



African Philanthropy Network  
THE VOICE AND ACTION FOR AFRICAN PHILANTHROPY

# **MAPPING OF PHILANTHROPY SUPPORT ACTORS IN SUB SAHARAN AFRICA**

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## **REPORT ON**

### **CENTRAL AFRICA REGION**

**Madagascar, Equatorial Guinea, Congo**

**DRC, Chad, Central Africa and Cameroon.**

## **February 2023**

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All the members and PSAs who responded to our questionnaires, and interviews, thank for your time and commitment to growing philanthropy in the region. Without their participation this report could not be realized.

We thank WINGS for financial and technical support which enabled the implementation. The APN Board for their strategic guidance, and staff for their managing and coordination of the assignment and for ensuring the assignment is completed with a good quality.

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## 1.0 BACKGROUND

"Alone we go faster, together we go further" teaches the African proverb. In recent years, the arrival of new actors and different ways of approaching the fight against global poverty has changed the face of development. However, improving the economic situation and the general well-being of people is a complex task. It is therefore necessary to work in partnership, involving several actors. By joining forces; forming organizations that strive to improve the living conditions of populations in difficulty as much as possible. It is necessary to help each other, it is the law of nature", as La Fontainesaid. African philanthropists are aware of this trend and also seem to be changing their approach and focusing on humanitarian investments as well as on sectors that can boost prosperity in Africa. According to them, prosperity is the main goal. Africans know how to give and support each other despite the limited number of charities, said Toyin Saraki founder and president of the Wellbeing Foundation Africa, an organization that focuses almost exclusively on children and women. While the philanthropic profile of a growing number of wealthy Africans is improving, some believe there is still much to be done.

Africa has for the past decades witnessed the fast growth of high-profile individuals and organizations giving to big causes across the continent. According to the AfrAsia Bank's 2019 Africa Wealth Report, there are approximately 140,000 HNWI's living in Africa, each with net assets of USD 1 million or more. One of the important lessons from the previous decades has been that as the number of wealthy individuals/families/corporations grows, there is a high likelihood of an increase in the amounts set aside for philanthropic causes. Many do donations that go toward social services and welfare relief. Some Organizations/Associations receive more of their budgets from Africa's HNWI's while others receive from the Governments or via domestic resource mobilizations.

## 2.0 Project Objective

The general objective of the project just as stated in the TORs is to engage APN members and other relevant stakeholders in a participatory mapping process to identify PSAs, their challenges, and opportunities for harnessing domestic philanthropy in the Southern Africa region. It includes regional mapping of philanthropy support actors (PSAs) and holding stakeholder meetings in East, West, South and Central African regions, with the aim of creating awareness of the actors in the field and proposing a roadmap to strengthen the infrastructures in sub-Saharan Africa.

### 2.1 Project scope and Methodology

The scope and methodology of this project are designing an approach for participatory members and stakeholders' participation in the study, reviewing the submitted list of PSAs in the Central Africa region and updating it based on the situation in the region, reviewing existing literature and research to increase understanding of the sector in the region.

### 2.2 Desktop review

It involved first a desktop review of 47 PSAs in Central Africa i.e. in Cameroon, Central African Republic, Chad, Democratic Republic of Congo, Congo, Burundi, Equatorial Guinea, Gabon and Senegal. It consisted of gathering information online, from documentary sources, literatures, write-ups, websites and portfolios of PSAs; a preliminary analysis of the information available, that has informed the report. For this, information from 47 PSAs from central Africa was gathered. This information gathered included the names, contact details, countries of operation, target groups, categories, PSAs' mission, sources of income and the areas of intervention of the actor.

## 2.3 Quantitative Research

The study was later informed by a quantitative research design that involves the use of a structured questionnaire administered to 10 African philanthropic foundations in Cameroon and Congo for further questions. The study adopted a random sampling technique with the sampling frame comprising all 'African philanthropic foundations' in these two countries. The structured questionnaire was used in mapping the similarities and variations in the types of philanthropic foundations in each country. The questionnaire was grouped into ten sections focusing on organizational information, organizational direction and mission, target groups and areas of intervention; financial information and challenges faced in achieving objectives. The survey questionnaire consisted of 20 questions, some with answers and suggestions. Most of the questions were closed-ended with a few being open-ended.

## 3.0 DEFINITION OF PHILANTHROPY

### 3.1 Definition

Philanthropy, which is considered a human virtue, is based on the love of one's neighbor. It is defined as a work of benevolence undertaken by one or more persons who seek to improve the social situation of their fellow human beings through donations in cash or kind, the foundation or support of a charity, etc. Philanthropy aims to promote the quality of life of humanity. It is exercised in various activities, incorporates the concept of charity, and requires voluntary action for the benefit of others. The concept of philanthropy is not limited to giving money but can be extended to other aspects of personal resources. The practice of philanthropy is voluntarism in action. Philanthropy is an essential defining characteristic of civil society. It is expressed by the public in many ways: from leadership to governance, to solicitation and public giving. Time and energy are expended graciously by people every year; they also share their talents, assets, and other material and human resources (Greenfield 1994: 6). Philanthropy, acting selflessly, does not seek profit or any form of recognition.

### 3.2 The Cultural/ Religious Foundations of Philanthropy

"I exist because you exist: my success is intimately linked to yours". Ubuntu is first and foremost a family value that encourages giving something back to society. The origins of philanthropy are very old. To be a philanthropist, one must know, love and accept one's neighbor or fellow man. The practice of philanthropy is an opportunity to improve the quality of life. Philanthropy has a cultural basis and has been practiced for a long time. It is in itself a culture of altruism. Altruism has its roots in family and kinship ties, with the obligation to protect one's own and to offer hospitality to strangers. These behaviors are an extension of certain basic reflexes, such as self-preservation and the protection of one's offspring, love of self and neighbor, and the rejection of the suffering of others. Philanthropy based on mutual aid seems to respond to a law of nature. According to the Organization for Economic Co-operation and Development (2003), there are two main forms of philanthropy:

- The first is essentially religious in origin and has the primary objective of alleviating the suffering of the poor.
- The second is secular. It comes from charity. It is the action of doing good to someone, an inclination towards good.

