is its scattered geography, which is producing gaps in social and, most importantly, educational provision – and it is not just access to education that is the problem, argues Stephanie Arrowsmith; it is the provision of quality education.

'Economic development in the region hasn't really stabilised,' argues Richard Brubaker (founder and managing director, Collective Responsibility), who runs a sustainability agency that works with mainly large industry to understand sustainability in the Chinese context. In China specifically, he notes a host of problems: 'If I'm looking at the environment, I'm looking at water and agriculture; if I'm looking socially, I'm looking at communities, healthcare and education; economically, the future of jobs, which is a huge issue – but almost as important is affordable housing in many cities.'

He adds, 'What are really critical issues locally are being lost to the global challenges of, say, climate change or whatever overriding issue is involved.'

For Rainer Heufers (executive director, Center for Indonesian Policy Studies), the problems are clear; the issue is, how are we responding? 'We see the Chinese influence coming up. That's to say, efficiency goes over discourse, speed goes over depth of discussion, over inclusion.'

'What are really critical issues locally are being lost to the global challenges of, say, climate change or whatever overriding issue is involved.'

The field research *continued*

Building infrastructure and resilience really needs the inclusion of voices from society 'and that's a challenge, especially in South-East Asia'. And the disregard of local voices is not just an internal problem, reckons Richard Brubaker; it also happens on a larger scale. 'The region is seen as behind or part of the problem, but no one is really listening to what's happening here. There's no balance.'

On the challenges posed by the sheer size and variety of South-East Asia, he says, 'We are caught between these two paradigms: the understanding of the diversity in the region, but on the other hand the desire to be quick. We see civil society space shrinking.' This of course affects not only civic engagement but also how and when money is disbursed.

Climate change

Predictably, climate change was cited by nearly all our authorities as a growing challenge. Vanessa Reksodipotero notes the accompanying ills of sea level rise and loss of forest cover.

The problems are compounded in China, believes Richard Brubaker, because, while the challenge posed by climate change is systemic, China is a huge country distributed across very different regions, so there is no common stance on environmental questions. He also notes that China is the world's largest importer of food and therefore bears an indirect exposure to climate risk, too.

Other challenges surfaced in the respondents' accounts. Stephanie Arrowsmith sees the need to make support for entrepreneurs more equitable if the region is to make the most of its economic potential. There were also specific challenges for philanthropy – misuse of funds is a concern that is holding back the development of philanthropy, believes Farah Sofa, and, in Indonesia (and probably in other parts of the region), government regulation is needed not only to streamline how the sector operates but also to create an enabling environment for it to operate in.

The Pandemic

'The pandemic changed everything. People started losing their jobs and their income.' This remark from Vanessa Reksodipotero reveals the radical nature of the changes wrought by Covid-19. In fact, the effects of the pandemic have been so far-reaching that they are the main narrative in the general story of philanthropy's development over the last few years. A few points from the research are worth making separately, however. Farah Sofa notes the effects on a major foundation like Ford: 'Ford has responded by providing core support, unrestricted funding, delayed reporting, etc. [In addition,] we have been forced into digitalisation. In our partnerships, before, all the meetings had to be in person – which restricted who was able to come; but now, online meetings are open to everyone. It also enforced collaborations.

We are now moving towards a trust-based philanthropy.

Ford and some partners are supporting the access to vaccine initiative because we saw during the pandemic the unequal access to vaccines especially for the under-50 age group. I think the effect will continue. We are now moving towards a trust-based philanthropy.'

If larger philanthropies are likely to be more open to collaboration and more consensual working, Rainer Heufers believes that this is a trend which will be reversed where governments are concerned: 'Governments were more open to advice during the pandemic, because they had to move fast. That's changing now.' He thinks they will now be less heedful of outside voices.

The field research *continued*

Prime movers

Who do our respondents see as the main players in philanthropy in the region?

Most see a more active engagement of corporates and corporate foundations (see also the section below on the changing role of business). In Indonesia, Farah Sofa sees corporate foundations as prime movers but also considers that 'they are moving towards more strategic initiatives'. She also believes that 'family foundations are emerging and, last but not least, so too are HNWIs'. There's a proviso to this: 'It's Asia, and we don't like to boast about our giving, so most of the players except the corporate foundations are a bit shy – they don't tell the world they are giving.'

She notes, too, the rise of impact investing: 'It makes more sense for families or individuals coming from the private sector.' Alejandro Alvarez (formerly AVPN China [now Latimpacto]) echoes this: 'Here's this whole phenomenon of impact investing, investing with impact … that is coming super-strong and I welcome that because you need the whole continuum of capital and different ways of creating social impact.'

In China specifically, Alvarez believes that the Common Prosperity Policy[48] has created an opportunity 'that's driving a lot of money towards social impact'. He also sees Chinese wealth starting to think about legacy; as a consequence, he says, 'I think we will see a quick evolution towards philanthropy.'

Rainer Heufers, too, talks of the 'active engagement of corporate foundations', adding that, in China, 'as long as governments find those activities complementary to their own, then usually they would be welcomed.'

Richard Brubaker sums up the development of recent Chinese philanthropy as follows: prior to the Sichuan earthquake (see above), it was dominated by international corporate foundations; 'then individual giving took off, followed by indigenous, largely corporate foundations, for example, Jet Li's One Foundation, then Jack Ma and Tencent. Last two to three years, there's been a fall-off from that. Foreign foundations tend to outsource the work, they tend to be regranting foundations, whereas Chinese foundations tend to be operational. They tend to build their own teams and work with government departments directly to solve issues, rather than funding non-profits. We've seen a fall-off in voluntary, strategic programming. In other words, they are waiting for the government to tell them what to do.'

[48] The most recent iteration of this was by Chinese President Xi Jinping in August 2021. Xi characterised common prosperity as raising the incomes of low-income groups, promoting fairness, making regional development more balanced, and stressing people-centered growth.

The point about local foundations operating their own programmes rather than funding civil society is taken up by Vanessa Reksodipotero in the Indonesian context. Family foundations, which she sees as 'newcomers to the Indonesia philanthropy scene over the last five years or so', tend to be operating foundations. This is an important point. Whatever good operating foundations may do, they do not contribute to strengthening civil society, which has implications for increased civic participation.

In addition to corporate foundations, Stephanie Arrowsmith sees that 'more family offices are gaining presence. They can be more specific and strategic.'

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The field research *continued*

What are the trends?

What did our respondents say about the key trends identified in the 2018 report?

There can be little doubt that most of these trends have continued to advance, though at different rates, with those related to technology, for example, accelerating faster than others. For the most part, the respondents saw these trends as continuing over the coming five to ten years.

Data driven transparency

As almost everywhere, the pandemic has given a huge impetus to the digitisation of the sector. This can be harnessed to provide greater transparency and accountability, but Vanessa Reksodipotero sees little push for it from donors in Indonesia.

In any case, she argues, the most significant amounts of funding come from external sources (85% of Yayasan Usaha Mulia's –YUM's – funding, for example, comes from outside Indonesia), so transparency remains a dormant issue among local donors. Richard Brubaker agrees: 'I don't even see that in Asia too much.' If there is any drive to technology, it's for the sake of internal efficiency, streamlining operations – rather than for maximising effectiveness of donations. The development of crowdsourcing, though, changes that a little bit, he feels: 'If you depend on a platform with US$2, US$10 coming in, you are more than likely going to do some form of homework. On the individual level, in reality, people just trust the story.' He believes that technology-driven transparency depends on the donor. Most won't want it, though the likes of impact investors may.

Overall, while technology will undoubtedly have a role to play in the future, he doubts if Chinese philanthropy will become technology-driven. Technology should be used to buttress existing solutions, he argues, not replace them.

By contrast, Benedikta Atika (ANGIN Capital, Indonesia) believes that the demand is there. She cites a case of fraud in Indonesia involving Aksi Cepat Tanggap, an Indonesian foundation that focuses on natural and humanitarian disasters: funds were not disbursed to the intended beneficiaries, which led to a deficit of trust, and therefore greater demand for transparency. The case, she believes, reveals both the possibility of fraud and also the of technology to detect it: 'Transparency will become the key trust issue moving forward.' Rainer Heufers also agrees that transparency is becoming a key issue: 'The fiscal system is more sophisticated.'

'Transparency will become the key trust issue moving forward.'

As an NGO, the tax authorities 'are checking very regularly what our revenue is, whether it's taxable or not. So that is one driver towards record-keeping, if not transparency, and, on the donor side, they want to see impact. This is a trend that is absolutely ongoing … and, with the pandemic, everything went digital.'

Transparent to whom and about what?

Alejandro Alvarez also sees the call for transparency as a growing tendency: 'I think this is always going to be a trend. And it will be accelerated because there are more tools … Donors at whatever level are becoming more sophisticated in terms of what they want to see.' However, he points to one of the difficulties involved in the whole transparency issue: 'Transparency is complicated because it's always linked to what the government wants you to be transparent about.'

The field research *continued*

This is emphasised by Stephanie Arrowsmith: 'Covid really pushed a lot of people into digital spaces, but that really emphasised this gap between those who could access digital markets and those who couldn't.' Overall, Stephanie Arrowsmith believes that, while Covid-19 has stimulated greater demand, there has been limited support when it comes to innovation. She also believes that an 'industry standard' is required. 'What is the data we're collecting and how are we sharing it? I think that's missing.'

Crowdfunding and online giving

Our desk research has already revealed the continuing trend of crowdfunding and online giving, which has, again, been heavily influenced by Covid-19 and looks set to accelerate.

The pandemic has again given a massive boost to this trend, both in the means used to fundraise and also the means of giving.

Benedikta Atika also foresees the continued development of online giving, partly because of the pandemic but mostly because the 'biggest driver is the financial illiteracy of Indonesians'. Sites such as Tokopedia, Gojak and Grab 'teach us how to use money, and they have incorporated online giving on their platforms'; a growth of technological literacy among Indonesians has provided an extra stimulus. Vanessa Reksodipotero agrees but also notes the mismatch between the two. There are people with online connectivity but no bank account, and these and similar issues are what she terms 'white spaces' in the system that need to be addressed.

A further stimulus is provided, says Farah Sofa, by the fact that religious organisations in urban areas are now gaining access to online platforms, while, in China, the growth of a consumer class has made crowdfunding platforms more significant, especially for community support in natural disasters or health emergencies, such as the pandemic. The prevalent culture of giving in South-East Asia has also been given a new impetus and a new outlet, which, says Stephanie Arrowsmith, allows the blending of more traditional forms of giving with modern technology.

Farah Sofa believes that online giving is producing more democratic forms of philanthropy: 'Technology has given people more options on how to give and what to give to. It has created a democratisation. You feel that you have more power.' It could also provide greater sustainability for NPOs, providing them with a wider support base, so that they will no longer be solely dependent on grants from larger institutional philanthropy. Alejandro Alvarez, meanwhile, thinks it's 'a given that this will increase, because of technology and because of social trends'.

'Technology has given people more options on how to give and what to give to. It has created a democratisation.

There are two caveats to this generally rosy picture that are worth noting. First, while Vanessa Reksodipotero says, 'I now pay my zakat online. I've never done that before,' she believes that this is not a uniform trend in Indonesia and that online giving is patchy. Second, in China, social awareness of crowdfunding campaigns has not kept pace with the increasing number of these campaigns, believes Rainer Heufers. Richard Brubaker makes a similar point. While crowdfunding is 'definitely growing … the amount of social awareness around it is falling off.' Moreover, he believes crowdfunding will still go mostly towards local needs: 'the most stable and the fastest growing, it's always hospital bills, homelessness. Very human stories, people you know – no-one's crowdfunding beach clean-ups.' Similarly, a key question for Stephanie Arrowsmith is whether the power of the crowd can be mobilised towards this or that particular cause that might correspond to a more general need.

The field research *continued*

Alejandro Alvarez sees another difficulty. For him, the drawback to technology-enabled philanthropy is that, while it can help initiatives to reach scale, the emphasis is on hi-tech, and a lot of human development issues can't be solved with technology. 'Not everything can be solved with an app. You just need a road or a warehouse.'

All in all, though, Rainer Heufers probably sums up the general view of this trend: 'We will definitely see these platforms playing a larger role, especially for certain emergency situations.' It's a way of mobilising resources quickly to support communities in crises.

Collaboration

Benedikta Atika believes that philanthropists are more open to collaboration, not only with each other but also with business. She thinks this trend is on evidence in some conferences around sustainable investing and impact investing, for example the AVPN Conference: 'It's interesting to see the audience they are drawing. Previously, it was more philanthropy-focused but, just this year, we observe there are more private sector people in the conversation. I think that shows how different stakeholders are trying to learn how they can work together … we can also see concrete examples – What needs to be improved is that it needs to become more mainstream still. At the moment, it's always the same key players who are leaders.'

Alejandro Alvarez says something similar: 'There are more and more collaborative platforms in Asia … some of them are still driven by big international players.'

'It's getting there,' says Farah Sofa, 'because the landscape has many more actors.' She notes collaborations between international foundations and faith-based local charities, and that these are significantly more equal partnerships. Her own organisation, the Ford Foundation, is partnering with local partners to build infrastructure for impact investment.

An inhibiting factor is the low level of understanding of the practice in Indonesia. Government also needs to engage to help change this, she feels (as an aside, one reason for limited development of institutional philanthropy in Indonesia is an unfavourable regulatory environment). Such collaborations, she believes, can be drivers for innovation. She doesn't see so much partnership with the private sector in Indonesia, which is really necessary, and she adds a caution that many others could echo – collaborations need time to explore and develop. She recommends starting small.

Vanessa Reksodipotero agrees. Partnerships are also forming between local NGOs and INGOs, sometimes facilitated through infrastructure and umbrella organisations: 'I didn't really see that ten years ago,' she says. Her own organisation, YUM (Foundation for Noble Work), for example, which works in Central Kalimantan and West Java, has joined the Asian Philanthropy Circle in order to tap into a wider pool of support and ideas.

Stephanie Arrowsmith, however, sees little real progress except for corporate foundations, which tend to be the key movers in collaboration. 'I think in the future we'll see a lot of philanthropic organisations working together. We're not quite there yet.' Overall, she thinks, most donors still work in silos. What is missing is infrastructure (incubators, platforms) that will bring partners together. The future could be the larger movers working with the smaller movers but there is a need 'to get beyond multi-stakeholder dialogues to actual implementation'.

'I think in the future we'll see a lot of philanthropic organisations working together. We're not quite there yet.'

The field research *continued*

In China, Richard Brubaker and Rainer Heufers agree that the government still calls the shots. Rainer Heufers believes that it will countenance collaboration so long as it suits its own aims and agenda, but not much headway has been made in this direction. Richard Brubaker doesn't 'see a lot of pure collaborations. Very little cross-border.'

Changing role of businesses

As we have already noted, most of the interviewees see positive trends in the role of business in social development and that, as the 2018 report found, it is very much in evidence and generally intensifying.

The role of business is especially important in Asia, argues Alejandro Alvarez, where much of the money comes from families that have been successful in business, so corporates and corporate foundations play a much bigger role in Asia than they tend to in Europe and North America.

He sees business moving away from CSR towards the idea of shared value. 'Corporations are a key actor,' he believes.

