East Africa Philanthropy Network
Promoting Philanthropy in East Africa

WINGS
ELEVATING PHILANTHROPY

Philanthropy Support Ecosystem in Kenya, Uganda, Tanzania, & Rwanda

Part 1

Prepared for WINGS and the East Africa Philanthropy Network

Independent Consultant
Kenya Association of Fundraising Professionals

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EXECUTIVE SUMMARY

Olugend'enjala terudda –
The stomach that goes hungry is unlikely to return on a visit.
Buganda saying

The purpose of this study was to identify and map the philanthropy ecosystem and support organizations in East Africa (Kenya, Uganda, Rwanda, and Tanzania) including the key actors, the legal environment, resources, the enablers as well as what limits the philanthropy ecosystem. Philanthropic support organizations play different roles in the growth of philanthropy. These include local and international organizations providing philanthropic funding, intermediary organizations that support the growth of local philanthropy by raising both local as well as international funding and organizations that support the growth of philanthropy in other ways such as promoting capacity, capability, and credibility of non-profits to enable them to attract and wisely utilise mobilised resources. Data was collected using both primary and secondary methods. A total of 56 respondents drawn from the four countries participated in the study. The primary findings were triangulated with secondary data. This report is presented in two parts with the first part providing a general overview of the philanthropy support ecosystem in East Africa and the second part providing country level reports.

Findings indicate that a majority of civil society organizations (CSO) in East Africa continue to depend on external resources from developed countries for the implementation of their programs. Despite this, there is a growing recognition of the potential for local philanthropy in the region. This is backed by evidence of growing local giving, corporate giving and a rapid rise in high net worth individuals getting into the social sector through foundations. To maximize giving from the ordinary individuals, middle class, high net worth individuals (HNWIs), corporates, and major donors, CSOs must address issues such as trust, transparency, accountability, and demonstration of impact.

There is a great potential for developing long term giving programs. CSOs operating in East Africa have a chance of formalising fundraising efforts including the promotion of home-grown philanthropy in driving sustainability and long-term financial security. Corporate actors are increasingly giving to charitable causes. Critiques have argued that this giving is most of the time driven by business needs. Nevertheless, it offers a great window for CSO sustainability. Giving by high net worth individuals is also on the rise in East Africa as more wealthy people establish charitable foundations to carry out their philanthropic work. Local non-profits have begun to tap into new and diversified networks in order to engage with a broader range of donors and private sector partners. The emerging opportunities include the need for more coordination and collaboration of large scale funders, and the need for investment in capacity development in the holistic sense. Philanthropists are becoming increasingly more sophisticated in their giving, thus there is a compelling need for organisations to understand the interests of their donors and manage these relationships well.

A major internal challenge to CSOs is a lack of transparency and accountability for the funds raised. There is also inadequate investment by organisations in building robust fundraising architectures over the years. This is particularly evident in terms of low investment in staff and infrastructure, underdeveloped communication systems e.g. websites, and weak governance structures (board/ trustee engagement).

[1] CivSource 2022

Organisations need to focus a greater proportion of their efforts to promoting more opportunities for philanthropists and the general public to give, including harnessing the power of digital fundraising and the potential associated with donating through local and global online channels such as M-Pesa, M-changa, PayPal, JustGiving, etc. Investment in digital marketing and communications will support the growth and prevalence of individual giving programmes. Other areas for further development include the growth in family and community philanthropy, impact investment, platforms for high net worth individuals to showcase their philanthropy and build networks with peers; and building endowment funds.

There is also an opportunity to nurture local initiatives that have proven successful such as cooperative movements, solidarity actions such as harambee in Kenya, omuganda in Uganda and Rwanda and ujamaa in Tanzania. To respond to global challenges, CSOs must become abreast with new models for international funding such as growth of social business, corporate social investments, climate financing, and use of social bonds.

For Africa CSOs to thrive, there is a need for sustainability and collaboration through sharing of donors and information about philanthropy. Networking is key- the more extensive the network, the bigger and stronger the ecosystem. There is also a need to leverage locally raised funds to promote overall local resource mobilization efforts of African CSOs. Researchers and practitioners are called upon to write contextual reports and books on Philanthropy in the region and demonstrate what is being done in the region. The philanthropy sector requires clear structures to be developed just as seen with other sectors, such as law and manufacturing, where professionals collaborate.

There is also a need for enabling legislation. However, although legislation is good, it can also have its limitations, especially in Africa, where the civic space is shrinking. Laws might not favour CSOs organizations and should thus be allowed to emerge organically. There is also a need to decolonize aid because policies and laws tend to favour donors from the West rather than considering local dynamics. On the gender perspective, men philanthropists are more visible than women, but many women play a significant role in mobilization. The question is -- how can CSOs integrate the nexus between gender and philanthropy. This calls for an exploration of the intersections between feminist principles and philanthropy. In conclusion, philanthropy should remain an enabler, not an end, and not a replacement of the government.

Notes from Project Steering Team

Evans Okinyi- Chief Executive Officer,
East Africa Philanthropy Network

EAPN exists to engage and partner with other players in the ecosystem. EAPN has existed for 20 years as an infrastructure Network which supports the philanthropy sector. EAPN hosts National Philanthropy dialogues which are convened to share best practices and attend to the issues of national interests in development and are organized through the Kenya Philanthropy Forum, Tanzania Philanthropy Forum, and Uganda Philanthropy Forum. EAPN partners in these forums include Foundation for Civil Society (FCS), Tanzania; Kenya Community Development Foundation (KCDF), Kenya; and CivSource, Uganda. EAPN has representatives from member organizations from Rwanda and Ethiopia. EAPN is also part of African Philanthropy Network and Africa Philanthropy Forum which are networks that operate in East, Central, West, and Southern African. These organizations partner with global philanthropy organizations such as WINGS, who have supported this mapping. All these networks drive sustainable development as they aspire to meet the goal of strengthening the ecosystem.

Just as a biological ecosystem with a complex network of systems, philanthropy organizations form networks enabling the interconnectedness of communities, foundations, government agencies, communication leaders, community influencers, academia, etc. In line with SDG 17 on partnerships for achieving the development goals and includes networking, EAPN needs all these entities to unleash the role of philanthropy as a new paradigm of collaboration. The ecosystem consists of actions in the field, not just the actions of individuals. Thus, infrastructure is needed to sustain this ecosystem both qualitatively and quantitatively. The ecosystems serve all and not just donors, but this sturdy ecosystem requires a foundation from a locally driven agenda with the support of national, regional, and global partners.

The current debate calls for a shift towards the ecosystems and infrastructure for engineering change. Such an infrastructure will set the whole agenda for the ecosystems situated within the shrinking civic space which also encounter government interference. the challenges of how the knowledge from the research would be utilized remain, as well as linking organizations. There is an opportunity to work with academics in this field to get theoretical insights as well as carry out transformational research.

This mapping of philanthropy actors' will enhance interaction in the sector, provide information and ease funding for specific projects. EAPN is already digitizing the information on philanthropy actors on their data portal in partnership with CANDID. It is easier to know who funding is. The portal captures data on existing actors and what they engage in. This highlights what is going on in the sector and creates opportunities for identifying what we need to do collectively. Collaboration leads to an exchange of best practices.

Aude Anquetil,
WINGS

WINGS has experience conducting mapping pilots of philanthropy support ecosystems, having done similar work in Latin America and India over the past years. The interest of WINGS is to conduct and expand such participatory research as well as map out philanthropic organizations in different areas across the Globe to reinforce the understanding and potential of this field to unlock more impact. Participatory research brings on board the people who hold the knowledge on the ground (CSOs and communities). Thus, this study was commissioned to examine ecosystem actors, challenges, and opportunities in East Africa. This report is essential, and should lead to the discovery of new players, those missing and ignored, such that all are brought to the ecosystem to participate and make pertinent contributions to the sector. On behalf of WINGS, we thank all the participants for sacrificing their time to take part in the data collection and the validation workshop and contribute to the expansion of philanthropy networks.

Dr. Stigmata Tenga,
African Philanthropy Network (APN)

EAPN is a regional organization structured to promote networking and understanding what each member and sector player is doing. Culminating in the validation workshop, the study presented a reflection of Africa, whose voice is often neglected in the global space. Philanthropy being a subset of Civil Society work and NGOs, needs to work holistically. Africa CSOs need to collaborate. A popular saying goes:

"Kidole kimoja hakiui chawa", meaning One finger cannot kill a flea.

Collaboration is thus important when responding to systemic issues. Everyone and everything available needs to move together. Key actions for philanthropy network to learn includes:

- The need to build a movement.
- Importance of Bringing out the voices of the people
- Need to contextualize the environment that CSOs are working in.
- African CSO leaders need to document and write books and reports about the unique aspects of Africa development that fellow Africans can identify with
- Practitioners need to bring communities to the centre of development, as people are the best response to their problem.

Philanthropy is not just about money but includes people, resources, or assets within our communities. The philanthropy mapping and validation workshop provides a catalyst for developing philanthropy in the region as an ecosystem, based on the research that EAPN, in collaboration with WINGS had conducted. As this is an ongoing process, partners and members should feel free to complement the report by identifying unknown actors and lessons learned from the field and help to build a roadmap that identifies what is essential as a collaborative tool for doing philanthropy work. Short-term projects sustain development, and there is a need to ensure sustainable funding needs are identified. APN encourages members to adopt a collective vision with opportunities, recognising challenges and, above all, to determine what can work in the East, West, and Central Africa regions. APN recognises the continued support and collaboration of WINGS. EAPN stands out as a key partner, and we encourage the network to continue championing and coordinating the Kenya Philanthropy Forums to serve as an example for the region.

INTRODUCTION

Background

Philanthropy refers to the practice of giving time, money, experience, skills and or talent, all with the altruistic objective of improving human welfare. It includes individual giving by everyday givers and high net-worth individuals, or institutional giving through corporates, foundations, and other specialised institutions. While philanthropy with its root in the Greek etymology is about 'love for humanity', the same practice in Africa represents a life force and the DNA of people, (Richard, 2022).

Philanthropy support organisations, sometimes referred to as 'intermediary' or 'infrastructure' organisations, include entities that provide a variety of services to support and strengthen philanthropy in a region or around a theme. Some PSOs e.g., East Africa Philanthropy Network do not directly fund philanthropic programs, but rather provide services to support those that do. That said, some philanthropic funders do provide ecosystem support services too, so the distinction is not always clear-cut. PSOs are divided into three main groups; those that focus purely on philanthropy, organizations that enable philanthropy as a subset of their main functions and funders of the PSE (WINGS, 2021).

