



SOUTH AFRICA GIVING 2019

An overview of
charitable giving
in South Africa

#SouthAfricaGiving
January 2019

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FOREWORD

About this report

Despite challenges in our country such as inequality, poverty and unemployment, it is encouraging to see that beyond the hardships in South Africa, a culture of giving remains at the centre of our vibrant society.

The hundredth anniversary since Nelson Mandela's birth was commemorated in 2018. As the world joined hands in celebration of Madiba's unwavering legacy, it was a powerful reminder of the way in which South Africans are passionate about philanthropic giving, be it donating money or volunteering time and skills to make a difference within communities.

While Nelson Mandela Month is certainly a poignant time of philanthropy in the country, it is also important to remember that giving is something that happens every day, in different ways. This annual study into philanthropic giving is testament to this.

We are pleased to note that people in South Africa continue to give at the same rate that was recorded in 2017, typically also donating the same amount of money that they did previously. The most popular cause to give to is helping the poor.

When it comes to volunteering, it is positive to see that two thirds of people have volunteered in the past 12 months. Two thirds of people have also taken part in a civic activity.

We hope that this research will help us better understand the ways South Africans give – our motivations, habits and preferences. We are delighted that this research is part of a series by CAF, which documents giving in countries around the world. This enables us to compare emerging trends in South Africa with other countries in Africa, as well as across the globe, so we can measure our growth and development within a worldwide context.

Looking beyond the numbers, it is important to recognise, and be thankful for, the continued generosity of people in our country and the work that NPOs do to improve the lives of so many in South Africa.



Gill Bates
CEO
CAF Southern Africa

About CAF Southern Africa

Charities Aid Foundation Southern Africa (CAF Southern Africa) is an independent non-profit organisation that promotes and facilitates effective giving, volunteering and social investment. CAF Southern Africa has been represented in South Africa since 1997, and in 2000 became a registered Section 21 not-for-profit and public benefit organisation, with Section 18 (a) status. While being a wholly independent organisation, CAF Southern Africa is CAF's Global Alliance partner in South Africa.

The CAF Global Alliance spans six continents, with offices in Australia, Brazil, Bulgaria, Canada, India, Russia, United Kingdom and the United States. It is a champion for better giving and harnesses local knowledge and expertise to help donors, companies and civil society make a bigger impact. Last year more than 70,000 non-profit organisations received over £500m in donations in more than 100 countries.

PREFACE

This South Africa Giving 2019 report is one of an international series, produced across the CAF Global Alliance, a world-leading network of organisations working at the forefront of philanthropy and civil society. The series also includes reports covering Australia, Brazil, Bulgaria, Canada, India, Russia, the United States, and the UK.

This is the second edition of this unique collection of country reports. As the series grows we will be able to look at trends in giving for the first time: why and how people of different ages and social groups give in different countries; the way they give and who they give to, as well as gaining a better understanding of people's participation in social and civic activities beyond financial donations and volunteering.

We hope this suite of reports will give us a greater understanding than ever before of the different ways in which people give and the lessons we can all learn from giving in different parts of the world.



Michael Mapstone
Director of International
CAF Global Alliance

About CAF

CAF (Charities Aid Foundation) is a leading international charity registered in the United Kingdom, with nine offices covering six continents. We exist to make giving go further, so together we can transform more lives and communities around the world. We are a champion for better giving, and for over 90 years we've been helping donors, companies, charities and social organisations make a bigger impact.

We are CAF and we make giving count.

KEY FINDINGS

Our analysis provides these key findings for individual giving in South Africa:

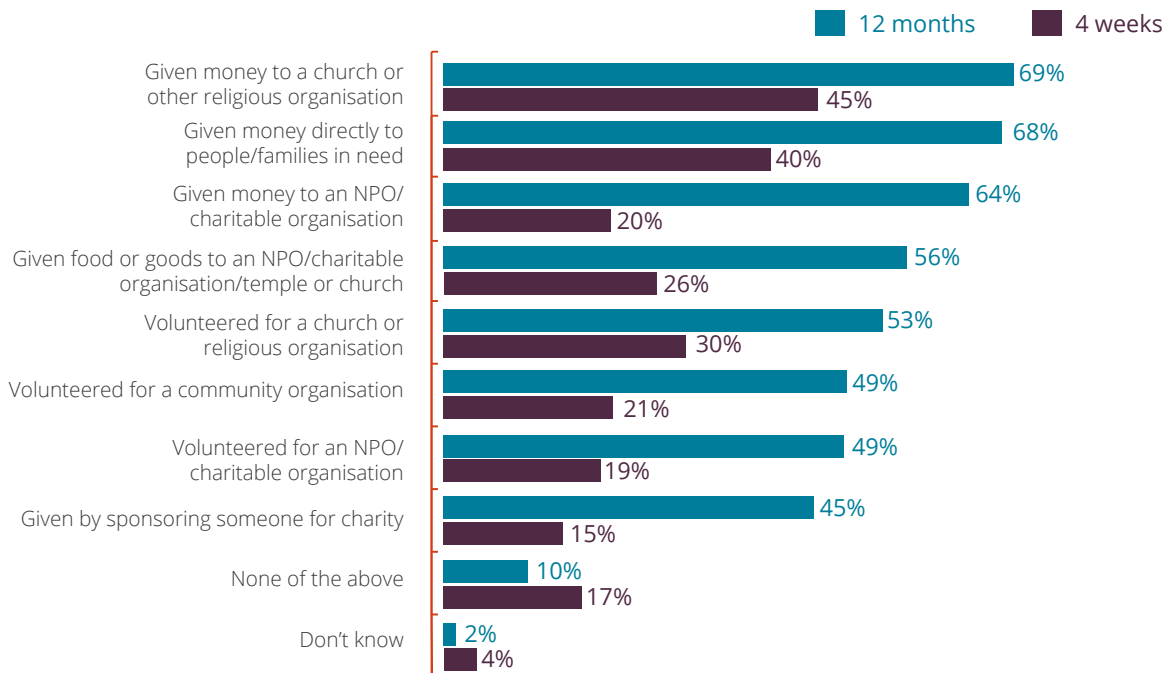
- In 2018, people in South Africa continue to give at the same rate seen in 2017. Eight in ten (80%) have given money in the past 12 months, either to an NPO/charity, to a church or religious organisation, or by sponsoring someone.
- The most popular cause to give to is helping the poor (55% of donors).
- People who said that they donated in the last four weeks typically gave the same amount as they did in 2017 – R500.
- Cash is overwhelmingly the most common method of donation, with almost three quarters (73%) of donors using this method to give.
- Women are more likely to have donated than men (86% vs. 74%), but when they do give, men are more likely to make bigger donations (R1,884 vs. R1,256 for women).
- Two thirds (66%) of people have volunteered in the past 12 months, with religious organisations being the most popular cause (44% of volunteers).
- Two thirds of people (66%) have taken part in a civic activity in the past 12 months, in particular signing a petition and taking part in a local consultation.
- Reflecting the high participation rates in South Africa, the majority of those surveyed believe that non-profit organisations (NPOs) have had a positive impact on their local communities, on South Africa as a whole, and internationally.
- Whilst younger donors are much more likely than their older counterparts to report being influenced by giving behaviours in their family, only 15% of 18-24 year olds say that this is a reason why they give. 18-24 year olds are significantly more likely than average to say that their motivation for donating is realising that they can make a difference (64% vs. 56% overall).
- Having more money themselves is the thing most likely to encourage people to donate more time, goods or money in the coming 12 months (50%).

DETAILED FINDINGS

1.0 Overall picture of how people get involved

All those interviewed were shown a list of eight activities and asked whether they had done any of these both in the last 12 months, and in the last four weeks.

Figure 1: Which, if any, of the following have you done in the last 12 months/four weeks?



Base: All adults aged 18+ (n=952)

In 2018, the proportion of people taking part in a charitable activity in the last 12 months or the last four weeks remains largely unchanged since 2017. Almost nine in ten of those surveyed took part in at least one of the charitable activities in the past 12 months (88%, exactly the same proportion as 2017). This was most commonly through giving money to a church or other religious organisation (69%), or through giving money directly to people in need (68%). Around eight in ten (79%) did one of the charitable activities in the last four weeks (78% reported doing so in 2017).

