

SOUTH AFRICA GIVING 2017

An overview of charitable giving in South Africa

CAF Charities Aid Foundation

Contents

Foreword 3

About CAF Southern Africa 3

Preface 4

About CAF 4

Key Findings 5

Detailed Findings 6

1.0 Overall picture of how people get involved 6

2.0 How people get involved – detail 7
- 2.1 Giving money 7
- 2.2 Volunteering 7

3.0 Typical amount given 8

4.0 Which causes people give to 9

5.0 How people give 10

6.0 Why people give 11

7.0 Encouraging future giving 11

Method 12

Copyright © The Trustees of the Charities Aid Foundation 2018
All rights reserved. No part of this publication may be reproduced, stored in a retrieval system or transmitted, in any form or by any means, including electronic, mechanical, photocopying, recording or otherwise, without the prior written permission of Charities Aid Foundation, the copyright owner.

Foreword

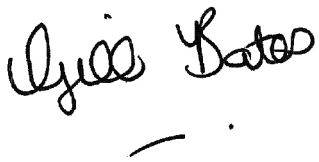
When looking at the findings of the South Africa Giving 2017 report, I am reminded that the resilient spirit of Ubuntu is alive and well in our country.

Despite challenging economic circumstances, the South Africa Giving report reveals that eight in ten people surveyed (81%) had given money in the past 12 months, either to an NPO/charity, to a church or other religious organisation, or by sponsoring someone.

What's also promising, is that 61% of the individuals surveyed had volunteered in the last 12 months, with the younger generations leading the way in this regard.

In our research, the most popular cause to donate to and volunteer for was helping the poor. This is particularly apt in light of the devastating poverty levels in our country (in 2017, StatsSA revealed that over 30 million South Africans are living in poverty).

This report provides insight into individual giving in South Africa, helping us to understand the ways that we give in more detail. It is through these insights that we can reflect, develop and grow in order to work more effectively to strengthen civil society in South Africa.



Gill Bates
CEO
CAF Southern Africa

About CAF Southern Africa

Charities Aid Foundation 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.

While being a wholly South African organisation, CAF Southern Africa is also a member of the CAF Global Alliance of the Charities Aid Foundation, with headquarters in the United Kingdom.

The CAF Global Alliance spans six continents with offices in Australia, Brazil, Bulgaria, Canada, India, Russia, United Kingdom and the United States and CAF manages over £1 billion in charitable funds.

For more information, visit **www.cafsouthernafrica.org**

Preface

This South Africa Giving 2017 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. The series also includes reports covering Brazil, Canada, India, Russia, the United States, and the UK.

As this unique collection of country reports grows we will be able to look at trends in giving for the first time: how people of different ages and social groups give in different countries; the way they give; the rise of online or text giving; the importance of sponsorship and the different causes people support. 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

Charities Aid foundation (CAF) is a leading international not-for-profit organisation, originating in the UK, that works to make giving more effective and charities 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 charity and non-profit sectors through the provision of philanthropy products and services, whilst providing fundraising solutions and support for charities internationally.