Probably finding its essence in religion, it advocates charity towards others, sharing, mutual assistance, etc. A whole philosophy is built around the couple of giving and receiving. "Give and you shall receive and it will be returned to you"; It calls on its followers to give so that in return they may be blessed. This blessing is proportional to the level of generosity which, moreover, must be done in good faith. « He who sows little will reap little ». The religious authorities use philanthropy as a recommendation of the saints to organize mass collections from the faithful for social works or for religious investments, in this case for the construction of churches and mosques. Thus, philanthropy is developed in countries with a strong religious culture. A study

in the USA revealed that among the beneficiaries of funds for non-profit organizations, religion receives 45% to 48% of the annual 45% to 48% of all funds annually, human service, education and health each receive 8% to 20% each, arts and culture 6% to 8%, and civic and public causes only 2% to 4% and public causes receive only 2% to 4% annually (Greenfield 1991: 38). Philanthropy also has a non-religious origin. It comes from charity. It is the action of doing good to someone, an inclination towards good.

Philanthropy in the 21st century is much more diverse and can rely on the contributions of men and women. It is no longer reserved for the retired rich, or for the so-called developed countries. Although philanthropy is often associated with the industrialized countries of the North, there are traditions of community caring, giving, and support throughout the world. There is now an increase in formal and informal philanthropy in the South, where the number of individual philanthropists and new projects and institutions is growing.

Philanthropists face challenges in achieving their goals. Thus, philanthropic actions have specific characteristics.

### 3.3 The potential of philanthropy in Africa

The future of philanthropy in Africa is about changing our own perceptions as Africans to restructure our giving and mobilize resources. By strategically pooling their financial resources, Africans can end poverty, eradicate diseases; improve healthcare systems and education. According to Carl MANLAN a New Voices Fellow of Aspen Institute, if every African with the mean contributed a dollar a month for a year to pool their own resources, the continent could move from charity case to wealth creator but to achieve this shift, Africans philanthropic infrastructure will first need to be strengthened and some cases built.

Philanthropy in Africa takes many forms and involves various social actors.

This takes place every day. It is either done freely by individuals or channeled by religious institutions. Depending on the type of philanthropist, the practice is expressed in various ways, including donations of clothing, food, housing, labor, money, etc., the best-known form being donations in cash. Several categories of people can be classified as philanthropists. Below we are discussion two main categories: Individual and Institutional philanthropies.

- **Individual Philanthropy**

This category of philanthropists concerns people with large fortunes. Their academic level is generally low and they make their capital grow through short-term commercial transactions and profitability. However, it happens that, for essentially political or social reasons, these big fortunes invest in philanthropic actions that are not religious in nature. Indeed, these people also intervene in public sectors such as health, housing, etc. These actions can be carried out directly or through other institutions such as associations or foundations, in these cases those founded by the state. In recent years, it has been noticed that the wealthy are willing to finance educational activities like the Sponsorship of university trips, distribution of excellence awards, etc., or sponsoring sports activities.

- **Institutional Philanthropy**

This is philanthropy carried out by companies, associations and foundations. The Philanthropy of industrial and commercial companies. Some foreign companies operating in Africa are involved in philanthropic activities. These activities are manifested by the allocation of a budget line intended to finance all social and philanthropic works of the company or presented to them by external persons and associations.

The main characteristic of this form of philanthropy is that it is widely dispersed to the benefit of several. The contributions range from assistance to individuals to participate in major national events, the main beneficiary of which is the state. This philanthropic branch of companies should be encouraged and supported, notably by a favorable legal and fiscal environment and by the development of a culture favorable to the fund. This philanthropic branch of companies should be encouraged and supported, in

particular by a favorable legal and fiscal environment and by the development of a culture favorable to endowment funds among the new generation of African entrepreneurs and businessmen.

## **4.0 OVERVIEW OF THE PHILANTHROPY SUPPORT ACTORS (PSAs)**

The questionnaire was administered via mail and for some who were hard to reach via Whatsapp and sent to 9 philanthropic foundations in Cameroon and to one foundation in Congo. After continuous follow-ups and weekly reminders via calls, Whatsapp messages, physical visits, and messaging various foundations' Facebook pages all 10 foundations completed the survey. The question concerning the financial information and the philanthropic actor to partner with was the least questions responded to. The response rate of 100% is considered superb although it was laborious enough in getting the foundations' leaders and their representatives to participate in this study. More importantly, it is worth mentioning that it is rare to achieve a 100% response rate in an organizational questionnaire that is not coercively administered (Rogelberg and Stanton, 2007).

### **4.1 General Overview**

Philanthropy in Central Africa has a long history, dating back to the time of the first explorers and missionaries. The region was once home to such notable philanthropists as Albert Schweitzer, who established his hospital in Lambaréné in 1913, and Eglantine Jebb, who founded Save the Children in 1919 and today, it is still a major part of life in Central Africa. Organizations like the Red Cross are active throughout the region, providing aid to those in need. The private sector plays an integral role in many developing countries. For example, in Central Africa, philanthropic organizations are often funded by private companies and wealthy individuals. These funds are used to support a variety of causes including education, healthcare and other social services. While philanthropic organizations in Central Africa rely on private donations for much of their funding, they also receive government grants and financial assistance from non-governmental organizations (NGOs).

According to the Academician Philanthropy in Central Africa, philanthropy is a practice that is culturally based and the fundamental message of which is that no one is complete without others (Moyo 2019 a). He points out that each African society based on its own values and norms determines the type of philanthropy it wishes to practice. There are therefore many forms of philanthropy across Africa. The notion of "giving", "sharing" and "charity" are sometimes referred to "philanthropy" though none of these words can truly capture the richness of the phenomenon (Moyo b).

The past decade has seen a flowering of philanthropic activities across many parts of Africa. Unlike before, there is now a distinct character of African agency, energy and engagement. Philanthropy is no longer about narratives of passive, poor and miserable Africans receiving from rich fortunate and often Western outsiders. The emerging narratives about philanthropy are about an increasingly confident and knowledgeable assertion of African capacities to give, not only to help but also to transform and seek to address root causes of injustice, want, ignorance and disease.

### **4.3 Political Context**

In the Central and West African context, there is a shift in Africa's development paradigm which is reshaping the daily interactions between different partners and evolving within a favorable political and socioeconomic environment.