PSOs are understood as non-market, non-state organizations outside of the family that provide services for the public good. It includes, but is not limited to foundations (grant-making, operating, corporate, community, or government sponsored/created), community-based organizations and village associations, professional associations, environmental groups, advocacy groups, co-operatives, charitable organizations, faith-based organizations, mutual entities, labour unions, societies, research institutes, diasporic organizations, online social-purpose portals, and transnational and cross-sectoral coalitions (Mati, nd)[2].

A philanthropy support ecosystem (PSE) is defined as the community of interacting organisations, functions and activities that assists and enables the achievement of philanthropy's potential by nurturing its capacity, capabilities, connection, and credibility (WINGS, 2021). To fulfil its role, philanthropy needs an enabling environment. Such an environment is usually regarded as possessing five main features: a legal framework that empowers, rather than shackles; a tax structure that provides incentives, rather than penalties; an accountability system that builds confidence in philanthropy and civil society; sufficient institutional capacity to implement effective activities; and enough resources to undertake these activities.

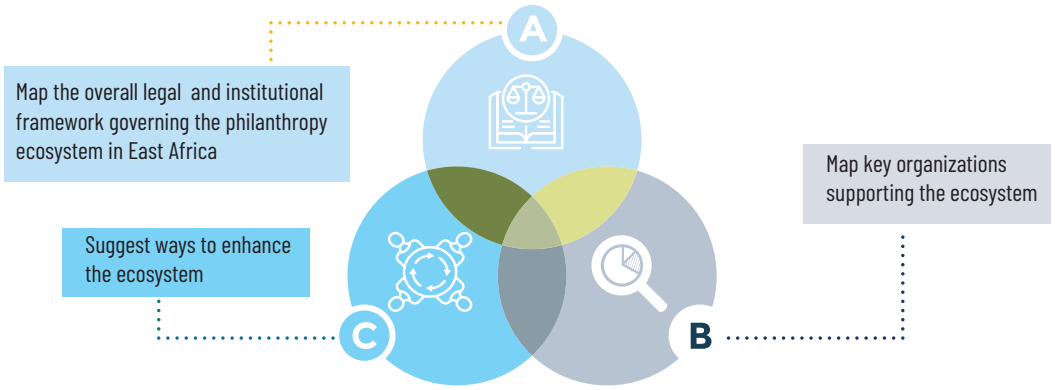
According to the Worldwide Initiatives for Grantmaker Support (WINGS, 2019) the building blocks for local philanthropy includes: (1) Policy: laws for civil society, giving, association, free speech, assembly; regulatory frameworks for dialogue with the government, (2) Inclusive Infrastructure: e-commerce and e-philanthropy, communications, community building, networking, (3) Knowledge & Support: trainers and mentors, communities of practice, best practices, repositories, organizational development, and resiliency, (4) Tools and Data: resource guides, policy guides, digital tool kits, data, learning and reporting tools and guides, access to technology and (5) Funding: variety of funding types and sources, accessibility of funding; support for innovation and learning local philanthropic practice including tax incentives and state support and public-private partnerships. The OECD (2017) voluntary and non-binding guidelines[3] for *Effective Philanthropic Engagement* ("the Guidelines") highlight the above too as a way foundations and governments can collaborate to improve development outcomes.

[2] https://scholarworks.iupui.edu/bitstream/handle/1805/26300/kenya-report21.pdf?sequence=1

[3] www.oecd.org/site/netfwd/theguidelinesforeffectivephilanthropicengagementgepes.htm

Study Objectives

The overall objective of this study was to map the philanthropy ecosystem and support organizations in East Africa. Specific objectives include.



Methodology

The study was conducted using a mix of secondary and primary methods. Secondary data was collected through systematic review of published and unpublished literature. Primary data collection was conducted through online administered questionnaires and key informant interviews. A total of 30 respondents replied to the online questionnaire while 25 key informants were interviewed from Kenya, Uganda, Tanzania, and Rwanda.

The study employed both qualitative and quantitative methods. Qualitative research methods are essential to deeply investigate the experience of people, social reality, concepts, and opinions. It can be used to gather in-depth insights into a problem or generate new ideas for research. The qualitative methodology intends to understand a complex reality and the meaning of actions in a given context. On the other hand, the quantitative methodology seeks to obtain accurate and reliable measurements that allow a statistical analysis (Queirós, Faria, & Almeida, 2017). A mixed methods approach provides researchers with a greater scope to investigate issues using both words and numbers, to the benefit of society as a whole (Almalki, 2016).

Primary and secondary data was analysed and triangulated. Based on the above, key actions and recommendations have been made. Data collection included online desk search and detailed review of relevant literature and publications by organizations such as EAPN, WINGS, CAPSI, APN, and Lilly Family School of Philanthropy. Review of existing literature and research was used to establish a list of PSAs in the region. Information on the nature, trends and practices that affects philanthropic giving in the region was collected through document reviews, self-administered online questionnaires and key informant interviews.

Actors engaged.

The study targeted Philanthropy support organizations that focus on philanthropy e.g., Giving movements, geographic and thematic networks and associations, academic institutions, consulting and advisory firms, advocacy platforms and experts. It also targeted Organizations that enable philanthropy as a subset of their main functions e.g., Nonprofits, wealth management firms, incubators, and accelerators. It also targeted Funders of the support ecosystem e.g. individual funders, private institutional funders, multilateral and bilateral development finance agencies, INGOs).

Desk Review

At the onset of the study, an in-depth desk review was conducted to uncover existent studies on the subject and to identify gaps that could be filled through interviews and questionnaires..

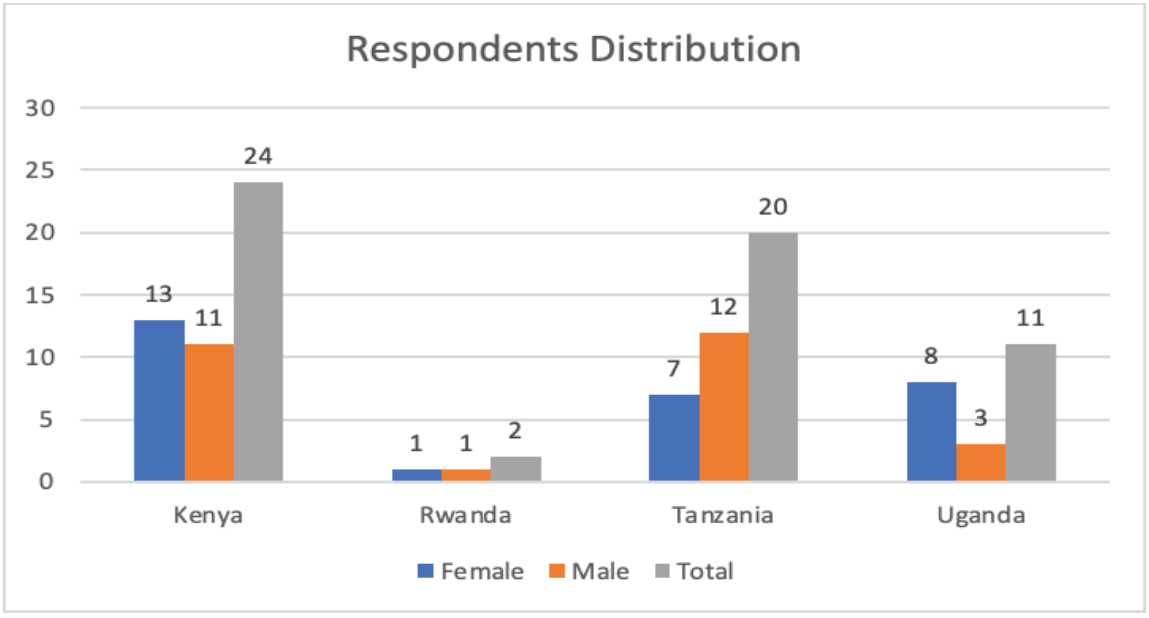
Key Informant Interviews (KIIs)

In order to better understand respondents perceptions of philanthropy support organizations, primary data was collected using an in-depth key informant interview with semi-structured questions. Key informants assist with conceptualising, scoping, backgrounding, defining, and triangulating findings (Cossham, & Johanson, 2019).

Respondent Characteristics

A total of 56 organizations participated in the study out of which 43% were from Kenya, 4% from Rwanda, 36% from Tanzania, and 20% from Uganda. Of the respondents, females were 52% and males who were 48%. Although women are involved in all stages of philanthropy, men tend to dominate the space. Women are usually involved in the space more than men.

Gender	Kenya	Rwanda	Tanzania	Uganda	Total	
Female	13	1	7	8	29	52%
Male	11	1	12	3	27	48%
Total	24	2	20	11	56	100%
	43%	4%	36%	20%	100%	



Philanthropy: Global and Regional Overview

There is new interest in African philanthropy due to the phenomenal growth of foundations and increased recognition of African forms of giving[4]. Africans are increasingly establishing their own funding sources in the form of foundations (Savane, 2011). In Africa, philanthropy is an inborn distinct aspect of family life and community. It includes financial support, time, expertise, skills, and other forms of giving (Mahomed, 2014) and contributes to social change (Shier, 2015). Philanthropy constitutes giving to help, foster solidarity and promote reciprocity (Aina& Moyo, 2013).

[4] https://www.trustafrica.org/en/programme/philanthropy-advisory-services

New World Wealth has predicted a healthy wealth growth of 38% for Africa in the next decade, and several Eastern African countries stand out — with over 60% growth expected in Uganda and Rwanda by 2031, and over 50% in Kenya. According to the report, Africa's private wealth, i.e. an individual's net assets, namely all their assets (property, cash, equities, and business interests) less any liabilities, stands at US$2.1 trillion. The report further states that the approximate number of millionaires (HNWIs) living in Africa, each with net assets of US$1 million or more stands at 136,000. It is thus important to get more HNWIs to complement governments' roles in financing development and ultimately, sustainable change in Africa[5].

Philanthropic activity in Africa is often masked by Western conceptions of "philanthropy". There is an informality to African philanthropy (Moyo, 2011), which is embedded in daily life, whereas Western philanthropy tends to flow from structured, and often institutionalized, giving (ibid). Governments of African nations and African nongovernmental organizations have secured resources from Western foundations that have prioritized global giving (Maurrasse, 2020).