For more information please visit **www.cafonline.org**

Key Findings

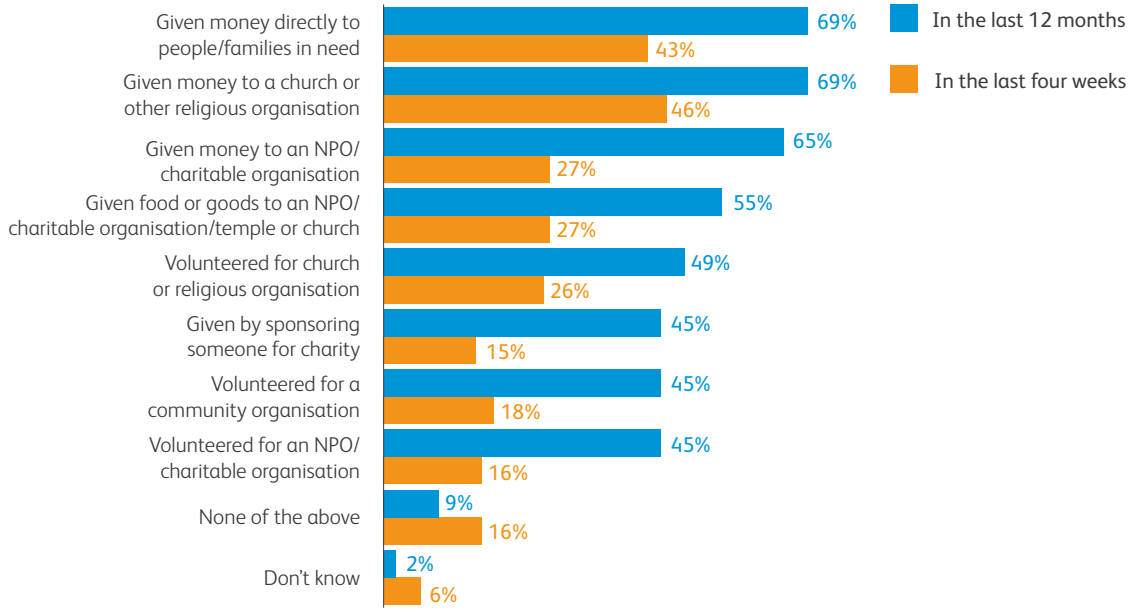
Our analysis provides these key findings for individual giving in South Africa:

- Around eight in ten people surveyed (81%) have given money in the past 12 months, either to a charity, to a church or religious organisation, or by sponsoring someone.
- Donors said they are most likely to give money because they believe they can make a difference, and because they want to help those less fortunate than themselves.
- Amongst those who donated in the past 4 weeks, the typical (median) donation was R500.
- The most common method of donating was via a donation box in a supermarket/shop, which 40% of donors had used.
- Six in ten people surveyed have volunteered in the past 12 months (61%), 49% have done so for a church or religious organisation, 45% for an NPO/charity and 45% for a community organisation.
- The most popular cause amongst donors (58%) and volunteers (43%) was helping the poor.
- Having more money themselves is the thing most likely to encourage those surveyed to donate more time, goods or money in the coming 12 months (53%).

Detailed Findings

1.0 Overall picture of how people get involved

Figure 1: Which, if any, of the following have you done over the past 12 months/4 weeks?



Base: All adults aged 18+ (n=1,001)

Almost nine in ten of those surveyed (88%) took part in at least one of the charitable activities in the past 12 months. The most commonly undertaken activities were giving money directly to people in need (69%), and to give money to a church or religious organisation (69%).

Young people (aged 18-24) are more likely than older people (aged 55+) to have participated in the two most common activities. 73% of young people gave money directly to people in need (compared to 63% of those aged 55 and over), and 73% gave money to a church or religious organisation (compared to 64% of those aged 55 and over).

2.0 How people get involved – detail

2.1 Giving money

Eight in ten of those surveyed (81%) have given money through donation or sponsorship in the last 12 months, and six in 10 (60%) report having done this in the past four weeks.

Sponsorship is more popular amongst the young, with more than half (52%) of 18-24 year olds having done this in the past year, compared to 28% of those aged 55 and over.

2.2 Volunteering

Six in ten (61%) people surveyed had participated in some form of volunteering in the past 12 months, with 49% volunteering for a church or religious organisation, 45% for an NPO/charity and 45% for a community organisation.



37% had volunteered in the last 4 weeks, with just over a quarter (26%) doing so for a church or religious organisation, 18% for a community organisation and 16% for an NPO/charity.

Young people aged 18-24 (46%) are significantly more likely than those aged 35-44 (34%), 45-54 (28%) and 55 and over (26%) to have volunteered in the last four weeks.