The political context is marked by increased pressure for democracy and good governance. The fight for an effective popular participation in the political process has gained ground and the reign of dictators is questioned, especially after the end of the ideological divide induced by the "Cold War".

Promoting democracy and empowering people through decentralization have become major State objectives. Good governance is increasingly included in donors' conditions for resource allocation. A set of norms and principles (accountability, transparency, human rights) are spelled out to represent minimum standards to which policymakers are held. In this context, civil society organizations have grown challenging political leaders and offering alternatives views.

West and central Africa's situation gives a good picture of the overall African scene. Until recently political instability has ragged many States in the region and deprived millions of people. Throughout the 1980s and 1990s, the region has suffered inter-state armed conflicts and civil wars with negative spill-over effects for neighboring countries. As a consequence, many States became fragile and were hardly able to assume the basic demands of the citizenry. The political and military involvement of ECOWAS in resolving some of the regional conflicts underscores the new engagement of West African leaders for an environment conducive to peace and prosperity.

#### 4.4 Generosity and Informal Philanthropy

We equally have generosity and informal philanthropy that are very significant in the Central African Sub Region. With the Covid 19 crisis, the support and mobilization of Foundations was unprecedented in the response to the urgent need of the population, through their assistance to civil society organizations and social entrepreneurs. In addition, the Diaspora communities are great contributors both in philanthropic flows and volunteer talent in key areas such as education, health, and humanitarian. This trend reflects a long-term shift toward giving back to the community, which has always been a part of African culture. But today's culture is also driven by a desire for social justice and equality, which is making philanthropy more important than ever before.

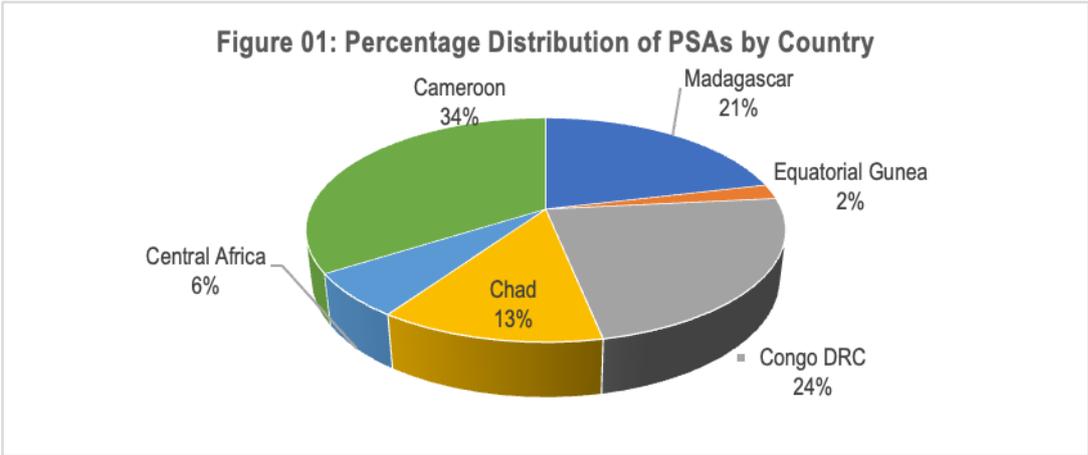
### 5.0 TRENDS OF PHILANTHROPY IN CENTRAL AFRICA

In central Africa, though the momentum interest around philanthropy has grown interestingly fast as many organizations have supported their communities on issues of social justice such poverty eradication, economic development, governance, human rights etc. a lot still needs to be done especially in developing the philanthropy infrastructure and legal framework and at the moment where data is at the center of many current debates in the development sector, data on philanthropy in Central Africa is hugely short in supply. Helpful data is therefore very important as it informs both grant-makers and grant seekers, and thus supports the rigorous development of a philanthropy infrastructure for Africa. Quoting Lauren Bradford, Director of Global Partnerships at the Foundation Center in the USA, "for data to be collected, processed, analyzed and eventually shared, all while taking into account individual country contexts around the world that data has to exist in the first place."

#### 5.1 Distribution of Philanthropy Support Actors (PSAs)

The central Africa is composed of 6 countries; Madagascar, Equatorial Guinea, Congo DRC, Chad, Central Africa and Cameroon. An attempt to compile a list of Philanthropy Support Actors (PSAs) based on desk review and validated by researchers in the respective sub regions in the Sub-Saharan Africa was done by Africa Philanthropy Network (APN) in 2022, of which the central Africa has about 47 Philanthropy Support Actors distributed in all six countries.

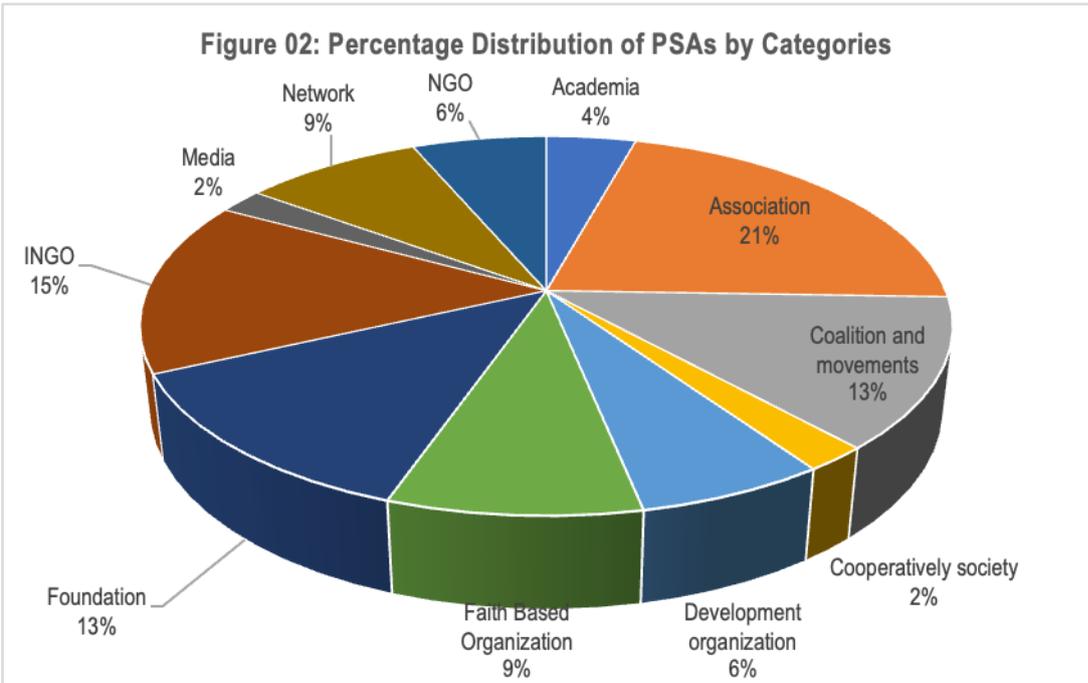
**Figure 01**, below depicts the percentage distribution of all PSAs in the central Africa region by countries. From the figure, Cameroon seems to have a greater number of PSAs followed by Congo DRC and Equatorial Guinea having the least 2%.