Bekkers and Pamala (2007) conducted an intensive literature review of 500 studies on who gives and why. The study looked at literature mostly from developed countries but presents very useful findings which may be applicable to other regions. According to the study, eight mechanisms were identified as key to driving giving namely, (1) awareness of need; (2) solicitation; (3) costs and benefits of giving; (4) altruism; (5) reputation; (6) psychological benefits; (7) values; and (8) efficacy or impact of the giving.

Globally the number of philanthropists from the technology industry is growing. Inventions such as Facebook, Amazon, Uber and so forth have become a global sensation, generating substantial wealth, and giving. As a result, a number of technology foundations have been established in Africa to support philanthropic actions, for example the Microsoft Foundation. In 2016, Microsoft Philanthropies pledged to donate $1 billion of Microsoft Cloud Services, to serve non-profits and university researchers between 2016-2019[6]. Microsoft partnered with the African Capacity Building Foundation to foster capacity-building initiatives for African Institutions[7]. The Africa Digital Media Foundation provides Africa techies and creatives with the technical, digital, entrepreneurial, and 21st Century skills to attract and maintain formal and informal work. The Highlife Foundation is also a great example of a regional initiative that invests in human capital to build thriving individuals, communities, and sustainable livelihoods. It was founded by the Strive and Tsitsi Masiyiwa family from Zimbabwe.

The East African Community (EAC) is made up of Burundi, Kenya, Rwanda, Uganda, and Tanzania. Total Gross Domestic Product (GDP) of the five countries grew from USD 30 billion in 2002 to approximately USD 80 billion by 2012.28. All five countries have liberalized their economies and annual economic growth stands at approximately 6%, with Uganda and Tanzania enjoying energy-resource endowments. Kenya's economy is the largest in the region, accounting for 40% of the region's GDP, followed by Tanzania, Uganda, Rwanda, and Burundi. Despite impressive economic growth, at least 40% of the 141 million people in the EAC countries live below the poverty line of USD 1/day.

[5] http://www.gsbbusinessreview.gsb.uct.ac.za/wealthy-africans-have-the-power-to-accelerate-sustainable-change-in-africa/
[6] https://allafrica.com/stories/201601200573.html
[7] https://www.acbf-pact.org/partners/technical-partners/microsoft

There is evidence that the numbers of individuals with high net worth is increasing in Africa. According to Forbes Magazine, six of the ten new millionaires to watch in 2014 have emerged from the East African region (three from Kenya and three from Tanzania). In addition, Tanzania has the fastest-growing number of millionaires in the region and the country takes the lead for the most newcomers (three) to the Forbes's "Africa's Richest 50 2013" list. According to the AGN's Sizing the Field report, spending on philanthropy by wealthy individuals in Eastern Africa is estimated to be USD 95 million.

Legislation on Non-Governmental Organisations (NGOs) in Tanzania, Kenya, Uganda, and Rwanda

Laws have made it mandatory, or more difficult, to register NGOs, and have imposed more stringent reporting requirements (Kelly, 2019). In EA, Nonprofits are registered under many laws NGOs, Company, Trust, Foundations, Societies. NGOs are defined differently in each country's law, with regards to the type of activity they may undertake and their source of income, among other things. In Ethiopia and Kenya, however, moves have been made to ease restrictions on NGOs but have yet to be fully implemented. In some countries such as Kenya, and Uganda, NGOs can register under non-profit company legislation. NGOs are defined differently in each country's law, with regards to the type of activity they may undertake and their source of income, among other things. This report uses a broad definition of NGOs as non-governmental organisations working for a charitable purpose. It therefore includes what may in some countries be called a charity, a civil society organisation (CSO) or a public benefit organisation (PBO). NGOs may be both national (meaning based in the country being discussed) or international (usually based in a developed country).

In Kenya, the more liberal Public Benefit Organisations (PBO) Act of 2013 has not been implemented at the time of writing this report. The restrictive Non-Governmental Organizations Coordination Act of 1990 remains in operation. NGOs must register. In Rwanda, NGOs must go through an onerous registration process and monitoring. Regulators have wide powers to reject registrations. In Tanzania, recent changes to the law mean NGOs must re-register, and face difficult reporting requirements and a registrar with wide powers. In Uganda, NGOs must go through a detailed, multi-level registration process and are subject to a registrar with wide powers.

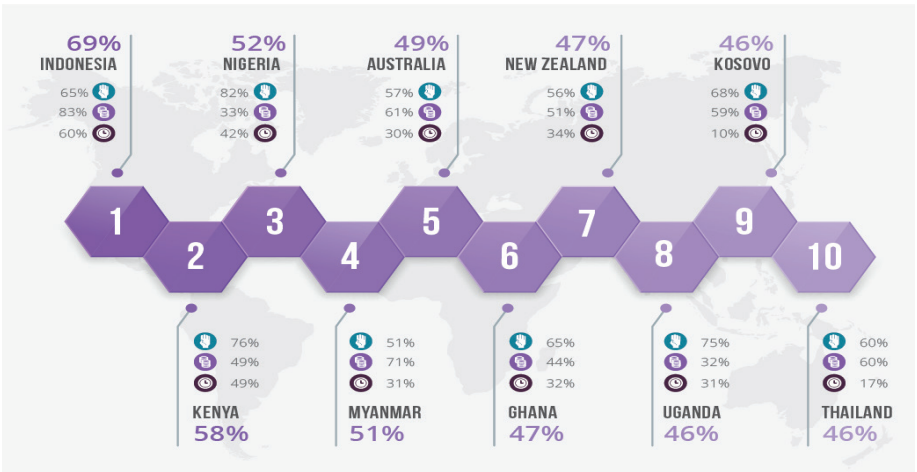
Concerning the enabling environment for philanthropy, the major trends observed at the Regional Level between 2014-2017 and 2018-2020 show that overall, the ease of operating is viewed as slightly positive while the tax incentives are slightly negative. On the other hand, cross-border philanthropic flows, the social, cultural, and political environment were observed to be slightly positive. Despite these, the overall economic environment is largely viewed as negative, (Indiana University - Lilly Family School of Philanthropy, 2022).

Giving in East Africa

A study carried out by Charities Aid Foundation, Aga Khan Foundation, Charles Stewart Mott Foundation, and the UK Lottery Fund provides detailed data about the culture of giving in Kenya, Uganda, and Tanzania[8]. The key findings of the report include:

- The emerging middle classes in these three countries are giving away roughly a quarter of their earnings each month to help others. In Kenya, this corresponds to 22% of their monthly income, rising to 24% in Tanzania, and 31% in Uganda.
- Among those who have supported a formal charity or organisation in the past 12 months, the most common cause was children and young people, with 73% of those surveyed in Kenya, 60% in Tanzania, and 78% in Uganda supporting this.
- Around half of survey respondents in Uganda (54%) and Kenya (48%) had supported a faith based organisation. In Tanzania, people are far more likely to have supported a community-based organisation (50%).
- Personal attachment and religion are strong drivers for individual giving and faith-based organisations (FBOs) were consistently ranked highest in terms of how positive survey respondents felt about a particular type of organisation.
- The lack of understanding of the need for core costs for civil society organisations (CSOs) impacts levels of trust by local populations, affects local ownership of causes and limits the sector in being strategic and sustainable.
- Incentives for giving and philanthropy are often limited. They include rules that mean CSOs are not being granted tax-exempt status automatically after having registered to gain charitable status.

The CAF World Giving Index offers a unique glimpse at the global trends in generosity. According to the most recent report for 2021, Kenya is the second most generous country with 58% having given either time, money or helped a stranger. Despite, or perhaps because of, the pandemic, donating money is up across the globe.



World Giving Index[9] (2021).

[8] https://www.cafonline.org/about-us/international/growing-giving-in-kenya-uganda-and-tanzania
[9] https://www.cafonline.org/about-us/publications/2021-publications/caf-world-giving-index-2021

Foreign Aid

Overall, a majority of CSOs in Africa rely on foreign funding. Critics argue that the continued dependence of most donor-supported African philanthropic foundations on external sources for the bulk of their funding is problematic for the development and strengthening of African civil society (Atibil, 2014). While some international organizations and philanthropic organizations might come through as creating impact for the society, the very question about impact and the projects implemented are, in the first instance, defined by the philanthropic organizations and not necessarily the beneficiaries (Benjamin, 2021). Philanthropy is not considered something that one group does to another, but a relationship in which recipients of funding and putative beneficiaries (attempt to) create representations that make those with the resources they want feel the 'power to do good' and on that basis influence the direction of resources that they value (Benjamin, 2021).

Philanthropic organizations from the West often use stories and pictures from Africa to fundraise. To counter the idea of depicting children in a miserable way, there are calls for organizations to embrace child protection measures such as avoiding publishing the identity of the children, the stories and photos online. Some communities do not want their stories to be told or their photos shared since this could escalate issues of sexual violence and lead to ostracization by communities.

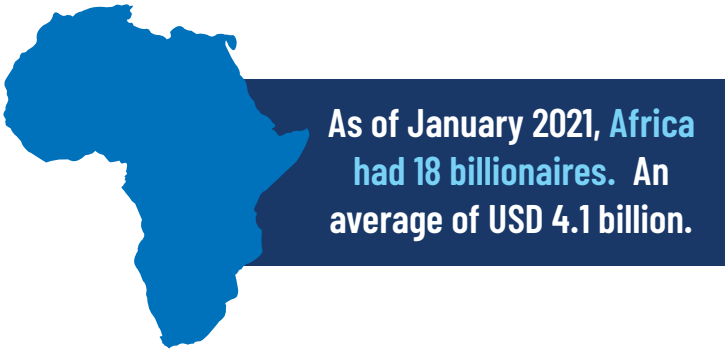
Diaspora Giving

Remittances sent by migrant workers to and within Africa were over US$95 billion in 2021[10] , benefiting over 200 million family members of African migrant workers, the majority of whom live in rural areas (55 percent of the population). In Africa, one out of five people send or receive international remittances, without considering domestic flows. Most remittances received in Africa cover daily needs, with a significant amount (25 percent) available for savings or investment. Bringing these funds into the formal financial system can dramatically increase their impact.

When remittances are deposited into financial institutions, they can benefit both the individual and the community. Diaspora Remittances are a resilient and vital lifeline for tens of millions of African families and far exceed official development assistance to the continent. The African diaspora in Europe sends around 23 billion USD annually in remittances to family and friends in Africa. However, the majority of this money is used for daily needs and only little is directly invested in businesses.

