



NEDBANK
PRIVATE WEALTH
SINCE 1834

THE GIVING REPORT IV

A SURVEY ON THE GIVING PRACTICES OF
HIGH-NET-WORTH INDIVIDUALS IN SOUTH AFRICA

see money differently

ABOUT THE PHILANTHROPY OFFICE AT NEDBANK PRIVATE WEALTH

At Nedbank Private Wealth, our long and prestigious history of serving philanthropic clients spans more than 180 years. The Philanthropy Office applies that vast wealth of knowledge and experience to add significant value to our donor and non-profit clients. And the passion and vigour with which we approach the partnerships we enjoy across the philanthropy sector sees us consistently garnering national and international recognition for the quality of our philanthropic advice and the positive outcomes we help our clients achieve.

As a full-service philanthropy office, we provide specialist advice on all aspects of philanthropy to individuals and businesses. Working in partnership with our donor clients, we help and support them to maximise the reach, impact and value of their giving. In so doing, we not only enable our clients to contribute to the development and upliftment of disadvantaged and vulnerable individuals and communities in a sustainable manner, but we also ensure that they leave a lasting legacy of which their future generations can be proud.

We recognise the simple truth that good corporate citizenship is part of the foundation of a strong and robust society, and that corporate social investment (CSI) forms an important part of this, increasingly becoming a business imperative. A sustainable foundation means sustainable social investment by business.

Our passion for sustainable and impactful philanthropy extends to our work with non-profit organisations (NPOs), which continue to play an essential part in the development of an equitable and inclusive South Africa. We partner with organisations to help them optimise

their efforts towards long-term financial sustainability in order to ensure they continue operating, weathering the challenging economic and funding environment.

Our many years of experience have shown that a successful sustainability strategy hinges on a healthy buildup of reserve funds. As such, we work closely with our clients to provide solid investment solutions and advice that is relevant to their needs.

Our donors and partner NPOs have entrusted close to R7 billion to us, and we manage and administer these funds using proven, transparent and good-governance-based investment strategies.

We strive to build strong links between donors and beneficiary organisations who have a common goal towards a better world for all through the work of our Philanthropy Office. This giving survey is one of the ways in which Nedbank Private Wealth continues to build closer relationships. In this way, we deliver on our purpose, and that of the greater Nedbank Group, to use our financial expertise to do good for individuals, families, businesses and society.

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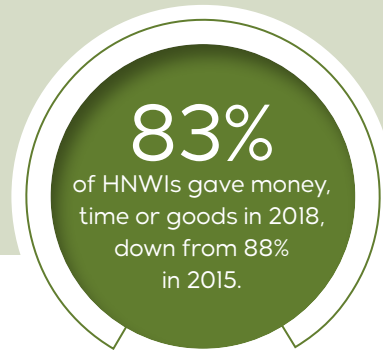
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HIGHLIGHTS

BENEFICIARIES



Social and community development and religious institutions were the most commonly supported causes (supported by 66% and 41% of givers respectively) and received the greatest proportions of total funding (32% and 17% respectively).



Non-profits remained the most commonly supported type of beneficiary (supported by 66% of givers). Advocacy groups and political parties continued to be the least popular (3% and 2% respectively).



Value given: Those who gave were giving slightly more in value and in time. It can be estimated that in 2018 HNWI's donated roughly R6,1 billion in cash (2015: R4,2 billion), R3,1 billion in goods and services (2015: R2,8 billion) and 4,3 million hours of their time (2015: 3,6 million hours).

TOP REASONS FOR GIVING

1

Wanted to **make a difference**

2

Cared about the cause

3

Wanted to **give something back** to my community

4

Held religious **beliefs**

5

Motivated by a **family tradition** of giving

HIGHLIGHTS (CONTINUED)

STRATEGIC PLANNING

One-third of givers had a budget and a strategy for giving. Larger givers were more likely to follow a more formalised approach to giving.

PURPOSE AND DURATION OF FUNDING

Most givers (63%) provided general support to their beneficiaries and the relationships were predominantly long term. Just over half of givers supported most of their beneficiaries for more than five years, while 21% had been supporting them for their entire lives.

Only 4% of givers executed their giving through a trust or foundation.

4%
**FORMALISED
STRUCTURES**



POST-DONATION EXPECTATIONS

Over half of givers did not expect any followup after making their contributions. Those who did anticipate some form of recognition most commonly expected a thank-you letter or a receipt. More respondents were looking for opportunities to become involved with their recipients in other ways (such as visiting the organisation).

MOST POPULAR CHANNELS FOR IDENTIFYING ORGANISATIONS

- 1** Religious organisations
- 2** Personal or family involvement
- 3** Network of friends and peers



MEASURING SUCCESS

Marginally more givers in 2018 (36%) were measuring if their giving achieved the desired results compared with 2015 (30%). Of those who did measure, the most common approach was visiting the organisation to observe the impact.

TRENDS

- The proportion of HNWI's giving money, time or goods in 2018 remained high. However, there is a declining trend: 83% in 2018, down from 88% in 2015, 91% in 2012 and 94% in 2010.
- Giving as a family tradition has risen consistently over the four reports, with 20% of givers having reported this as a reason for their giving compared with only 9% in 2010. Family members were the most likely to be consulted when making decisions about to whom to give.
- The proportion of HNWI givers measuring whether their giving had achieved the intended results has risen consistently since the first survey, with 36% having reported doing so in 2018 compared with only 22% in 2010.

FOREWORD

It has been nine years since we launched the first edition of *The Giving Report*, a research initiative that was the first of its kind in South Africa, looking at the giving behaviours and practices of high-net-worth individuals (HNWIs). As a business we have continued to invest in this periodic research due to the consistently overwhelming and positive feedback, and believe this research continues to play a significant role in strengthening philanthropy in our country. I am very proud to present this fourth edition of *The Giving Report*, which builds on eight years of indepth research, feedback and suggestions.



It has been pleasing to identify some positive demographic shifts in the sample population of HNWIs for the first time since we introduced the research. Especially pleasing is the growth in the percentage of female and non-white HNWIs who participated in this cycle. Given the still alarmingly high levels of inequality in our country, this is a positive shift and we look forward to this trend expanding even further in the future.

The effects of the sustained tough global economic climate have trickled down and are being felt by all. Perhaps unsurprisingly, the total percentage of affluent South Africans who consistently engage in philanthropy has gradually declined over the eight years during which *The Giving Report* has been produced. This latest report shows that this trend continues, with 83% of HNWIs having said that they regularly gave, compared with 94% in 2010.

On the positive side, while the total number of givers has declined, those who did give were giving more. This means the total value of the philanthropic efforts

FOREWORD (CONTINUED)

of donors has increased consistently over the past few years. This, coupled with the demographic expansion of the giving base, will prove very important in tackling the social challenges in our country going forward.

As South Africa's economic difficulties continue, the strain on the country's non-profit sector will almost certainly intensify, meaning that the sector will depend even more on the generosity and collaboration of all donors. Our non-profit organisations (NPOs) fulfil an important and invaluable role in our society, so it is vital for donors to work even more closely with each other to coordinate their efforts and compound the positive impact of their giving.

The findings of this latest study once again provide an opportunity for NPOs to align with what donors are doing and understand what areas they are supporting and to what extent.

We hope that this report will inspire more individuals and organisations to become part of the giving

ecosystem, which is so vital to the well-being of our country and its people.

Thank you to everyone involved in the production of this edition, in particular the panel of experts who so willingly gave their time, expertise and counsel. We are also thankful to the HNWIs who participated in the survey this year, as well as the philanthropists and thought leaders who contributed opinion pieces that further enrich the report through the personal experiences and lessons shared and new innovative methods of giving for greater impact presented.

Thank you also to our Nedbank Wealth Management clients, who continue to partner with us to give their time, expertise, talents and money to help build a better South Africa for everyone. We are privileged to work with you and are humbled by your generosity.

Iolanda Ruggiero
Managing Executive: Nedbank Wealth

INTRODUCTION

This *Giving Report* marks the fourth edition of unique perspectives and research gathered on private philanthropy in South Africa. It is the only publication that derives insights from primary field research on the giving – and non-giving – behaviour of South Africa’s high-net-worth individuals (HNWIs). The research findings are presented in this report alongside opinion pieces from thought leaders in development.

Following a short description of the sample, the report presents the giving behaviour of HNWIs, that of HNWIs who do not give, as well as post-donation behaviour and structures typically used for giving.

The first *Giving Report* was undertaken in 2010 by the then BoE Private Clients and again in 2012 and 2015 under the Nedbank Private Wealth (NPW) banner. NPW now has a substantial database of information on the behaviour of HNWIs over an eight-year period from which to extract insights, trends and shifts in giving behaviours.

We hope that this report will enrich conversations around giving to extend and deepen its impact on beneficiaries.

METHODOLOGY

The methodology has remained consistent with that undertaken in previous years. For this 2019 *Giving Report* a total of 430 interviews were conducted by Genex, a professional research company, with a sample of HNWIs across the country, asking about their giving in 2018. Most interviews were conducted face to face, although a few were conducted telephonically. Trialogue, a responsible business consultancy, conducted the analysis and assisted with the compilation of the report.

As in previous years, a group of experts was convened to provide input into the research process and feedback on the report. The individuals who made up the panel were:

- **Lynne Fišer**, Charitable Trust Consultant: Nedbank Private Wealth.
- **Noxolo Hlongwane**, Head: Philanthropy Office, Nedbank Private Wealth.
- **Bhekinkosi Moyo**, Director: Centre on African Philanthropy and Social Investment (CAPSI) and Adjunct Professor at Wits Business School.
- **Sarah Rennie**, Chairperson: Independent Philanthropy Association – South Africa (IPASA).
- **Vuyiswa Sidzumo**, Senior Programme Officer, Southern Africa: Ford Foundation.