**5.2 Categories of PSAs**

The Philanthropy Support Actors in the Central African region are in different categories including Foundations, INGOS, Development organizations, NGOs, Academia, Associations, Networks, Media, Faith Based Organizations, Cooperative societies, coalitions and movements.

**Figure 02**, below depicts the distribution of PSAs in central Africa by categories of those PSAs. While all categories seem to have represented a good number of PSAs, Associations (21%), INGOs (15%), Foundations (13%) and Coalitions and movements (13%) categories occupy about 62% of all PSAs in the sub-region. The media and Cooperative societies are the least represented categories with 2% each.



## 6.0 CHARACTERISTICS OF PHILANTHROPY SUPPORT ACTORS

### 6.1 Categories of philanthropic Support Actors

Regarding the categories of the philanthropy support actors, with regards to the organizational form, 70% of actors reported belonging to networks, associations or movements, 10% reported being private sector, 10% community-based and 10% other grantmakers, respectively. It is worth noting that, a foundation like Joy to endure indicated to belong to 2 other categories i.e. media and high wealth/ venture philanthropist apart from being a community-based organization. The study shows that most PSAs interviewed in Central Africa are in the categories of Networks, associations and movements.

### 6.2 Gender Perspectives

Both men and women play a crucial role in philanthropy. However, there is a growing number of women breaking barriers by engaging in giving and leading in the fields of philanthropy, as we now have a more diverse, representative range of voices starting to influence decision-making, and much more high net-worth females among key drivers. Discriminatory social institutions, formal and informal laws, social norms and practices that restrict women's rights and empowerment opportunities across West and Central African countries have pushed many women to engage in a wide range of activities that will help reduce the gender gap and promote female dignity. But while women often think long-term by investigating carefully before engaging to see exactly what specific impact they can make, men by contrast are happy to be guided by friends, business contracts or wealth advisors on which cause to support. Though these two approaches are beneficial, a more cautious long-term commitment can bring about tremendous changes and a greater chance of going beyond simple donations into the likes of substantial advocacy work.

In terms of the gender of respondents, of the total surveyed actors, 40% and 60% were female and male, respectively. The majority of respondents, 80%, self-identified as directors and founders while, 20%, reported being General Secretary, and Communications Officer.

### 6.3 Reasons for the Establishment

Philanthropy Support Actors (PSAs) get established for varied reasons. In Cameroon for example, we have leading environmental issues like deforestation, resulting in erosion, desertification and reduced quality pastureland, as well as poaching, overfishing and overhunting has led to environmental hazards and food insecurity. Insecurity due to separatist forces in the Anglophone regions of Cameroon and attacks from the terrorist group Boko Haram in the Far North Region of Cameroon is still very active, with 58 schools burnt in the Anglophone regions and 120 attacks from Boko Haram between 2016 and 2017 alone has led to lack of access to modern sanitation facilities and shelter to the populations of the affected areas.

In 2018, Cameroon faced epidemics of cholera and monkeypox and also has a high maternal mortality rate with about 569 deaths per 100,000 live births and nearly a quarter of the population does not have access to a clean or improved water source. Causes range between health, education, children, family, poverty, economy and environmental issues, all needing the actions of philanthropic support. So generally, the reasons for the establishment of philanthropic support is informed by interconnecting issues that need to be addressed to respond to society or community demands.

From our study, the results from the survey suggest that the purpose for establishing foundations is influenced by organizational goals. For instance, some respondents for philanthropic infrastructure organizations explained that among the reasons for their establishment include alleviating poverty and hunger in their communities and promoting sustainable development especially in rural agricultural communities where women and children are most concerned and impacted, others mentioned that their reason is to assure a secure world for children, for others it is to support the needy especially the orphans, the sick and the war-displaced. On the other hand, some indicated their reason is the mobilization of

resources to support in the form of grants to women's organizations that focus on women's empowerment and rights. Others focused more on youths by promoting the engagement of youths in sustainable development actions through the promotion of entrepreneurship and innovation to combat food insecurity. Some also mentioned their focus on education by offering free classes to the needy and collecting and donation books, the creation of libraries in rural areas in a bid to favor the education of the girl child.

Climate reality was not left out as some mentioned working in promoting freely education on climate reality. Regarding the health sector, it is worth noting that 20% of the respondents working in the health sector mentioned that their reason for establishment is to improve people living with sickle cell, noncommunicable diseases and invisible disabilities and ensure that they get the attention they deserve and raise the awareness of their communities on sickle cell realities, while the other focused on sexual and reproductive health through the distribution of pregnancy kits to needy pregnant women. The reasons given by the different respondents are diversified and touch all social layers and varied challenges faced by African communities.

#### **6.4 Target Population**

Regarding the target population, women, girls and children tend to constitute the biggest majority of the target population when it comes to community causes. According to Dr. Diene KEITA, in times of conflict for example, the entire population is affected but women are disproportionately affected. Furthermore, research has shown that female-headed households are more vulnerable and are less capable of absorbing shocks, due to gender inequality, cultural restrictions and the feminization of poverty. So causes affect women and men differently, thus compounding causes in times of conflict. Moreover, women and girls usually make up a large proportion of internally displaced populations and refugees thereby exacerbating their vulnerability to gender-based violence, poverty and other forms of insecurity like food insecurity, lack of shelter etc.