Giving by High Net worth Individuals

Philanthropic activity among high net worth individuals has received much attention in recent years, becoming the focus of scholarly research and policy interest (Osili, 2011). As of January 2021, Africa had 18 billionaires. An average of USD 4.1 billion. Donations by HNWI are mostly local. Most donations go toward social services and welfare relief and most of the large gifts are directed at the public sector (Murissa, 2022).



[10] https://www.ifad.org/en/prime-africa

A majority of African countries are yet to provide tax incentives for philanthropy. NGOs in many countries are seen as anti-government, which makes it difficult for philanthropists to support them, and the lack of stability in the majority of African currencies negatively affects levels of giving, (Murisa, 2022). Although HNWIs have argued that they have the right to spend their money as they choose and charitable giving is for public benefit, it is important that there is strong awareness of the power that HNWIs play on the continent (Richard, 2022b). Unfortunately, in many cases, giving is deeply embedded in the politics of patronage.

A number of studies have established that wealthy individuals are likely to give to charity, and that they are quite generous when they do. However, we still lack sufficient insight into the relationships among income, wealth, giving during life, and giving out of one's estate, which are all issues that take on a high degree of importance for high net worth donors as well as the organizations that depend on them. Additionally, we would benefit from more insight into the social, economic, and cultural aspects of high net worth philanthropy and the effects that donor incentives, such as tax benefits, have on giving. There are significant gaps and inconsistencies in the current research on high net worth giving for example a lack of common definition of HNWIs, for comparative analyses, relationship between wealth and propensity to give, in life and after death, trends in giving across regions and external motivations such as economy, responses to disasters, influence of tax incentives, the role of ultra-wealthy and the disbursement of mega-gifts ($50 million or more), as these gifts have a significant impact on nonprofits and philanthropic endeavours (The Center on Philanthropy at Indiana University, 2011). Many successful entrepreneurs in Africa are also becoming philanthropists with motivations ranging from culture, religious beliefs, and social consciousness. Examples include Manu Chandaria in Kenya; Dr. Reginald Mengi in Tanzania; Hasmukh Dawda in Uganda and Tony Elumelu in Nigeria. The culture of the extended or large family system demands that the rich or wealthy members of the family bear the responsibility for the well-being of the less fortunate. There are also several proverbs in Africa which demand for the rich to help the poor (Anyansi-Archibong & Anyansi, 2014).

Many successful entrepreneurs in Africa are also becoming philanthropists with motivations ranging from culture, religious beliefs, and social consciousness.

Foundations

There are foundations that support civil society organizations as grantees: This model has expanded diversely, and many foundations are scaling their footprints across Africa in this manner. Examples include foundations like Ford Foundation, Rockefeller Foundations, MacArthur Foundation and even foundations based in Africa like Reginald Mengi Foundation, Tony Elumelu Foundation and African Women Development Foundation.

Faith Giving

The term Faith Based Organizations (FBOs) is used to refer to organizations or institutions in the non-profit sector that are linked to religions and faiths (Mhina, 2010). Faith is often a motivating factor in giving. Research shows that individuals who are religiously affiliated are more likely to make a charitable donation[11]. Faith communities play a lead role in giving, volunteering and community impact. World over, faith-based groups are highly trusted in their communities and give their time and money generously to a variety of causes: building schools, caring for the sick and disabled, and feeding the hungry[12]. Faith based giving is common across East Africa and cuts across all major religions in the region including Christianity, Islam, and Hindu.

[11] https://kbfus.org/programs/the-role-of-faith-in-philanthropic-giving-to-africa/

[12] https://www.philanthropyroundtable.org/how-faith-based-philanthropy-improves-lives/

Transformative Innovations in African Philanthropy

Moyo (2011) discusses philanthropy and development in Africa arguing these are not a new phenomenon in the continent. He goes on to provide an intersection between philanthropic innovations and partnerships, wellbeing, and development in Africa. In the paper, Moyo traces philanthropy in Africa, which is manifested in giving, helping, reciprocity and solidarity. Over time, he notes, there have been innovations in philanthropy which include strategic innovations such as impact investing, leveraging, strategic grant-making, peer learning, online giving, collaborations, and advocacy. These innovations have given birth to new ways of thinking and the emergence of collaborations and new partnerships to promote philanthropy and wellbeing.

Social Investment in East Africa

A recent report by the Africa Venture Philanthropy Association (AVPA)[13] indicates that the social investment industry in East Africa has evolved significantly over the last decade – from the establishment of the East Africa Philanthropy Network in 2003 to the recent launch of the Social Enterprise Society of Kenya. The region has witnessed increased activity by the regional corporate social investors driving large social projects. With a few notable exceptions, individual philanthropy in East Africa remains largely unstructured and private, with a limited number of family foundations based in the region.

On the other hand, the supply of social investment capital in the region is not well aligned to demand from social enterprises and impact businesses. The report also indicates that the East Africa region has a significant proportion of expatriate founded and led enterprises; consequently, more funding in the region has gone to these enterprises at the cost of locally founded enterprises.

Non-profit organisations are seeking more local capital and sustainable operating models, as international grant funding declines. The guiding framework for social investments and philanthropy remains fragmented, with multiple laws and authorities governing the sector. The region, however, boasts of a high number of ecosystem support providers, including incubators, accelerators, service providers, and financial intermediaries.

Corporate Social Responsibility

Institutional philanthropy in East Africa is becoming more vibrant with the strengthening of networks and philanthropy forums. Corporate foundations in the region are driving the social investment space, establishing partnerships with other social investors to deliver sustainability programs. These include Safaricom Foundation, I& M Foundation in Kenya, Tanga Cement , Unilever Tea Tanzania and Sandali Wood Industries and Tigo Tanzania. Traditionally, in Tanzania, Corporate Social Responsibility (CSR) is widely understood as philanthropy ("doing good with part of the profit") and thus refers to charitable community support projects in most cases (Mader, 2012).

According to the CSR pyramid (Caroll 1991), the highest goal of a company's CSR is to realise philanthropic responsibilities through contributing to the well-being of society.

[13] https://avpa.africa/landscape-report-east-africa/



Pyramid of Corporate Social Responsibility (Caroll, 1991)

Corporate sustainability now refers to the level at which CSR is integrated into company policy and structure. Thus, companies have a new role in society and must conduct calculated CSR that adapts to the evolving social context – i.e. CSR has become a strategic necessity. The emphasis is on creating shared value: for the companies themselves, for their stakeholders, and for the social context within which they operate. Today, generating sustainable value has been identified as the primary CSR objective. The important role of the state in coordinating and supporting CSR is missing in Tanzania (Mbirigenda, 2015). CSR in Uganda lacks high level political backup; however, a set of laws and regulations exist in Uganda that individually or collectively promote the growth of different CSR facets/dimensions (Katamba, 2016). Recently, Century Bottling company (a Ugandan based franchise for Coca Cola International)'s CSR activity which saw the company partnering with Techno Serve to promote fruits growing in Uganda (ibid). The Kenya government has been trying to enhance collaboration and engagement with philanthropy stakeholders. Individual and family philanthropy in the region remains largely unstructured.

By combining philanthropic foresight with venture capital models, investors are able to generate significant social impact alongside financial return (Kelter, 2018). Due to the controversies surrounding Corporate Social Responsibility (CSR), some organizations now prefer to use the term Corporate Social Investment (CSI) instead of CSR. One hopes that in such a shift, corporate organizations will continue to see helping the poor as part of their 'responsibility'.

Cooperative Movement

Savings and Credit Cooperative Society (SACCOs) is the type of cooperative whose objective is to pool savings for the members and in turn provide them with credit facilities. Other objectives of SACCOs are to encourage thrift amongst the members and encourage them on the proper management of money and proper investment facilities. SACCOs are member based, member owned, and member controlled organizations that can solve the challenges of access to finance. SACCOS are a common phenomenon in Rwanda, Kenya, Uganda, and Tanzania and can be considered as locally initiated initiatives towards resource mobilization and economic empowerment.

Venture philanthropy

VP is "a field of philanthropic activity where private equity/ venture capital models are applied in the non-profit and charitable sectors" with the overall objective to maximize social impact. It is characterized by six main features including engaged partnership; tailored financing; multi-year support; provision of non-financial services; assistance to build organizational capacity; and performance measurement (Ochs, nd). Venture philanthropy has shifted the direction of donations from marginalized and low-income people toward ideas and initiatives with the potential to grow into profitable businesses. Therefore, its contributions are labelled investments rather than donations (Avci, 2021). The new sensibilities of giving and social 'investment' have led to increasing use of commercial and enterprise models of practice as a new generic form of philanthropic organisation, practice, and language — venture philanthropy, philanthropic investments and portfolios, due diligence, entrepreneurial solutions, etc (Ball & Olmedo 2011).

Relationship between civil society and governments

Governments can also improve the space for CSO engagement. This includes implementation of laws and policies that recognise philanthropy and support its growth as a means of complementing government efforts. Together, civil society and governments are important in not only creating an enabling environment for philanthropic growth but driving the development of grassroots organisations. Active civil society organizations enable citizens to exercise their rights, uphold democratic values and through campaigning and activism, push for political or social change. This, in turn, strengthens society as a whole and promotes good governance across the non-profit sector. At the same time, governments can have an important role in incentivising philanthropy through introducing a series of reform programmes aimed at supporting tax-effective giving, and to a lesser extent, lower corporation tax for companies operating active CSR programmes. In this context, there is a mixed picture across East Africa. The COVID-19 pandemic resulted in the restriction of civic space in a number of countries. It also brought to the fore the need to develop local resource mobilization channels. Therefore, local NGOs and other actors need to focus their efforts on rebuilding their positions and strengthening community networks which were shaken during lockdowns and cessation of movement that persisted in a number of countries in East Africa.

PHILANTHROPY IN EAST AFRICA: DEFINITIONS, BOTTLENECKS, AND ENABLERS



Local definitions of philanthropy

The study sought to understand original participants' perception or understanding of the term "philanthropy". It asked participants to state the salient features, characteristics, names, expressions, or terms that describe the phenomenon. The statements below are some of the raw expressions of what the respondents perceived the term 'philanthropy' to mean.

Philanthropy is generally viewed as generous donations or support to improve people's wellbeing or welfare. It is further qualified as independent, non-state entities that set aside private resources and deploy these through funding or by running their own programmes to advance social, cultural, economic, environmental, scientific, and other public good purposes. This was a common expression across participants from all the four countries.