At the total level, participation levels are unchanged and this hides a difference in the behaviour of men and women. In 2017, men and women were equally likely to have done one of the activities listed in the last 12 months (88% and 89% respectively) but in 2018 more women and fewer men have taken part. This means that there is now a significant gap between the sexes, both in the last 12 months (92% of women vs. 85% of men) and in the last four weeks (83% of women vs. 76% of men).

2.0 How people get involved – detail

2.1 Giving money

In 2018, levels of giving money were unchanged since 2017 with eight in ten (80%) people having done so in the last 12 months, through a combination of giving to the church or other religious organisations (69%, rising to 76% of younger people aged 18-34), donating to an NPO/charity (64%), or by sponsoring someone for a charity (45%).

Sixty-eight per cent of people gave money more informally, by giving directly to people or families in need.

Six in ten (59%) have given money in the last four weeks either by giving to a religious organisation (45%), by giving money to an NPO/charity (20%), or through sponsoring someone (15%).

As with overall participation levels, women are also more likely to have donated money than men in 2018. Whereas in 2017 men (80%) and women (81%) were equally likely to have said that they donated money in the last 12 months, in 2018 an increase for women (to 86%) and a decrease for men (to 74%) means that women are now significantly more likely to have done so.

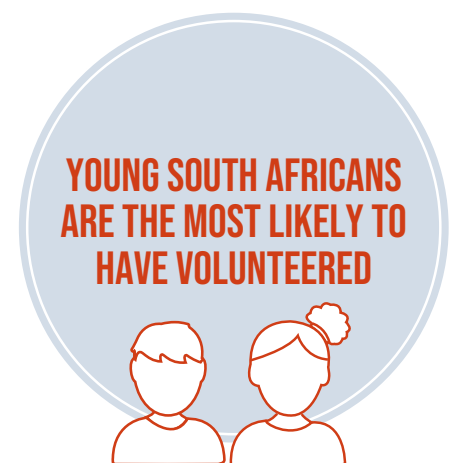
2.2 Volunteering

There has been an increase in volunteering in 2018. Sixty-six per cent of people volunteered in the last 12 months, up from 61% in 2017. People volunteered in a number of different ways – half of volunteers (53%) helped out for a church or religious organisation, half (49%) did so for an NPO/charity, and half (49%) for a community organisation.

Forty-three percent of people volunteered in the last four weeks, with three in ten (30%) doing so for a church or religious organisation, 21% for a community organisation and 19% for an NPO/charity. Young people aged 18-24 (54%) are significantly more likely than average to have volunteered in the last four weeks, as are those with annual family incomes below R100,000 (51%).

The top three causes for volunteering are the same as those we reported in 2017. Volunteers are most likely to give their time to support religious organisations (44%), help the poor (41%) and support children (34%). Younger people aged 18-34 are more likely than average to have volunteered to support children, including orphans, seriously ill children and children with disabilities (42% vs. 34% overall). Volunteers are least likely to support scientific research (3%), preservation of cultural heritage (3%) or overseas aid (2%).

Whilst women are more likely than men to have volunteered (71% of women vs. 61% of men), men who volunteer tend to do so for more causes. Amongst those who volunteered, men are more likely than women to have volunteered to support sports and leisure activities (18% vs. 7%), environmental protection (18% vs. 8%), educational institutions (17% vs. 10%), fighting drug addiction (16% vs. 9%), community associations (16% vs. 9%), arts and culture (11% vs. 5%), medical institutions (6% vs. 2%), and scientific research (5% vs. 1%). Women are more likely than men to have volunteered in support of women's rights (21% vs. 13%).



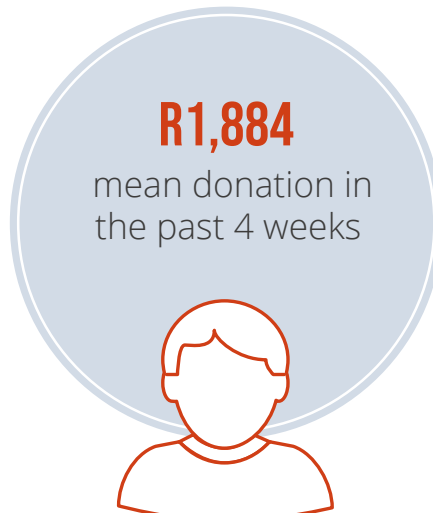
3.0 Typical amount given

Those surveyed were asked how much money they had given either in the past 12 months, or in the past 4 weeks.