'Indonesia just launched a green taxonomy a few months ago,' says Benedikta Atika.'The big corporations are becoming aware of ESG, not just CSR, but the SMEs too are becoming more aware of how to implement ESG in their operations.' But they need help. 'Investors are asking about their ESG framework and they want to do that, but they don't know how. Assistance to help them get there is really important.' She sees, too, an often unhelpful divergence in the way impact is seen: 'One is looking for the depth and the other is looking for the breadth.'

'Corporations are a key actor,'

Stephanie Arrowsmith also witnesses 'companies moving away from CSR to more strategic involvement and investment and more engagement. I've seen more engagement from the corporate foundations we've been working with.' However, the real role for business in social development lies elsewhere, she believes: 'At the end of the day CSR can only play a limited role. Where businesses can leverage so much more is making really concrete internal changes.' She would like to see increased collaboration between business and existing NPOs that are already working on an issue.

CSR is mandated by the government of Indonesia, but there isn't yet the support for it to engage meaningfully, argues Vanessa Reksodipotero, and more sustainable, long-term programmes are not yet ingrained in CSR. She feels that tax incentives for giving (as in Singapore) would push corporations to contribute better, as would having more enabling government policy.

Where businesses can leverage so much more is making really concrete internal changes.'

The field research *continued*

The potential importance of SMEs

For many of our respondents, SMEs should be a key focus of attention in the private sector. SMEs and MSMEs (micro, small and medium enterprises) dominate the business sector in many emerging economies. Encouraging them to a greater understanding and practice of CSR could not only make these enterprises themselves more sustainable but could also make a big difference to the economy and society of a particular country. To build on the positive trend of business's role in development, Benedikta Atika thinks more help is needed for SMEs to formulate and implement ESG standards and that bigger business could play a role in this process.

Rainer Heufers already sees a great trend among micro-enterprises 'of how they are trying to come up with more social, ethical business models because of the mindset of the millennials' – but he, too, sees the need to focus attention more on MSMEs and away from big business, because the former are more numerous and, he feels, more flexible in their business practices. Given the dominance of government, he also considers it a significant development that government is showing more signs of wanting to work with MSMEs. Added to this, the Common Prosperity Goals have provided a better framework for corporate giving and have brought companies and HNWIs together.

Stephanie Arrowsmith points out the need for not just outward-facing but also internal changes. In other words, business, in its social role, should be looking at supply chains and labour practices, and not just how it intervenes in the community as a donor.

In China, too, Rainer Heufers sees companies increasingly understanding their social role: 'We have a very positive trend here. We see companies understanding that they need to be socially responsible [but] ESG is still in its infancy and it's 90 per cent misguided, I would say, but the actors involved know that, so there's an active dialogue on how to make that more realistic.' Richard Brubaker detected changes to CSR in China during the pandemic. In the lockdown in Shanghai, for instance, some companies diverted their CSR into buying foodstuffs for their employees and, as CSR 'changes to meet local pain-points, we're going to see more efficiency.'

Emergence of strategic philanthropy

According to our respondents, the trend least in evidence across the region is the emergence of strategic philanthropy. Most of what they had to say on the subject has been touched on in previous sections but one particular development they pointed to is more considered approaches, especially from the private sector.

Young people, too (see next section on Millennials), are beginning to adopt more considered approaches to their giving, especially those who have made or inherited significant amounts of money. Rainer Heufers also notes a growing trend towards effective altruism, while Vanessa Reksodipotero adds a cautionary note that, although philanthropy may be becoming more strategic, the approaches taken by strategic philanthropy locally are often short term, while the problems faced are complex and need long-term engagement.

One point worth adding here is the important role that data can play in making philanthropy more strategic. This point surfaced repeatedly in the research, not only on South-East Asia, but on the other focus regions (this point is made in Part 1 of this report). The data not only on areas of need but on what is already occurring to address these is often incomplete or absent.

Millennials

A younger generation of philanthropists is definitely emerging. Respondents noted that these younger philanthropists bring new energy, a willingness to embrace different solutions and attention to a different set of problems from those of the previous generation. As Rainer Heufers puts it, 'They're more likely to choose a different lifestyle and one that is more aligned to their values' – but respondents were careful to stress there are points to beware of and other areas that need development for this growth to take place.

The field research *continued*

Vanessa Reksodipotero notes that the younger generation are finding more creative ways of giving. They are exposed to new ideas and eager to be involved. 'I do see young people stepping up and that's why we've seen such a huge emergence of social enterprises. The younger generation has been much more creative – tech-savvy and business-savvy – compared to what used to happen in the past. I'm very happy that that's happening.'

She also wishes that 'there was more collaboration between these tech-savvy millennial philanthropists and smaller NGOs who have been doing this for 30-40 years, because there's a lot to learn from each other.' Their instinctive embrace of technology, frequently commented on, comes with attendant dangers, however.

Technology combined with impatience may lead them to seek quick results, argues Farah Sofa: 'They come back from studying or living abroad with ideas but without knowing what is needed. They also want everything to happen quickly and, in their mind, I think, money can solve everything. But it's also about empowerment – accompaniment – and building the community of practice, for example. I think this is something millennial philanthropists haven't realised yet … They think money and technology can fix everything, but we know that the most successful intervention is often the relationship.' The challenge for a big foundation like Ford, she feels, is to work with millennials, leverage their giving with the foundation's, and bring the two streams of resources together, rather than working along parallel tracks. This would be a development of potentially crucial importance, were it to be realised.

Rainer Heufers, too, warns that the wrong sort of giving will not only not do the intended good – it might also do harm: 'If people see an emergency, they rush, and we've seen that in so many cases. Haiti was so badly affected, for example. The real earthquake happened when all the donor money came in! It destroyed all local initiatives that were there.'

Overall, feels Stephanie Arrowsmith, taking advantage of the opportunity that the advent of millennial philanthropists presents will require shifts in the capacities and in the strategies of existing philanthropic organisations.

They think money and technology can fix everything, but we know that the most successful intervention is often the relationship.'

Other emerging trends

In addition to those already identified, respondents were able to point to other growing tendencies in the region.

Respondents pointed to other growing tendencies in the region, one of the most significant of which is **impact investing**. Benedikta Atika points to ANGIN research in 2020 into impact investing in Indonesia:[49] 'We learned that the dynamic for impact investing is coming both from commercial investors and also from philanthropists. Everyone is trying to meet in the middle of the impact investment space.' Organisations are looking at ways in which their grants can be turned into impact investments. In this context, it is also worth noting Alejandro Alavarez's remark, cited earlier, that 'impact investing … is coming super-strong'. He also points to a need 'to recognise that Social Purpose Organisations can get loans as well as grants'.

[49] See https://www.angin.id/2020/10/05/investinginimpact.

The field research *continued*

'impact investing . . . is coming super-strong'.

A closely related trend is **the growth of social entrepreneurship**. 'Social problems need an innovative solution, and entrepreneurship is one of the ways to leverage many stakeholders to work together,' says Stephanie Arrowsmith. Moreover, it's attractive to both private and public money 'because the opportunity is there'.

However, it would be easy to overstate this trend. As Richard Brubaker puts it, 'More [young people] than before are giving up their career to start a social enterprise, but even more are not.' In addition, there are problems in capitalising on these trends. 'In 2020,' says Benedikta Atika, quoting the ANGIN research, '80 per cent of impact investing funds were still coming from foreign investors.' Moreover, a crucial part is still missing: 'A shared understanding about what impact investment is. At the moment it's getting buried, and impact washing is getting more prevalent because of this blurry definition.' A second imperative, she argues, is to 'get better transparency on the data. Data is the way to justify that what we're doing has real impact.'

The desire **to see and to show impact** is also seen by some as an emerging trend, as we noted above, and, while technology sometimes provides the means to do this, it does not always provide the motive. Rainer Heufers notes that what he calls 'effective altruism' means that 'people really want to see impact, and you have to prove impact'. This was happening anyway but he believes 'the pandemic may accelerate this trend'.

80%

of impact investing funds were still coming from foreign investors.

Data is the way to justify that what we're doing has real impact.'

The field research *continued*

Earlier in this report, Farah Sofa of the Ford Foundation described the potential growth of **trust-based philanthropy**, which she sees as a developing outcome of the need, created by the Covid-19 pandemic, for funders to move quickly to support communities in need through the organisations that work closely with them. Vanessa Reksodipotero also spoke about this when she called for 'more support for grassroots, community-led non-profits. They are day to day with the community that needs support and it's a question of training their human resources. There's a feeling among us that there should be a shift in the power. We need to provide more power to the Global South and, in turn, that would shift the power to community changemakers. I believe that there are so many strong changemakers in the community and we see that more and more. That needs to be encouraged by those who are already there or who have the trust of the community.'

'Over the next 10 years, [...] 'I think we will see more giving, I think we will see better giving.

It will be interesting to see whether this tendency towards trust-based grantmaking will run counter to the trend to demonstrate impact or whether donors will find some way of harmonising the two.

Generally, the expectation is for **increased philanthropy** in the coming decade. 'Over the next ten years,' says Richard Brubaker, 'I think we will see more giving, I think we will see better giving. I don't know how much of that will be technology-driven, but I believe technology will have a role in it.'

The ecosystem

As we have heard from our respondents, either explicitly or implicitly, one of the inhibiting factors in the development of philanthropy and social investment is the lack of a satisfactory ecosystem. Collaboration, though it may be growing, is only one aspect of a sector that is increasing in both size and sophistication and needs a correspondingly sophisticated set of supports: intermediaries, advisers, data, favourable legislation are all seen as needed. 'Philanthropy needs to become more effective – more strategic, more professional,' says Alejandro Alvarez. 'A lot of ecosystem building is required – advice and support.' This is currently seen as a diversion of resources. 'In the commercial world,' he argues, 'in order to make success happen, you have to have a massive ecosystem. That doesn't exist either for philanthropy or social investment or social entrepreneurs. You need research to know what models work best.'

Data

Stephanie Arrowsmith points to the need for better data, made more openly available: 'How do we take a longer-term view of what we learn and how do we use that to create more effective giving systems? That will require philanthropy organisations to share their data openly and it will require them to collect it more effectively.'

One of the problems hitherto has been a reluctance to pay for this. From his own experience, Rainer Heufers believes that philanthropists want concrete action, rather than paying for things which might reveal the root causes of problems.

Action points for funders

From what our respondents have said, some action points emerge for funders if they are to help develop the encouraging trends and guide them in the right direction.

The names in square brackets are the places the recommendations were particularly made in connection with. See also pp 57 and 76.

Ecosystem-building

- Work more closely with government for complementary regulation and a more robust ecosystem. [China]
- Lobby regulators to provide guidelines on sustainable investments. [Indonesia, Thailand]
- Align on both what impact investment is and, even, what impact is. [Indonesia, Thailand]
- Build an infrastructure and ecosystem for impact investment and familiarise stakeholders with the tools it has to offer. [Indonesia, Thailand]

Better, more transparent data

- Be transparent with data so that we can see and show what impact is happening. [Indonesia]
- Create evidence base to find patterns of best practice (the example of the Global Learning Accelerator Initiative was cited), adapt lessons from innovation sector to philanthropic sector, codify evidence and create an interactive map which shows who's doing what and where. [Indonesia]
- Support social entrepreneurs [China].
- Provide more support for local, grassroots community-led non-profits, training and strengthening their human resources. Philanthropists need to look out for local initiatives that already exist in the area and to ensure that providing external aid does not cause adverse effects on a sustainable ecosystem that is already operating locally. [pan-regional/China]
- Globally, provide more power and resources to the Global South which in turn would shift the power to community changemakers. [pan-regional]

Collaboration

- Look for long-term partnerships with organisations, not short-term fixes. [Indonesia]
- Encourage tech-savvy millennial philanthropists to collaborate with local NGOs, which have a long history of working in communities – this would be a way of bridging the urban–rural divide. [Indonesia]

Corporate donors

- Leverage existing CSR efforts by looking at internal practices, supply chains and ways in which straightforward giving could be built upon by looking holistically at the way corporates do business. [Indonesia, Thailand]
- Encourage and support SMEs and MSMEs, which play a big role in emerging economies, to embrace corporate giving and the adoption of ethical and sustainable working practices. [pan-regional]

Support for millennials

- Philanthropic organisations that have a long history of working with communities should engage millennials, allowing them to use their resources for sustainable change based on real community needs. [Java/Indonesia]
- Provide intermediaries/advice for millennials to acquaint them with what is already present. [China, Indonesia]

Climate

- Look at local solutions for ecological challenges concerning carbon, water, climate and scale them up so they can be used in other Asian contexts. [pan-regional]

Part 2

Africa

The desk research

According to the Africa Venture Philanthropy Alliance,[50] East Africa is seeing a rise in social investments (though it's not clear whether or how far this is seen as distinct from giving), with foundations playing a significant part.

Many of these foundations are international, though Chandaria and Aga Khan Foundations are also prominent and local, as is Safaricom, prominent among corporate foundations. Local East African foundations deployed US$22.17 million, while foreign foundations (predominantly from the United States) deployed over US$710.4 million between 2015 and 2019.

There was a roughly even split in focus areas. Foundations in the AVPA research (both local and foreign) reported funding primarily poverty eradication (25%), healthcare (25%) and education (25%). The bigger social investment catchment (that is, including impact investors, who may or may not be strictly non-profit, and Development Finance Institutions) suggests greater focus on financial inclusion and agriculture.

As elsewhere, the Covid-19 pandemic slowed things down generally – economic disruption, the suspension of activities, and, for foundations that rely on external fundraising, a drop in resources all took their toll. According to one speaker at a forum on 'Strengthening the Support Ecosystem for Philanthropy in West Africa' organised by TrustAfrica and WINGS in May 2022, the displacement and economic hardship that the pandemic caused severely disrupted community-based organisations – people had little to give.

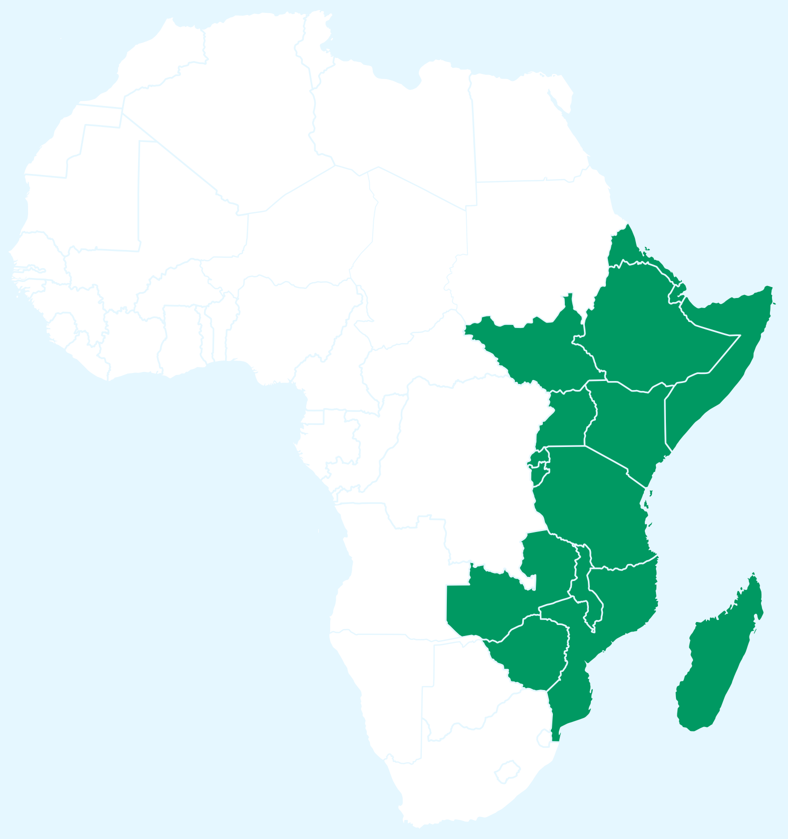
A 2020 report by the Africa Grantmakers' Affinity Group (AGAG) shows some variations to this picture, in part at least because it is based on a survey of funders primarily from North America, though some domestic funders and funders from other regions were included in its sample of 62.