Others view it as charity or humanitarian action of giving money for a course to improve the well-being of those who are less privileged and are vulnerable in society. It can be done individually or through corporates and organizations.

One respondent viewed philanthropy as the "heart of service or giving back to the community''. A respondent from Tanzania perceived philanthropy as unstructured and more common in communities for example, giving for weddings "mchango wa harusi" or for funerals, rambirambi etc.

A respondent from Uganda expressed that Philanthropy can also be viewed from the generosity lenses. It is about giving to noble causes and can also involve public - private partnership and social responsibility.

One respondent argued that philanthropy is currently a top down driven system with restricted room for accommodation of the grassroot interpretations and appreciations of the community dynamics of development. The current structure does not empower the community to spin off from the cycle of poverty but to the contrary, the community's propensity to aid has continued to grow and expand with time. There is a need for a paradigm shift and focus into this model.

In Kenya, the harambee philosophy is viewed as philanthropy. Philanthropy can best be described as collective/ community support and mobilisation. One may give your time, money, energy or knowledge to the society or project with public interest.

According to another respondent, most people in Tanzania view philanthropy as a process of rich people giving back part of their profits to the society. The major characteristic of Philanthropy in Tanzania is that philanthropy involves the movement of funds and other resources/parts of Philanthropy. Philanthropy in Tanzania is also known as helping one another "kusaidiana" which means to give something to someone. Most people think that philanthropy is for rich people and not others.

Philanthropy is also viewed as a means of donating large sums to support or create buildings, orphanage centres, or supporting a group of marginalised people or individuals with scholarships, supporting people with terminal illness etc. Some of Tanzania's philanthropy is based on doing something good for the sake of the beneficiaries only or giving gifts of "time, talent and treasure" to help make life better for other people.

A respondent from Rwanda reported that Philanthropy can also be viewed as showing a sense of empathy and compassion. It is a voluntary donations practise to support needy people in the forms of cash or materials. Some refer to it as alms, charity, humanitarian aid. It is inclusive and non-conditional and targets poor people, people with disabilities, and orphans.

One respondent had a critical view of philanthropy arguing that it is often confused with generosity. According to him, philanthropy is transactional and lacks an in-depth and well thought process.

One key respondent reported that in Tanzania, philanthropy takes place in various areas due to the involvement of different actors such as Individuals, Civil societies, Trusts, and Religious institutions. So, in general the phenomenon has been well practised and has positive impacts on the communities as whole.

Philanthropy is an effort an individual or organization undertakes based on an altruistic desire to improve human welfare, and wealth. It is a desire to improve the welfare of the marginalised community. It is still very informal and coordinated in Tanzania with the exception of a few NGOs and churches which might have proper records. It is an act of giving to support other people without expecting anything in return.

Expressions of Philanthropy by select communities in East Africa

	Language	**Word for Philanthropy**
East Africa	Swahili	*Usaidizi, msalgambo, udungu, utu, ubuntu, ubinadamu, uhisani, harambe*
Kenya	Kamba	*Utethyo*
Rwanda	Kinyarwanda	*Gutanga*
Uganda, Rwanda	Buganda, Kinyarwanda	*Omuganda, Obuntubulamu*
Kenya, Uganda	Teso	*Agangata*
Kenya	Kikuyu	*Utugi*
Uganda, Kenya, Tanzania	Luo	*Kony, Koni*
Tanzania	Swahili	*"mchango wa harusi" or for funerals, rambirambi etc.*

Philanthropy Enabling Factors in East Africa

The study sought the opinion of participants on what made it easy for philanthropy to thrive. Participants shared both internal as well as external factors.

Internal Enablers

For an organization to succeed in fundraising, the most important enabling factor was stated as having a clear purpose or social objectives of the organisations as well as target population or sector. The cause is a strong cause and aligns to the givers then an organisation can receive support. Additionally, access to private sector leaders and pioneers allows for them to champion your cause and provide funding, separate to CSR. Another important point shared was the value of having honest, responsible, and transparent ways of reporting how funds have been used. Thus accountability, credibility, trust, friendship and having a strong network, as well as demonstrating value for money and ability to demonstrate impact were cited as very strong internal enablers for sustained reception of philanthropic donations.

Strong leadership and staff competence was also reported as key. An organization must have leaders who can clearly identify a social problem and develop sustainable solutions in every sense of the word. From culture, policy, leadership etc and especially focusing on the problem statement of the organization and what their solution to the problem is and also impact.

External Enablers

An enabling tax policy, supportive technology, culture of giving and a friendly political environment and favourable policies were cited as key for thriving philanthropy. Giving is sustained because it is a culture that has been passed from generation to generation and further emphasized by religion which makes it more of an obligation rather than an option. A case study was shared about the culture of giving in Machakos and Kitui Counties.

> The community within Machakos and Kitui Counties in Kenya have a strong culture that drives them to appreciate new ideas to drive change and prosper development. This understanding has been interwoven in the social fabric of the community and given high premium as a central cog for prospering development right from the household level all through to the community. The community is also peaceful and lives in harmony which is a recipe for development. The environment is arid and semi-arid and poverty levels are high following fragile livelihood interventions that are dependent upon subsistence farming. On the legal front, the community has been very supportive in working with donors to provide for local resources such as land, labour, time etc during project implementation.

A respondent in the alumni sector was categorical that a policy change and a national cultural shift towards the expectation of alumni activity in schools would open up alumni giving. Another key respondent mentioned that for an organization to receive philanthropic capital, it has to ensure Proper financial management, Compliance with legal requirements and Operational management.

The importance of culture, policy and religious influence came up through a respondent from Tanzania. He stated that:-

> Wealthy people are influenced by social and cultural obligations to support other needy people. nongovernmental organizations occasionally get donations from rich people and for specific events. However, there is no policy or legal instrument that drives the provision of philanthropic capital to organisations as this is triggered by intrinsic motivation by persons or the private sector established for that purpose e.g. Dr. Mengi Foundation in Tanzania. Some private sectors (e.g. finance institutions, companies, industries) provide philanthropic funds to the Government to facilitate supporting people affected by drought, disease outbreak (cholera) and floods. Part of these funds might be given to NGOs to support their target groups.

Social capital is key in receiving philanthropic support especially in Kenya. Organizations like the Red Cross, St. Johns, Islamic Relief etc., which are known to support communities easily mobilize resources since they have social capital. Individuals like Ndungu Nyoro have raised millions for different courses using Facebook as they have social capital. Social capital builds trust and reliability.

Technology and an enabling legal framework also make it easy to transact and for the country to receive finances. This was mentioned by a participant from Kenya.

> A vibrant economy makes it easier for organizations or individuals to receive philanthropic capital to address the economic challenges they face. Another factor that makes it easy to accept is culture and faith. People who receive do so believing that they too will be required to contribute to others. For organizations what leads to receiving philanthropic capital is the existence of law and a favourable environment for political stability. In terms of economics it is to improve the capacity of organizations in serving the community.

Awareness of the community needs e.g., campaigns to eradicate negative cultural practices can also motivate people to give. Political stability was also cited as important and will make it easy to receive capital in my country.

Bottlenecks/challenges to philanthropy in East Africa

The study sought participants' opinions on what made it difficult for organizations to receive philanthropic capital.

01 Top on the list was stated as poor governance and lack of proper accountability, weak institutional capacities and weak accountability systems. This resulted in lowering of trust from the donors. "Sometimes some organizations do not articulate what they are doing clearly thus missing out on these opportunities" said a respondent. Lack of transparency in the accountability systems makes the public reluctant to give for a cause no matter how important or genuine it can be.

02 There are misconceptions that aid to Africa comes from outside. Yet the ecosystems can be strengthened locally. Philanthropy tends to be conceptualized as aid-giving from the outside. In addition, the data that can reveal this needs to be collected, cleaned, and presented with an illustration of employment in the sector and the volunteers. Some great examples include Affecto Foundation which has over 44,000 followers contributing in 2022 alone. Many contributed as little as 1$ (100 Ksh), but it was sufficient to help children from underprivileged backgrounds to gain access to education, noted Mr. Ndugu Nyoro.

03 One participant stated that most of the organizations misuse the philanthropic capital they are given for other purposes. This causes lack of trust towards the organizations after bad experience and not speaking to local needs.

04 For those looking at building alumni, one of the key challenges is a lack of infrastructure to manage alumni giving. This is exacerbated by lack of access to networks , knowledge of when, how, and why givers give and the lack of documentation as to the impact philanthropy has in developing communities.

05 Other bottlenecks to giving include lack of visibility, inadequate information about a cause, lack of clear focus and failing to deepen relationships with donors, by remaining more transactional.

06 Other challenges include climate change, and covid 19 which affected donor priorities and resulted in limited finances to causes not related to these.

07 There are limited organisations established to provide philanthropy funds to people and organisations. Rich people sometimes have limited interest in the provision of philanthropic funds to NGOs. NGOs themselves have limited capacity to mobilize internal resources because culturally and socially rich persons do not formally disclose that opportunity.

08 There are limited organisations established to provide philanthropy funds to people and organisations. Rich people sometimes have limited interest in the provision of philanthropic funds to NGOs. NGOs themselves have limited capacity to mobilize internal resources because culturally and socially rich persons do not formally disclose that opportunity.

09 A lack of supportive political environment was also cited as a bottleneck to the growth of philanthropy. Unstable political will makes it difficult for CSOs to receive philanthropy. Non supportive policy environment also plays a big part in this. Some of the policies might not align and thus the lack of funds coming in. This was cited as the case in Uganda where the government has put stringent rules on NGO funding and even banned some organizations. Accountability systems are weak. Most organizations do not have strong accountability systems in place thus donors do not trust them with resources.

10 A lack of supportive banking infrastructure was also cited as an obstacle to the growth of philanthropy by participants across all the countries.

11 Most often the funders look at the numbers instead of impact, so the most marginalised people such as those that are deaf/blind miss out because they are not numerous.

12 There is a lack of official recognition of philanthropic contributions in official government records.

13 There is low cooperation between actors

14 There is low trust between actors and with beneficiaries. This is mainly driven by the inability of a majority of CSOs to demonstrate the long term impact and sustainability of interventions.

15 There is also lack of investment in education about philanthropy with a general assumption that it is a foreign concept and thus local contribution is often neglected and ignored.

How to make philanthropy thrive in East Africa

The study sought recommendation on how the challenges mentioned could be addressed, and who should be responsible. Below are key recommendations.