Amongst those who donated money or sponsored in the last 12 months the typical (median) total amount given over the period was R1,200, whilst the average (mean) donation was R2,800.

Those who made donations in the last four weeks typically gave a total amount of R500 (median) whilst the average (mean) amount donated was higher – R1,558. These have all remained similar to the amounts recorded in 2017.

Whilst the typical amount given in the last four weeks is the same for men and women (R500 median), the average (mean) amount donated is significantly higher for men (R1,884 vs. R1,256 for women).



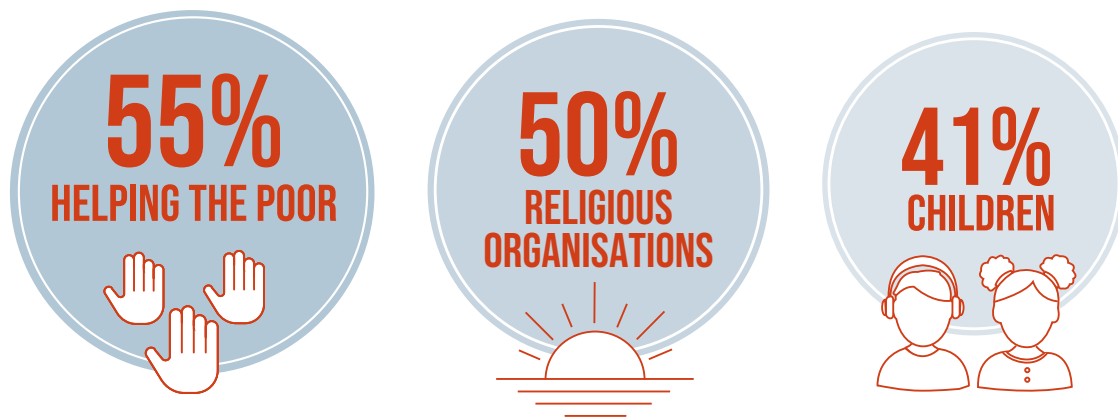
4.0 Which causes people give to

The top three causes people donate to in 2018 are the same as those reported in 2017 and at very similar rates. Helping the poor is the cause most commonly given to, with over half (55%) of those who donated doing so. Supporting churches or religious organisations and supporting children are the second and third most common causes to donate to, at 50% and 41% of donors respectively.

Men who donated are more likely to have given money to a number of different causes, being significantly more likely than women donors to have given money to support disabled people (23% vs. 16%), sports and leisure activities (15% vs. 9%), community associations (15% vs. 9%), improving access to education (11% vs. 6%), arts and culture (10% vs. 5%), medical institutions (9% vs. 4%), community development and urban environment (9% vs. 5%), disaster relief (8% vs. 4%), and the preservation of cultural heritage (5% vs. 2%). Women donors are more likely to have supported women's rights (18% vs. 12%).

Young donors aged 18-24 are more likely than average to support homeless people (34% vs. 27% overall) and less likely than average to support animal welfare (12% vs. 18% overall). They are also much more likely than those aged 55+ to donate both to youth causes (21% vs. 7%) and women's rights (19% vs. 7%).

Figure 2: Which of the following causes have you donated to/sponsored in the last 12 months/four weeks?