In the AGAG survey, human rights emerged as the top focus area (42% – contrast this with the AVPA research above) with economic development a good second (38%). Funders in this sample were also more likely to focus on a specific geographical area or population (85%).[51]

One finding that emerged was the need to find peer funders who share the same areas of interest and to identify local partners who know the situation on the ground. Interestingly, though, a majority of funders engage in aligned grantmaking and/or participate in funder collaboratives and pooled funds – overall, almost two out of three respondents reported engaging in at least one of these types of collaboration.

$22.17 million

was deployed by local East African foundations



[50] AVPA (2020) The Landscape for Social Investment in Africa. https://avpa.africa/landscape-reports-home/

[51] African Grantmakers Affinity Group (2020) The African Funding Landscape: A profile of funders focused on Africa and perspectives on the field. AGAG. https://static1.squarespace.com/static/5b9e99f150a54fcd0cce515e/t/5fad86cfe741ef42c9bae089/1605207762742/Africa+Funding+Landscape+Exec+Sum+%28web%29.pdf)

The desk research *continued*

Only a ‘few’ funders – mainly from outside the continent – saw difficulties in actually doing philanthropy as a result of restrictive local legislation or hostility to rights-based work.

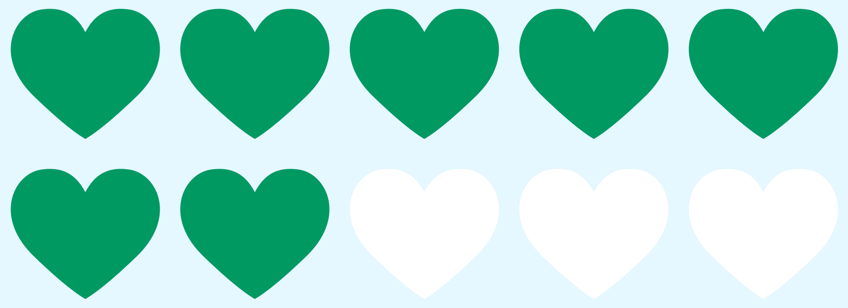
Research from the Centre on African Philanthropy & Social Investment (CAPSI) highlighted the challenge of including young people and, in particular, women in the design of interventions, which affected funders’ ability to reach and serve these groups[52].

Interestingly, a number of African countries came to prominence in the CAF World Giving Index, Nigeria, Uganda and Ghana all featuring in the top ten most generous countries. There was a noticeably higher proportion in these countries of those equating giving with helping a stranger, rather than donating money. For Nigeria, 82% reported helping a stranger, and 33% donating money; for Uganda the figures were 75% and 32%, respectively, and for Ghana 65% and 44%. This may reflect an increased sense of solidarity during the pandemic and strong traditions of mutual aid in many African countries.

Speaking at the TrustAfrica/WINGS event already mentioned, Nana Afadzine, of the West Africa Civil Society Institute, characterised the philanthropic environment in West Africa as ‘dynamic’, although it is unclear where that dynamism is leading. In 2021, the region saw the economy and philanthropy growing in tandem. Nana Afadzine went on to argue that local wealth and resources need to be harnessed – according to the 2022 African Wealth Report, Nigeria alone has 10,000 HNWIs, though there is little data on how or if they give – while acknowledging that there was an increasing awareness of the need for the region to support its own development and to channel local philanthropy. As with East Africa (see figures above), institutional philanthropy in West Africa has been dominated by international, rather than domestic, foundations.

Two other points can be made here which will also resonate with the situation in the Middle East – speakers at the forum pointed to the need for a mindset shift in order for donors to give for development, not just in response to immediate need. Second, there needed to be advocacy to harmonise legislation regarding philanthropy and to develop community philanthropy.

Nigeria, Uganda and Ghana all featuring in the



top 10 most generous

(CAF World Giving Index)

[52] Banya, R M (2022) Landscape Analysis of Social Investment in East Africa (Report No RR13). Centre on African Philanthropy and Social Investment. http://dx.doi.org/10.47019/2022.RR13

The field research

Background

Tunji Idowu, executive director of the PIND Foundation (Foundation for Partnership Initiatives in the Niger Delta, Nigeria), notes that 'the economic pressure is going to increase the inequality gap that's already wide'.

He sees this as a major reason why, economic downturns or infrastructural obstacles notwithstanding, philanthropy is likely to increase. 'My gut feeling is that we're going to see more and more because social issues are taking more of that centre stage, and then because of the inequality gap.' The people who have made money while others grow poor will, he believes, try 'to be visible so that people can tell that they are doing something positive', which will produce more philanthropy, whether they set up institutions or not.

Dara Akala (managing partner, Integrated Training and Development Consulting Ltd [ITDC]), a seasoned development practitioner in Nigeria, also cites the issue of poverty, speaking particularly about Nigeria: 'In the last five years in Nigeria, poverty has become more and more endemic. We have more and more people falling below the poverty line.'

On the environment, he talks about the impact of climate change, 'especially in the agriculture sector. Impact of flooding and the degradation of the soils, yields are poor, and then because of all the terrorist acts and herdsmen conflicts … farmlands where produce should be coming from are not producing – they are devastated.'

In terms of philanthropy, there is much talk about the need for greater indigenous philanthropy, which has been sharpened by recent events and, in one or two cases, by the withdrawal, complete or partial, of overseas foundations. Tendai Murisa, executive director of the Sivio Insitute in Zimbabwe, cites the case of Open Society Foundations, which now has only one office in Africa. Murisa believes, however, that indigenous philanthropy is not yet ready to step up: 'Local actors are not yet organised adequately to occupy that space. So, at the present moment, changemakers that have depended on philanthropy (NGOs, your community-based organisations, social movements, etc.) are facing existential challenges, because even the HNWIs we're speaking of, very few give grants.'

The prime movers

When it comes to corporate giving, Jessica Horn, regional director of the Ford Foundation's Eastern Africa office, says that, in that region, 'the telecom companies have foundations, and they tend to give … In Kenya, Manu Chandaria is a wealthy Asian man who also has a foundation, and he's Kenya's biggest philanthropist.'

Horn remarks that, in the last decade, '[there has been] a rise in wealthy people setting up foundations. And as usual, they … tend to give to basic needs of different kinds … and not necessarily to advocacy, or movement activism.'

Tunji Idowu cites a handful of HNWIs (some of whom also have foundations) from Nigeria: Aliko Dangote, TY Danjuma, and Tony Elumelu. There are also a number of prominent corporate foundations, principally those established by oil companies such as Chevron and Shell, and of course international foundations like Gates, MacArthur and Mastercard.

Domestic foundations tend to be less prominent but, overall in Africa, the Mo Ibrahim Foundation is a strong presence. Dara Akala also namechecks some of the above and adds the PIND and MTN foundations, both in Nigeria, to the list, pointing out that, as is the case in other places, the distinction between family foundations, corporate foundations and HNWI givers is not well-marked. Diaspora giving and faith-based giving also play an important role in philanthropic giving in Nigeria.

Oyebisi Oluseyi, executive director of the Nigerian Network of NGOs, also notes the prominence of HNWIs in Nigeria, who, he believes, will continue to drive trends in the sector. There might be a shift in focus as their interests move but, as long as they continue to be economically dominant, their views are likely to underpin the direction of major philanthropy – a point worth emphasising, given its general application.

The field research *continued*

In Kenya, Mike O'Maera (program support consultant, East Africa Philanthropy Network [EAPN]) the Manu Chandaria Foundation (Chandaria's importance is both individual, as an HNWI, and institutional, through the foundation that he has set up) and the Kenya Community Development Foundation, which he sees as 'a prime mover in terms of where community philanthropy is going in this country'. There will be more to say on this in the section on mobilising local giving.

Outside Kenya, he cites the Foundation for Civil Society, which 'has reached some of those difficult pockets, marginalized women, people with disabilities, and even within the people with the disabilities they have gone for those very difficult cases to handle … and that has changed the way community then sees and values these different communities they have preached about.'

Also in Tanzania, he singles out Dr Stigmata Tenga, who leads the African Philanthropy Network, believing that 'she has stood out to champion the place of the African narrative [when it comes to philanthropy]'. He also mentions the Nnabagereka Development Foundation and Okere Community Development Project and, in Rwanda, Spark Microgrants.

From a pan-regional perspective, Tendai Murisa takes a different tack: 'I would say the prime movers have become the infrastructure organisations that we have in the form of the African Philanthropy Forum and the African Philanthropy Network.' That said, he also sees, 'an increased role for HNWIs as evangelists for philanthropy' and, by and large, feels that it's not just one form of donor or donor platform that is spearheading the development of philanthropy, but a combination. 'Even in academia, we're seeing CAPSI putting philanthropy on the agenda through writings, podcasts, etc.'

When it comes to institutional philanthropy, he sees twin problems of inexperience and an over-close connection with the companies that have set up foundations: 'At the moment, these foundations are babies of their corporate parents … so, high net-worth philanthropy is problematic because it has also worked towards rebranding the founders behind it and they are helped to strengthen their corporate entities. I call this current phase "growing pains". I think the sector is [still] in the midst of finding itself.'

A different view of philanthropy: solidarity and the role of individuals

A number of respondents raised questions about the definition of philanthropy. Halima Mohamed (independent consultant) argues that 'the problem is that the term philanthropy is not one that we use on the continent and, when we do use it, we see it as something [that comes from] outside.'

She goes on to point to the very significant, though unaccounted for and often unsung, contribution made by ordinary individuals. 'People, ordinary people and everyday giving, that's the biggest mover of philanthropy . . . I do not expect this to change over the next five years because the driver of that philanthropy is not how much excess money you have; the driver of that philanthropy is mutuality and solidarity and support.'

'People, ordinary people and everyday giving, that's the biggest mover of philanthropy …

The field research *continued*

Dara Akala echoes this, as does Jessica Horn: ‘People are very, very generous in giving money to support relatives and community philanthropy, and there’s a lot of religious giving as well.’ She feels that, although it’s high net worth philanthropy that catches the eye, ‘it’s the small amounts of money moved in large numbers that actually accounts for quite a significant chunk of philanthropy’.

Respondents made two other points that are worth noting. Jessica Horn believes that an obstacle to the growth of philanthropy is the clandestine way money is made and spent: ‘There’s … a lot of new money that’s not declared.’

Halima Mohamed also questions the idea that Africans don’t give to institutions – there is, after all, a lot of giving to faith-based institutions: ‘If the Church or the Mosque or the Temple isn’t an institution, then what is it?’ Much of this giving, she points out, is for development work, not necessarily for propagating faith.

Government attitude

Governments, points out Jessica Horn, are a key factor in the development – or lack of it – of philanthropy in the region. Funding for rights work and social justice is, as often, contentious, and domestic donors shy away from it. On the other hand, philanthropy for basic needs is welcomed: ‘The state is more than happy for you to do it because this is their responsibility and they are reneging on it.’

Generally speaking, national governments lack a clear and consistent policy position that supports giving. Mike O’Maera holds Rwanda up as a conspicuous exception: ‘Unlike other governments across the region, [it] has set in place a system that supports those who have gotten into philanthropy in a big way.’ Elsewhere, though, the lack of attention to a conducive or at any rate coherent attitude poses an obstacle to the growth of philanthropy.

Governments can also have a dampening effect in their role as tax gatherers, feel two respondents. As Jessica Horn puts it, giving ‘means that they … have to put their financial records under scrutiny. And so, I do think that that’s a little bit of an inhibitor in some cases.’ Tendai Murisa’s experience suggests the same thing: ‘According to philanthropists that I interviewed, they said we actually worry to divulge the real amount of money we have given, because the moment we do that, the tax authorities look for us to say maybe you’re under-declaring your assets.’

He also argues that, with the exception of Kenya, there is still a prevalent attitude that government should be the provider of social welfare. ‘Individual giving in Kenya is huge. Alumni giving to their former primary schools, high schools and universities is quite active, too. You don’t see this in many African countries because in other African countries people are still waiting for their governments to do something.’

Trends from the previous report

Collaboration

Most respondents feel that collaboration is increasing, but usually with reservations. Jessica Horn’s is one of the few unequivocal voices: ‘I do think broader collaboration amongst donors is definitely a trend. The East African Philanthropy Network is there, but there’s a new philanthropy network set up by people in the corporate sector.’

Halima Mohamed, though, feels that, while there is ‘some collaboration’ among donors, it is ‘issue-driven. For the most part, it’s not about ”We’re collaborating because we are philanthropic institutions and let’s think about greater impact”. Instead, it’s “I’m collaborating with you because we’re both interested in this issue of primary education” [as an example].’

‘In Nigeria, we are coming together, especially the foreign ones [foundations],’ believes Tunji Idowu, though this may be more a case of streamlining than increasing impact: ‘There’s no point in three of us having multiple projects in the same state or local government … I’ve also seen some states like Edo establish offices and have a public servant who is doing donor agency coordination.’ His own organisation (PIND), for instance, is ‘reaching out to other NGOs to see who’s doing something around election, anti-election violence, and then [exploring how to] pool resources.’ Again, while he sees increased collaboration among donors and NPOs, Dara Akala believes that this is hampered by the fact that organisations ‘would rather compete than collaborate’.

The field research *continued*

Mike O'Maera adds a different qualification. He has seen movement on collaboration among donors in Kenya – a necessary first step in his opinion, but the real thrust should be in convening. His organisation has found that 'many donors are willing to speak to each other. We created a safe space for them to be able to tell their stories.' He also sees 'a movement – it is not yet on the ground – of starting to work together in terms of funding similar thematic areas. For example, right now, as a network, we are pushing issues around climate change and, of course, community philanthropy.'

Digital and online giving

Respondents feel that digital giving is most definitely a growth area – Dara Akala talks of a 'craze in online giving'.

Again, Kenya is the leader here, thinks Jessica Horn. Mike O'Maera agrees and for the same reason: 'The adoption of technology, particularly in community development or community philanthropy, is something that has caught on very quickly.' This is largely due to higher penetration of more sophisticated telecommunications in Kenya: 'People are using social media platforms to sell their causes … And then the use of mobile telephones and mobile money transfers to collect funding, that has equally grown.'