In the Far North Region of Cameroon for example, where Boko Haram has its roots, women and girls are more victims to systemic attacks and kidnappings and are forced into slavery such as sex slaves, informants and even fighters. Additionally, most of them are victims of rape, forced prostitution and abortion, sterilization and even forced marriage. Women and girls also face more social and employment discrimination. This goes the same for the health sector, where a greater proportion of women are affected by lack of access to healthcare and are more vulnerable to infectious diseases than men. People living with disabilities including invisible visibilities are also one of the largest targets of philanthropic support institutions in West and Central Africa. They constitute one of the most left-out population groups in West and Central Africa and for years now.

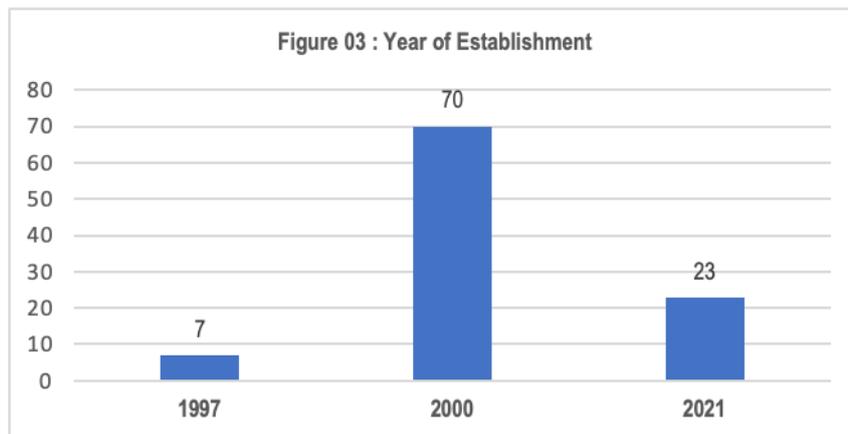
According to King Baudouin Foundation, an estimated 60 to 80 million people live with disabilities in Africa and many community-based organizations have been instrumental in alleviating them out of the shadow, including individuals living with disabilities who have stood up to advocate for causes like equal employment opportunities, equal access to education, inclusive healthcare systems, etc. with more consideration of their status during the allocation of funds in organizations.

Based on our studies, the above-mentioned population groups are one of the main targets for almost all the Philanthropy Supports Actors interviewed. Amongst the targets stated by the respondents, we have farmers, youths and women, people living with sickle cell and other invisible disabilities, widows, young girls, internally displaced, and the needy. It is however worth noting that, of the respondents, only 10% mentioned working solely on women-related causes, while 40% mentioned including women amongst their targets and 60% indicated having as a target, people living with disabilities including invisible disabilities, with a proof that in the West and Central African philanthropic environment, the rule of no one left out is applied.

### 6.5 Country of Operation and Year of Establishment

A majority of the surveyed philanthropy support actors 90%, operated mainly in Cameroon with their activities spreading mainly in the towns of Yaounde, Douala, Kumba, and Bafoussam and 10% operating in the Democratic Republic of Congo (The Congolese Women’s Fund). However, of the actors working mainly in Cameroon, 33% indicated operating in other cross-border countries; 20% in Nigeria and 10% in Chad. The result suggests that Cameroonian philanthropy actors operate mainly nationally and we can therefore observe that, foundations in Cameroon tend to give locally rather than across borders.

The PSAs field is at the infancy stage in the region. The average establishment age was 2014. The majority, 70%, of the surveyed foundations were established in the year 2000; with the oldest foundations (23%) established in 1997 and the youngest dating from 2021. The results suggest that the establishment of foundations in the Cameroonian philanthropic space is a recent phenomenon. While comprehensive data on the number of foundations are lacking, recent years have witnessed significant growth. However, the lack of data does not help in accessing data in comprehending the diversity of the foundations' landscape in the country.



### 6.6 Registration and Legal Environment

In Cameroon, while businesses and other joint ventures are registered under the OHADA LAW, Law 1990 is the law concerning the freedom of association. It provides for several types of associations including economic, socio-cultural, sports, de facto, foreign, religious and political associations. NGO (Law 1999) is regulated by separate special instruments. The legal definition of association is very broad and refers to a group of people who come together and invest their knowledge and resources for any non-profit purpose. Associations are recognized as civil society organizations. Associations are either authorized or recognized following a declaration. According to Law n° 99/014 of December 22, 1999 regulating NGOs, an NGO is a declared or authorized foreign association approved by the state to participate in the execution of general interest missions in the legal, economic, social, cultural, sanitary, sports, educational, humanitarian, and environmental and human rights promotion sectors.

These general missions are defined by the state from time to time. NGOs are equally regulated by the 1990 law on the freedom of association as amended (1999, 2020). There are three types of NGOs; Ordinary NGOs, one-person NGOs, and foreign NGOs. The legal requirements for the creation of an NGO vary depending on the type concerned but the primary difference between one personal NGO and an ordinary NGO is that the one-person NGO may be registered directly by an individual while only associations that have been registered and active for at least three years can request to be authorized to operate as ordinary NGO. The survey results indicate why some associations were created, started functioning, and only got legalized years after.

So with the dedicated legal structure for NGOs, only a few of the surveyed actors; 20% were not legally registered. The majority of the actors were registered at the national level (80%). Regarding the time lapse between the creation or establishment and legalization of the Organization, apart from the few who are not yet legalized, just 10% were created and legalized the same year. The remaining were created and only got legalized 3, 5 and 7 years later.

## 7.0 ORGANIZATIONAL FINANCES

### 7.1 Mobilization of Fund

According to the ODA (Official Development Assistance) data, enhancing the potential of domestic resource mobilization has been neglected in international development as donors are pessimistic about developing countries' capacities to raise revenue locally. Studies carried out by ODA argues that a greater share of resources for development should be mobilized within the country rather than external sources because, unlike domestically mobilized resources, foreign sources may not always reflect local development objectives and priorities, but are usually driven by the profit motives of the foreign investor. Though most African countries are now striving to reduce foreign donor dependency, most Philanthropic foundations still rely on foreign donors to operate. Social media like Facebook; Twitter, and Instagram have become one of the biggest tools to mobilize resources, be it human or financial in West and Central Africa. Philanthropy support actors use their various social media platforms to mobilize funds, either by crowdfunding or call for help; some get registered to newsletters of grantmakers, so as to get notified whenever a grant concerning their area of action is available.