Base: All donors (n=778)

5.0 How people give

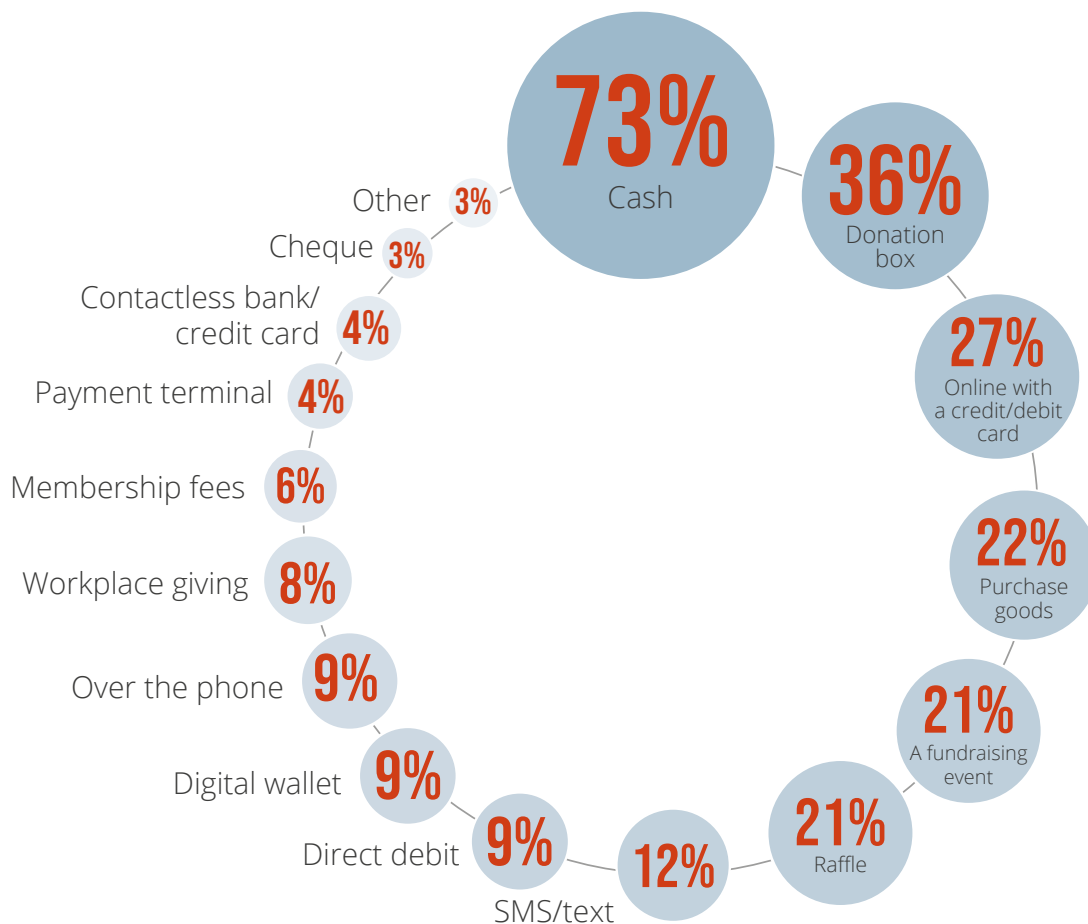
Giving using cash is by far the most common method of donation for South African donors, with almost three-quarters (73%) giving using this method. Donation boxes in shops or other public places are the second most used method (36%), followed by giving online using a bank/credit card (27%) in third.

In 2018, improvements were made to the way this question was asked so it is not possible to directly compare these results to 2017.

Men who donated are more likely than women donors to have used a digital wallet (13% vs. 6%), used a bank/credit card over the phone (13% vs. 6%) or used a cheque (4% vs. 2%) to make their donation.

The youngest donors, aged 18-24, are the most likely group to have donated via text (19% vs. 12% on average), while donors aged 55 and over are more likely to have given via direct debit (20% vs. 9% on average) and through buying a raffle ticket (32% vs. 21% on average).

Figure 3: In the last four weeks/twelve months have you given to a cause by any of these methods?



Base: All donors (n=778).