The survey consisted of almost 70 questions intended to build an understanding of the nature of HNWI giving in the country. Respondents were asked about the quantum of their giving in 2018 and the form that this took – whether cash, goods and products or time volunteered. Topics such as selection of beneficiaries, decision-making around whom to give to, post-donation expectations and structures used for giving were explored. Questions remained largely the same as in previous surveys to enable the valid tracking of changes and trends in giving over time.

QUALIFYING AS AN HNWI

The definition of an HNWI remains unchanged from previous reports.

To qualify as an HNWI one must earn **at least R1,5 million per annum** or own **investable assets of over R5 million**, excluding primary residence.

The opinions expressed in the opinion pieces are those of the authors and not of Nedbank Private Wealth.



A PERSONAL RESPONSE TO DISASTER RELIEF

Tsitsi Masiyiwa



On 15 March 2019 my home country of Zimbabwe, together with Mozambique and Malawi, experienced what is now on record as the largest natural disaster in southern Africa. Cyclone Idai left more than 1 300 people dead and many more missing.

On hearing the news my husband Strive, with whom I founded the Higherlife Foundation, and I sprang into action. Our experience with Zimbabwe's cholera outbreaks in 2008 and 2018 had taught us some important lessons about disaster response:

- Short-term interventions are helpful and deliver immediate relief, while long-term interventions lack impact.
- When a crisis hits, there is an immediate rush to give assistance, but consideration must be given to what happens to a community in the following months, weeks and years.
- A community-owned approach is integral to the long-term success of any intervention.

Guided by these lessons, we seized the opportunity to deliver a more integrated and sustainable response.

As philanthropists, we can never solve problems in isolation as our resources will always be finite. Therefore, partnerships played a critical role in our response and the key partners we engaged with included the public sector, private sector, non-profits, the affected communities and philanthropists.

Each partner brought different strengths to the table. Government, for example, has greater resources and can operate at the scale needed to more fully address a crisis. Philanthropists, on the other hand, have more flexibility when it comes to funding. This flexibility enabled the partners we called on to quickly deploy funding to the most urgent areas of need, such as the air rescue effort that unfolded in the first 72 hours.

Cyclone Idai's impact was exacerbated by the vulnerable state of Zimbabwe, which is currently undergoing a socioeconomic downturn that has further crippled national disaster prevention and response capacity. Our strategy is to deliver an integrated and sustainable response that will help communities become more resilient and strengthen national capacity to

deal with future disasters – be it a cyclone, a cholera outbreak or any kind of disaster.

In the short term we are reconstructing homes, schools and roads, as well as providing educational assistance to keep vulnerable children in school. Volunteers are driving this rebuilding effort, partnering closely with community leaders to build trust and ensure the long-term sustainability of these efforts.

In the medium term we are working with strategic partners to invest in the construction of an emergency operations centre (EOC) to collect and disseminate information efficiently to help communities prepare for a disaster. Once equipped and networked for communication, this EOC will be the strategic command centre for cholera response and the coordination hub for other public health emergencies and disasters in Zimbabwe, leveraging a state-of-the-art surveillance system. Recognising the importance of local ownership, we plan to hand this EOC over to the government at the right time so that it becomes a critical element in future disaster risk reduction efforts.

A PERSONAL RESPONSE TO DISASTER RELIEF (CONTINUED)

Our foundation's long-term vision is to enable healthy and resilient communities. Using the lessons we have learned over the years in emergency response and preparedness, we aim to become a centre of excellence in the region, offering resources that will help other countries effectively anticipate, respond to and recover during crises.

I am often asked what advice I would give to other philanthropists considering these kinds of large-scale interventions. I outline this advice below:

Take the long-term view. Our philanthropy takes a long-term view to solving problems. We want to find solutions that will outlive us, and we recognise that it can sometimes be 10 years or more before progress is achieved in a particular area.

Be strategic. In the case of disaster response, it is often easier to provide the immediate relief (water, food, tents, etc). But the greater and more complex need is to ensure that communities build resilience and are better prepared for the next disaster. The key is to

think intentionally about how best to allocate limited resources to ensure long-term impact.

Get everyone involved, including the youth. Strive and I do our philanthropy side by side, and he is a highly committed and invaluable partner, bringing to our work resources and networks from his world that have accelerated our momentum. Our children are active participants as well, and even took a trip to the cyclone-affected areas to see up close the scope of the devastation. Having the next generation involved makes it so much easier to have family conversations about why we give and how best to allocate our resources.

Philanthropy cannot in any way displace government efforts and national strategic plans. Partnerships and collaborative efforts are crucial. Estimations suggest that the funding gap for Africa to achieve the 2030 Sustainable Development Goals (SDGs) is about US \$2,3 trillion. Now is the time for government, multilateral agencies, the private sector and the philanthropic sector to work jointly to create innovative

solutions for social change, given declining levels of international development assistance.

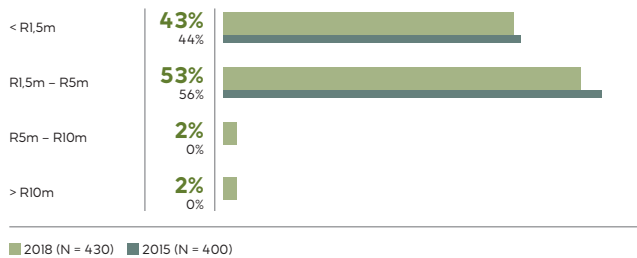
At its core, philanthropy is love for humanity. This is what keeps our family rooted and committed to this work.

Tsitsi Masiyiwa is the cofounder of the Higherlife Foundation. She serves as Board Chair of the African Philanthropy Forum; Trustee of the Legatum Institute, END Fund and UNICEF Generation Unlimited Initiative; and Advisory Board member to the Sesame Workshop, Texas A&M University and the Kenjin-Tatsujin International Advisory Council.

PROFILE OF SURVEY SAMPLE

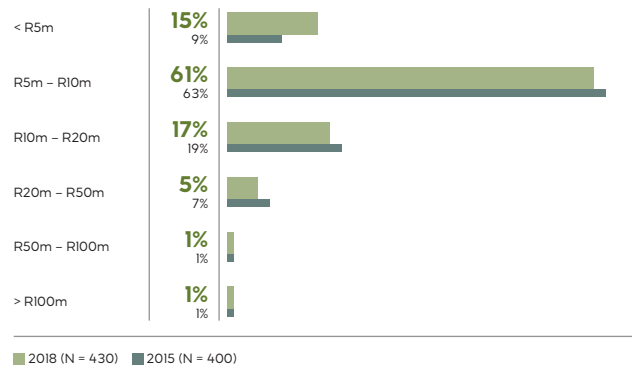
TOTAL INCOME

PERCENTAGE OF RESPONDENTS



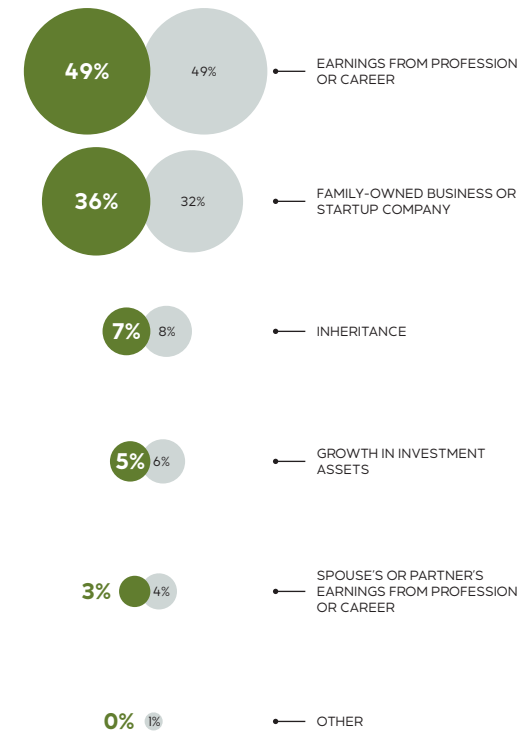
TOTAL NET WORTH

PERCENTAGE OF RESPONDENTS



WHAT IS THE MAIN SOURCE OF THE MAJORITY OF YOUR NET WORTH?

PERCENTAGE OF RESPONDENTS



More than half (53%) of the survey respondents reported earning between R1,5 million and R5 million. A small percentage (4%) of the sample was earning over R5 million per annum in 2018, compared with none of the sample earning at this level in 2015. Once again, the greatest proportion of respondents (61%) had a net worth of between R5 million and R10 million. There are more respondents with a net worth at the lower end, with 15% having reported a net worth of less than R5 million compared with 9% in 2015.

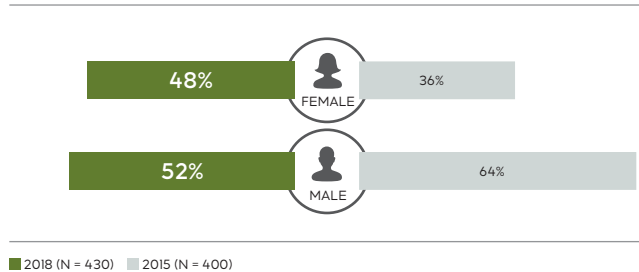
Professional success was cited as the main source of net worth (49%) for HNWI's, followed by family-owned businesses or startup companies (36%). Almost two-thirds of the sample were business owners or self-employed.