He mentions the example of Ndungu Nyoro, who has founded an organisation called Affecto Foundation and has a very visible Facebook presence. 'He began by picking up on community cases, particularly issues of children and sickness … he would throw out a ten-shilling challenge, saying: "Look, Mike is in need, he's in hospital, and his bill is so much, please just drop one cent." And you know, very interestingly enough, he would surpass the amount he was looking for.'

Halima Mohamed agrees that this is a growing area, but – not surprisingly in a continent of such diversity – it is unevenly spread. She notes an 'increase in leveraging local giving, leveraging community giving, leveraging crowdfunding where there is access [editors' italics]. In East Africa, you know the boom is there, people are giving through mobile money all the time. Not so here in South Africa.'

Tendai Murisa thinks that Covid-19 produced a surge in online giving and crowdfunding but questions its potential as a trend, given the often short duration of the issues it supports: 'We began to see many people making these appeals, etc., and it has grown a bit. I won't say it's properly organised; it remains ad hoc around an issue, then it dies down when the issue has been resolved.' He adds, however, that 'it shows the potential of African giving'.

Data-driven transparency

If data-driven transparency is a trend at all, it is one that applies mainly to external donors, feels Jessica Horn: 'For the likes of the Gates Foundation and MasterCard etc., I can see on their part more of that push for data-driven philanthropy.' However, while she sees an interest in greater transparency among domestic donors, 'I don't know if it would go so far as being data-driven.'

Tunji Idowu thinks data-driven transparency is a growing development in Nigeria. Organisations such as Tracker, BudgIt, and Follow the Money are keeping both government and development agencies honest: 'Even during the #EndSars protests, the organisers [Feminist Coalition, a female rights group based in Nigeria] had to be accountable, and they posted how things were done, even though that put some of them in trouble with the government security forces that were trying to track them down.' The question of trust – or lack of it – also of course plays into this. 'People also have issues with NGOs – that the bulk of the money goes towards administration,' says Idowu, 'and so people want to know that, if they put US$100 to something, the bulk of it, or the whole of it, is going to the recipient and not funding the extravagant lifestyle of some NGO executive director.'

The field research *continued*

Tendai Murisa also sees greater signs of the call for more transparency in parts of the continent: ‘We have begun to see this mostly in East Africa, especially in Kenya. We’re beginning to see a lot of apps around the use of technology mobilising on that basis.’

Data-driven philanthropy

Data inevitably features in many conversations on African philanthropy. This report has already highlighted the issue but it’s worth adding one or two voices from the respondents. Oyebisi Oluseyi identified an important task as assessing the economic impact of philanthropy, by which he means, in addition to the value of donations, the value of volunteer time and jobs created by the sector itself. But he adds: ‘You can’t do an economic impact without accessing data – who has given, what, where, how much, and how has it been used?’

And, when it comes to data, whether digitally produced and analysed or not, most felt there had been little development. ‘No, I don’t see that as a feature in our space,’ says Halima Mohamed. She feels that, even when HNWIs have set up institutions, ‘It’s not often that they professionalise the giving … the decision-making is not data-driven.’ Tendai Murisa, too, believes ‘We are yet to see data-driven problem identification … What we see in others that are trying to be sophisticated is that they do it afterwards – they choose a cause, then they try to get evidence to support what they are doing. But they are not putting evidence ahead of the process.’

While he sees some development in Nigeria, Oyebisi Oluseyi does not believe that much headway has been made, either in terms of using digital means to determine areas or projects of work or as a means of increasing transparency.

Most CSOs still operate on a basic level: ‘Some don’t have websites, [are not] making use of social media, etc.’ Overall, he sees ‘the [ability of the] sector as a whole to be able to make use of technology is still challenged by issues of affordability and accessibility, and sometimes meaningful connectivity.’

Tendai Murisa agrees: ‘Digital engagement across the sector has not really taken off. We’re still working in silos, we still know very little about each other. Africa remains one of those difficult places to know about what is going on in this space because information is hidden in different places.’

By contrast, Tunji Idowu thinks this is beginning to happen, although ‘It’s still in its infancy – but, because people are demanding evidence of what you put money to … [at PIND] we are mapping all our projects and putting them into GIS software that we can publish and people can see.’

Mike O’Maera sees the stirrings of a movement towards data collection and analysis: ‘People are starting to appreciate what it means to have good data and to interpret this data properly.’ He feels that this is a significant change and a possible sign of a change of agency in the philanthropy process. In terms of projects funded by big (often external) organisations, in the past, ‘Data was often handled by their experts. And so, local organisations never built the capacity to know how to do it. [But now] even someone doing something on the village level, they have picked up the tendency, the capacity, the skill to now do a simple baseline and say: “Look, these are the numbers we are talking about, these are the effects that we’re talking about”.’ He gives the example of the East African Philanthropy Network, which now has a data portal that brings together grantmaking and donor organisations and implementers.

‘Digital engagement across the sector has not really taken off.

The field research *continued*

The changing role of business

As Jessica Horn noted above, a philanthropy network among corporates in the region is a new departure. In general, business is playing a stronger role in giving but she believes there are two things to note here: first, corporate giving is very much constrained by political considerations and, second, 'business funds basic needs; it usually funds things that you can take photos of.'

Mike O'Maera notes a change towards formalisation of giving among corporates. 'Every major corporate here, whether local or foreign-based, … has formed a foundation so that now they are moving towards thematic handling of situations rather than the one-time, you know, drop-in-the-ocean of CSR at the end of the year. Now, they are looking at programming long-term.'

I do think that people are starting to think or expand the range of their giving a bit more, particularly the younger generation, particularly people in professionalised spaces.'

This growing trend has led to the formation of Impact Africa, a network that brings corporate foundations together, 'which, of, course then means hopefully there will be better support, there will be better direction in terms of how we do it, who we reach out to'.

Emergence of strategic philanthropy

Most respondents also agree that donors are approaching their giving more strategically. This is evident from the previous section on corporate giving. Mike O'Maera sees 'more strategic thinking in terms of intervention, because then the discourse that is happening within philanthropy … brings out the gaps that there could be, brings out the challenges that need to be handled.'

Halima Mohamed feels 'there are ways in which there is some more deliberate thought about how we get to systemic change … maybe they're giving to systemic change at the local level. They're giving to what would be systemic change in their district, or in their municipality, or in their region, or in their province.' However, she adds a proviso echoed in the section of the report dealing with the Middle East – the often invidious distinction between strategic giving and that which is presumed to be less thoughtful. '[I have] a very gut reaction to differentiating between charity and philanthropy, because I think our giving encompasses both and should encompass both. I do think that people are starting to think or expand the range of their giving a bit more, particularly the younger generation, particularly people in professionalised spaces.'

Millennials

Jessica Horn sees little movement on millennial philanthropy in East Africa, perhaps because 'a lot of the new money is really in the hands of the children of politically connected people.' Though Tunji Idowu has no in-depth knowledge of next-generation philanthropy, he notes two things from his observations: uncertainty over whether their philanthropy is sustained, and a tendency to work directly, rather than through intermediaries: 'Some of them have maybe some popular causes that they dabble into, and it might be for a short while and then it may be off the radar. So, you're not sure what else is going on, whether it's a one-off or whether it's sustained. And then I noticed they are more direct. They probably don't want to go through third parties and are giving directly in that regard.'

The field research *continued*

Halima Mohamed raises an important point and one that has already been noted in the first section of this report: the difficulty of generalising across very different contexts: 'We are 54 countries and the context in each country is different … even within the same country, our context of inequality is so vast that you cannot talk about philanthropic trends as though they apply to the whole.'

Mike O'Maera is more upbeat and sees great progress in terms of young people becoming involved in philanthropy in one form or another, and by no means necessarily wealthy young people: 'more young people are running very simple programmes on the ground.' He gave the example of a young man in a small town in rural Kenya who runs a chapatti festival once a month, at which he and others cook chapattis for neighbours. Other local initiatives to do with reproductive rights and drug abuse have coalesced around the festival, which has now become the focus for a GivingTuesday event.

Other emerging trends

Jessica Horn identifies two trends as being of particular future significance: crowdfunding and collaboration.

In terms of crowdfunding, she sees a barrier in restrictions on the ability to transfer money between countries: 'The ability to pay across borders would be what would help … If you wanted to crowdfund beyond the country, there does need to be some attention to moving smaller amounts of money at least, because all of the anti-terror and anti-money laundering legislation makes it very difficult.'

She also identified a need for **transparency** since 'A lot of people have a slightly sceptical attitude as to what happens to the money, because corruption is so high. People don't necessarily trust that, if they give you money, you're going to use it for good.'

She also notes a **gender element of giving**, which is of potential importance for African philanthropy: 'You always assume it's men that give, but women actually give, with smaller amounts of money, and tend to be very generous. And I think it's interesting to track the gender dimension on the continent and see how that works.' She adds: 'The heads and leads of so many of the philanthropic institutions are women, African women, which I think is interesting and I don't think we're fully acknowledging and thinking about what that means in terms of what we're then doing in the space that could be different.'

Mike O'Maera sees a new trend in **workplace giving**, largely out of the needs that appeared during Covid-19 – but this, in turn, has undergone a development, he feels.

...you always assume it's men that give, but women actually give, with smaller amounts of money, and tend to be very generous.

Where it was originally a piecemeal, hand-in-pocket response, it has developed into a wider view: 'People moved to a level of saying: "Now I'm going to give a percentage of my salary for this cause that is happening here that I'm part of".'

Tendai Murisa believes that there will be a change in the relative importance in the provenance of philanthropy in the next five years, foreseeing '**the emergence of African platforms that are actually mobilising resources from Africans**, not just from HNWIs. HNWIs will be part of it, but they will not be the only movers.' He makes another key point: 'We could be entering a very fascinating moment, given also … **the growth of the middle class in Africa**. Africa has got the second largest or second fastest growing middle class after China. So, we can actually begin to see more resources coming from this class.'

The field research *continued*

The importance of platforms, the growth of more widely spread indigenous resources and the development of online giving (see above) may well combine to change the complexion of African philanthropy.

The amount of philanthropy, too, is likely to increase, cited difficulties aside. In terms of East Africa, Jessica Horn feels Kenya is likely to be the leader in future giving trends. Uganda and Tanzania have smaller philanthropic communities, which are more conservative, while Kenya is economically and therefore philanthropically more diverse. 'There's quite a good community of educated middle class who have the capacity to give and … the financial mechanism of mobile giving is so easy that also it kind of closes the circle.'

Ecosystem

Tendai Murisa cites two key ecosystem problems for pan-African philanthropy: the ease of movement of money ('This is a continent of 54 countries, each with its own currency. So, just moving money is a bit of a headache.') and the ease of registration ('If the Dangote Foundation is registered in Nigeria, does it mean everywhere they have to go, they have to be registered as well? So that creates more work for them, so they end up just dealing in their back yard where they have set up offices.').

There are those policy questions, therefore, but there are also what he calls practice questions: 'I don't think there is … what you may call a community of practice amongst the HNWIs to really share experiences and begin to talk to issues around collaboration, around big problems.' He sees a particular need for indigenous foundations and donors to engage Africans who work in global foundations on a specifically African agenda.

'This is a continent of 54 countries, each with its own currency. So, just moving money is a bit of a headache.'

He sees a role for 'entities like APN to really create moments of discussion with these programme officers, directors, etc., around how they see themselves connecting with the African philanthropy agenda, because it looks like we're having separate conversations. We are not shaping the overall practice.' He adds: 'Global philanthropy still plays a huge role on the continent. So, you cannot afford not to be engaged with them.'

Jessica Horn also identifies 'a need to have a more mature political approach to an enabling environment for people to support initiatives.' She raises the question of a larger advisory network to help donors take a wider and more informed view of needs and trends: 'There needs to be a far more sophisticated set of philanthropic advisors, because … where there is high net worth giving, they tend to give to things that are close to them … It would help to have a healthy ecosystem of people supporting and helping to advise creatively so that then philanthropy itself can also be creative in its approach.'

For Oyebisi Oluseyi, 'Philanthropists now need to pay attention to the broad spectrum of pro-sector conversations that need to happen, and this needs to happen around issues of statutory regulations: Do we have enabling laws to incentivise individual giving, and which allow philanthropists to also give more? How do we also self-regulate amongst ourselves in ways that build public trust for philanthropy and for non-profit activities as a whole?'

He also calls for changes in policy to promote philanthropy, particularly small-scale philanthropy: 'In Nigeria now, when giving as an individual, there's no tax incentive. So how do we have a pro-sectoral public policy around individual giving in ways that help us to grow community philanthropy?'

The field research *continued*

Finally, Dara Akala sees a role in pushing not so much for new legislation, but for the implementation of existing legislation.

The Covid effect

Philanthropy – some of it, at least – became more open and responsive during the pandemic. Is this likely to continue, or will it return to more conservative ways? Jessica Horn thinks both options are possible: 'There is a value, I feel, in being a part of a donor community, particularly working on specific things.' On the other hand, she says, 'I do think there is likely also to be a pressure to kind of atomize a bit and focus in because of the … financial pressures.'

Halima Mohamed again notes the striking role played by local individual giving during the pandemic. For her, Covid-19 illustrated the importance of African giving. It wasn't the international community or domestic governments that came to people's rescue: 'We were each other's safety nets.'

… in another three to four years, when Covid is part of us like yellow fever, we will go back to our factory setting.'

She is less certain, however, whether the greater flexibility and openness on the part of donors will continue: 'I think it's too early to tell. Right now, there isn't a definitive answer. We're seeing both. But … will people go back to changing their minds every two years? Yes.'

Oyebisi Oluyesi is more sceptical that some of the changes made during Covid-19 will be of lasting duration: 'Covid has only just helped us to temporarily on, a retail scale, find some quick fixes. But in another three to four years, when Covid is part of us like yellow fever, we will go back to our factory setting.'

Tendai Murisa is categoric: 'I think it's a short-term change. We're already beginning to see philanthropy default to its usual undemocratic tendencies.'

Dara Akala, on the other hand, is optimistic that most of the changes wrought by Covid-19 are likely to stay. He talks about increasing democratisation, the flexibility in the use of grant money, easing of procedures and increased operational support and says: 'Maybe not 100% of them will remain the way they are, but we've learned a lot of lessons from Covid. And, therefore, we cannot afford to go back, it's not going to happen that we would go back to pre-pandemic [ways].'

Mike O'Maera also believes that Covid-19 has triggered, 'greater cooperation and co-investment. Particularly that the realisation that it is not one particular stream or one particular individual who can carry the day. So, I see this as a trend that will continue, but it will need to be worked on. We will need much more support. We will need to do much more technical input.'

Mobilising local giving and community philanthropy

We have already seen the prevalence of local giving – by local people to local people – and the importance it has for many African societies. Two remarks by respondents underline it, the first from Halima Mohamed: '[I] would not want to change African giving. I think that it's values-based … it's part of our social relations, it's part of who we are in society.' And Tunji Idowu agrees that 'it's almost as natural as breathing for us Africans that those who have give to others.'

Dara Akala highlights the crucial role of community philanthropy: 'When we're talking about the importance of community-led giving or community-led development, I don't think we have a choice … because poverty is becoming more widespread.'

The field research *continued*

No one will solve the development problems of Nigeria except Nigerians themselves, he believes, and an important step is to find ways to aggregate small acts of philanthropy and to demonstrate that they can be effective.

