

'I BELIEVE I CAN MAKE A DIFFERENCE'

Individual Giving by 'Ordinary People'

Living in Gauteng Province, South Africa

April 2015

WHAT IS GIVEN

those giving in each way at least once in the previous 3 months

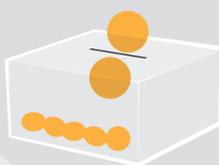
94%

donate goods



85%

donate money



56%

donate time



HOW PEOPLE GIVE MONEY

those giving in each way at least once in the previous 3 months

34%

Give to both individuals and organisations

29%

Give to organisations

22%

Give to individuals

WHICH ORGANISATIONS DO THEY GIVE TO

amongst all those giving to organisations



84%

'Informal' organisations such as community self-help



16%

Formal organisations (NPO/NGO)

MOTIVATIONS FOR GIVING AND VOLUNTEERING

(multiple responses possible)

53%

'I believe I can make a difference'

47%

Ubuntu

CAF Southern Africa

CAF Southern Africa, a member of the Global Alliance of the Charities Aid Foundation, implements a wide variety of initiatives aimed at promoting philanthropy and support to donors and NGOs, including policy, research, grant-making and advice to a variety of stakeholders engaged in philanthropy.

'I believe I can make a difference' is a report on Individual Giving which provides a snapshot of the giving behaviour of ordinary people living in Gauteng, the most densely populated of South Africa's nine provinces (12.7 million). The data from Gauteng Province suggests that individuals are motivated and committed to helping each other and creating a country that is a better place for everyone. In making this finding visible, the report carries a message from ordinary individuals to the nation: 'I believe I can make a difference' in the quality of both the present and the future of its fellow citizens, its community and its country.

The sample, consisting of 1,252 people surveyed in 2013, is sufficiently large to provide results with a 3 per cent confidence interval at the 95 per cent level of confidence. Population group, employment level and age are detailed in the report, please visit www.cafsouthernafrica.org

About Charities Aid Foundation

CAF is a leading international not-for-profit organisation, originating in the UK, that works to make giving more effective and civil society more successful.

Spanning six continents, with services provided by local experts in nine countries, we help donors – including individuals, major donors and companies – to create the greatest impact with their giving. We do this by working globally to increase the flow of funds to the civil society sector through the provision of philanthropy products and services, whilst providing fundraising solutions and support for the sector internationally.

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CAF Charities Aid Foundation

CAF Southern Africa, 2015

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