2018 (N = 430) 2015 (N = 400)

PROFILE OF SURVEY SAMPLE (CONTINUED)

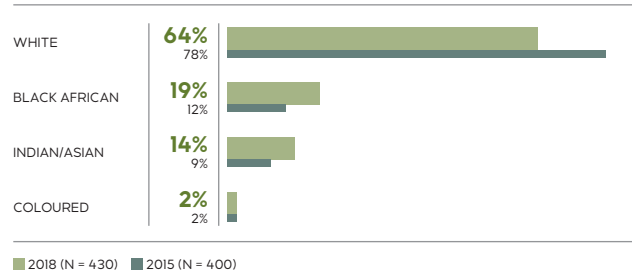
GENDER

PERCENTAGE OF RESPONDENTS



RACE

PERCENTAGE OF RESPONDENTS



Gender and racial profiles of the sample shifted for the first time since 2010. In 2018 males made up around half of the sample (52%), compared with two-thirds of the sample in all previous surveys. Although females comprised 48% of the sample, their share of the sample's estimated net worth was just 39%.

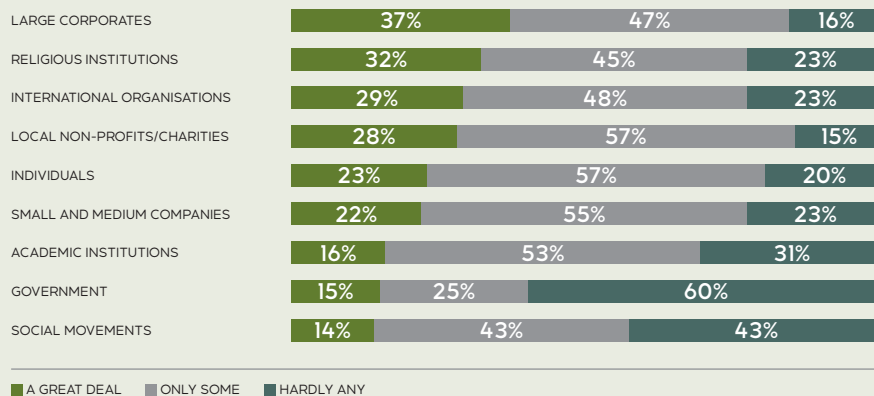
Similarly, white people accounted for 64% of the sample in 2018, compared with around 80% in all previous surveys. The shift was mostly to Black African and then to Indian respondents. Differences in net worth, however, remained as Black African respondents comprised 19% of the sample, but only 13% of the sample's estimated net worth.

Most respondents (53%) were between 40 and 60 years of age, with 26% younger than 40 and 18% older than 60. The proportion of respondents under the age of 30 years doubled to 8% in 2018 from 4% in 2015.

The majority of survey respondents in 2018 (56%) were graduates or held a postgraduate degree and one-third held a diploma or career-specific qualification, in line with the 2015 sample. Around 12% did not have any post-school tertiary qualification.

HOW MUCH CONFIDENCE DO YOU HAVE IN THE CURRENT ABILITY OF THE FOLLOWING GROUPS TO SOLVE SOCIETAL PROBLEMS?

PERCENTAGE OF RESPONDENTS 2018 (N = 430)



Respondents were asked about their confidence in various groups' ability to solve societal problems. As in 2015, respondents showed the greatest degree of confidence in South Africa's large corporates and religious entities. Respondents had the least confidence in government, with 60% having had 'hardly any' confidence in its ability to solve societal problems.

AN INJURY TO THE ENVIRONMENT IS AN INJURY TO ALL

Dr Morné du Plessis

Nature and the human endeavour are inextricably intertwined, and we best remember it if we are to survive as a species, writes Morné du Plessis.

As we careen towards the 10 billion population mark in 2050, there has come the sobering realisation that, at current rates of consumption, we will run out of natural resources and risk choking on our own waste, be it carbon emissions, plastic or derelict infrastructure.

Against this stark reality, you might call environmentalists eternal optimists. Whether we are working to limit the human impact on a fast-changing climate or to manage the environmental impacts of the vast food supply landscapes, we embark on ambitious initiatives to restore balance, reduce impact and protect our country's vital resources and natural biodiversity.

Many environmental organisations like my own work tirelessly to look after our natural resources – the oceans, land and wildlife – so that we can all continue to benefit from food, water and a healthy climate.

And in recent years, the lexicon of environmentalists has changed.

We talk about job creation, community empowerment, skills development, human health, agricultural extension, livelihoods, wellbeing, faith-based stewardship and disaster management. Of course, the more familiar language is there too: resilient landscapes, catchment management, restoration ecology, air quality, climate change, ecological services, biodiversity.

In South Africa the environment accounts directly for much of our economic activity and, if you factor in indirect influence, you would have to try hard to prove the absence of a connection. This is almost completely the opposite of where we were merely one or two decades ago.

How might this have come about?

Each one of us is connected to this future in an intimate way. The year 2050 is just around the corner in planetary time, and all of us are close to at least



Dr Morné du Plessis

one person (a daughter, son, niece, nephew or child of a friend or colleague) who will inherit that future. A handful of us might even make it there ourselves.

Whereas in the 1970s there appeared to be no limits to growth, 50 years later we are still living as if that is still the case, even though we know that the next few decades will not be so forgiving. It seems that despite growing knowledge of the consequences of future resource limitation and global change (including climate change), humans as a species simply have no brakes.

Of course, there are those who bank on technological innovation to bail us out of resource scarcity, and to some extent it will. But there are also limits to bailouts. At some point everyone must acknowledge that the most cost-effective (and most aesthetically pleasing) way beyond such bailouts is to manage what we have in a way that addresses everyone's needs.

But it seems that the pennies of logic drop on fertile ground only in moments of crisis. It takes a crisis such as Cape Town's 'Day Zero' drought to focus the

AN INJURY TO THE ENVIRONMENT IS AN INJURY TO ALL (CONTINUED)

minds and actions of private citizens, civil servants and businesses. Only then do we fully appreciate that our water supply depends on carefully managed catchments and properly maintained infrastructure, and even then it is threatened by increasingly erratic rainfall patterns as a result of human-induced climate impacts.

The broader social consequence of water deprivation suddenly becomes a previously avoidable but now lived experience. The collateral consequences of water shortfalls affect human health through the shortage of clean drinking water and a decline in hygiene, the functioning of business and the production of food crops.

Sports leagues played on grass pitches are cancelled, office buildings become uncomfortable places to work in, businesses generating water-based products become secondary priorities and are shut down and educational institutions are disrupted. In the worst-case scenario, the few precious drops available are

channelled to hospitals. Human productivity declines to almost nothing as individual households spend hours daily to secure their 25-litre ration of water.

It rapidly becomes a matter of mere survival and we soon realise that just one of the environmental resources that we have taken for granted is intertwined with almost every part of our lives.

There are also many similarly vital environmental resources that cost us nothing and that we take for granted. Touch the pollinators and you disrupt the source of much of your food. Touch the natural riverine vegetation and you disrupt the natural ability of a river system to calm a raging torrent.

Those who have the means may try to avoid the worst effects of environmental degradation – although that too is a risky game. The majority of people, however, do not have this luxury. Therefore, what started as a conversation about environmental overshoot soon turns into one of social justice.

Nature is not only beautiful and wonderful and a restorative retreat for the weary soul; it is the quintessential life provider.

From nature we receive the food that nourishes, the water that replenishes and the raw energy that ignites so many aspects of our modern, urban world. It is virtually impossible to separate the interests of the environment from our own.

We ignore this simple truth at our peril.

Dr Morné du Plessis is the CEO of WWF South Africa.

GIVING BEHAVIOUR

South African HNWI's continued to prioritise giving to social causes notwithstanding the sustained tough economic environment. Eighty-three percent of respondents gave money, goods and/or time in 2018, compared with 88% in 2015. Although the proportion of the sample of HNWI's that gave is trending downwards (91% in 2015 and 94% in 2010), it is encouraging that those who did give in 2018 gave more in time and money compared with previous surveys.

Furthermore, HNWI's with greater net worth and annual incomes were more likely to give in greater amounts. Thirty-five percent of HNWI givers with a net worth of over R10 million gave over R50 000 in 2018, compared to 25% of the giving sample that gave at this level. And 40% of givers earning over R5 million a year gave over R50 000 in 2018.

Non-givers

The proportion of non-givers in the 2018 sample increased to 17% compared with 12% in 2015. However, more non-givers in 2018 had given previously compared with non-givers in the 2015 sample. The most common reason for not giving in 2018 was that respondents were 'not in a financial position yet' (29%). A quarter reported a lack of trust or a previous bad experience as their reasons; in 2015 half of non-givers did not give for these reasons.

Three-quarters of non-givers would consider becoming givers in the future were they to receive a direct request from a friend, family, NPO or a charity, or in the case of a national disaster.

The main determinants of whether an HNWI gave to social causes were net worth and income levels. HNWI's who do not give to social causes in the 2018 sample appear to be marginally more likely than their giver counterparts to be:

- earning between R1,5 million and R2 million per annum (64% of the non-givers earned in this category, yet they made up 53% of the total sample);
- commanding a net worth of less than R5 million (28% of non-givers, yet 15% of the sample);
- females (who made up 60% of non-givers, yet 48% of the sample);
- Black Africans (who made up 31% of non-givers, yet 19% of the sample); and
- between the ages of 31 and 50 years (making up 63% of non-givers, yet 49% of the sample).

Note: The observations of giving and non-giving based on race, gender and age profile are to be interpreted with care as they do not hold factors such as income or net worth constant.

Eighty-three percent of respondents **gave money, goods and/or time** in 2018.