The causes that people who have volunteered are most likely to have volunteered for are helping the poor (43%), supporting religious organisations and churches (42%), and supporting children (37%).

Men are more likely than women to have volunteered to fight drug addiction (16% vs. 8%), protect the environment (16% vs. 9%), support sports and leisure activities (15% vs. 7%), support community development and the urban environment (10% vs. 4%), support anti-corruption initiatives (10% vs. 5%) and preserve cultural heritage (5% vs. 2%). Conversely, women are more likely than men to have volunteered in support of women's rights (17% vs. 9%).

3.0 Typical amount given

Those who had donated were asked how much they had given either in the past 12 months, or the past 4 weeks. Amongst those who gave money in the past 4 weeks the typical (median) amount given was R500, whilst the average (mean) donation was R1,306 over the period.

R500
was the typical donation

The typical (median) amount given did not differ between those with the highest incomes (over R500,000) and those with the lowest incomes (less than R100,000), with people in each group giving a median donation of R500.

Amongst those who donated in the past 4 weeks, the typical (median) amounts given by men and women are fairly similar (R450 by men vs. R500 by women), whilst the average (mean) amount donated is slightly higher for men (R1,414) than for women (R1,196).

Younger people (aged 18-24) make larger donations on average than older people (aged 55+). The typical (median) amount donated amongst the younger age group is R424 (vs. R400 for those aged 55 and over), whilst the average (mean) amount donated by 18-24 year olds is R1,510 (vs. R895 for those aged 55 and over).

MEN

R1,414
mean donation
(men who had donated in the past 4 weeks)

WOMEN

R1,196
mean donation
(women who had donated in the past 4 weeks)

4.0 Which causes people give to

The top three causes for donating money are the same as those for volunteering. Amongst those who donated, helping the poor is the cause most commonly given to, with well over half (58%) reporting doing so. Supporting churches or religious organisations and helping children are the second and third most common causes to donate to, at 50% and 42% respectively. The least common causes given to are overseas aid (2%), scientific research (2%) and preserving cultural heritage (3%).



Men are significantly more likely than women to have donated to causes which support disabled people (23% vs. 17%), fight drug addiction (13% vs. 6%), work to protect the environment (14% vs. 9%), work on community development and urban environment (7% vs. 4%) and anti-corruption initiatives (9% vs. 4%). Women are significantly more likely than men to have donated to women's rights (15% vs. 8%).

This cause is also more important to younger people - five times as many 18-24 year olds (15%) donated to women's rights as those aged over 55 (3%).

Those aged 45-54 are significantly more likely than all other age groups to have donated to animal welfare causes (43% vs. 26% on average). Younger people are the most likely to have donated to causes which support children (54% vs. 42% on average).

Figure 2: Which of the following causes have you donated to/sponsored in the last 12 months/ 4 weeks?



Base: All donors (n=811)