6.0 Why people give

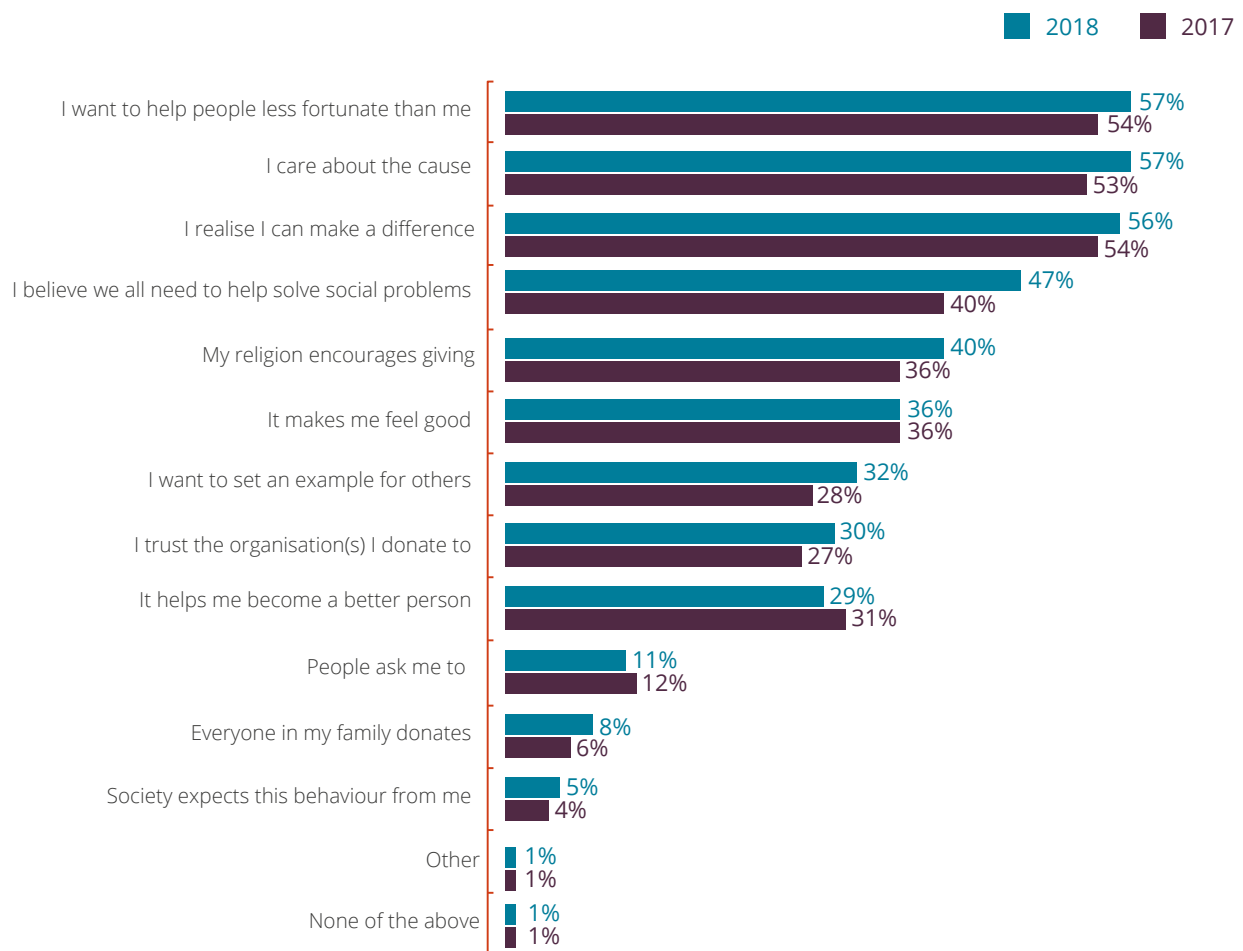
Donors' top three reasons for giving money are wanting to help people less fortunate than themselves (57% of donors), caring about the cause (57%) and realising they can make a difference (56%). These are the same three motivations reported in 2017 and at approximately the same levels. The biggest change year on year is that nearly half (47%) of people now say that they give because they believe we all need to help solve social problems, up significantly from 40% in 2017. This increase has been driven in particular by men (up from 37% to 51%) and 18-24 year olds (up from 42% to 52%).

Younger donors are more likely than older donors to be influenced by the giving behaviours of their family, with 15% of those aged 18-24 saying that they give because everyone in their family donates compared to just 5% of over 35 year olds. 18-24 year olds are also significantly more likely than average to say that their motivation for donating is realising that they can make a difference (64% of 18-24 year olds vs. 56% overall).