GIVING BEHAVIOUR (CONTINUED)

AMOUNT GIVEN

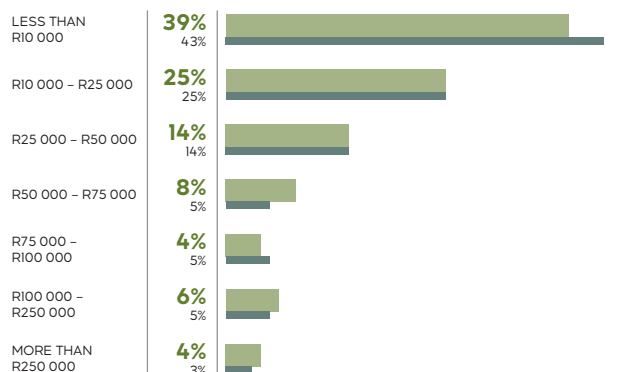
For the purpose of this study, giving was categorised in terms of cash, non-cash (goods, products or services) and time donations. HNWI givers gave mostly in the form of cash in 2018 (87%). However, more givers are giving goods and services and time compared with previous surveys.

Cash givers are giving in larger quantities and more givers are giving goods, services and time compared with previous surveys.

CASH DONATIONS

VALUE OF CASH GIVING

PERCENTAGE OF CASH GIVERS



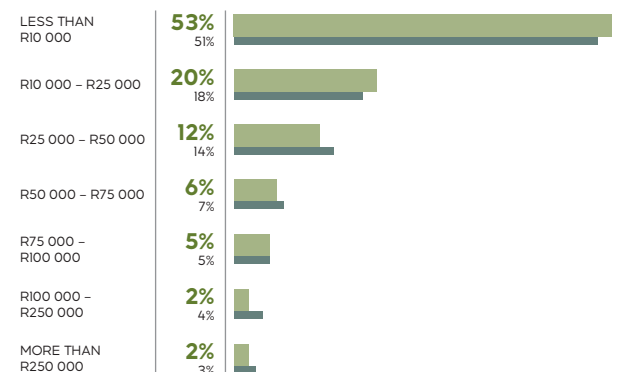
2018 (N = 309) 2015 (N = 310)

Cash givers are giving in larger quantities. The percentage that gave more than R50 000 in 2018 increased to 22% (2015: 18%), while of the 87% of givers who gave cash in 2018, approximately two-thirds (64%) gave less than R25 000 (2015: 68%).

NON-CASH DONATIONS

APPROXIMATE VALUE OF NON-CASH GIVING

PERCENTAGE OF NON-CASH GIVERS



2018 (N = 288) 2015 (N = 275)

The share of the sample donating non-cash items continued to increase, with 81% having given in this form (2015: 78%). For half of these givers, donations were worth less than R10 000, while 15% contributed more than R50 000 worth of non-cash items.

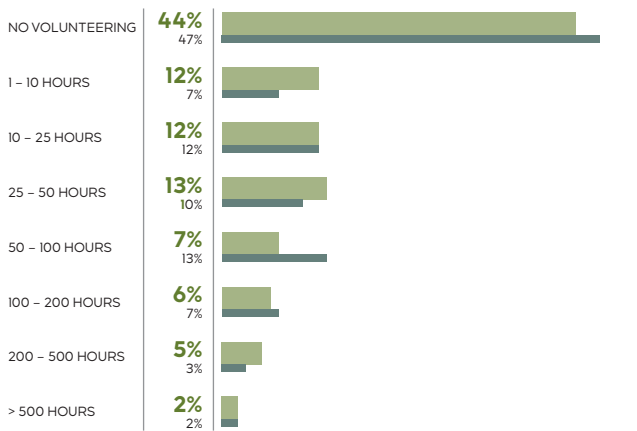
The most common form of non-cash donation was essential items given to an NPO (63%), followed by similar items donated directly to an individual (47%). Other common types of non-cash contributions included pro bono professional services and fundraising support.

GIVING BEHAVIOUR (CONTINUED)

VOLUNTEERING

APPROXIMATELY HOW MANY HOURS DID YOU VOLUNTEER DURING THE YEAR?

PERCENTAGE OF GIVERS



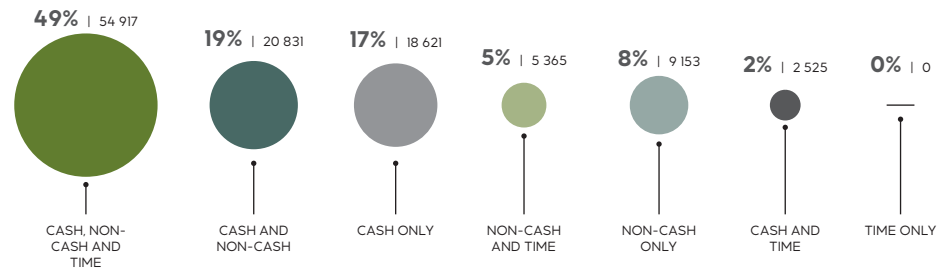
2018 (N = 355) 2015 (N = 352)

HNWIs were increasingly giving of their time. In 2018, 56% of givers volunteered, up from 53% in 2015 and 47% in 2012 and 2010. Nearly a quarter of those volunteering gave more than 100 hours of their time in 2018, equivalent to roughly two hours per week.

MARKET SIZING

FORMS OF GIVING

PERCENTAGE OF GIVERS | NUMBER OF HNWIs



2018 (N = 112 043)

The characteristics of the giving sample, paired with market sizing data¹, suggest that the total population of HNWIs in South Africa is approximately 135 700, up from 105 000 in 2015. Based on the size of the population, it can be estimated that in 2018 HNWIs donated roughly R6,1 billion in cash (2015: R4,2 billion), R3,1 billion in goods and services (2015: R2,8 billion) and 4,3 million hours of their time (2015: 3,6 million hours)².

By applying the proportion of givers in the sample to the estimated population of HNWIs, it can be estimated that roughly 112 043 HNWIs in the country donated cash, goods or time in 2018 (2015: 92 400).

¹ Estimates from Genex based on data sourced from the Bureau of Market Research.

² These figures assume the market follows a normal distribution within donation brackets with the mean at the bracket midpoint, and that the sample is representative of the market in terms of the distribution across income brackets.

INNOVATIVE FINANCE FOR DEVELOPMENT

Susan de Witt



Between foundation corporate social investment and private giving, South Africans contribute billions of rands each year to developmental programmes and causes. Much of this funding provides essential support to worthy causes, yet it remains limited in terms of scale of impact and influence.

It has become clear to some donors that they cannot hope to put a dent in social and environmental problems unless they partner with large institutions to scale programmes or with more commercial investors to pool more money. And philanthropists and foundations have many more options to enable their giving than there were 10 years ago. Not only can they do good with the grants element of their portfolio, but they can also align their endowment investment with their values. In this way, all of their money is used in a way that can benefit people and the planet.

Impact investing is investing for social or environmental impact that is both intentional and measurable and also comes with the expectation of a financial return. It is capital that is used to fund businesses in underserved areas of the economy where entrepreneurs are

contributing to solutions that are in line with the United Nations Sustainable Development Goals. Although there is no inherent tradeoff between impact and return as demonstrated in multiple academic studies, there are high-impact business models that need time to come to market and scale. For example, the off-grid energy and microfinance sectors required multiple iterations and innovations before these sectors became viable for commercial investors. Those sectors now provide services to millions of low-income communities around the world. This is where concessionary capital was needed to build the market. Concessionary capital is the flexible, patient capital that is able to take more risk at a lower return and draw in other types of investors – exactly the type of capital that comes from foundations and philanthropists.

Much of the capital provided to kickstart sectors such as affordable housing, last-mile health, equitable education and the impact investing market at large has come from huge international foundations such as the Omidyar Network, Big Lottery Fund, Rockefeller Foundation, Ford Foundation and Gates Foundation.

They have been able to use a mix of grants and investments to:

- develop a proof of concept;
- leverage more commercial funding by absorbing the risk through first loss;
- provide business development support in the early stage of small and medium enterprise development; and
- provide flexible capital for impact investments.

Some local foundations are on the pioneering edge of this global movement, including the First Rand Foundation, Standard Bank Tutuwa Community Trust and Nedbank Eyethu Community Trust.

Falling within the impact investing field are impact bonds, a type of outcomes-based contracting instrument where payment is based on positive social outcomes. Socially motivated investors provide upfront capital to enable organisations to participate where they otherwise would not be able to take the risk of failure. The model represents a departure from the

INNOVATIVE FINANCE FOR DEVELOPMENT (CONTINUED)

traditional funding regime that requires organisations to carry out a set of activities, regardless of whether they are working or not. It also offers an opportunity for public-private collaboration, which is attractive to donors as they correctly perceive an increase in transparency, accountability and potentially sustainable government funding flow after the ink on the contract has dried.

The Foundation for Community Work (FCW) has such a model, which is being tested and refined through an impact bond in the Western Cape. Just over a quarter of children under five in South Africa are nutritionally stunted, which has a direct effect on cognitive development. This, along with the fact that less than half are attending an early-learning programme, means that most are not ready for learning by the time they get to school. Children of this age are supported by government only if they attend a registered early-childhood development centre, which may be out of reach geographically or financially for parents. The model being tested consists of home- and community-based programmes as alternatives to formal crèches and is funded by a small portion of the Department of Social Development (DSD) budget. More than 3 000 children from Delft and Atlantis who would otherwise not participate in an early-learning

programme are visited regularly by trained field workers. The hope is that a low-cost model of care will emerge to capture those children falling through the cracks in the system.