He also argues that external funding needs to be a lot more participatory: 'The recipients need to have more say in what is given or how it is given … we will find the middle somewhere and then make philanthropy a lot more impactful and effective.'

Mike O'Maera has a lot to say about community philanthropy and cites the work of the Uganda NGO Forum, which he sees as having 're-engineered their understanding of local philanthropy' despite the challenges of a hostile political climate and Covid-19. Generally speaking, he sees a 'unity of purpose on the ground' among community philanthropy proponents in East Africa.

'it's almost as natural as breathing for us Africans that those who have give to others.'

Oyebisi Oluseyi sees the bulk of the non-profits in Nigeria 'based on resources from the founders and resources from friends and family [of the founders]'. Estimating their proportion as high as 95%, he calls them 'the engine room of the sector', something he does not see changing in the near future.

From these remarks, it's clear how important community philanthropy and local giving are both psychologically and materially to African societies. The question arises of how great a role it could play in the future and what potential it has to change the complexion of African philanthropy and development generally. Jessica Horn believes 'It's time for Africans to support our own work. I think that there are enough people with disposable income who could be contributing that money to support social justice interventions.'

'It's time for Africans to support our own work.

Pursuit of change

Halima Mohamed raises a more fundamental question than those to do with developments in philanthropy: 'currently it [institutional philanthropy] defines what it thinks a good society will look like or should look like. It defines which programme areas it wants to focus on. It defines what things are the leverage points within those programme areas. It defines what it thinks is impact, and how you will measure that impact…. Institutional philanthropy must rethink its role and its role is not leading, its role is standing in solidarity.' Instead, she believes, 'our role as philanthropic institutions is to centre the agency of people who are living in injustice.' To do this would mean a much more radical shake-up than that envisaged by most of the contributors to this and the previous report.

The role of philanthropists

Tunji Idowu wants African philanthropy to embrace the trend towards data-driven philanthropy, which will help to produce efficiency of effort: 'Investment decisions must be data-driven … you want to be sure you are targeted, and you are relevant in what you're doing … that's something that [philanthropists] can do to bring about change.'

'Investment decisions must be data-driven … you want to be sure you are targeted, and you are relevant in what you're doing …

Dara Akala, too, highlights the need for better data: 'We need to share data … in terms of giving, do we really have information, accurate information, accurate data about the state of play with regards to philanthropy in Nigeria? We do not. And that's something that I think stakeholders can lead so that we will have a data repository that is assessable and that can be shared and can promote transparency.'

On a related point, Oyebisi Oluseyi believes that philanthropy must look inward at its own development and the tools it uses, as well as outward: 'I think that, yes, while [philanthropists'] work in sub-sectoral activities like education and health continues to make sense and continues to provide support to the common man, they now need to start looking at the broader environment for the sector, deepening research on areas that would help growth.'

He believes that philanthropists have a critical role in helping the sector develop, above and beyond areas of thematic work they fund: 'Philanthropists must help the sector to build the right set of capacities in being transparent, in being accountable in programme management, and in monitoring evaluation and learning. We need to learn from good examples to come and put money in non-profit research where we're able to show the value of the sector.'

Even where data is collected, it is often limited. This is partly a compliance issue. Nigerian NGOs are supposed to file annual returns with the country's Corporate Affairs Commission (CAC), but, says Oluyesi, almost '90% [of high-profile NGOs] are inactive on the CAC database [indicating non-compliance with this requirement]'.

'Philanthropists must help the sector to build the right set of capacities in being transparent, in being accountable in programme management, and in monitoring evaluation and learning.

Action points for funders

Data and research

- Support efforts to gather and process data across the continent, to create a more informed picture of African philanthropy. [pan-African]
- Support the take-up of digital means to gather and access data. This will involve some capacity-building among organisations who have either limited access to technology or limited experience in its use. [Nigeria/West Africa]
- Look at ways to measure impact and increase transparency. This will have the effect of increasing trust in the sector. [Nigeria/West Africa]

Collaboration

- Use social capital convening power to stimulate greater collaboration. [pan-African]
- Support platforms that bring donors together to collaborate and to share information. [pan-African]
- Invest resources in actively working in collaboration with others. This will require time and conscious effort, given the difficulties involved. [pan-African]
- Investigate what level of collaboration works best – collaboration can span many different arrangements. The Partnering Initiative – **https://thepartneringinitiative.org/** – provides a checklist on this. [pan-African]

Ecosystem and infrastructure

- Support and encourage the emergence of a cadre of expert philanthropy advisers who can help broaden the range of existing philanthropic efforts and help philanthropists to think more systemically about needs. [Eastern and Southern Africa]
- Campaign to remove obstacles to cross-border giving. [Southern Africa/pan-African]
- Campaign to ease regulations governing foundation operations, which, again, will make pan-African work easier. [Southern Africa/pan-African]
- As in the list under 'collaboration' (above), the platforms envisaged would also serve to enable philanthropists to speak with one voice on policy regarding the sector. [Southern Africa/pan-African]

Community philanthropy and local giving

- Fund efforts to encourage and promote community philanthropy and local giving, e.g. by seed-funding community development funds. The model of the Kenya Community Development Foundation may prove worth exploring in this context. [East Africa/pan-African]
- Campaign for tax incentives, where there are none, to encourage individual giving; where these exist, support their take-up. [Kenya]
- Publicise local community giving initiatives. [pan-African]

Part 2

Middle East

The desk research

Philanthropy in the Middle East operates in complicated contexts: rising poverty and inequality, refugees, geopolitics, restrictive civic space and, of course, the growing problems posed by climate change.

Against this background, Arab philanthropy is playing a critical role in supporting the provision of a social safety net for the poor and the disadvantaged in a region of often massive gaps in social protection, weak states, and poverty levels that are growing alarmingly. For example, philanthropy in Egypt is a critical provider of healthcare services in both rural and urban contexts; these services sometimes surpass those of public hospitals, which suffer from chronic shortages of medicines and medical staff, and are under-equipped to the extent that physicians in public hospitals would refer patients to philanthropic-funded hospitals and clinics.

That said, 'philanthropy is not seen as a driver of change, innovation and progress' in general in the Arab region, according to Natasha Matic,[53] of Saudi Arabia's King Khalid Foundation (KKF) – although Saudi Arabia may be one exception, with the third sector's contribution being incorporated into the government's Vision2030 manifesto for the country.

There are other signs of change, however. As Atallah Kuttab of SAANED for Philanthropy Advisory Services Arabia notes in the same 2018 report on philanthropy in the Arab region, 'The idea of microfinance institutions tended to be thrown out of government offices in the 1980s and 1990s because it was not acceptable to recover the costs of lending/saving in the form of interest rates charged on loans. Charitable money was supposed to be handed out and not returned at all, with or without interest. By the year 2000 sustainable microfinance operations became an acceptable practice and not frowned on. The introduction of Sharia-law-compliant lending in the region … made it more widespread.'[54] Another sign of change is philanthropy engaging in advocacy. Osama El Henaki, one of the respondents in the field research, points to a pooled fund that aims to influence family legislation in Saudi Arabia. 'Five associations, foundations and government programs came together to fund research around family legislation.'

There have also been developments in endowment-building. In April this year, Dubai launched a Sharia-compliant charitable project, Sukuk Al Waqf, with a starting contribution of Dh100 million (US$27.2m) to help fund health, education and humanitarian projects. The initiative was launched by the Mohammed bin Rashid Global Centre for Endowment Consultancy and is open to contributions from companies and individuals.

According to SAANED's experience, most giving in the region is unstructured, going to service projects rather than causes – health, education and orphanages attract a lot of funding, but there is little attention to the quality of services provided. Wealthy donors in the region seem – so far – unwilling to risk government hostility by funding causes such as human rights, and consequently stick to 'safe' areas.

A key barrier to giving in the region, notes a 2021 report by the WINGS Cultures of Giving Affinity Group, is the lack of experience of NPOs and a lack of trust in their work, compounded by lack of government support for, and accountability within, the sector.[55]

Inevitably, there are variations within the region. According to the 2021 **Saudi non-profit report**, around 27% of NPOs' income in the kingdom comes from the government, 38% comes from individual donations; a large part of the income of the large foundations and/or NPOs comes from their endowments – these endowments or *waqf* are worth an estimated 235 billion SAR in assets.[56]

[53] Hartnell, C (2018) *Philanthropy in the Arab Region: A working paper.* Philanthropy for Social Justice and Peace. Microsoft Word - Philanthropy in the Arab region Main Text.docx (aucegypt.edu)

[54] *ibid.*

[55] Matic, N & Kuttab, A (2021) Cultures of Giving Country Profile: Saudi Arabia. WINGS Cultures of Giving Affinity Group.

[56] King Khalid Foundation (2021) A Sector in Steady Growth: Saudi non-profit trends report, 2021. KKF. npotrends2021.pdf (kkf.org.sa)

The desk research *continued*

By contrast, in Palestine, most foundation funding comes from external sources. There are few domestic foundations, the main ones being the **Palestinian Welfare Association** (which works in the areas of health, education, economic development, agriculture, culture, policy and advocacy), the **A M Qattan Foundation** (the main area of which is culture and education), Hanni Qaddumi Scholarship Foundation/Khutwa (which deals with youth education) and the **Dalia Association**, a community foundation focused on a community grant-making mechanism to support community-decided programmes. As elsewhere in the region, individual giving is a critical element but impossible to track accurately.

In general, although there has been some improvement, what Naila Farouky of the Arab Foundations Forum (AFF) wrote in 2016 still applies today: philanthropy in the region is hampered by an unconducive political environment, a lack of accountability in the sector and what she terms an 'egregious lack' of comprehensive data 'even in the most basic sense'. It should be noted, though, that some effort is underway to address this, with AFF recently launching the Arab Philanthropy Survey.

As an illustration of the generally unconducive environment, the distribution of foundations across the region is uneven. The 26 members listed on the AFF website, for example, are concentrated in the Levant if for no other reason than that it is difficult to set up a foundation in other parts of the region because no legal framework for doing so exists.

The general view, though, is that the regulations on access to funding and banking are by far the biggest obstacles to the sector's growth and sustainability.

Another remark from the same paper is also worth bearing in mind: 'The future of Arab philanthropy, given the size of the youth demographic, may not be in more foundations but instead may appear in the form of a youth population with a sense of social purpose and the ability to create their own businesses that are both financially viable and able to resolve a social challenge at scale.'

More recently, Clare Woodcraft sees 'the regional discourse … aligning with global convergence trends … The Arab Foundations Forum (AFF) … regularly hosts events focused on SROI, Theory of Change, the construct of social enterprise, impact investing and innovative finance. However, the lack of a social enterprise law is a key obstacle to ecosystem convergence.'[57]

'The future of Arab philanthropy, given the size of the youth demographic, may not be in more foundations but instead may appear in the form of a youth population with a sense of social purpose …

The region's countries generally had low scores on the CAF World Giving Index. Egypt ranked 116 out of 119 countries surveyed. Although over half of those surveyed had given money in the previous month, only a low percentage had given time or helped a stranger. Most of the region's countries were also low on the list, with the conspicuous exception of the United Arab Emirates (15th place). Not too much should be read into these figures: they may say as much about the cultural reticence surrounding philanthropy as they do about the extent of that philanthropy.

[57] Woodcraft, C (2021) 'Philanthropy in the Arab world: Venture philanthropy and social investment – Are Arab philanthropists and conventional investors converging on the impact continuum?' American University in Cairo – John D Gerhart Center for Philanthropy, Civic Engagement and Responsible Business/Ford Foundation. PHILANTHROPY IN THE ARAB WORLD V.2.pdf (aucegypt.edu).

The field research

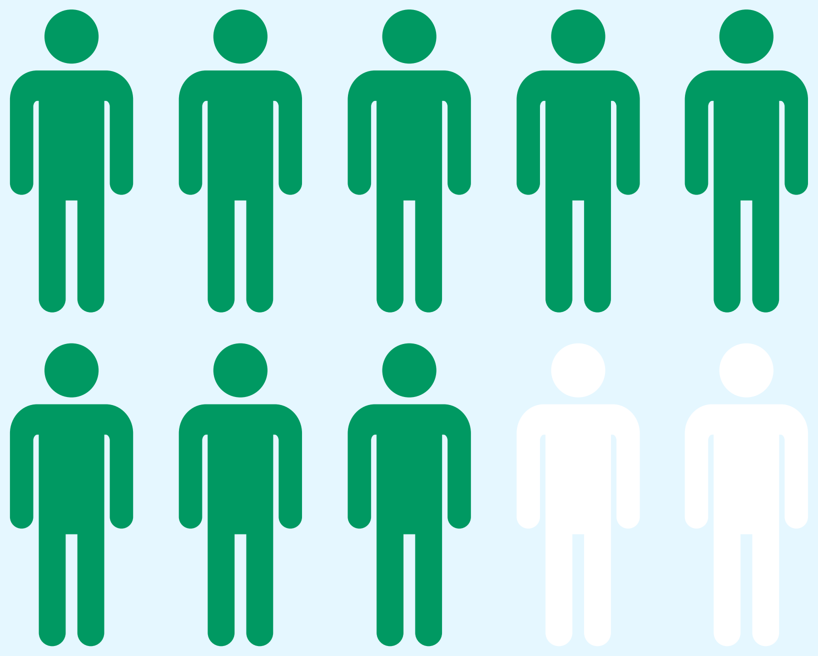
Background

Generally speaking, the field research for this report bears out the general picture offered by the desk research, with some developments perceived in terms of collaboration, digitisation and a more strategic approach taken by institutional philanthropists.

The region faces what have become common global problems: climate change, environmental degradation, and inequality. 'Nine out of ten children in the Middle East and North Africa (MENA) live in water-stressed areas,' notes Sonia Ben Jaafar. 'The population of coastal areas is declining. You also have population density and rapid urbanization.' The field research largely accords with the desk research summarised above; in particular, high unemployment and a large young population are regularly referred to.

Enaam Al-Barrishi (director general, Jordan River Foundation) quotes a figure of 20% youth unemployment in Jordan and low participation of women in the labour market. Moez El Shohdi (president and CEO, Food Banking Regional Network – Arab Region) also speaks of a combination of unemployment and lack of opportunity. 'Education is moving in one direction, while the labour market is moving in another,' he suggests.

Education was highlighted by Samir Farrag (director of Partnerships at the Queen Rania Foundation for Education and Development, Lebanon), too: 'Our region suffers from "learning poverty" as highlighted by the World Bank. Their research showed that five out of ten children cannot read Arabic with comprehension by age 10. These are chronic issues that we need to solve.'



5 in 10

children cannot read Arabic with comprehension by age 10.

Riham Khafagy (associate professor and GCC philanthropy expert, Zayed University, UAE) also points to a particular form of inequality in service provision, speaking of 'quality and access to education' while saying that 'mainly quality has been problematic'. Moreover, there are 'disparities in access to healthcare (local vs. expats)'. She also points to the low level of civic engagement in countries like Qatar and UAE. 'These countries are welfare states, and basic social services is secured but there is not enough public policy participation.' This, of course, has wider implications when it comes to the agency of communities and the ability of philanthropy (among others) to mobilise public opinion for change. Ali Awni (Professor of Practice and Director, John D Gerhart Center for Philanthropy, Civic Engagement and Responsible Business, American University in Cairo) spells this out when he notes that 'the maturity of business organizations and communities needing to take care of what needs to be done is evolving but is hampered by the underdeveloped rule of law, agency, and institutions.' There is too much control and not enough facilitation, he feels.