"When the webs of a spider join, they can trap a lion" Bweme Antonio, CivSource. In other words, when many seemingly weak organizations collaborate and network, they can do far more and create a larger impact than when each is working on their own.

Document success in giving

Celebrate the spirit of giving and how to engage the private sector. "It is not about perfection, but about reflections." Thus, organizations should invest in documenting experiences and sharing. This can be backed up by having contextualized advisory teams to global partners in place, who can enhance better funding practices and shared learning.

Invest in technology for tracking philanthropic giving and impact

Technology needs to be used in fundraising and mapping tools. Africa giving needs much fixing. Many Africans give the "black tax" money to siblings, parents, and other relatives. However, we lack empirical data on the amount and impact. There is often a dichotomy between demonstrating the project's impact on donors and the recipients. Some donors have redundant templates that might only serve their interests - the use of technology could still not favour the recipients. The case of Affecto shows that technology can facilitate fundraising and reporting activities. Organizations should invest in relevant technology - the technology gap is not just about social media but also information that can be coded and analysed. The technology should help organizations make sense of the data collected.

Building a Stronger Resilient Philanthropy Ecosystem

The big challenge in philanthropy is how to align the community agenda with fundraising. Apart from donors, the national and international diaspora usually contribute to this local community agenda and cannot be undermined. This is acknowledged as evidenced in the current Kenyan government, where the Department of Diaspora Affairs has been created. While organizations seek to influence and shift power with narratives, care has to be taken such that philanthropy or the ecosystem should not just remain fancy watch words, such as community development, that have been sung for many years without significant change- and move towards pragmatism.

Capacity Building and Training

Heads of organizations should be responsible in capacity building and training and or investment in organization development, capacity development support should target advocacy for improved regulatory frameworks. Capacity development of NGOs in resource mobilization techniques. This can be facilitated by EAPN. Mapping of potential philanthropic organisations and individuals to design consultative meetings for awareness and sensitization to understand their roles in the society. This could be done by NGOs themselves. Training should focus on redefining organizational focus to align with funders objectives and being able to demonstrate impact.

Need for transparency and demonstration of impact

Despite the great successes realised in philanthropy, there is a need for a mind-shift (Richard, 2022c). This entails shifting philanthropy mindsets from the predominant fixed mindsets and orthodoxies to a growth mindset that builds opportunities for transformation. There will be a need to continue providing opportunities, incentives, and external pressure to philanthropists to embrace the transformation necessary to reshape systems. The importance of transparency, effectiveness and positive social impact of philanthropy have emerged as strong themes in recent literature. Issues that are engaging HNWIs and foundation staff and trustees and directors include: impact investing, evaluation of grant making and grant effectiveness, collaboration among major donors, and, crowdfunding for foundations engaging with, and helping develop, the infrastructure for civil society.[14]

Effective accountability and legitimacy

There is a need for awareness creation on the legal requirements in the country and accountability systems that would satisfy philanthropy. Having trustworthy accountability systems, building trust with donors and beneficiaries are key to putting in place accountability systems. As such organizations should promote and repackage their mission well and work closely with the governments. Government and all stakeholders and other institutions together with individuals should be responsible in such a way they do their best to move forward. Accountability is the precursor to trust.

Building Trust

A participant noted that the current drought in the Horn of East Africa had not received resources because people are not convinced and do not trust those managing the drought kitty. Trust can be built by writing reports for the community similar to what Aga Khan does with their Yetu program. We need to capture cash and other educational programs as part of the impact. It was noted that stronger ecosystems could abolish some of the challenges through shared learning. Transparency and accountability are essential, such as posting reports and activities on websites. It was pointed out that the public generally knows when to contribute based on responsibility, as often seen with the Red Cross during humanitarian disasters. Organizations should invest in Universal Periodic Reviews that could be used to share the best practices, apart from being accountable to the donors, government, and community; organizations should be responsible to other organizations.

Changing the narrative

Much of the philanthropy is viewed from a Western lens. Resources and time are crucial contributions to the ecosystem. The narratives of the recipient need to be balanced with their identities and information protected, especially for those who have gone through sexual, physical, and psychological violence. Organizations can only build trust with donors and communities if they are accountable. Use of the digital space and technology has to be integrated into today's work on philanthropy. Philanthropy actors should create safe spaces where people can be challenged without feeling intimidated or belittled. Creativity in local fundraising has to be encouraged, as there is a lot of untapped potential. Youth have to be brought on board as early as possible to learn the dynamics of philanthropy. A participant noted the facilitation of the workshop had provided a safe space where there was respect and team spirit. Narratives should be engineered to change mindsets and create an enabling environment for authentic engagement.

[14] https://www.communitybusinesspartnership.gov.au/wp-content/uploads/2016/11/giving_australia_2016_literature_review_summary.pdf#page=31

Local fundraising

The funders and Organizations are part of the solutions. Organizations need to articulate what they do and also learn how to write good proposals. Funders should allow some room especially when funding young organizations or Youth Led organizations. Organizations should start to practise giving to accomplish some objectives in these organization. This will contribute to Gaining trust from the public.

Networking, partnership, and collaboration

There are growing calls to embrace strategies that involve networking and collaboration and the mobilization of both public and community resources to tackle systemic causes. Implementers should access networks, share their work more and learn traits of philanthropy. There should also be establishment of information sharing forums. Rwanda was an excellent example of a Private-Public-People partnership. The president himself is keen on accountability. New conversations with the private sector and the other actors can shift the power. Yet, an enabling environment would still vary in different countries and regions. In all these, each philanthropic organization would learn by attempting to write and document the best practices or benchmarking with others.

The benefits of networking and collaboration include - Exposure to learn new skills of promoting community work, Learning about opportunities for funding, Increased membership of organisations, Documentation of NGO registration paperwork, Setting up websites and digital platforms, Sharing information, Promoting collaboration with local government, Increased awareness to promote social and environmental causes, Shared learning from other organisations and creation of Partnership opportunities to contribute to the space.

Building an Infrastructure

Organizations should invest in building giving infrastructure to support individual giving including alumni giving and banking solutions. Government should enact laws that govern and favour the philanthropy movements and create a favourable environment for any individuals who wish to donate/support the movement to do so. Government should introduce tax rebates for giving just like it is done in other countries e.g., USA. Government should provide oversight to make sure that the support organizations give are used as per the mission, should have proper and close monitoring to these organizations with proper reporting (both narrative and financial) mechanism in place on the use of capital.

Decolonising giving

Decolonizing aid through systems change and shifting the power would build local leadership. This has to be supported through capacity build and processes that are people-cantered.

Institutional philanthropy, in a nutshell, is a Western construct. Often it can seem transactional, likened to a business deal when funders strategize about returns on investment and the ever-present question of scale. While some funders are now embracing a narrative of "equity" in philanthropy, the actual practice requires an honest self-reflection on power dynamics, understanding how wealth is accumulated and learning how colonial systems continue to thrive in both insidious and explicit ways[15]. The word 'decolonisation' was coined to describe the withdrawal of colonial powers from

[15] https://www.culturalsurvival.org/publications/cultural-survival-quarterly/indigenous-funds-lead-way-decolonize-philanthropy

territories they had occupied. What forms have decolonisation practices taken among foundations? Should philanthropy be making reparations? And what significance does decolonisation have for philanthropic institutions when they are geographically distant from the former colonies? These are the areas that now require discussion where partnerships are based on respect and recognition of community assets.

Promote Community Led Development

Community-led development and community participation are key to successful development. Some narratives about philanthropy or fundraising are often based on what donors want to hear. Change can only happen if the philanthropist creates, prevails, and thrives on local resources. Organizations such as KCDF are keen on homegrown solutions that reduce the inequality gap. The Kenya 2013 PBO Act, even if not yet operationalized, suggests grassroots advocacy on philanthropy. Tax regimes could encourage giving through exemptions, especially for local givers. Such action can happen in an ecosystem where there is no dominance between the state actors and the civil society organizations. This is only possible when the funders can capture local interest and align their agenda with the community needs.

From the foregoing, in order to promote grassroots philanthropy and create an enabling environment for locally rooted giving programmes to develop, the non-profit sector must work towards fulfilling the following criteria:

- Ensure adequate resources (particularly human resources) are made available at national (local) level to raise funds.
- Drive diversification and long-term sustainability of philanthropic income
- Assess the level of resources invested in philanthropic activities against expectations and targets.
- Invest in innovation to broaden the range of fundraising products (particularly digital)
- Support stronger board mechanisms to effectively evaluate results and promote good governance.
- Develop platforms and networks to showcase philanthropy and encourage high net worth individuals to talk about their motivations for giving to inspire others.
- Lobby for changes to State regulations to influence political and financial agendas.

Case for Community Philanthropy

Community Philanthropy is Emerging as a keyway towards realising a more just society. Some of the ways that donors can promote community philanthropy and shift power include the need to create incentives for local giving and participation via challenge grants. Second is to cultivate power-sharing grant making partnerships and in the process, Liberate through general support grants.

Legislative interventions to incentivise philanthropy

East African governments to incentivize legislative and institutional interventions to promote philanthropy especially for HNWIs, for example through tax relief to ensure development and channelling donations through formal foundations and charities. Nevertheless, the legislation should grow organically rather than be pushed by the government and end up limiting the civic space.

Collaboration between philanthropists to tackle cross cutting challenges

There is a need for philanthropists to collaborate more especially on challenges that go past borders. The recent learnings from the COVID-19 pandemic ought to be emulated. There is a need to invest in research to establish the financial contribution of philanthropy at national level for the concept to be given proper recognition.

Participatory grant making

Another action is to support participatory grantmaking and trust in the decision-making process. Organizations should also invest in systems that enable new kinds of community giving and mobilization. Finally, there is the need to facilitate the co-creation of organizational game changers—and then step aside.

Organisations need to focus a greater proportion of their efforts to promoting more opportunities for philanthropists and the general public to give, including harnessing the power of digital fundraising and the potential associated with donating through local and global online channels such as M-Pesa, M-changa, PayPal, JustGiving, etc. As such, more investment in areas such as digital marketing and communications will support the growth and prevalence of individual giving programmes and build capacity within nonprofits to anchor digitalisation within their core fundraising operations. Other areas for further development include the growth in family and community philanthropy, impact investment. platforms for high net worth individuals to showcase their philanthropy and build networks with peers; and building endowment funds.