Once a model has been established, opportunities for other participants can occur. For example, the ApexHi Charitable Trust agreed to fund a programme aimed at improving childrens' cognitive, motor, social and language skills alongside the Western Cape DSD. Not only is ApexHi supporting a sustainable programme that will continue to be funded through the departmental budget, but their contribution was instrumental in convincing the province to pilot the initiative. This does not mean that the model is guaranteed to work but it does enable all parties to innovate and be held accountable to preagreed performance targets. This model is something the province may consider in other service areas, and the philanthropic contribution enabled them to take a pioneering step.

The jury is still out on whether these contracting models are cost-effective, mainly because contacting terms are long and data have yet to be made available or comparable traditional contracts set up in tandem. What is becoming clear from the multiple

impact bond evaluations from around the world is that the impact bond model is starting to show positive results.

These types of catalytic donations provide opportunities for private funders to tackle the root causes of social problems and pursue systemic change. While this may appear out of reach to individual philanthropists and family offices, the time has arrived where we can all start paying for verified impact. Crowd funding platforms are emerging where those who want to pay for social or environmental outcomes can participate. Allia in the UK first tried this by opening up their impact bond to retail investors, falling just short of their target but demonstrating a clear appetite. Impact marketplaces such as Alice.si and ProofImpact.com have taken up the mantle, so watch this space for growing levels of activity and precision giving.

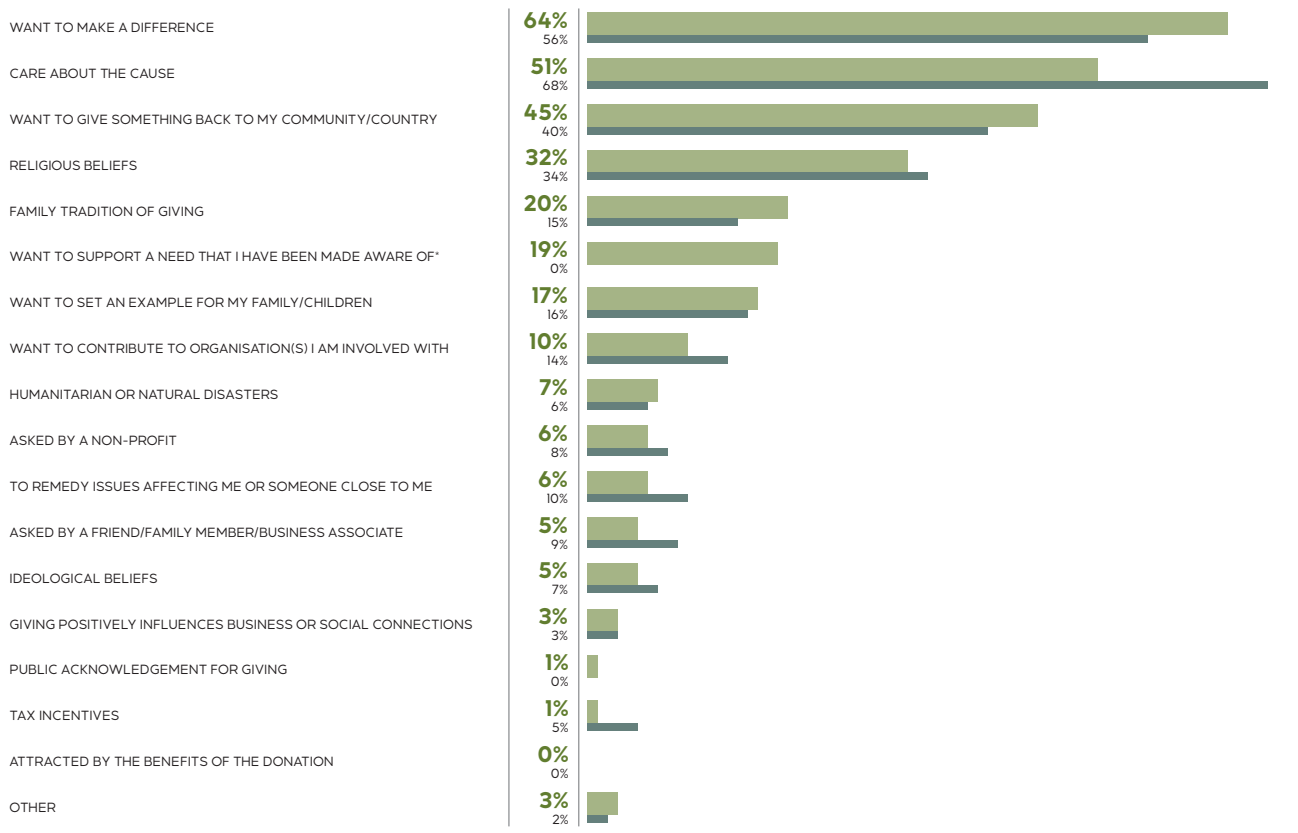
Susan de Witt is the Innovative Finance Senior Advisor at the Bertha Centre for Social Innovation and Entrepreneurship at the Graduate School of Business in Cape Town. Susan heads up the secretariat for the Impact Investing National Advisory Board. She holds an MBA from the UCT Graduate School of Business and a BVSc from the University of Pretoria.

GIVING BEHAVIOUR (CONTINUED)

APPROACH TO GIVING

MOTIVATION TO GIVE

PERCENTAGE OF GIVERS



■ 2018 (N = 355, MULTIPLE MENTIONS) ■ 2015 (N = 353, MULTIPLE MENTIONS)

* New category in 2018 survey.

Motivation for giving

The desire to make a difference and a personal connection with a cause were the strongest motivations for giving in 2018. Almost half of the giving sample were motivated by their desire to give back to their community, while a third were motivated by religious beliefs. Following a family tradition of giving, which has not previously featured as one of the top five motivations for giving, was reported by one in five givers as one of the top three reasons they give.

Those who cited religious beliefs as a motivator were more likely to give more, with 26% of these respondents having given more than R50 000 in cash contributions and 20% giving over R50 000 in non-cash contributions. These givers have consistently given slightly higher levels than the general giving population.

One-fifth of HNWI givers are **motivated by a family tradition of giving.**

GIVING BEHAVIOUR (CONTINUED)

The 2018 sample once again **affirmed that HNWI givers do not have a strategy or budget** for their giving.

GIVING STRATEGIES AND BUDGETS

DO YOU HAVE A STRATEGY FOR YOUR GIVING		DO YOU HAVE A BUDGET FOR YOUR GIVING	
PERCENTAGE OF GIVERS		PERCENTAGE OF GIVERS	
No	Yes	No	Yes
67%	33%	66%	34%
63%	37%	67%	33%
	2018 (N = 355)		2015 (N = 353)

The 2018 sample once again affirmed that HNWI givers do not have a strategy or budget for their giving. Consistent with previous surveys, larger donors are more likely to plan their charitable giving, but are not more likely to have a budget. Half of those giving more than R25 000 reported having a giving strategy (53%), yet far fewer (34%) giving at this level had a budget.

What is strategic giving?

Strategic giving relates to any contribution made as part of a considered plan to make an impact. It could entail targeting giving towards a specific cause, for a specific outcome or according to a particular philosophy. It does not necessarily mean giving in greater amounts or with greater frequency.

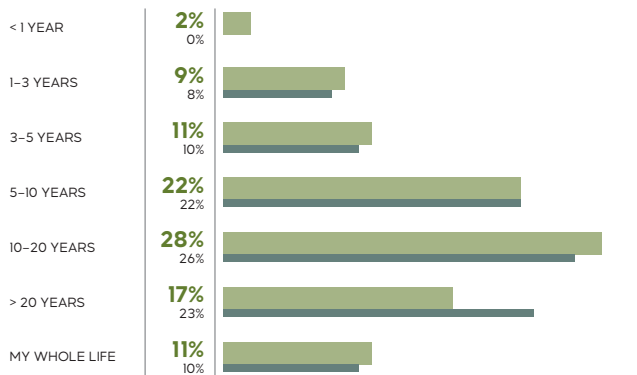
HNWIs were asked for the first time if their giving to causes was influenced by any national or other official framework. Only 3% of givers reported that they were influenced by the National Development Plan, the UN SDGs (2%), the Southern African Development Community regional plan (2%) and other international frameworks (2%).

GIVING BEHAVIOUR (CONTINUED)

GIVING DURATION

FOR HOW MANY YEARS HAVE YOU BEEN GIVING?

PERCENTAGE OF GIVERS



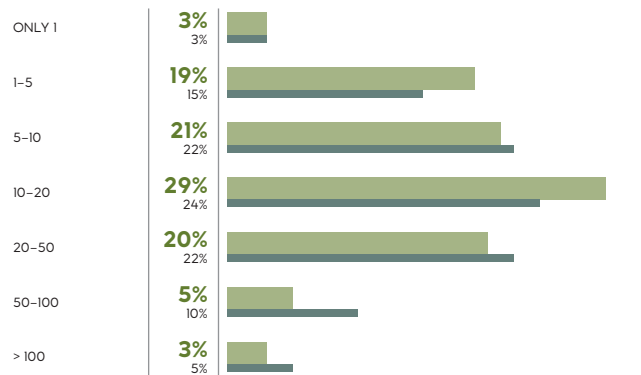
■ 2018 (N = 355) ■ 2015 (N = 353)

The 2018 sample once again proved that giving remains a top priority for most respondents. Over half of HNWI givers (56%) had been giving for more than 10 years, with 11% having reported having given for their whole lives. There is a positive correlation between respondents' age and duration of giving: 75% of givers older than 50 had been giving for more than 10 years.

NUMBER OF CONTRIBUTIONS

HOW MANY DONATIONS/CONTRIBUTIONS DID YOU MAKE DURING THE YEAR?