Key challenges within philanthropy

Some other general points made by the interviewees are worth noting. Ali Awni, Professor of Practice and director at the John D Gerhart Center for Philanthropy, Civic Engagement and Responsible Business at the American University in Cairo believes that 'big philanthropy' – that is, institutional philanthropy – is a relatively small player. He believes that, here as elsewhere, '[institutional philanthropies] are not changemakers of the world'. He also notes 'a tie between giving money and politics. Laws are political. You are trying to control meddling from the outside.' This ties in with the transparency issue, too: 'Transparency is very much related to the political aspect. Government wants to see that you are not disrupting the status quo.'

The field research *continued*

Effects of the pandemic: solidarity … with some reservations

'Our experience shows that during Covid, donations tripled from normal times' even allowing for the fact that a large share of these donations went to healthcare CSOs, says Moez El Shohdi. 'We received support from companies and individuals alike. People gave more. The sense of solidarity peaked given that the problem affected all of us.' Ali Awni agrees that the pandemic created solidarity, made funding easier and triggered relief giving, but he feels that 'the response was reactive and not strategic. Building resilience in community is more strategic. It is not happening … There is still not enough talk about equity … We will see more crises. We need to build infrastructure that supports resilience.'

And while international organisations were flexible, says Enam Barrishi, local corporate foundations tended to tighten their belts because of the economic uncertainty. She foresees a 'decline in funding and increase in competition among CSOs and intermediary organizations. Burn-out by philanthropists will prevent them from giving in the same way as before.' From her perspective, social enterprises models that create income generating streams will be the way forward: 'We cannot continue to fully rely on traditional grantmaking.'

There were also problems (as elsewhere) for CSOs that were unable to adapt. A lot of money came into healthcare, but it did not benefit CSOs working in other areas: As Barrishi points out, CSOs can't their mandate overnight to receive funding in healthcare.

While Ossama Alkenahi notes that 'there were also fewer restrictions' at the height of the Covid-19 emergency, he believes that 'we will start returning to earlier practices' because donors feel that the non-profit sector is not sufficiently professionalised, producing [among those currently running organisations] a desire to control, emphasising and making more visible the customary donor–recipient power dynamic. This change is being made by what he calls the more mature foundations. He concludes: 'The donor influence should not be unchecked; we should be more humble by considering grantees as partners and re-engineer our practices towards those of the pandemic but in a more strategic direction.'

Overall, though, Riham Khafagy believes that 'Covid further consolidated and reinforced the positive attitudes held by society towards philanthropies.'

'The donor influence should not be unchecked; we should be more humble by considering grantees as partners …

Prime movers in philanthropy

In terms of who the prime movers are in philanthropy, there is some variation among the countries of the region – and what Riham Khafagy calls 'a generally diverse landscape' – but the largest part tends to be played by individual donors.

According to Moez El Shohdi (president and CEO, Food Banking Regional Network – Arab Region), Egyptian Food Bank's experience shows a majority of individual donors (60%) with the remaining 40% split between companies and foundations. In Saudi Arabia, too, according to Osama Alhenaki, individual giving is the most significant in terms of volume, but there has been some growth in corporate foundations, greater growth in family foundations and government grants, and royal foundations are especially significant in terms of endowments, expenditure and impact. 'For instance,' says Alhenaki, 'the King Faisal Foundation is leading on education and

The field research *continued*

research, and is expanding its portfolio of investments. Being a royal foundation, they are a big mover. They run and sponsor big non-profit universities, schools, and research centres.' Other examples of influential royal foundations include the King Khalid Foundation (non-profit sector and policy development), Misk (youth empowerment and CSO development), Prince Sultan Foundations (health – it has the biggest health rehabilitation centre in the Middle East: Sultan Bin Abdulaziz Humanitarian City), Al Anoud foundation and the King Abdulaziz and his Companions Foundation for Giftedness and Creativity.

Samir Farrag, director of Partnerships at the Queen Rania Foundation for Education and Development, notes the prevalence of family foundations and corporations. In practice, the two can be hard to separate: 'Sometimes you see a corporation that is engaged in traditional CSR, and at the same time the big HNW family that owns the business gives individually or through another giving vehicle.'

Governments also play an important part throughout the region (often, as noted, this will be in the form of royal foundations). 'In Qatar and the UAE,' says Riham Khafagy, 'mainly the semi-governmental philanthropic organizations and corporate/family foundation are prime movers.' Civic-led endowments are on the rise, however, with significant contributions made by businesses, individual donations, and HNWIs. HNWIs' contribution is increasing in the Lebanon, too, and, according to Oussama Rifahi (cultural advisor and board member, Arab Fund for Arts and Culture, Lebanon), 'is most promising in terms of the new tools and approaches'.

Given the size and variety of the region, though, the general picture is one of diversity. Riham Khafagy observes that, because of its sheer size, 'the landscape in Saudi Arabia is broader … There are corporate foundations, private endowments, community organizations, semi-governmental and governmental organizations,' though data on the exact contribution of each is scarce.

'semi-government and governmental philanthropies are on the rise.'

An example of one of the largest private endowments is the Suliman al Rajhi Foundation in the Gulf: Khafagy adds that, 'semi-government and governmental philanthropies are on the rise.'

Noha El-Mikawy (former regional director, Ford Foundation in MENA; newly appointed Dean of the School of Global Affairs and Public Policy (GAPP), American University in Cairo) also points to variety: 'In the MENA region, the philanthropy sector has become quite diverse,' and she echoes a point that sounds throughout the interviews, bearing out what Naila Farouky said above: 'Trend analysis of movers in MENA is not based on rigorous data nor on exact numbers of the volume of giving by type of mover.'

An important development is signalled in the Gulf Corporation Council (GCC) countries by Sonia Ben Jaafar, CEO at Abdulla Al Ghurair Foundation, where a greater self-consciousness among philanthropists is emerging: 'a like-minded community driven by purposeful giving. **The Giving in GCC report** indicates that philanthropic giving exceeds $200 billion annually.'

She also sees philanthropists as being more vocal and more transparent in their giving, potentially important signs for the future. The founder of the foundation she works for, Abdulla Al Ghurair, is one such example: before 2015, his giving was undeclared but he then 'publicly declared "I need to give bigger" and he decided to take a third of his wealth to create a foundation.'

Finally, the contribution of international donors – primarily big foundations such as Ford or Open Society – is still significant, as both Oussama Rifahy and Riham Khafagy attest.

The field research *continued*

Trends from previous report

Digitisation of the sector

Most of the trends identified in the previous report have made headway but data-driven philanthropy is still embryonic, believes Ali Awni. Digital engagement is happening but a digital divide is hindering reach to wider populations and the marginalised groups and communities, he argues. A more pragmatic approach is needed that asks why tech is needed and how it can serve a cause.

There are, too, distinctions between the use of technology to give (which is very definitely happening), its use as a means of accountability and its use as a diagnostic tool for funders themselves to use (i.e. to chart where funding is going and whether it is being used effectively). Though some progress is seen by some of our respondents in the last two of these uses, the general feeling is that an upsurge is yet to happen.

'the region is going to become friendly with technology and data-driven analysis, especially led by young and rich Arab women and men.'

Noha El-Mikawy believes that such an upsurge is coming and notes that, while technological applications for studying philanthropy (as distinct from means of giving) are developing only slowly, 'the region is going to become friendly with technology and data-driven analysis, especially led by young and rich Arab women and men.'

Sonia Ben Jaafar also believes that people are 'starting to take the aspect of data-driven impact more seriously … Philanthropists and practitioners are noticeably asking better questions. They want to know that their donations are going into the right place and are achieving traction.' Generally speaking, though, she is 'waiting for the big data movement in the sector'.

Enam Al Barrishi sees 'noticeably more digital transparency', though for Osama Alhenaki, while technology is making some headway in the sector, this is not necessarily in the form of making its acts more transparent: 'Boards of private philanthropic foundations (unlike publicly funded charities) believe philanthropy should be discreet.' She adds that, despite this, there is more voluntary sharing of stories of impact and activities, through technology-enabled means. '[Overall] we are seeing philanthropic organizations dedicating more resources to developing their digital presence.'

Riham Khafagy not only agrees that this has been one of the key trends of recent years, but she also sees it as the biggest change over the next five years: 'More technology-driven philanthropy, online fundraising, e-giving, and transparency. This is a trend being encouraged by government, especially in Qatar, UAE and Saudi. Based on this, there will be more digital engagement across the sector and possibly across borders.'

Another driver for this is the shortage of funds, which will produce greater efficiency 'to economically and sustainably operate and meet beneficiary needs'.

She adds another caveat to the accountability debate, however. Tech-driven transparency is only half of the accountability equation. There is limited accountability to the public. 'If I have no capacity to hold those organisations accountable, then what is the utility of transparency?' Currently, though, she thinks that, despite positive developments, 'digital engagement is lagging behind [the global position]. Many philanthropic organisations have been slow to uptake digital tools, and the culture is lagging behind.'

The field research *continued*

Balancing the emotional and the rational

When it comes to determining the goals of donors and their distribution of funds, the drive towards the use of technological means can become an unquestioned obsession. Oussama Rifahi sees some virtues in the use of data for transparency and reporting, but worries 'that the sector gets carried away by data-driven philanthropy … While there is sophistication in using data-driven tools and metrics in other industries, when it comes to philanthropy it becomes difficult to define and set metrics because of the nature of social change and the dynamics influencing it.' Moreover, he sees problems with the data-driven approach generally: 'Causes like arts and culture and other social justice causes require long-term investments and are still difficult to fund, because they are more difficult to measure. Big data and measurement will not make it easier.'

He argues for 'a balance between the emotional vs. rational, as we are moving to more rational at the cost of emotion.' He also raises an interesting question which has wider ramifications than the practice of accountability and transparency: 'We need to think what would the role of indigenous Arab philanthropy look like for our specific regional context and 21st-century challenges and opportunities, and not just imitate western philanthropic models. There is a soul searching that needs to happen in the region.'

Noha El-Mikawy also speaks to this point. She believes that 'using big data to understand communities and target assistance will be the way to go in the future. Digital and virtual communication will enhance connectivity. However, there needs to be a good balance between virtual communication and feeling the pulse of real living conditions, especially in marginalised communities.'

'using big data to understand communities and target assistance will be the way to go in the future.

Crowdfunding and online giving

Most agree that online giving has also increased dramatically. 'Many people now pay their zakat and do philanthropy online,' says Enam Al Barrishi. As for crowdfunding, although 'some Royal foundations, like the King Hussein Foundation, have tapped into crowdfunding, [channelling] small amounts of money from individuals and transfer of zakat to social causes is happening but not on a wider scale.'

Moez El Shohdi notes too that 'social media is starting to be very popular in facilitating giving. We have many options for donations to the Egyptian Food Bank both from within and outside the country. Previously it was just bank donation option. Now we have more digital tools available.'

Crowdfunding and online giving have been especially significant in Saudi Arabia: 'Over the past three to five years, we are witnessing a trend of increased government sponsored online donation-based crowdfunding platforms and a sizeable jump in individual donations through these platforms,' says Osamah Alhenaki (Director of Policy Design and Advocacy, King Khalid Foundation, Saudi Arabia). 'Ehsan[58] is an example that matches individual donors with charity projects.' He adds that 'Before crowdfunding, the aggregate income for philanthropies was much smaller than now.' Government sponsorship creates a degree of trust which is often absent in the public view of NGOs, hence the platforms' success. He believes that 'the driver towards e-giving is Saudi's youth bulge that are tech-savvy and are the biggest consumers of digital media'.

[58] Centre for Empowerment and Care of the Elderly, Qatar.

The field research *continued*

‘the driver towards e-giving is Saudi’s youth bulge that are tech-savvy and are the biggest consumers of digital media’.

But Moez El Shohdi and Oussama Rifahi both state that Covid-19 has been crucial in stimulating the drive towards online giving. ‘Covid has increased this trend towards e-giving,’ says Moez, while Oussama Rifahi notes the emergence of a greater degree of social solidarity since the pandemic and a realisation that ‘ordinary people can/are doing amazing things. It is no longer just the large philanthropies that are being spotlighted.’ He adds a cautionary note, though: ‘Online giving has been hampered by several practical considerations. You cannot transfer money cross-border easily or use credit cards … Until we find systems to ease those structural conditions, not much traction will happen. More intermediate institutions and platforms that leverage this individual energy are needed.’

Problems remain, though, according to Naila Farouky: ‘Online giving is hampered because of lack of accessibility (digital divide), obstacles of cross-border giving regulations, and cyber-security risks. There is noticeably a youth demographic that is far more engaged online but it is not a main source of income for philanthropy. What is hindering this type of giving is mainly regulations affecting banking, cross-border giving and cyber-security.’ It should be added that these considerations, with the exception of cyber-security, are affecting not just online giving, but giving in the region generally.

Emergence of strategic philanthropy

The picture is a mixed one as far as the emergence of strategic philanthropy is concerned. Moez El Shohdi sees that ‘strategic philanthropy distinct from charity is more apparent and is the solution to our problems.’ His own organisation (Food Banking Regional Network – Arab Region), which, from its philanthropic beginnings developed a model based on the needs of families and farming communities, is an example of this. ‘The UN invited us to a private sector forum to present the model in 2010. We made a commitment to transfer the model. We founded 50 food banks ever since, following the same pillars and programmes. There is a change in the field. It started with a vision and strategic approach.’ It is also worth noting that the notion of sustainability is making headway in the region’s social sector. Moez believes that ‘sustainability will solve our problems’, an idea that was emphasised by Enam Barrishi, above.

Osama Alhenaki also refers to the growing need for a strategic approach: ‘In King Khalid Foundation, we are big believers in the power of advocacy for policy influence and changing regulation … We are trying to influence the sector to adopt advocacy as strategic intervention alongside grant-making, services, and other interventions.’

We have already seen that Sonia Ben Jaafar believes that philanthropists in the region are at least adopting an attitude which is more conducive to strategic philanthropy, ‘noticeably asking better questions’.

The field research *continued*

Both/and, not either/or

Another remark by Osama Alhenaki adds some perspective: ‘We need to grow strategic giving alongside traditional giving. Especially after Covid we need more philanthropy across the board… We should not be ashamed that we have a big portion of giving that is short-term and seasonal – an example is Ramadan-based giving – and directed towards relief causes and consumption-based giving. Fighting hunger and poverty are more important in times of crisis, and especially so given that the sector is small in size.’ The drive towards a more strategic approach should not distract attention from the fact that giving to meet immediate needs is still important.

A somewhat contrary point of view is expressed by Oussama Rifahi, who sees strategic philanthropy developing but held back ‘by macro-level conditions such as humanitarian and other crises that place immediate needs and emergency response as the driver of giving.’

Especially after Covid we need more philanthropy across the board … We should not be ashamed that we have a big portion of giving that is short-term and seasonal…

Towards social change philanthropy?