Green action for example is an international francophone network for gender equality in development that has a regularly updated repertoire of donors and grantmakers, funding in Francophone Africa. This repertoire provides a directory of donors funding projects in Francophone Africa and organizations are funded based on priority area and region or country.

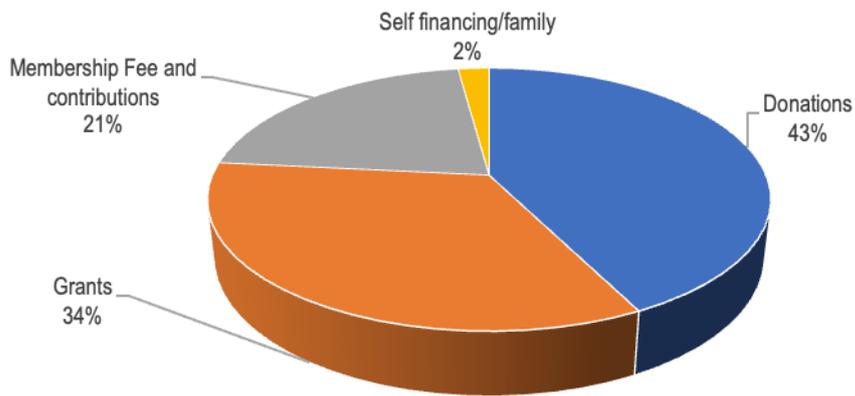
Regarding their sources of funding, 30% of the PSAs got their funding from member contributions and donations, 30% from grants coming from international bodies and 40% are self-funded. It is worth noting that, PSAs like FEEDAR (Federation of Environmental and Ecological Diversity for Agricultural Revampment and Human Rights (FEEDAR & HR), though receiving funds from international bodies also have income-generating activities such as the sale of agricultural products. As the findings have shown, sponsorships, grants and member contributions remain the biggest sources of funding or capital for foundations in Central Africa. Another significant finding is that for many private PSAs, they rely on ongoing support from their founders. Concerning the online platforms used, 50% of respondents indicated using online platforms to mobilize funds while 50% indicated not using any online platform to mobilize funds. Concerning the online platforms used, of the 50% who mentioned using online platforms, 40% indicated using Facebook, Whatsapp and Instagram while 10% mentioned tapping from the King Baudoin Foundation online platform.

### 7.2 Sources of Income

From the literature review conducted by APN, philanthropy Support actors in the central African regions mobilize their resources from various sources including but not limited to Donations, Grants, membership fees and contributions as well as self or family financing.

**Figure 04**, below depicts the percentage distribution of the PSAs by sources of income. Based on the figure, donations from various strategies including online financing seem to be the most strategy used by most (43%) of PSAs followed by grants (34%) and self/family financing is being used by only 2% of the PSAs.

**Figure 04: Percentage Distribution of PSAs by Source of income**



### **7.3 Value of Asset**

The results show that PSAs in West and Central Africa are distinguished by their smaller size compared to other regions of Sub-Saharan Africa. A very big section of the PSAs, 60%, and, 20%, had an asset of value between US\$100 and US\$1,000 and above US\$10,000, respectively. Only two foundations representing 20% didn't mention having any valuable asset. The results clearly show that the assets base of the foundations is made up of individual community accumulation of wealth and savings made from donor-sponsored projects. It is worth noting that while some foundations such as FEEDAR Foundation may have large assets due to support from their donors, many foundations have relatively small or no assets because they tend to be operating rather than grant-making foundations.

### **7.4 Annual Income and Expenditure**

More than a half (60%) of the PSAs interviewed, reported having an annual income of under US\$50,000. This was followed by 20% who indicated not having any annual income, while only 20% PSAs indicated having an income of over US\$1000,000 and between US\$500,000 and US\$2000,000 each. With regards to annual expenditure, the results show that many PSAs, 60%, spend less than US\$10,000 annually. On the other hand, 30% PSAs reported having an annual expenditure of between US\$12,000 and US\$30,000 and 10% of PSAs didn't mention their annual expenditure.

### **7.5 Channel of communication about grants availability**

The main channel of communication about grants availability in Central Africa is through calls for proposals, advertisements on social media and most PSAs are registered on grant-makers' newsletters pages so as to get notified and apply whenever grants are available. This is very effective because it is widespread and accessible. However, there are great obstacles in the application for grants, such as eligibility criteria, the pertinence and sustainability of the project, the geographical region and the background of the Organization, just to name a few.

## **8.0 PHILANTHROPIC GIVING**

### **8.1 Priority areas of philanthropic giving**

There are a number of priority areas for philanthropic giving. The results show that In Cameroon alone, about 40% of PSAs direct their support to the education sector. There is a high school drop-out rate in Cameroon especially due to the Anglophone on-going crisis, leading to lack of opportunities for young people and also increased vulnerability to exploitation. The health sector ranked second where about 20% of all the PSAs direct their giving. There are still so many people in Cameroon who do not have access to basic medical care or resources like clean water and food and this has devastating consequences on their general well-being. Furthermore, the World Health Organization predicts that by 2030, there will be an estimated 28 million people with HIV/AIDS in Sub-Saharan Africa. This means that health care is becoming more important than before as an area of philanthropic giving. Food security is another important area where about 20% of the PSAs reported directing their giving. It is estimated that over half of Cameroon's population lives below the poverty line according to World Bank Data (2019 report).