PERCENTAGE OF GIVERS



■ 2018 (N = 355) ■ 2015 (N = 353)

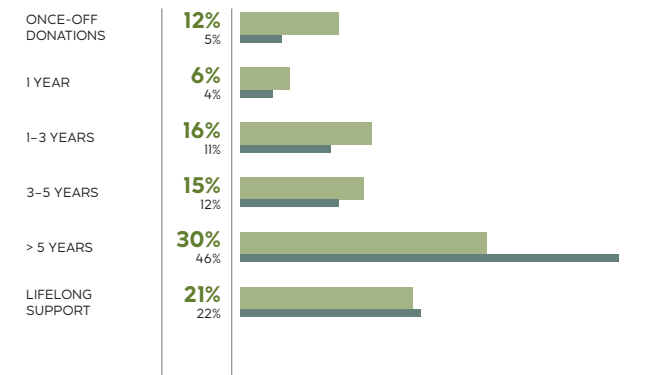
The greatest proportion of givers (29%) made between 10 and 20 donations in 2018. Twenty-eight percent of givers made more than 20 contributions, down from 37% in 2015. A similar trend was observed from 2012 to 2015 and could indicate a shift towards more focused giving.

As in the 2015 survey, HNWI's that made more frequent donations were also more likely to give more. Givers to religious institutions and causes also tended to give more frequently, with 88% of this group having donated over 20 times in the year.

A LONG-TERM COMMITMENT

HOW LONG DO YOU SUPPORT THE MAJORITY OF RECIPIENTS YOU GIVE TO?

PERCENTAGE OF GIVERS



■ 2018 (N = 355) ■ 2015 (N = 353)

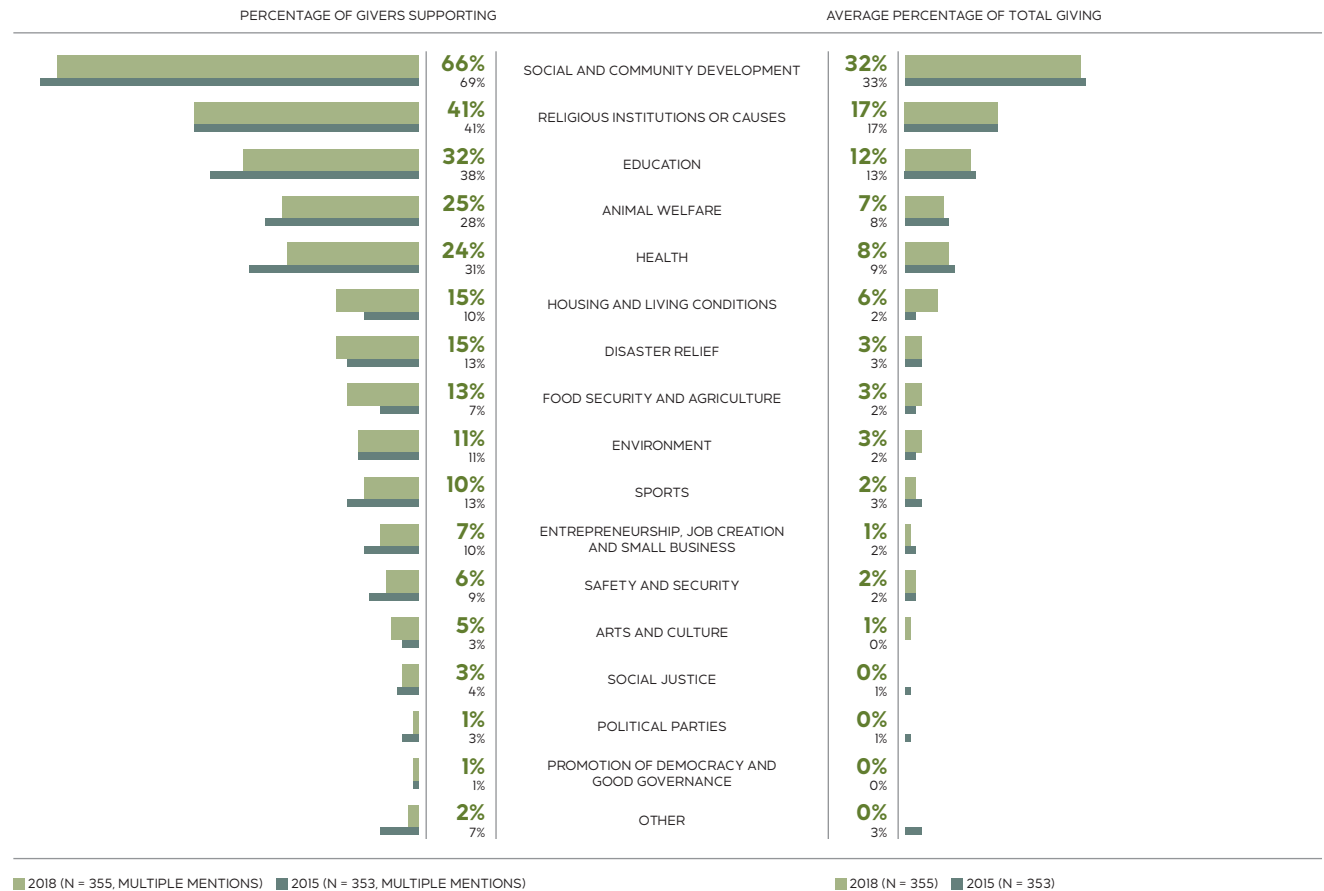
HNWI's continued to have a long-term commitment towards the causes they support, although to a lesser degree than in 2015. Half of all givers supported their beneficiaries for longer than five years in 2018, compared with 68% in 2015. HNWI's with a longer-term commitment to their beneficiaries also tended to give in greater amounts.

GIVING BEHAVIOUR (CONTINUED)

As in previous surveys, **social and community development** was the most popular sector, followed by religious institutions or causes.

SELECTION OF BENEFICIARIES AND PURPOSE OF FUNDING

SOCIALLY FOCUSED GIVING



GIVING BEHAVIOUR (CONTINUED)

Socially focused giving

In general, although there were some significant shifts in the proportion of givers giving to various sectors, the allocation of funds remained almost identical to that in 2015. The only notable shift in terms of relative funding allocation was an increase in spend on housing and living conditions, which tripled to 6% in 2018 from 2% in 2015.

As in previous surveys, social and community development was the most popular sector. Two-thirds of givers supported this sector, which received an average of 32% of total funds given. Within this sector, orphans and vulnerable children and the elderly were the most commonly supported beneficiaries, as was the case in 2015.

Support for religious causes remained the same, having attracted 41% of givers and approximately 17% of funds given. Most givers in this category gave towards general expenses for the institution (63%), while 23% gave for the support of social causes by the religious institution.

There was a decline in the percentage of givers supporting education and health causes in 2018, although the average funding allocation for these causes remained consistent.

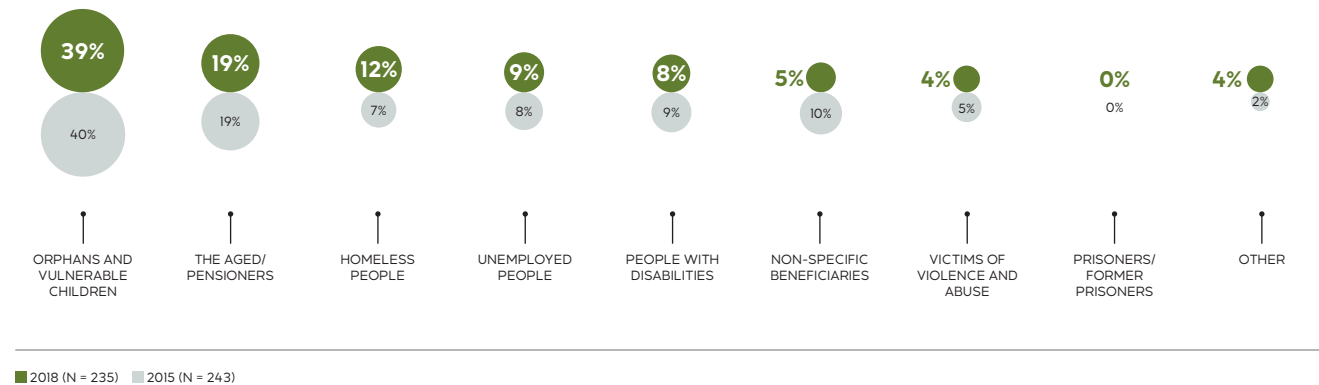
Although coming off a small base, the number of givers that supported food security and agriculture rose significantly, with double the proportion of givers having taken up this cause compared with 2015.

Corporate comparison

Patterns and trends of giving in the corporate sector, through corporate social investment (CSI) are considerably different to those observed in private giving. Giving in the corporate sector was hugely concentrated in the education sector, with 94% of corporates having given to educational causes and the share amounting to around 50% of CSI expenditure. The social and community development sector is popular among both corporates and HNWI givers, and was the second most popular sector for CSI, with 77% of corporates having given to this sector, which attracted 15% of investment allocations.

IF YOU GAVE TO SOCIAL AND COMMUNITY DEVELOPMENT CAUSES, WHAT PERCENTAGE WENT TO EACH CAUSE?