5.0 How people give

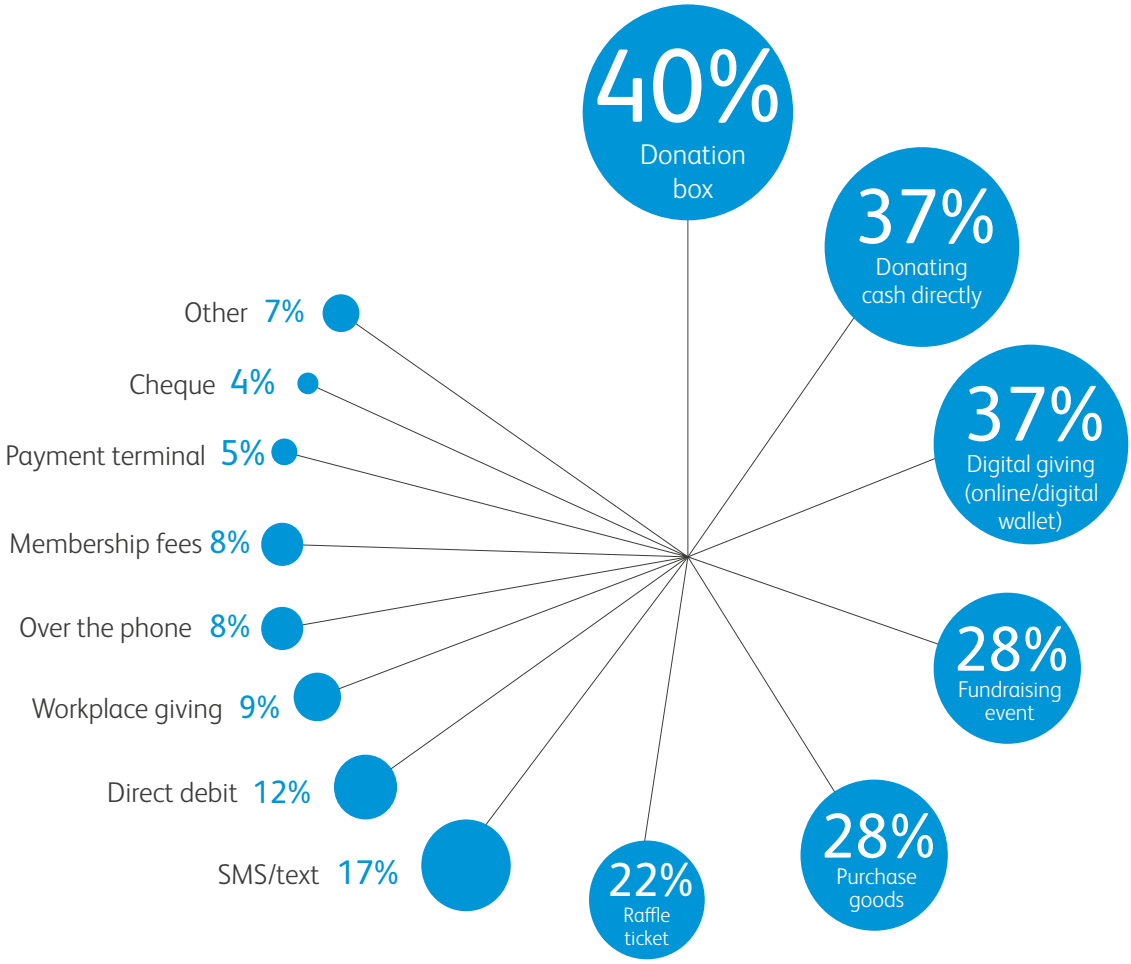
The most common method of donation amongst those who donated is via a donation box in shops (40%), followed by direct cash donation to the NPO/charity (37%) and giving digitally via online or using a digital wallet (37%).

The least common forms of donation are through cheque (4%), payment terminal (5%) and membership fees (8%).

Women are significantly more likely than men to donate by purchasing items from a charity shop (32% vs. 24%), and men are significantly more likely than women to donate digitally (42% vs. 32%).

Those aged 55 and over (39%) are as likely as 18-24 year olds (42%) to donate digitally, either online or with a digital wallet. However, younger people are the most likely to donate over the phone (12%) or with a cheque (8%).

Figure 3. In the last 12 months/4 weeks have you given to a cause by any of these methods?



Base: All donors (n=811)