Whilst the top three causes are the same for both men and women, men who donate are more likely to give because they believe we all need to help solve social problems (51% vs. 43% of women donors) and because they trust the organisations they donate to (34% vs. 27% of women donors).

People with an annual family income over R500,000 are more likely than average to say that they give because they care about the cause (66% vs. 57% overall) and because they trust the organisations that they donate to (40% vs. 30% overall). Those with lower family incomes are more likely to give because their religion encourages it (47% of those with an annual family income of less than R100,000 vs. 40% average).

Figure 4: Which of the following, if any, are reasons that you have given money in the last 12 months/4 weeks?

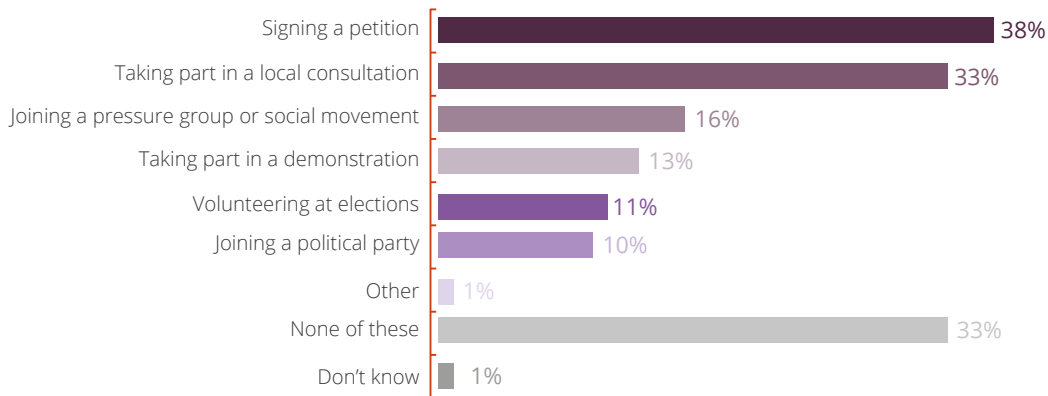


Base: All donors (n=778)

7.0 Engaging in civil society

This year we also asked about people's participation in other social and civic activities. All those interviewed were shown a list of six activities and asked whether they had done any of these in the last 12 months.

Figure 5: In the last 12 months, have you been active in a political or social cause in any of the following ways?



Base: All adults aged 18+ (n=952)

Two thirds (66%) of people have taken part in at least one of the civic activities listed, rising to around three quarters of people aged 18-34.

Younger people in particular are more likely to report joining a pressure group (22% of 18-34 vs. 16% average) or a political party (14% aged 18-34 vs. 10% average). Young people are also more likely to say that they have volunteered at elections (17% aged 18-24 vs. 11% average).

Whilst men and women report similar levels of participation in these civic activities, men are more likely to say that they have taken part in a demonstration (16% vs. 10% of women).