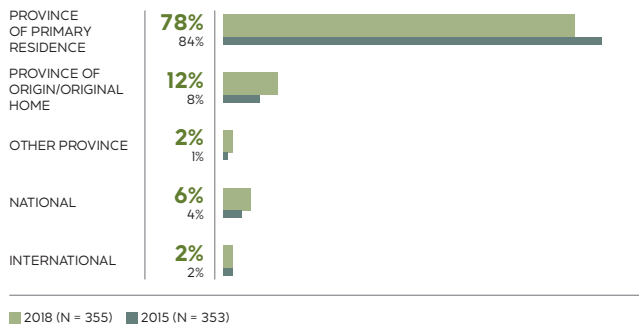
PERCENTAGE OF RESPONDENTS



GIVING BEHAVIOUR (CONTINUED)

REGIONAL GIVING

AVERAGE PERCENTAGE OF TOTAL GIVING

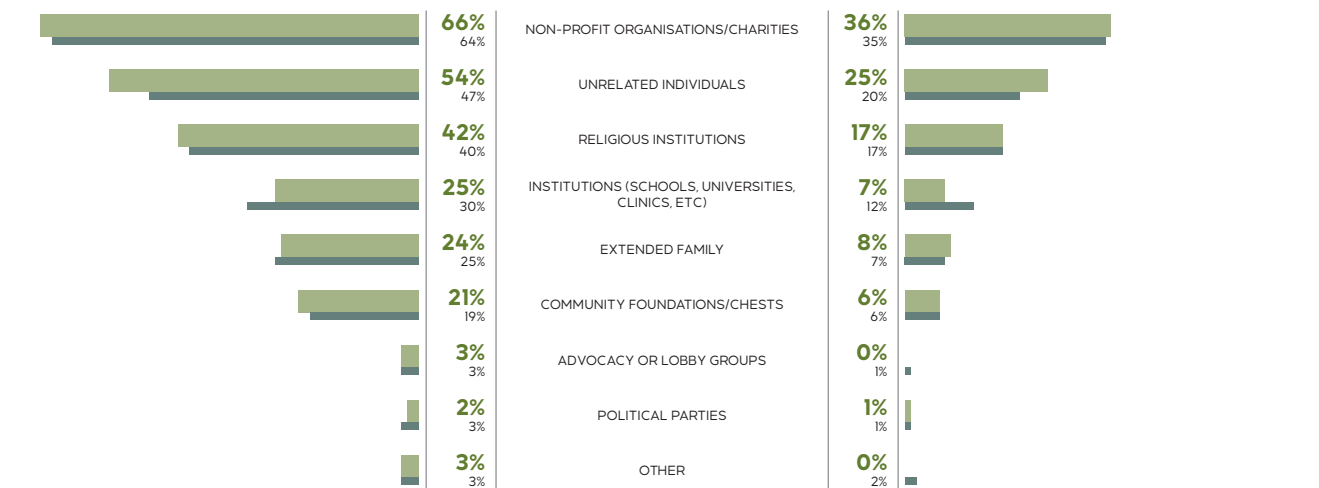


■ 2018 (N = 355) ■ 2015 (N = 353)

Most giving was to causes in the donors' province of primary residence (78%), compared with only 12% directed to causes in their province of origin. Black African respondents in the sample were two and a half times more likely to give to their province of origin than their peers. Females in the sample were more likely to give to their province of origin compared with males.

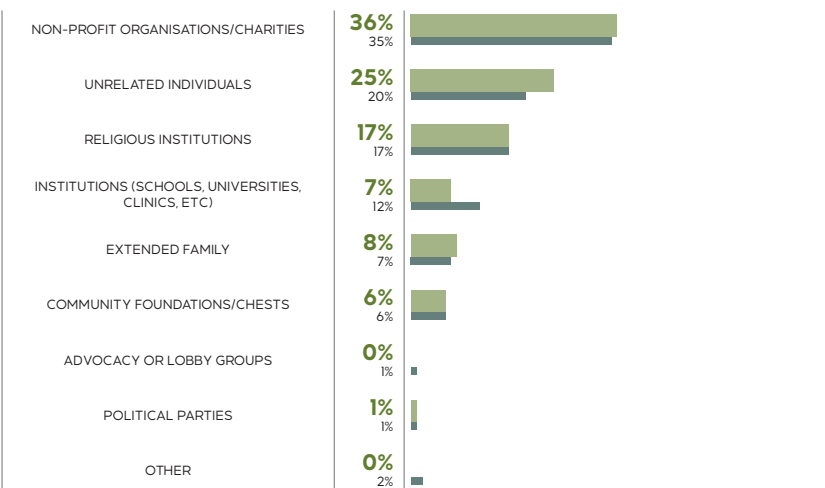
TYPES OF RECIPIENT

PERCENTAGE OF RESPONDENTS GIVING TO THE FOLLOWING TYPES OF RECIPIENTS



■ 2018 (N = 355, MULTIPLE MENTIONS) ■ 2015 (N = 353, MULTIPLE MENTIONS)

AVERAGE PERCENTAGE OF TOTAL GIVING



■ 2018 (N = 355) ■ 2015 (N = 353)

Two-thirds of HNWI givers supported NPOs, accounting for 36% of funding in 2018. The second-most supported type of beneficiary was unrelated individuals, supported by 54% of givers and having received 25% of average funding (2015: 20%). Advocacy and lobby groups and political parties received the least support, although unlike with political parties, givers are increasingly open to supporting advocacy and lobby groups. When asked what type of recipient they would not give to, 21% said they would **not** support advocacy or lobby groups in 2010, compared with only 5% in 2018.

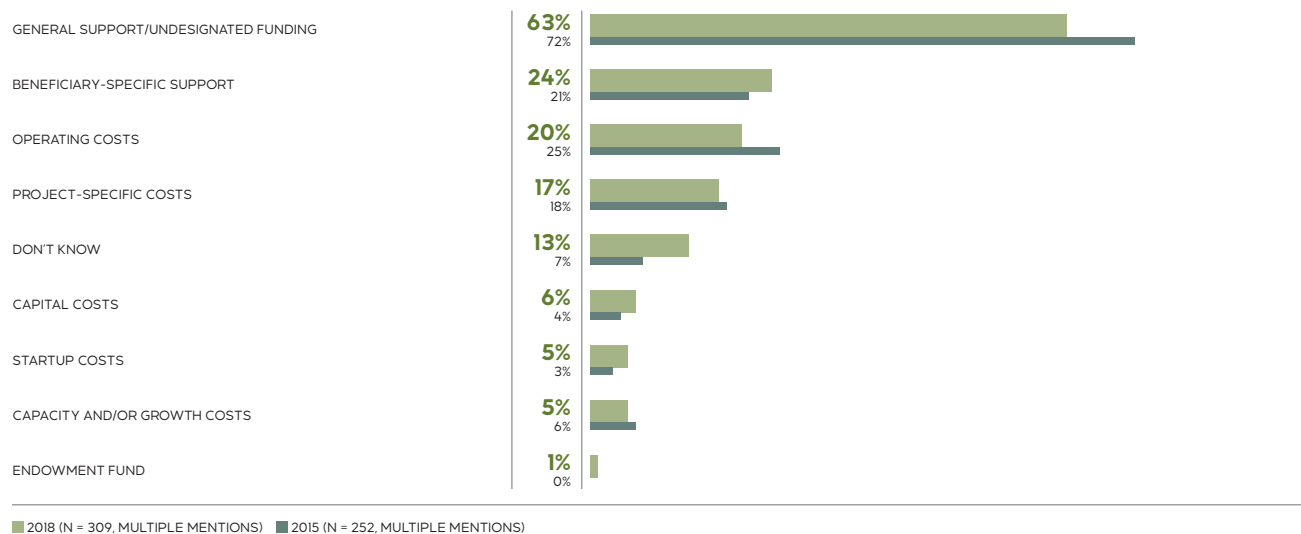
An overwhelming proportion of the sample (75%) said they would not give to political parties. Aside from this political aversion, givers were relatively open to whom they would give to, with 9% saying that there were no types of recipient that they would not support.

GIVING BEHAVIOUR (CONTINUED)

UNRESTRICTED FUNDING

PURPOSE FOR WHICH FUNDS WERE PROVIDED

PERCENTAGE OF GIVERS



HNWI givers continued to give money as general or undesignated support.

HNWI givers continued to give money as general or undesignated support (63%) and without knowing the purpose for which their funding was used (13%), regardless of the amount given. These categories combined have remained relatively constant since 2015, when 72% of respondents gave general support and 7% did not know how their funds were used.

However, there is an indication that HNWI givers have becoming more stringent or specific on how their funds should **not** be used. When asked this question, 57% of givers in 2018 specified types of support they would not give towards, compared with only 25% in 2010.

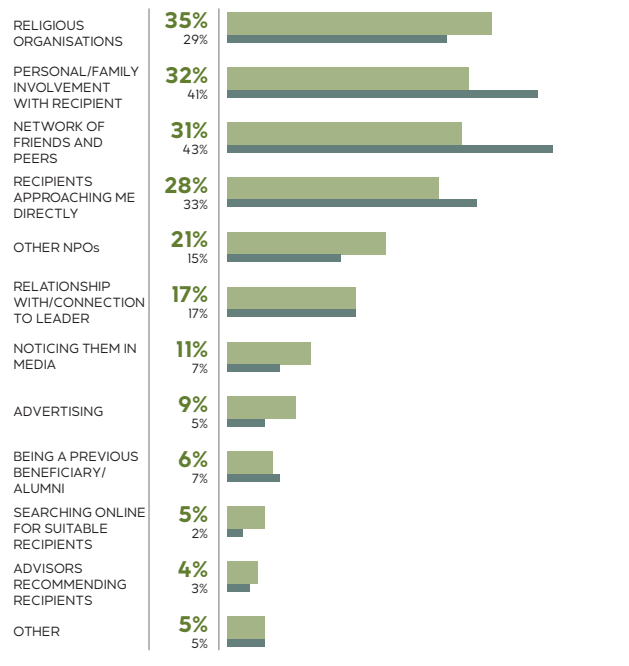
GIVING BEHAVIOUR (CONTINUED)

HNWI givers were most likely to identify beneficiaries through religious organisations.