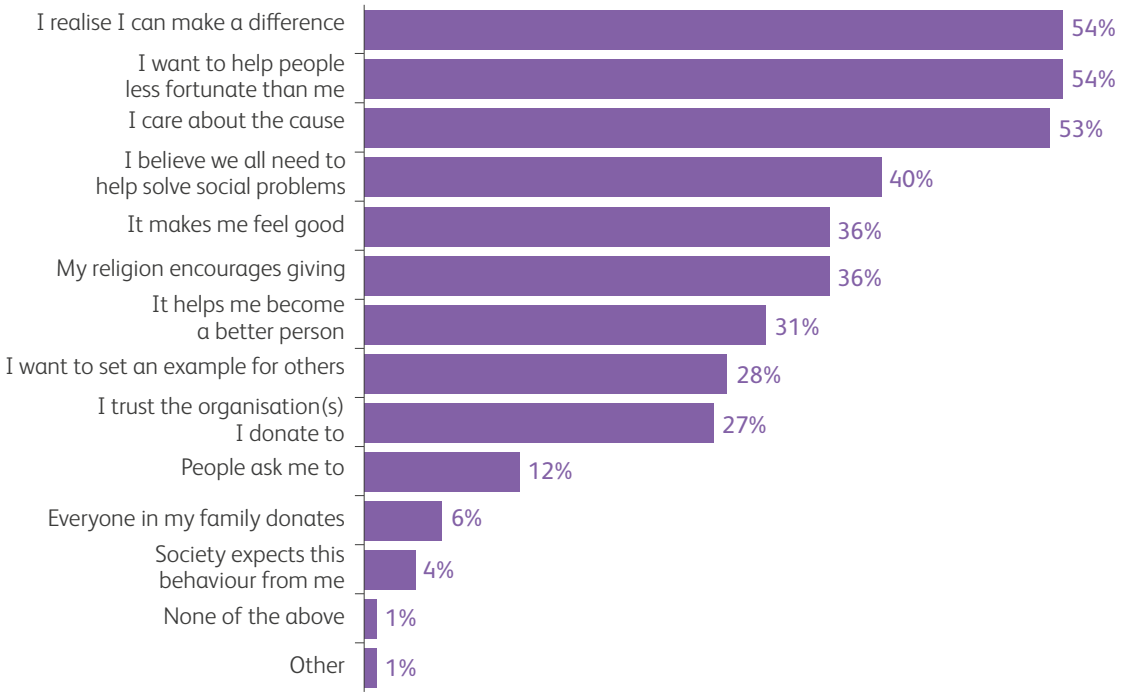
6.0 Why people give

MAKING A DIFFERENCE AND HELPING THOSE LESS FORTUNATE
are the most common reasons for giving

The most common reasons for donating are because donors realise they can make a difference, and because they want to help those less fortunate, each cited by more than half of people surveyed (54%). Caring about the cause is the next most common reason for giving (53%).

Women are significantly more likely to have given because they realise they can make a difference (59% vs. 50%), and because they want to set an example for others (33% vs. 23%). The youngest age group – aged 18-24 – are the most likely to give because it helps them to become a better person (37% vs. 21% of those aged 55 and over).

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=811)

7.0 Encouraging future giving

Having more money themselves would
ENCOURAGE MORE GIVING

More than half of those surveyed (53%) said they would be likely to donate more time, goods or money in the next 12 months if they had more money themselves, and almost half (48%) said that knowing for sure how their money would be spent would make them likely to do the same.

Only 2% said there is nothing that would make them increase their giving in the next 12 months. Those with family incomes of over R500,000 are the most likely to say they would be likely to give if they had more tax incentives to do so (23% vs. 14% on average).

Method

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

In South Africa, 1,001 interviews were completed online between 6th and 17th July 2017. 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 (c. 40%), the sample is representative of the urban population and is weighted to known population data on demographics including age and gender. At the time of fieldwork, 1 South African rand was worth £0.06.

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 ±3%.

CAF Southern Africa
Studio 16
Arts on Main
Maboneng Precinct
264 Fox Street
City & Suburban
Johannesburg 2094

T: + 27 11 334 0404
E: info@cafsouthernafrica.org
W: www.cafsouthernafrica.org

Charities Aid Foundation
10 St. Bride Street
London EC4A 4AD

25 Kings Hill Avenue
Kings Hill, West Malling
Kent ME19 4TA

T: +44 (0)3000 123 000
E: research@cafonline.org
W: www.cafonline.org