**TWO THIRDS HAVE
TAKEN PART IN AT
LEAST ONE CIVIC
ACTIVITY**

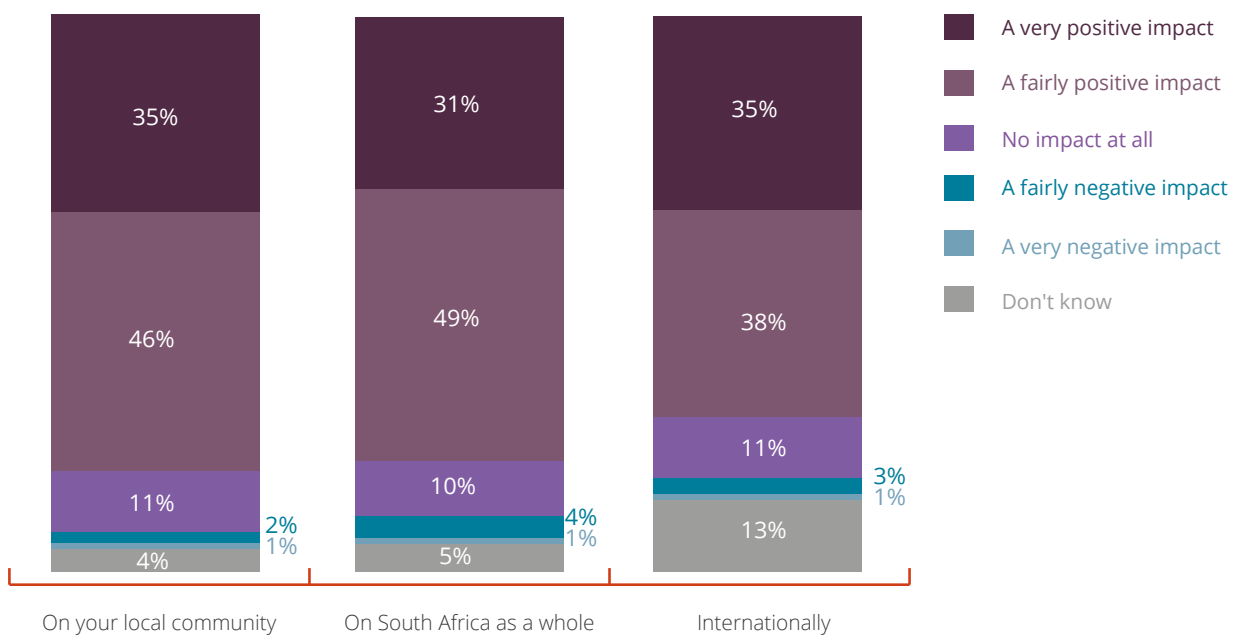


8.0 The impact of NPOs

The impact of NPOs (non-profit organisations) tends to be felt close to home. Around eight in ten (82%) say that NPOs have had a positive influence both on their local community and on South Africa as a whole (80%), but fewer (72%) believe they have had a positive impact internationally. Very few people say that NPOs have had a negative impact on any of these areas (5% or less for each).

Women (84% vs. 79% of men) and young people aged 18-24 (87% vs. 82% average) are the most likely to have seen a positive impact on their local communities, whilst those with an annual family income over R500,000 are the most likely to feel positive about the impact of NPOs internationally (83%, compared to 67% of those with an income less than R100,000). Those who live in villages are much more likely than those in towns or cities to say that NPOs have had a 'very positive' impact on their local community (51% vs. 34% for small towns/cities and 36% for large towns/cities).

Figure 6: What impact, if any, do you think NPOs have had?



Base: All adults aged 18+ (n=952)

9.0 Encouraging future giving

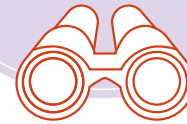
Half of people (50%) said they would be likely to donate more time, goods or money in the next 12 months if they had more money themselves, and nearly half (46%) said that knowing for sure how their money would be spent would make them likely to do the same. Just 3% said that nothing would make them increase their donating over the next 12 months.

People with an annual family income over R500,000 are more likely than average to say that they might donate more over the coming year if they were able to find a charity which works towards a cause they care about (49% vs. 34% average), if they knew the sector is well regulated (39% vs. 30% average), if they had more tax incentives (26% vs. 12% average), and had better access to ways of making payments (26% vs. 19% average).

**HALF OF PEOPLE
WOULD DONATE
MORE IF THEY HAD
MORE MONEY**



**HALF OF PEOPLE
WOULD DONATE MORE IF
THEY KNEW HOW THEIR
MONEY WOULD BE
SPENT**



METHOD

This report is based on data collected by YouGov on behalf of CAF.

In South Africa, 952 interviews were completed online between 2 August and 13 September 2018. The survey was conducted using YouGov's panel partner, Toluna, an international online panel provider.

Due to the level of internet penetration in South Africa (estimates range from 40% to 54%), the sample is representative of the urban population and is weighted to known population data on demographics including age, gender and region.

Differences are reported at the 95% confidence level (the level of confidence that the results are a true reflection of the whole population). The maximum margin of error (the amount of random sampling error) is calculated as $\pm 3\%$.

CAF Global Alliance


The CAF Global Alliance is a leading international network of independent, locally led organisations working at the forefront of philanthropy and civil society. It is a champion for better giving and civil society and harnesses local knowledge and expertise to help donors, companies and civil society make a bigger impact. Last year more than 70,000 charities received over £500m in donations in more than 100 countries.

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