SOUTH AFRICA GIVING 2017

An overview of individual giving in South Africa.

81% HAVE GIVEN MONEY IN THE PAST 12 MONTHS

AMOUNT DONATED

THE MEDIAN AMOUNT DONATED OR SPONSORED

R500

MOST POPULAR CAUSES

HELPING THE POOR

58%

RELIGIOUS ORGANISATIONS

50%

SUPPORTING CHILDREN

42%

Top three ways of giving in South Africa

40% DONATION BOX

37% DONATING CASHEXACTLY

37% DONATING DIGITAL WALLET

MOST POPULAR MEANS OF GIVING

WOMEN

MEN

GIVING TO CHARITY

R1,196 MEAN DONATION IN THE PAST 4 WEEKS

R1,414 MEAN DONATION IN THE PAST 4 WEEKS

61% HAVE VOLUNTEERED

FOR A CHARITY

45%

FOR A RELIGIOUS ORGANISATION

49%

18-24 YRS ARE MORE LIKELY TO VOLUNTEER

VOLUNTEERING IN SOUTH AFRICA

HALF OF DONORS SAY THEY GIVE BECAUSE THEY CAN MAKE A DIFFERENCE

53% WOULD DONATE MORE if they had more money

WHY PEOPLE GIVE

THE FUTURE OF GIVING IN SOUTH AFRICA

Charities Aid Foundation (CAF) is a leading international not-for-profit organisation with over 90 years of experience working at the forefront of philanthropy. CAF works to support a vibrant and independent civil society by pioneering effective and sustainable ways of giving. With active operations across six continents, we harness local knowledge and expertise to support impactful, tax efficient giving around the world and advocate for an enabling giving environment.

* This report is based on data collected by YouGov on behalf of CAF in South Africa. 1,001 interviews were completed online between 6th – 17th July 2017.

The survey was conducted using YouGov’s panel partner, Toluna, an international online panel provider.

For more information visit www.cafsouthernafrica.org