There is also an opportunity to nurture local initiatives that have proven successful such as cooperative movements, solidarity actions such as *harambee in Kenya*, *omuganda in Uganda and Rwanda and ujamaa in Tanzania*. To respond to global challenges, CSOs must become abreast with new models for international funding such as growth of social business, corporate social investments, climate financing, and use of social bonds.

Roadmap to strengthen the Ecosystem

THEMATIC AREAS		ISSUES AND IDEAS	Action /Remark
1) Credibility	Compliance Accountability and Trust		
	Demonstrating impact	Through storytelling, Provers, Capturing data on all forms of giving Protection of the recipient of aid, especially children	Protection was one of the heated debates in the workshop, and care needs to be taken such that some organizations are not sued in future
2) Capabilities	Capacity Development and Training	Online forums about 4/year Raising awareness on endowment funds Skill transfer Create technical working groups	Research local ways of giving (KCDF). Investing on secretariats Training on leadership, Succession plans Utilizing informal training
	Sustainability and Resilience	Encourage local giving from the community. Build infrastructure for giving. Use of digital systems Adaptability to the environment to get local funds. Use of technology to predict change. Invest in employees and hire MBAs	
3) Connection	Connection and Collaboration	• Build on existing networks such as APN: • Networking & Collaboration from countries chapter to the globe • We can't work as silos. • Benchmarking with local organizations such as Affecto •Digital meetings	Mapping institutions, Local and academic support, such as Tangaza College, makes good use of information. Work with INGOs
4) Knowledge & insights	Data Reshaping the narratives	• Telling the right story (re-funding) • Further research (for ex-Rwanda) • Philanthropic expressions in different languages: Speak about this work in the local language Unpack our understanding of giving in East Africa • Documenting our work (horizontal rather than vertical) • Knowledge transfer • Investing in infrastructure for sharing knowledge • Use of local arts to tell stories. • Increasing Africanicity in work	• Creating a repository of all existing data/knowledge • Publishing an EAPN Directory • Avoiding jargon in reporting

5) Enabling environment	Laws, and Policies	● Need for legislation (but take time to think: why are we legislating? What would this change? ● Bring back voices from all players. ● Incentive policies ● Encourage tax waivers. ● Awareness of the risk of using social media	EAPN use the different countries' experience to advise on policy
6. Decolonization of aid	People first, Power issues, Reframing of issues	● Recognizing the contribution of women and youth not documented ● Dialoguing strict donor condition ● Leveraging foreign funding to catalyse local funding. ● Power dynamic ● Flexibility on timelines ● Power with not over ● Democratization ● Recognizing	Use of local platforms such as M-Changa

Recommendation for further study

1) Investigate and compare what is happening in the different regions of Africa.
2) Examine the role of tax authorities, such as KRA, URA, in East Africa in capturing the sector's contributions.
3) Review current taxation policies and their impact on giving.
4) Study giving by different faiths and cultures in East Africa and success factors that can be replicated.
5) Explore how legislation on philanthropy would look like.
6) Investigate indigenous Legacy building as philanthropy in East Africa.
7) Document Philanthropic expressions/ in different languages. Scale up what CivSource has done.
8) Undertake empirical and theoretical study to Value different forms of giving in East Africa

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Appendix 1: Platforms promoting philanthropy at Regional Level

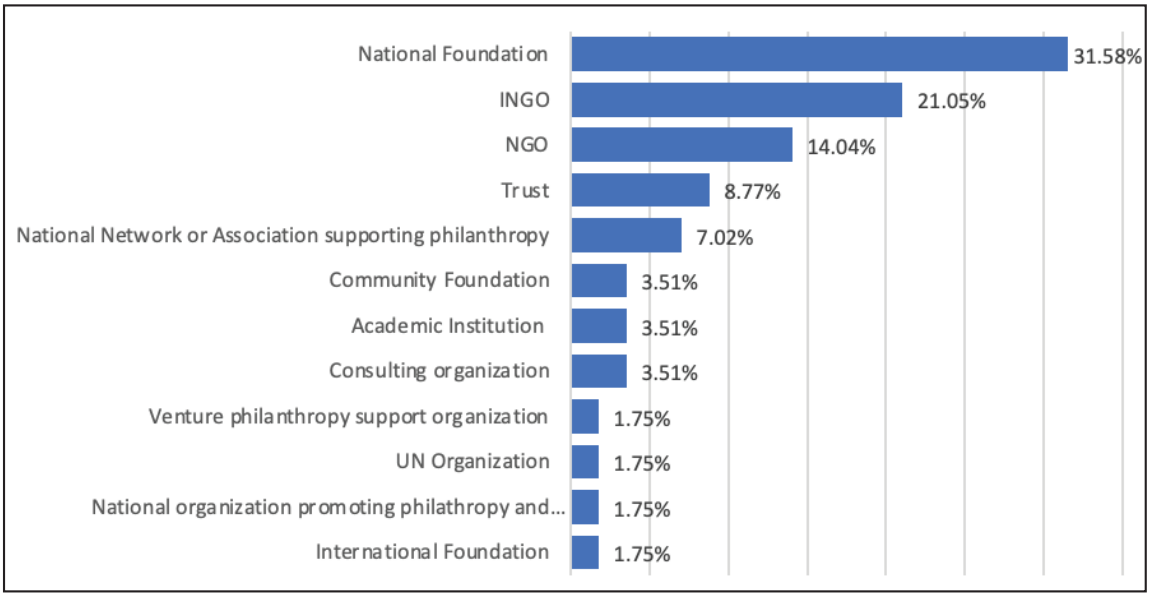
Types of philanthropy support actors

In the survey, a majority of the respondents identified themselves as national foundations 18 (32%), International NGOs 12 (21%), national NGOs 7 (14%) and trust 5 (9%). Other forms of identification included national network or association, consulting organizations, community foundation, academic institution, UN organization, venture philanthropy support organization, and international foundation. These results suggest a growing number of national level foundations established to contribute to national development. At the same time, international and national based NGOs are a common characteristic of philanthropic support actions in the region.

Organizations by type

Which of the following best describes your organization?	Kenya	Rwanda	Tanzania	Uganda	Total	percentage
Academic Institution	2	0	0	0	2	*4%*
Community Foundation	2	0	0	0	2	*4%*
Consulting organization	2	0	0	0	2	*4%*
INGO	6	0	4	2	12	*21%*
International Foundation	1	0	0	0	1	*2%*
NGO	1	0	5	1	7	*13%*
National Foundation	7	2	4	5	18	*32%*
National Network or Association supporting philanthropy	1	0	2	1	4	*7%*
National organization promoting philanthropy and development	0	0	0	1	1	*2%*
Trust	1	0	4	0	5	*9%*
UN Organization	0	0	1	0	1	*2%*
Venture philanthropy support organization	1	0	0	0	1	*2%*
Total	24	2	20	10	56	*100%*
Percent	*43%*	*4%*	*36%*	*18%*	*100%*	

Organizations by type



The findings suggest that national foundations are the most dominant type of philanthropy actors in the countries surveyed at 32%. Other common types of common organizations are international non-governmental organizations, national level NGOs, trusts and national networks. There were no significant variations in the findings at country level.

This finding is consistent with recent studies which have observed the rapid growth of national foundations in Africa. This could be due to increased recognition of the role of national foundations in the development of the continent. The high presence of international NGOs could suggest continued dependence on foreign aid as findings from the study shows that a majority of the organizations receive their funding from outside the country borders.

Even with money, good leadership, and clear vision – an enabling environment matters for an organization's sustainability. Enabling the environment for civil society essentially is the political, economic, and social space in which civil society representatives operate, (Richard, 2022b). As earlier mentioned, an enabling ecosystem for philanthropy is critical for its growth. There is an emergence of continental and global platforms that are harnessing the power and developmental value of philanthropy. These include national, regional and global philanthropy platforms, such as WINGS, Africa Philanthropy Network (APN), and East African Philanthropy Network (EAPN), Africa Grantmakers Affinity Group (AGAG), Uganda Philanthropy Forum and national philanthropy platforms such as Kenya Philanthropy Forum and Tanzania Philanthropy Forum (Moyo, nd).

CivSource Africa, a philanthropy support organization, is engaged in efforts to raise the profile of philanthropy in Uganda. CivSource Africa is a philanthropy advisory firm that is committed to nurturing a more sustainable, effective, and connected civil society that advances the dignity and voice of all people. This is done through promoting reflective, responsive, and accountable philanthropic practice. As a philanthropy organization, CivSource Africa is mandated to build philanthropy infrastructure, and must therefore understand the landscape.

CivSource Africa (CSA) seeks to refine the practice of philanthropy and the footprint of civil society for authentic civic engagement in Africa. CivSource influences the practice of philanthropy by shaping narratives on the various symbols and expressions of giving in Africa and in so doing we hope to strengthen the effectiveness of civil society. CSA identifies and supports the work of funding agencies and philanthropists in Africa and particularly seeks to connect with and support local/ Africa led philanthropy. CSA philanthropy work is premised on 5Cs, Collecting, Chronicling, Catalysing, Consulting and Connecting. CSA is working to strengthen the philanthropy sector and recommends the need for PSOs and philanthropists to identify strategic actions for strengthening the institutional and policy environment for local philanthropy in Uganda.

The Africa Philanthropy Network (APN) is a continent-wide network of African grant-making organizations that facilitates networking and learning experience among established and emerging African philanthropic institutions. bring together varied philanthropic stakeholders who are working to address the many development challenges facing the African continent.

East Africa Philanthropy Network (EAPN) The East Africa Philanthropy Network is a membership association that brings together Trusts and Foundations in the East Africa region with the aim of promoting organized giving. EAPN has been in the forefront in pushing for policies that will make philanthropy favourable across the East African region, most notably, the Tax Incentives and Exemption.

WIDU.africa supports job creation in Africa by redirecting remittances from the African diaspora in Europe into micro and small businesses of relatives or friends in participating African countries. By providing grants and coaching measures to African entrepreneurs, WIDU.africa ensures that the diaspora's money is utilized effectively to unlock the economic and social potential of African small businesses. WIDU.africa is implemented by Deutsche Gesellschaft für internationale Zusammenarbeit (GIZ) GmbH on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ).

The PRIME Africa programme, co-financed by the European Union, is addressing these development opportunities through innovations, partnerships, and scalable products that promote cheaper, faster, and safer remittance transfers. By maximizing the impact of remittances for millions of families, PRIME Africa is fostering local economic opportunities in seven African countries, namely: Ghana, Kenya, Morocco, Senegal, South Africa, The Gambia, and Uganda.