On the whole, Noha El-Mikawy believes that ‘strategic philanthropy is still shy in the MENA region’, partly and precisely because it often involves a political undertone: ‘Asking difficult questions related to power dynamics and exposing the root causes of poverty and inequality are delicate endeavours that are yet to be grounded and become prevalent in the region.’ However, she sees the development of a more strategic approach gaining ground over the next few years in response to growing problems: ‘As challenges increase and inequality rises in the region, social harmony will be in great danger and that may encourage more philanthropists from the region to give more attention to strategic analysis and planning of systemic and structural interventions against poverty and inequality.’

She also foresees potential implications in this for the direction of future philanthropy: ‘That may also encourage more philanthropists in the region to dare to programme interventions that identify power dynamics that lead to the perpetuation of socio-economic and cultural ills.’ Only at that point, she believes, might the region see a bigger shift towards philanthropy aimed at tackling systemic problems

The role of business

When it comes to considering the role of business in philanthropy, three main trends are evident to the interviewees: the use of different, more innovative means by business to address social questions; the social role of business being more widely construed; and a greater alignment with a national agenda for development.

Generally speaking, the interviewees saw business taking a growing interest in social development, sometimes to the extent of blurring the distinction between the roles, even the legal forms, of the private and non-profit sectors, as is sometimes happening in other regions. More commonly, though, this growing interest is seen in terms of more sophisticated approach to their own social responsibility work.

Enam Barrishi, for example, believes that corporate donors ‘are more driven by impact than in the past. They ask more about: Where the money is going to? How did people benefit? And what was the impact?’

Noha El-Mikawy feels that the private sector is ‘increasingly becoming interested in solving social problems with innovative methods and is slowly coming on board, designing and financing socially, environmentally, and gender-sensitive business models and business cycles.’

The field research *continued*

Riham Khafagy sees the changing role of business 'in terms of corporate/family foundations increasingly adopting Western inspired models of foundations. There is also a strong alignment with national development visions, priorities and government direction.' Samir Farrag also believes that 'corporations are getting more interested in impact and connecting their cause to the SDGs and other global goals. Whether that leads them to being more strategic is yet to be seen, but that vocabulary about impact and thinking about social change is gaining momentum.'

There is greater sophistication in the underlying philosophies of businesses, says Oussama Rifahi; they now understand 'that giving and social responsibility is not just marketing to increase market share, but it is about shared value and sustainability.'

While these developments are generally positive, there is one dissenting voice among the interviewees. Ali Awni describes the neglect of the social role of business in the Arab region as 'a huge missed opportunity'. He adds: 'The value concept is indivisible. There is a false dichotomy that has been created between philanthropy and the private/business sector. New scientific innovations are not funded by government. You need philanthropy to seed-fund, along with private sector funding. Synergies are missing.' He also speaks of 'a notable SDG washing and social washing' in business's attitude to its social role.

the private sector is 'increasingly becoming interested in solving social problems with innovative methods

Millennials

Again, generally speaking, and perhaps unsurprisingly in a region with a youth bulge, young people are taking a more prominent role in giving. 'Directly engaged millennial philanthropists are on the rise,' says Noha El-Mikawy, while Riham Khafagy sees millennials leading change towards increased digitalisation of philanthropy 'through e-giving and tech-driven philanthropy'. This may not be surprising, given younger generations' greater familiarity with technology, but she also adds a significant point for the future:'[Younger generations] gravitate towards developmental causes.'

Another significant pointer towards the future is evident in the words of Oussama Rifahi, who says that, in the Lebanon, 'we have ever more next generation philanthropists (late 20s–30s age group) who either inherited wealth or have created wealth and are getting involved in philanthropy.'

He adds: 'This is one of the positive trends that I am encouraged by. Younger people are engaging in philanthropy in a more meaningful way. This engagement emanates from an alignment between their social responsibility values, personal interest and a fresh outlook on how impactful giving should look like.'

One way in which the growing participation of young people will manifest itself, believes Noha El-Mikawy, is that 'a rising trend of social entrepreneurship is also going to result in some successful start-ups … It is already obvious that young and rich men and women are keen on giving and doing so in strategic ways.'

The field research *continued*

Collaboration

Collaboration has become something of a buzzword over the past few years and is seen as a necessary way forward by both observers in the sector and respondents to this research, most of whom saw progress being made in this regard, both cross-sector (generally public–private partnerships) and within the sector. The strongest assertion of this view comes from Sonia Ben Jaafar, who believes that 'the community is more open to collaboration than it was ten years ago'. As an example of multi-stakeholder collaboration, she highlights the **Global Muslim Philanthropy Fund for Children** (GMPFC), which is a joint initiative established by UNICEF and the Islamic Development Bank Group (IsDB) to caters to all forms of Islamic philanthropy, including Zakat and Sadaqah.

Sonia Ben Jaafar pointed out that the Abdul Aziz Al Ghurair Refugee Education Fund was one of the first entities that joined GMPFC from the Gulf region, believing in the profound impact it would have on improving the conditions of disadvantaged children.

The Global Muslim Philanthropy Fund for Children is 'a Sharia-compliant fund that uses sadaqah and zakat to fund humanitarian goals and SDGs in 57 countries.'

She also cites 'the Abdulla Al Ghurair Foundation's University Consortium for Quality Online Learning in the UAE; launched in partnership with the UAE's Ministry of Education (MoE), and nine leading universities in the country. The biggest lesson learned from this journey is that we couldn't have achieved any of this alone. Collective efforts, and continual learning and recalibration is what makes the difference.'

'We are seeing more focus on the empowerment and institutionalization of collectives for NGOs, such as networks, unions and associations,' says Naila Farouky. 'These collectives are the entities that can take on the big issues. Individual philanthropy is cause-focused and is limited by its resources that can only address so much. It is a bigger issue than one or more individual philanthropists can tackle.'

Noha El-Mikawy cited examples 'of donor collaboration such as those between Sawiris Foundation and Alexandria Bank in Egypt or that between the Ford and Asfari Foundations in support of AACSOD, a regional hub that provides institutional strengthening and coaching on institution-building to small CSOs across the Arab region.' Osamah Alhenaki talked of 'more collaboration … taking place both voluntarily and through policy-incentivised means.

The Government has established a Foundations Council – with the aim to coordinate and represent the foundation sector … We will likely see more collaboration across donors, especially overlapping thematics. Those working on health, education and economic empowerment, etc. […] will be working more closely.'

Samir Farrag, too, points to a number of examples. 'Community Jameel are really interesting and seem to take an approach that, when they move, they move with others. Examples are J-PAL, which they supported at MIT, having their MENA office set-up at the American University in Cairo. Furthermore in Egypt, the Egypt Impact Lab, which is J-PAL and the Sawiris Foundation for Social Development, with support from UNICEF Egypt at AUC. It is great to see more deep thinking and collective action.'

Public-private partnerships

A specific form of public–private partnership involving government and donors is emerging, according to Riham Khafagy: 'Collaboration has increased, especially public–private. It is a partnership model where government or corporations fund philanthropic projects, and execution is by private philanthropic organisations. Government and semi-governmental philanthropies rely on private philanthropic organisations' links to communities and awareness of needs on the ground.' His mention of the use by governments of the local knowledge of philanthropy of local communities is a significant point to note for the future. Clearly, it has implications for the successful development agendas of both, and he sees this as a trend which will continue to develop in the future.

The field research *continued*

The trend towards collective working will need to increase further if it is to make an impact on the region's major problems: 'The nature of quiet giving in the region,' says Sonia Ben Jaafar, 'is that it does not give room for collective impact and scale. Givers will be compelled in the future to align themselves to create impact. There will be greater demand for innovation, evidence-based approaches and sound methodologies.' Interconnected challenges, she points out, require interconnected solutions, which is impossible without collaboration: 'You have interconnected challenges and can't wait until each of these problems is solved. You need to solve water, sanitation, health, education and other issues simultaneously.'

'You have interconnected challenges and can't wait until each of these problems is solved. You need to solve water, sanitation, health, education and other issues simultaneously.'

Problems

It is not all plain sailing, however, and collaboration imposes its own demands, even within the sector. 'Collaboration is hard,' says Ali Awni. 'We do big initiatives that make a lot of noise but there are no communal or integrative approaches. This does not exist. No platforms to collaborate. Collaboration requires more than a four to five years' horizon. It requires 20-30 years.'

There will, though, be growing awareness of the need to collaborate. 'Philanthropy used to be in a bubble. There will be more realization that I need to collaborate with government, business and communities.' In the meantime, he sees collaboration 'falling behind, because there is no proper governance of the ecosystem … policies, rules and regulations are needed.'

Enam Barrishi is more pessimistic still: 'Broader collaboration is not happening,' she says flatly.

What are the emerging trends?

As we've seen, most of the trends identified in the earlier research were still recognised as under development by the respondents, but newer ones are also emerging.

Ali Awni believes that 'the sector will go **towards both formality and informality**. There will be new embryonic community-driven initiatives. These involve informal fundraising approaches, where the community collect money and put it where it is appropriate.' He also believes that individual donors will give more to certain faith-based causes, that 'there will be slow move into strategic causes but [that] infrastructure and platforms are needed'.

Growth …

Most predict that **philanthropy will continue to grow**, albeit at different rates and from different sources. Noha El-Mikawy notes the development of 'regional grantmakers who mobilise funds from different sources (foreign foundations, Arab high-net-worth individuals, and Arab corporate foundations or CSR units)', a trend which she sees as particularly marked in the arts and culture and the knowledge production sectors.

Osama Alhenaki also foresees growth across the spectrum in Saudi Arabia: 'Individual donations will increase through crowdfunding platforms. We will also see change towards diversity in thematic areas of giving such as climate and environment philanthropy. There will also be government platforms that invest in green philanthropy.'

The field research *continued*

'Individual donations will increase through crowdfunding platforms.

… and change

Respondents believe that there will be changes, too, in the way that philanthropic money is both accumulated and spent. Oussama Rifahy believes the next five years will witness an '**unfolding trend in high wealth economies**, mainly in the GCC, **to mobilise private wealth towards large initiatives and philanthropic projects**. They are thinking about ways in which they can further encourage philanthropic responsibility. Having corporate sector catalysed towards social development is already evident.'

Another emerging trend specific to the GCC, he thinks, will be 'the emergence of more governmental and semi-governmental foundations', and in fact more foundations generally, a view shared by Riham Khafagy and Osama Alhenaki.

He also foresees 'more giving directed outside the region … **There will be a more strategic focus**.' However, he also observes that this will depend on changes to legislation, and whether this 'will evolve in a direction that enables cross-border giving that has been long constrained due to combating money laundering and terrorism'.

'Philanthropy is maturing, in terms of both profile and volume,' believes Sonia Ben Jaafar. 'The growth of more targeted investments is taking place, and this is where we expect to see the biggest change in the next five years.'

Greater incentives?

On the same issue of easing regulations, Osama Alhenaki expects to see '**a more accommodating regulatory environment**', specifically in relation to Saudi Arabia, where the government's Vision 2030, 'which sets a goal of 5% GDP contribution of non-profit sector, has paved the way for the ease of regulations … government agencies have collectively started looking into how to crowdfund philanthropic contributions and adopted an ease of doing philanthropy focus. They are looking into the adoption of tax exemptions for philanthropic organisations.'

The future of sustainability

Unusually, Enaam Barrishi of the Jordan River Foundation (JRF) thinks there will be a decline in philanthropic funding, caused by Covid-19 and the general economic situation. Corporate foundation giving is already declining, she says, and the private sector will increasingly look towards partnership in its social sector work. As a result of this, she believes that, in the move towards financial sustainability, '**transformative philanthropy and social enterprises will be one key trend**.' JRF in fact is developing a social enterprise element with the support of IKEA. 'A change in mindset is required, and in the governance of the organization, to transform it from a strictly developmental organization to incorporate a social enterprise orientation. This is the future of sustainability.'

The field research *continued*

She also foresees an **increase in 'the culture of transparency'**. Donors, she believes, want to leverage funding and encourage competition among CSOs. 'In this context, transparency will give you a competitive edge. You need to highlight your impact and achievements through better reporting and transparency.'

Sonia Ben Jaafar, likewise, anticipates 'an increase in transparency, accountability and trust in the UAE context. We are also likely to see more evidence-based philanthropic practices and intentional giving.' Regional philanthropists, she says, 'are already making informed decisions via more evidence and proper due diligence'.

Desire for greater impact

Philanthropists will begin to think more and more about the impact they are having, predicts Oussama Rifahi, which will affect the way they operate, 'narrowing the focus of their interventions … This trend is seen both with family foundations and individual donors. Ten years ago, philanthropists were thinking about creating long-term structures and institutionalisation, but now I feel people are thinking more about nimble projects of shorter duration and flexible giving approaches. If we take primary education in Lebanon … the line of thinking will be towards supporting institutions working in the field rather than creating legacies and structures that are sometimes not adaptable to fast-changing environment or dynamics … This is a positive direction.'

Samir Farrag also believes there will be more 'impact-driven and strategic philanthropy, as well as more alignment around global goals and agendas … This also means that philanthropy and non-profits will continue the shift from piecemeal kind of work that we have been seeing in the past towards bigger goals that are integrated and sustainable.'

On a related point, he also believes there will also be more pressure 'from corporate CSR and funders on non-profits to be more strategic and transparent. Non-profits need to think of social change and achieving long-term impact, while also demonstrating results transparently.' In this way, he argues, 'greater investments will flow into the sector.'

Additionally, he feels, 'There will be more data-driven philanthropic giving, and meaningful reporting in the future.'

Partnership, 'philanthropication', the role of governments and attenuated civil society development

One trend – which is already happening, says Osama Alhenaki – is towards **'"non-profitization/ philanthropication" instead of privatization**', that is, government contracting out services to non-profits, rather than to private sector contractors. This is already occurring, he says, in higher education and in health.

Riham Khafagy believes that the dominance of governmental and semi-governmental philanthropic activity will continue, especially in Saudi Arabia, but she thinks the tools they will use may change and there will be an 'increasing trend of public–private partnership'. While this may produce more collaboration in the development process, which is seen as desirable, it stems from something which is a cause for concern: 'Civil society,' she observes, 'is not developing significantly' across the region as a whole.

'maturity phases of philanthropy will take a cycle where eventually humility will set in (instead of hubris). This is a natural progression for the sector.'

The field research *continued*

Increased grant-giving

One development which may help the development of civil society is more grant-giving – as opposed to operating in-house projects. The extent to which this is happening is difficult to determine, but Samir Farrag, for one, expects 'to see **more grant-giving happening from family foundations as they continue to professionalise**. There is also likely to be more professionalisation of philanthropic and CSR practices.'

Ali Awni, too, sees government as still being the most influential force in that they are the ones who make regulations and either hinder or encourage the ecosystem. He adds: 'maturity phases of philanthropy will take a cycle where eventually humility will set in (instead of hubris). This is a natural progression for the sector.' His concern is that what he calls mass movement (contributions by individuals and communities) is held back by the lack of enabling platforms: 'The most elementary way is to provide supportive structures. Kiva[59] is an example. You will see more and more of this.'