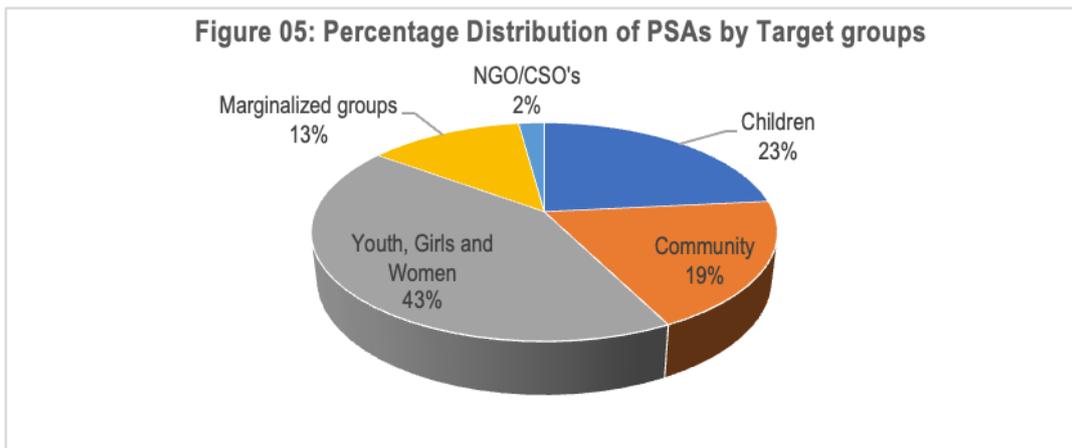
Climate justice and women leadership, including solving problems faced by women in which there is continuous discrimination such as GBVs, SRHR, was supported by about 10% of PSAs while humanitarian aid which is the main funding priority areas for many PSAs, were funded by almost 10% of all PSAs surveyed. PSAs' funding is oriented towards social welfare and its related fields. Other activities also include, amongst the already stated priority areas; food provision and child protection. The findings therefore indicate that Central African foundations' funding play a complementary role to government's efforts particularly in the areas of education, health and social services.

### 8.2 Recipients of philanthropic funding

Of the total respondents who took part in this study, 100% indicated working with and for women, children and youths, including people living with disabilities an internally displaced and 10% working specifically for every person be it youth, IDP, women, girls or child living with sickle cell and other invisible disabilities.

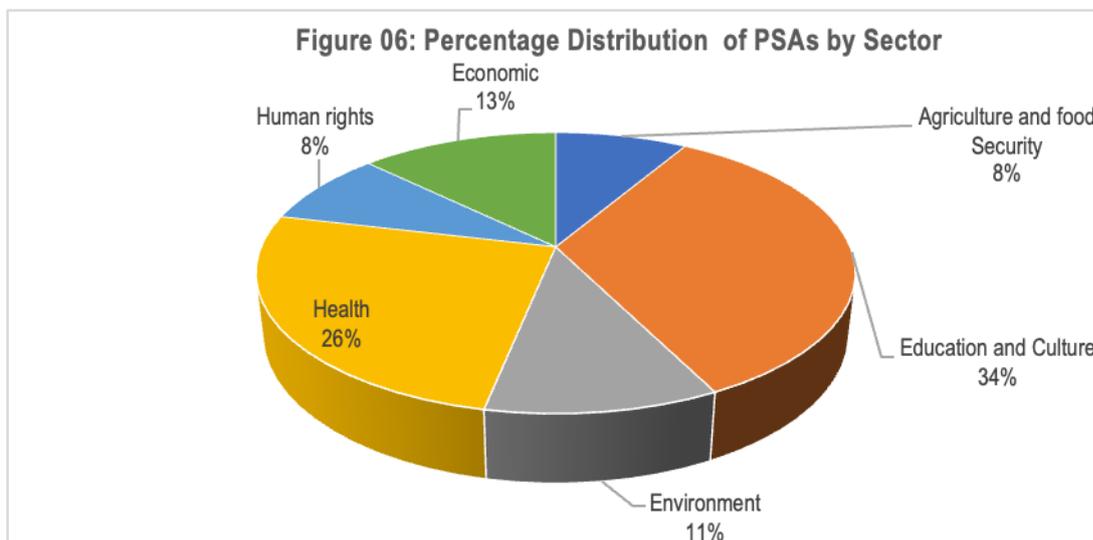
### 8.3 Target Groups of PSAs

The PSAs in the central Africa region indicated extending philanthropic services to a number of target groups including Marginalized groups, NGOs/CSOs, Children, Youth Girls and women, and community in general. **Figure 05**, below depicts the percentage distribution of PSAs by target groups. From the figure, youth, girls and women are likely to be saved by many philanthropic actors followed by children and the support to the development and strengthening of NGOs/CSOs attracting the least (2%).



### 8.4 Sector saved by PSAs

The central African Philanthropy support actors are working in a number of social economic development sectors including, education and culture, economy, health, human rights and environment. **Figure 06**, below depicts the percentage distribution of PSAs in central Africa by sectors which they save. Based on the figure, it is likely that education and culture is the most attended sector with about 34% of all PSAs followed by Health (26%) and environment (11%). Human rights, agriculture and food security seems to be the least attended sectors with 8% each.



## **8.5 Current donor trends-, rural development/ education**

The survey results suggest that donors in Central Africa were focusing their attention on issues relating to people living with disabilities, promotion and advocacy for access to quality education, humanitarian aid especially in the Anglophone region. There are also some very few though in the health sector.

## **9.0 NATURE, TRENDS AND PRACTICES THAT AFFECTS PHILANTHROPIC GIVING**

### **9.1 Nature and trends of philanthropic giving**

The nature of philanthropic giving is different in Sub-Saharan Africa than in the rest of the world. It differs from one country to another and from one region to another as a result of various cultural and societal factors. PSAs addressing issues for children and youth may differ considerably from those of health care or education.

The most recent trend in philanthropy is crowd funding because it allows individuals to raise money for their projects by soliciting donations from friends and family, as well as strangers who are interested in their activities. Another major trend affecting philanthropic giving in the Central African sub-region is the growing interest for social entrepreneurship, which has led to the creation of many organizations as people have become more aware of how they can give back to their communities, some by volunteering and others by donating money. Moreover, there is a growing focus on sustainability as an important factor when it concerns giving in Africa. According to results of research carried out by CAPSI, many donors in Cameroon were focusing their attention on issues relating to disabilities, promotion and advocacy for access to quality education, humanitarian efforts and peace building especially in the Anglophone region, promotion of good governance, socio-economic rights and livelihoods as well as environmental justice and ecological security.