The **African Diaspora Network** is a registered 501(c)(3) non-profit organization which engages the African diaspora through an ethics of care, enhancing their well-being in their adopted homelands, and facilitating their strategic involvement in the development of Africa. Since 2010, the African Diaspora Network (ADN) has energized collaboration among Silicon Valley entrepreneurs, philanthropists, and African diasporans. ADN provides virtual and physical forums to accelerate access to resources that foster partnership, knowledge sharing, and advance investment opportunities.

The **Africa Grantmakers' Affinity Group** (AGAG)
The AGAG was established in 2000. It offers grant makers opportunities to build professional relationships and gain knowledge and information that will help them to make strategic funding decisions. AGAG enables funders to have a global reach and connect with colleagues in an atmosphere that feels like family. The Africa Grantmakers' Affinity Group brings together funders, practitioners and scholars from Africa, Europe and North America who care about Africa. AGAG provides networking and knowledge to grow and strengthen the impact of private philanthropy in Africa.

Africa Philanthropy Forum (APF)
The African Philanthropy Forum (APF) was established in 2014 to build a learning community of strategic African philanthropists and social investors committed to inclusive and sustainable development throughout the Continent. The African Philanthropy Forum is a strong and vibrant community of partners who through their strategic giving, investments, and influence, foster shared prosperity on the African continent. APF works to promote philanthropy, build knowledge, create connections, and drive system change programs.

CIVICUS
CIVICUS is a global alliance of civil society organisations and activists dedicated to strengthening citizen action and civil society throughout the world. CIVICUS overarching goal is to strengthen civil society and citizen action for expanded civic and democratic space. CIVICUS works to generate timely knowledge and analyses, coordinate targeted advocacy, contribute to stronger emergency and sustained support ecosystems, strengthen public discourse on civic space and reinforce civil society narratives and build counter power with the most affected groups and their movements.

International Centre for Non-profit Law

ICNL works to improve the legal environment for civil society, philanthropy, and public participation around the world. We share a vision in which all people have a safe legal space to join together and improve their lives. The International Center for Not-for-Profit Law works to improve the legal environment for civil society, philanthropy, and public participation around the world. We share a vision of a safe, legal environment in which all people are free to join together and improve their lives. The International Center for Not-for-Profit Law was founded in 1992 as one of the first organizations to focus on the legal environment aspect of civic space. We work with partners from civil society, government, and the international community developing long-term relationships to advance reforms. As the only global organization focused on the laws affecting civil society, philanthropy, and public participation, we provide unique expertise.

Partnership for Higher Education in Africa

The Partnership was created to strengthen Africa's institutions of higher education so that they can better contribute to poverty reduction, economic growth, and social development in their respective countries.

The African Women's Development Fund (AWDF).

AWDF is a grant making foundation that supports local, national, and regional women's organisations working towards the empowerment of African women and the promotion and realisation of their rights. By specialising in grant-making and focused, tailored movement-building programmes, they work to strengthen and support the work of African women's organisations. By amplifying and celebrating African women's voices and achievements, AWDF supports efforts that combat harmful stereotypes, and promote African women as active agents of change.

The Tony Elumelu Foundation is an African non-profit organization founded in 2010 by Tony O. Elumelu and headquartered in Lagos, Nigeria. It is a pioneer member of the Global Impact Investment Rating System. So far, the Foundation has empowered 7,520 African entrepreneurs across 54 African countries. The Tony Elumelu Foundation Entrepreneurship programme was launched in 2015 is the largest African philanthropic initiative committed to empowering African entrepreneurs and entrepreneurship on the continent. The foundation has several programs including the Tony & Awele Elumelu Prize, Nigeria 50, Elumelu Professionals Programme (Epp, Tef – Cchub Partnership, Blair-Elumelu Fellowship Programme, Africapitalism Institute, Mtanga Farms. African Exchange Holdings Ltd (Afex) and Impact Economy Innovations Fund (Ieif).

Africa Visionary Fund

The African Visionary Fund is structured as a purpose fund at The King Baudouin Foundation United States (KBFUS) that pools together contributions to support African-led organizations. KBFUS is a registered 501(c)(3) organization. The African Visionary Fund provides an avenue for donors to move resources quickly to African visionaries without having to jump through bureaucratic hoops. Building on our network of trusted partners across Africa, the Fund gives donors access to a well-vetted pipeline of locally led organizations that have the potential to transform millions of lives. And by giving them unrestricted, multi-year funding, the Fund allows African visionaries to focus on efficiently delivering on their mission and investing for the future. The Fund offers support services informed by grantee partners' needs. These include capacity investments, increasing partners' visibility, brokering relationships with new funders, and acting as an advocate to open doors for their partners.

A detailed mapping of PSOs at regional level can be accessed here.

List of Organizations Consulted during the study.

1. Christian Blind Mission (CBM)
2. Special Children's Trust
3. Strategic Connections
4. Nice Place Foundation
5. Voluntary Service Overseas (VSO)
6. Wangari Maathai Foundation
7. Global Peace Foundation Tanzania
8. United Nations Association of Tanzania
9. Tanzania Association of Non-Governmental Organizations (TANGO)
10. Affecto Foundation
11. WISER
12. Eastern Community Development Programme (ECDP)
13. Future First Kenya
14. Noble Gorilla Foundation
15. The Jakaya Mrisho Kikwete Foundation
16. Brooke East Africa
17. UCO TANZANIA
18. Children's Dignity Forum (CDF)
19. Uganda National NGO Forum
20. Nnabagereka Development Foundation
21. Zanzibar Federation of Disabled People Organisations (SHIJUWAZA)
22. Aga Khan Foundation
23. Opes Holdings Limited
24. SOS Children's Villages International
25. AAS
26. Community Development Trust Fund of Tanzania (CDTF)
27. The Registered Trustees of Community Development Trust Fund of Tanzania
28. Registered Trustee of Community Development Trust Fund of Tanzania
29. Sense International Tanzania
30. USIU-Africa
31. WINGS
32. KAFP
33. Africa Venture Philanthropy Network
34. Aga Khan University- Tanzania
35. Kenya Community Development Foundation
36. KEPSA Foundation former (Kenya Private Sector Alliance)
37. Kilimani Project Foundation
38. Tanzania Community Foundation
39. Reginald Mengi Foundation
40. The Youth Café
41. Twaweza Tanzania
42. Jomo Kenyatta Foundation
43. CivSource
44. Tanzania Education Network (TENMET
45. I&M Foundation
46. Byomire Community Foundation
47. Child Care and Youth Foundation, Uganda,
48. Spark Microgrants
49. UN SDG Partnership Platform, Kenya

Participants during Validation workshop

	Name	Organization	Country
1	Rose Maruru	EPIC Africa	Dakar
2	Mahlet Hailemariam (Board Chair)	Agar Ethiopia	Ethiopia
3	Kevin Waigwa	Epuka Ugaidi	Kenya
4	Zipporah Muiruri	Tangaza University College	Kenya
5	Catherine mwendwa	GivingTuesday Africa	Kenya
6	Ndungu Nyoro, HSC	Affecto	Kenya
7	Stephen Mutunga	ECDP	Kenya
8	Gilbert Onyango	EACHRight	Kenya
9	Clemencia Osa	Kounkuey Design Initiative	Kenya
10	Pauline Wanja	Future First	Kenya
11	Gilliane Celestine	Africa Youth Trust	Kenya
12	Caesar Ngule	Kenya Community Development Foundation (KCDF)	Kenya
13	Margaret Wanjiru	Youth Café	Kenya
14	Wanza G. Mailu	Article 48 Initiative	Kenya
15	Kayla Bwire	KCDF	Kenya
16	Nashon Owino	SDG Kenya Forum	Kenya
17	Charles Gathigira	C-Gen	Kenya

18	Dommy Odhiambo	Tuendelee Foundation	Kenya
19	Marcelino Waithaka Thuku	EACHRight	Kenya
20	Evans Okinyi	EAPN	Kenya
21	Matilda Maseno	EAPN	Kenya
22	Purity Mumo	EAPN	Kenya
23	Peige Omondi	EAPN	Kenya
24	Maurice Omondi	Consultant	Kenya
25	Eugene Wirba	Rapporteur	Kenya
26	Mike Muchilwa	Moderator/ MC	Kenya
27	Bernard Muramira	Strive Foundation Rwanda	Rwanda
28	Mwadhini Omari Myanza	Tanzania Community Foundation Network - TCFN	Tanzania
29	Adamson Richard Nsimba	Tanzania Association of Non-Governmental Organizations (TANGO)	Tanzania
30	Cylidion Raulean Cylivanus	UCO TANZANIA	Tanzania
31	Benson Daud	Global Peace Foundation Tanzania	Tanzania
32	Vanessa Anyoti	Jakaya Mrisho Kikwete Foundation (JMKF)	Tanzania
33	Khalid Kumbuka	Global Giving	Tanzania
34	Manjolo Dunstan Kambili	Community Development Trust Fund (CDTF)	Tanzania
35	Daniel Haule	Foundation for Civil Society (FCS)	Tanzania
36	Stigmata Tenga	Africa Philanthropy Network	Tanzania
37	BWEME ANTONIO	CivSource Africa	Uganda
38	Kaggwa Edward	KABAKA FOUNDATION	Uganda
39	Lizza Marie Kawooya	Dwona Initiative	Uganda
40	Harriet Adong	FIRD Uganda	Uganda
41	Richard Baguma	UN Association of Uganda	Uganda
42	Richard Mawerere	Stromme	Uganda
43	Eshban Kwesiga	Global Fund Community Foundations	Uganda
44	Ann Nankya	Nnabagereka Foundation	Uganda
45	Jane Kiyai	Uganda National NGO Forum (UNNGOF)	Uganda
46	Aude Anquetil	WINGS	UK

Summarized Country Representation

Country	Number of Delegates
Dakar	1
Ethiopia	1
Rwanda	1
UK	1
Kenya	24
Uganda	9
Tanzania	9
Total	**46**

East Africa Philanthropy Network

Promoting Philanthropy in East Africa

+254 20 2244470

+ 254 0722 573575

Rattansi Educational Trust Building
4Flr, Koinange st. Nairobi, Kenya

info@eaphilanthropynetwork.org

www.eaphilanthropynetwork.org

@EAPhilanthropy

@PhilanthropyEA

East Africa Philanthropy Network

EAPhilanthropy