Driven by the community

We have already seen a concern for the agency and needs of the community to be taken into account, either explicitly or implicitly in the responses of interviewees. Ali Awni argues the need for 'communities taking care of themselves. There is not enough representation or agency for communities to do things on their own.' Likewise, Moez El Shohdi sees 'a need for more community-driven and sustainable solutions'. He gives the example of the refurbished ventilators his organisation made use of during Covid-19: 'We put 460 devices back to service. This thinking – not reinventing the wheel – and improving on what is already there needs to be mainstreamed.'

[59] A microlending platform – see https://www.kiva.org/

On a related point, Sonia Ben Jaafar sees the need for locally tailored solutions, a view which is gaining currency throughout philanthropy. 'When your content is localised, you offer value and distinction.'

Encouraging local giving has become something of a mantra for the sector globally. It has some evident advantages, as Sonia Ben Jaafar points out: it reduces dependency on external sources of funding and it can confer agency and 'ownership' of development on those who are the centre of that development (though it should be noted that local philanthropy is not necessarily community philanthropy and can also come with strings attached and with an uneven distribution of power and responsibility). How much more local giving has there been in the Middle East? Most saw local donations increasing, either through wealthier individuals giving more, or more corporate involvement or developments such as crowdfunding.

Most of those who spoke about it did so in a positive sense. 'It is a game of balance,' believes Ali Awni. 'Philanthropy can block spill-overs when it tries to grab local knowledge and work in a siloed manner but, when it accommodates the local communities and people, they understand what needs to be done and their priorities.'

Sonia Ben Jaafar sees this as well underway: 'The UNICEF has harnessed traditional forms of giving towards developmental purposes, as in the example mentioned earlier (The Global Muslim Philanthropy Fund for Children (GMPFC) [and] a lot of this traditional giving is being harnessed by local organizations.'

'a need for more community-driven and sustainable solutions'.

The field research *continued*

Naila Farouky says there is a model to build on, even if it is often overlooked: 'If we take the example of Islamic giving under waqf, for many people the awareness that waqf exists as a model is not even there. The role of traditional giving institutions like waqf has been obfuscated. These modes of giving need more transparency. So does changing the narrative that you don't need to be rich to give. Anyone can give! The US experience that [ordinary] individuals give more than the wealthy is a point of reference.'

Here again, Samir Farrag raised the issue of transparency: 'We need to try to understand more about what are the drivers behind local giving and ask ourselves if we need to change that. There is a lot of giving happening but not through non-profits or in an institutionalised manner. Creating more trust in non-profits should boost giving that is institutionalised. We need to be clear about what they need to change to attract funds.'

Ecosystem

A good deal has been said about the philanthropic ecosystem already. The main points appear to be ease of doing philanthropy, incentivisation of giving through preferential tax laws and the lifting of restrictions on cross-border philanthropy. Riham Khafagy adds some specifics: 'Advocacy to improve the legal environment is needed. The registration process, approvals, licensing and changing activities, board approvals are still restrictive. There is no transparent application of criteria (e.g. why rejections happen). Also, accountability tends to be only to government, with limited public accountability.'

Enam Barrishi believes similarly that the relationship between donors and beneficiaries is too 'bureaucratic' and needs to be eased, adding 'Because of the small pool of philanthropists in the country, there is the risk of them being drained/burned out by giving to many organisations that compete among themselves for funding. What is needed is improved coordination and coalition building.'

Osama Alhenaki takes a different position. He sees that 'government agencies have collectively started looking into how to crowdfund philanthropic contributions and adopted an ease of doing philanthropy focus. They are looking into the adoption of tax exemptions for philanthropic organisations. There is substantial headway in ease of doing philanthropy.'

Empower your local institutions, because they know better and are here to stay.'

Flexibility is the key word for Sonia Ben Jaafar: 'Flexible regulatory frameworks that simplify solutions are important,' she says. This requires willingness, patience and collective action from funders. 'You … need to sit and converse with the regulators. This is happening in the UAE and the Gulf. The sector should work towards strengthening collective voice. Funders are still in the shift from being quiet givers to being transparent givers. If cross-border funding is a problem, there are ways. We just need to roll up our sleeves.'

Naila El Farouky points to the need for more philanthropy support mechanisms: 'More funding to support platforms and infrastructure support.' She adds another key consideration: 'Not to sound over-simplistic but fund your local initiatives, not the global firms and consultancies. Empower your local institutions, because they know better and are here to stay.'

The field research *continued*

The role of philanthropy

Inevitably, greater collaboration features prominently in our respondents' recommendations, as does infrastructure, which was seen to be a need not just among philanthropists but also between philanthropy and other sectors and between philanthropy and the community: 'There is not enough infrastructure in communities,' says Ali Awni. 'Philanthropy needs to build this.'

Philanthropy should help government navigate the risks and find synergies as it enters the philanthropy field, and, in particular, philanthropy should reach out to government to match funding. (Al Rajhi's collaboration with the Social Development Bank in Saudi Arabia to match an amount of money to provide loans to charities and micro-loans was cited as an example here.) In short, philanthropy should, as Samir Farrag puts it, 'be the catalyst of change between the public, private, and third sector.'

'Philanthropy is better served if it raises the administrative and overhead costs as a percentage of the total sum of a grant.

'The move towards philanthropic collaboration and sustainable funds needs to be capitalized on by encouraging knowledge exchange that expands the space for innovation and development,' argues Riham Khafagy. 'Philanthropy needs to be ready with creative proposals and innovative solutions. This was seen in the Covid pandemic.'

Noha El-Mikawy cites several attempts by AFF to encourage a culture of greater transparency. Other donors could support this, she says. Samir Farrag makes a similar point: 'We need to continue building our data capacities . . . we need to identify what good data looks like and develop sector standards.' Also on data, the same respondent points to 'an asymmetry of knowledge between philanthropy and implementation partners – this gap needs to be addressed'.

Samir Farrag, too, believes investment is needed in professionalising and educating the sector: 'The pool of talent is small and we need more professionals committed to strategic philanthropy.'

There is also a need to invest in the overall health and development of NGOs, rather than simply providing funding for this or that project. Noha El-Mikawy points out that Covid-19 has shown the value of grassroots organisations: 'Philanthropy is better served if it raises the administrative and overhead costs as a percentage of the total sum of a grant. This would allow NGOs to improve internal governance, strategic planning and reporting, to invest in better training for staff or better contracts with social benefits to staff.' Samir Farrag agrees: 'If we are not covering core costs, then we keep CSOs in a starvation cycle that will limit the growth of the organizations themselves.' There is a strategic element to this, too.

Philanthropists, says Riham Khafagy, 'need to drive systemic change through more advocacy and transformational work.' On the question of advocacy, Noha El-Mikawy draws attention to a wider question still: 'The greatest mover and shaker in the world to ensure the sustainability of our planet will be governments and global financing institutions. But private wealth could dare to finance models and pilots to prove concepts. Philanthropy could also dare to encourage more distribution of responsibility, including more distribution of wealth itself.'

There should also be a focus on empowering communities and on educating them about the benefits of philanthropy. Moez El Shohdi notes: 'From our experience, developing the capacities of people in need and empowering them to become productive members in society is how philanthropy can break the cycle of poverty and dependence.'

Action points for funders

Collaboration

- Foster more collaboration not just among the big philanthropies but with the communities. [Saudi Arabia/pan-regional]
- Bridge local communities with national-level vision through participatory development models. [Saudi Arabia, Egypt]
- Seek to become 'a catalyst of change between public, private and third sectors'. [Jordan, Saudi Arabia/pan-regional]
- Find synergies with, and reach out to, government. [Jordan]

Data and ecosystem

- Support efforts to collect and distribute data on philanthropy. [pan-regional]
- Support research on building resilience. [pan-regional]
- Increase knowledge sharing, especially between non-profits and philanthropists. Knowledge exchange and peer learning are happening but should be encouraged further. [pan-regional]
- Ecosystem funding is limited and needs to be increased substantially. [Jordan, Egypt, Saudi Arabia]
- More institutionalised funding of research is needed. In particular, more research is needed into how to capitalise on largely positive attitudes towards philanthropy. [Jordan]
- Invest in the professionalisation of the sector.

Capacity building for civil society and communities

- Support the technical capacity building and governance of the CSOs. [pan-regional]
- Support administrative and overhead costs for CSOs. [pan-regional]
- In this regard, encourage investment in institution building in the non-profit sector (i.e. funding missions rather than projects). [pan-regional]
- Focus funding on empowering communities and developing their capacities. [Saudi Arabia/pan-regional]
- Use the position of trust that philanthropy occupies to educate donors, especially small donors, on the role of philanthropy. [pan-regional]

Ways of operating

- Select long-term projects with clear and sustainable objectives. [Egypt/pan-regional]
- More scalable impact should be instigated and partnerships encouraged among key stakeholders – including the public sector— that are directed towards strategic impact. [Egypt, Saudi Arabia, Lebanon]
- Provide partners with not only funding but also strategic direction. [pan-regional]
- Adopt smaller and time-defined community-based interventions. [pan-regional]
- Build more flexibility and agility into the support offered (made particularly apparent by the pandemic). [UAE/pan-regional]
- Embrace business thinking 'in terms of efficiency, due diligence and results-based management'. (Sonia Ben Jaafar) [UAE]

Advocacy

- Advocate for policy change towards more systemic interventions. [Saudi Arabia, Lebanon and Jordan]
- Advocate for a more enabling regulatory framework, adopting transparency, accountability, and good governance practices. [Saudi Arabia, Lebanon and Jordan]
- Convene and moderate conversations about the extent to which private wealth alone will solve the enormously complex problems of inequality and poverty. [Lebanon, UAE/pan-regional]

Economy and employment

- Support more projects for employment and creating job opportunities, in particular initiatives that help create jobs and build youth employability skills. [pan-regional]

Environment

- Invest more in environment and in climate change. [pan-regional]

Summary and conclusions

Two words stand out from the body of this report, from both the field and the desk research: data and collaboration.

In most countries and regions, more and better data would help make philanthropy more effective and, as noted in the action points in the individual focus region sections, there are ways that philanthropy itself can support this. As has also been observed, there are efforts underway to remedy the lack of data, and these efforts need to be both intensified and accelerated. Though it is felt (and often bemoaned) at continental and global level, the most urgent task would seem to be reliable, regularly collected data within countries or within regions.

The need for collaboration has become increasingly evident as the most significant problems are seen to be both global and mutually aggravating – climate change, inequality, conflict and refugee questions (and, of course, pandemics) intersect, play into each other and are everybody's business. They are clearly beyond the scope or the resources of any one organisation or sector. That philanthropy is now treating the notion of collaboration within and between sectors increasingly seriously, and is taking action to bring this about, is beyond doubt. Both the desk and the field research show examples of increasing activity in this regard.

They also draw attention to two obstacles: collaboration is difficult, even among organisations from the same sector; and it requires its own investment of time and resources. Philanthropists will need patience and commitment to make collaborations effective. That said, it's certain that collaboration will continue to grow and may even become a dominant feature of the philanthropic landscape over the next decade.

The application of technology

Technology has the potential to transform philanthropy in three ways: first, through the growth of online giving; second, by making the operation of philanthropy more transparent; third, through its ability to process large amounts of data. The last two of these considerations will affect institutional philanthropy at least as much as it will individual philanthropy and may force a thorough reconsideration of institutional philanthropy's practices generally.

Online giving, in one form or another, whether to established platforms or to temporary crowdfunding appeals, seems certain to continue growing. In most places, it has taken a great leap forward as a result of the pandemic and is set to do so again as a younger, more tech-savvy generation comes to the fore. Moreover, online donations are the method of choice in responding to crises and disasters, which are likely to become more frequent, given the globalised nature of the problems the world faces.

Community giving

Notwithstanding this development, giving by local people to other local people is likely to remain the predominant, even if least-sung, form of giving – as it has always been, time out of mind. This is likely to be even more true as the development paradigm moves in the direction of localisation.

In some ways, community giving and online giving have more in common than might be apparent at first glance. They are two sides of the same coin. Technology has created its own communities – Facebook and WhatsApp groups, chatrooms, for example, mean that many users of technology are more likely to interact with people virtually than they are with those in their immediate neighbourhood, a tendency which the pandemic has helped to reinforce.

Trust-based or 'no strings attached' philanthropy

Another trend which the pandemic has accelerated is that of giving more flexible grants with less onerous ground preparation and fewer conditions. Opinion is divided as to whether this will survive the return of 'normalcy', but it seems likely that, in some cases, grantmakers will continue the practice. At the very least, it has become a 'live' discussion within the sector, and the example of MacKenzie Scott (see page 13) may encourage other high-profile philanthropists to follow suit.

A new generation

Another change which is already beginning to make itself felt is an inter-generational transfer of wealth. Once again, opinion is divided as to how much difference this will make. As a generation of people who have grown up under the shadow of issues such as climate change and racial injustice become the holders of wealth, however, and at a time when these topics are the subject of increasing public debate and anxiety, the likelihood is that they will change philanthropic practice.

Overall, philanthropy is likely to grow. New wealth, new sources of giving and new ways of directing it are emerging. The key consideration will be how effectively these can be brought to bear on the manifold and interlinked problems societies are facing and how well they can combine with each other and with the resources of other sectors.

Appendix 1

List of interviewees

South-East Asia

Alejandro Alvarez, formerly AVPN, China (now Latimpacto)

Stephanie Arrowsmith, Impact Hub, Indonesia/Thailand

Benedikta Atika, ANGIN Capital, Indonesia

Richard Brubaker, founder and managing director, Collective Responsibility

Reiner Heufers, executive director, Center for Indonesian Policy Studies

Vanessa Reksodipotero, Yayasan Usaha Mulia (Foundation for Noble Work), Java

Farah Sofa, Ford Foundation, Indonesia

Africa

Dara Akala, managing partner, Integrated Training and Development Consulting Ltd (ITDC)

Jessica Horn, The Ford Foundation, Office for Eastern Africa

Tunji Idowu, PIND Foundation, Nigeria

Grace Maingi, Kenya Community Development Foundation (KCDF)

Halima Mohamed, independent consultant

Tendai Murisa, executive director, Sivio Institute, Zimbabwe

Oyebisi Oluseyi, Nigeria Network of NGOs

Mike O'Maera, program support consultant, East Africa Philanthropy Network (EAPN)

Middle East

Osamah Alhenaki, Director of Policy Design and Advocacy, King Khalid Foundation, Saudi Arabia

Ali Awni, Professor of Practice and Director, John D Gerhart Center for Philanthropy, Civic Engagement and Responsible Business, American University in Cairo

Enaam Al-Barrishi, director general, Jordan River Foundation

Naila Farouky, CEO, Arab Foundations Forum

Moez El Shohdi, president and CEO, Food Banking Regional Network – Arab Region

Samir Farrag, director of Partnerships at the Queen Rania Foundation for Education and Development, Lebanon

Sonia Ben Jaafar, CEO, Abdulla Al Ghurair Foundation, UAE

Riham Khafagy, associate professor and GCC philanthropy expert, Zayed University, UAE

Noha El-Mikawy, former regional director, Ford Foundation in MENA; newly appointed Dean of the School of Global Affairs and Public Policy (GAPP), American University in Cairo

Oussama Rifahi, cultural advisor and board member, Arab Fund for Arts and Culture, Lebanon

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