There is also an emergence of tools to encourage and facilitate the progress of philanthropic giving. Technology has led to new ways of giving through social media, crowd funding platforms and mobile giving. Such tools facilitate fundraising activities, and serve as catalyst for domestic giving. However, there are so many challenges philanthropic giving faces in the region such as corruption, lack of trust between donors and recipients, lack of transparency on how exactly funds are used.

### **9.2 Type of organizations in partnership and benefits of partnering**

A partnership in philanthropy is very important as it facilitates the exchange of experiences. The survey results show that, most 60% of the respondents do not belong to any philanthropy network while 40% mentioned belong to between 1 to 5 different philanthropy networks. A foundation like Joy2Endure for example mentioned belonging to the Umoja Africa Sickle Cell Consortia (UMASCO), to World Pulse, to Mobility International, to Sickle Cell Anemia Parent Patient Network (SCAPPN) and to Wholesome Health Promotion (WHP); The Congolese Women's Fund mentioned belonging to Global Fund for Community Foundations, Fenomenal Funds, APN, Prospera Network, and EEFABECAM (Environmental Education for a Better Earth Cameroon) mentioned belonging to the Africa Climate Reality Project. It is worth noting that, though FEEDAR mentioned not belonging to any network, the respondents mentioned being accredited to Intergovernmental Organization such UNCCD, UNEP, UNODC, UNCAC, WIPO, UNCTAD, UNDP, CIF.

As for the benefits of partnering with their different networks, this question was left unanswered by most respondents 50% as they do not belong to any network. However, FEEDAR mentioned that by being accredited to United Nations Agencies and Conventions their Organization has been invited in several of conferences and events around the world, and UNCCD donated communication support of Euro 10000 for the period of 2020-2022. While EEFABECAM mentioned that their partnership with Climate Reality, offered them free training and capacity building to increase their skills and reach in climate change literacy, they equally benefited from a small grant which helped to reach out to young people in schools in Douala and also benefited expertise in developing curriculum on sustainability and climate change education which they are

presently member of Climate Reality, benefited from free training and capacity building to increase their skills and reach in climate change literacy. They equally benefited from a small grant which helped them to reach out to young people in schools in Douala and also benefited from expertise in developing their curriculum on sustainability and climate change education which is presently used in schools. In the health sector, the benefits include visibility in activities, routine medicine distribution, financial aid and networking through participation in webinars, conferences and workshops.

## **10.0 CHALLENGES AND OPPORTUNITIES IN GROWING PHILANTHROPY IN THE CONTINENT**

### **10.1 Challenges**

The philanthropy sector in the region is still in its infancy but they are gradually beginning to align their strategies with that of international organizations and making efforts to increase their political influence so as to promote policies that support the values they are defending through their actions. Concerning challenges faced, though the respondents mentioned challenges such as support on capacity development and equipment to enhance agricultural and food systems and markets, transportation, communication challenges, visibility of their activities and poor technical support, out of the total respondents, 90% mentioned the problem of resources mobilization and access to adequate funds for activities. From the study, it shows that access to funds is a major drawback to the progress of activities in the Central African philanthropic ecosystem and because of that most organizations are unable to achieve their annual objectives which are carried forward to the next year causing an accumulation of activities with the yet unavailable funds.

### **10.2 Opportunities**

The philanthropic ecosystem in Central Africa used to be very small but with the increase in the number of people who are getting engaged in giving, this ecosystem has widened and donors are getting more present than before. The last two decades have also seen an explosion in social media use, which has helped raise awareness about the ways in which philanthropy can benefit communities. Respondents to this survey gave very important highlights to the growth and progress in the philanthropic environment of Central Africa. The respondents mentioned that, if a structured and conducive environment is created for philanthropy in Central Africa, there will be more awareness of challenges like migration, food insecurity and agricultural innovation. They also mentioned that it will create a better world for future generations, ameliorate the lives of people so as to break indifference and frustration barriers, stimulate the culture of giving in Africans and promote tolerance and as such, there will be enhanced progress in the development of many sectors such as the health and education sector.

### **10.3 Proposed strategies for the PSAs to work in a more collaborative and connected manner**

The African Philanthropy landscape is incredibly rich, characterized by a diversity of actors, practices and policies. However, the importance of having a strong and well-connected philanthropy support system is not yet fully understood, leading to critical underinvestment in the field and missed opportunities. So, effective collaboration should always be considered by philanthropy organizations particularly smaller ones wanting to increase their impact and effectiveness. According to the Foundation for Social Improvement (FSI), it not only helps to solve social problems but also facilitates efficiency, growth and sustainability. A crisis like COVID-19 compelled organizations to find new ways of working together, both to survive and deliver on their mission. Research carried out by FSI in 2016 found that two-thirds of small charities had reported some form of collaboration, with networking being the most common form (90%). It identified four other types of joint working- strategic alliances, formal partnerships, joint ventures and mergers. So, one common aspect of collaboration, especially at the community level is that different organizations coalesce around similar targets or beneficiaries. Collaboration and effective connection can alleviate operations or even

programmatic expenses and go a long way in creating a strong and better community. When two or more organizations come together to achieve a common goal, the chances of achieving that goal more effectively, and even in a more timely manner, are much higher.

There are many ways of making it work: Organizations can come together to understand what each other is doing to avoid duplication or work together in partnership, to jointly deliver services. According to Michael Mapstone, CAF's Executive Director, collaboration can also be in the form of sharing, knowledge and best practices. There is a need to strengthen cross-sector collaborations. Increased intentional partnerships across sectors between nonprofit sectors and governments and also regional and global partnerships will be critical to societies' ability to respond to community causes.

Grantmakers should actively engage grassroots organizations and leaders. Local communities and volunteers have spearheaded initiatives, especially during the Covid 19 crisis when lockdowns or tightened restrictions prevented non-profits from reaching out.

## 11. RECOMMENDATIONS

After indicating the opportunities for philanthropy in Africa, The respondents gave as a recommendation that to achieve a good level of philanthropic harmony and cohesion, there is the need to formalize the community philanthropy already enshrined in the DNA of Africans, identifying, targeting and reaching out at the right time to high wealth individuals and advocating on the importance of philanthropy through awareness raising campaigns on philanthropy, conduct internal training in all activity sectors and sharing of experiences and to stop the monetization of philanthropy as it is not all about money but also giving in the form of assets, knowledge, time, etc.

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