IDENTIFYING ORGANISATIONS

HOW RECIPIENTS WERE IDENTIFIED

PERCENTAGE OF GIVERS



■ 2018 (N = 355, MULTIPLE MENTIONS) ■ 2015 (N = 353, MULTIPLE MENTIONS)

Religious organisations were the most commonly used channel to identify beneficiaries, followed by a personal involvement with the recipient. The relevance of personal networks in identifying recipients declined significantly, with 31% of givers having cited this as a means to identify recipients (2015: 43%). This reverses a trend that had been observed from 2010 to 2015. More recipients are being identified in the media, through advertising and online searches.

Of those who were approached directly by a recipient, nearly all (82%) were approached through telephonic or other personal contact, while a substantially greater share of 10% were approached through social media (2015: 1%).

More than half of givers (55%) selected beneficiaries without any consultation, while those who did seek consultation were most likely to consult their immediate family. Thirty-three percent of givers consulted their spouse or partner and 8% involved children in their giving decisions.

GIVING BEHAVIOUR (CONTINUED)

Family traditions of giving

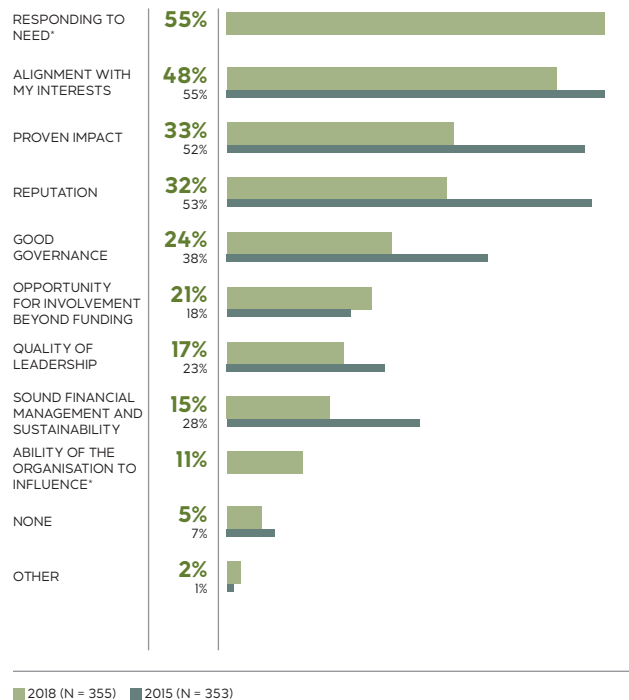
Givers appear to be increasingly motivated to give as a result of a family tradition of giving. Consistent with this finding is that givers are becoming more likely to consult their immediate family when making decisions about giving.

The article by Tsitsi Masiyiwa (see pages 8 and 9) highlights how families are involving their children in their philanthropic work. Benefits of this include passing on values that instil a sense of respect and care for others and, by involving the next generation, parents and children are able to work alongside one another in pursuing a common interest. Young people also tend to be more in touch with evolving needs and causes and able to bring different perspectives and ideas on how to bring about positive change.

QUALIFYING CRITERIA

TOP THREE QUALIFYING CRITERIA WHEN CHOOSING A RECIPIENT TO GIVE TO

PERCENTAGE OF GIVERS



Responding to a need, a new category introduced in the 2018 survey, was the most important qualifying criterion (55%). This is consistent with most givers not having a strategy or budget for their giving and therefore doing so more on a responsive, needs basis than as part of a predetermined strategy. Alignment with interest, proven impact and reputation were the next three criteria most commonly applied in evaluating potential beneficiaries.

Most HNWI givers give in **response to a need.**

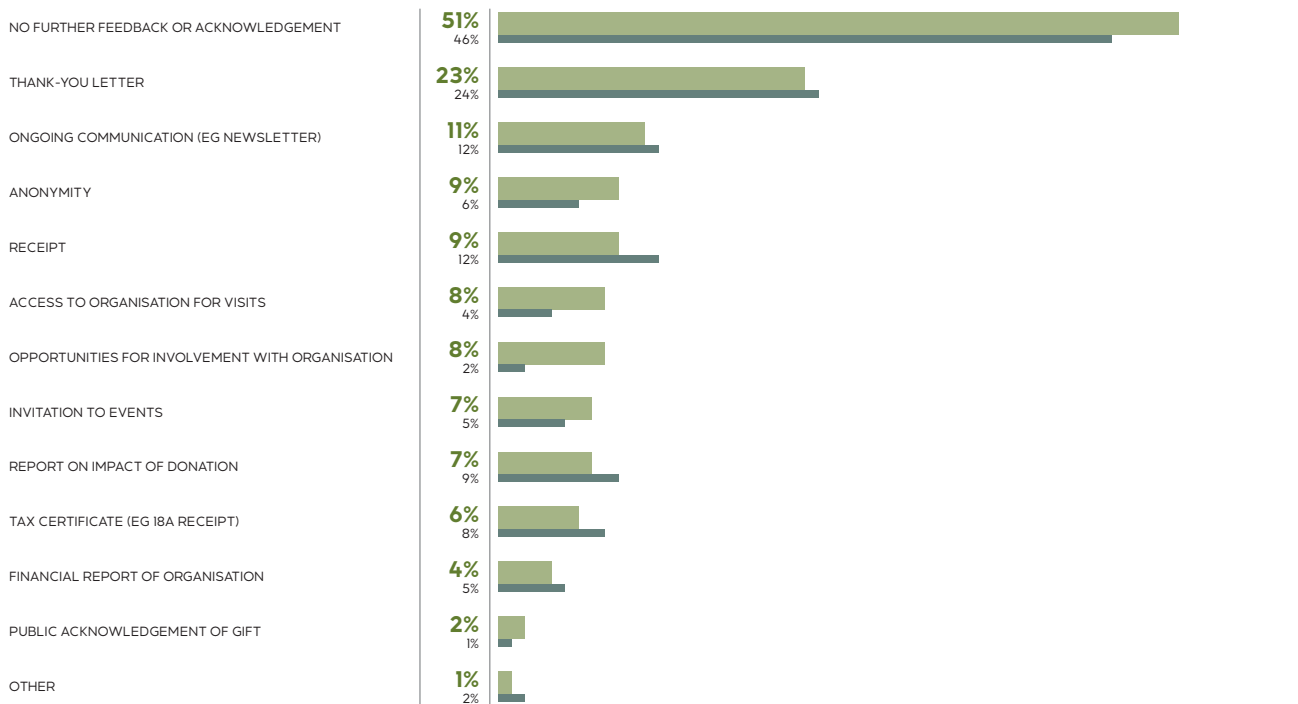
*'Responding to need' and 'Ability of the organisation to influence' were new categories in 2018.

POST-DONATION BEHAVIOUR

LIMITED EXPECTATIONS

ONCE THE DONATION HAS BEEN MADE, WHAT DO YOU EXPECT FROM THE RECIPIENTS?

PERCENTAGE OF GIVERS

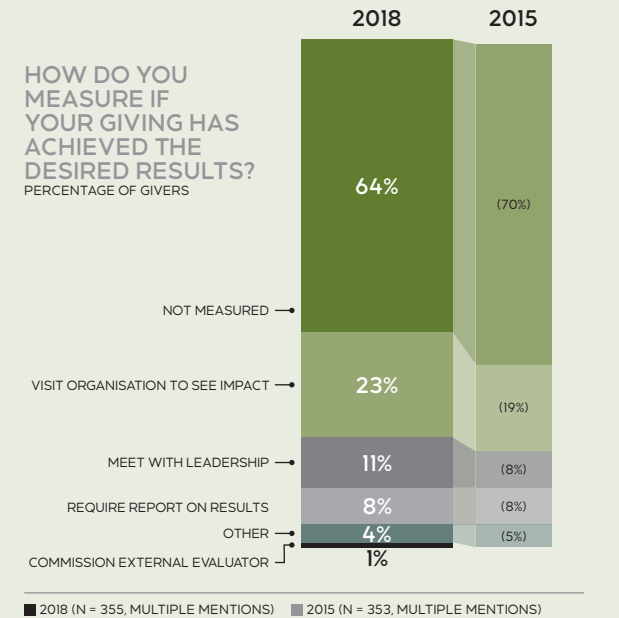


■ 2018 (N = 355, MULTIPLE MENTIONS) ■ 2015 (N = 353, MULTIPLE MENTIONS)

Half of the givers expect no acknowledgement or feedback from beneficiaries after donating, consistent with the previous surveys. Forms of anticipated acknowledgement include a thank-you letter and ongoing communication.

MEASURING SUCCESS

HOW DO YOU MEASURE IF YOUR GIVING HAS ACHIEVED THE DESIRED RESULTS?
PERCENTAGE OF GIVERS



Although most givers (64%) did not measure if their giving achieved the desired results, this number has trended downwards since 2010, when 78% of givers did not measure results. Visiting the organisation (23%) and meeting with the leadership (11%) are the most prevalent ways of measuring results. Even fewer donors require a report on the results (8%).

GIVING IN SUPPORT OF SOCIAL JUSTICE ADVOCACY

Prof William Gumede



Given persistently high levels of poverty, unemployment and inequality – combined with public service delivery failure – the act of giving by business, the wealthy and skilled individuals can make important contributions towards solving our pressing problems.

Philanthropy, whether in the form of giving money, expertise or time, is itself a form of active citizenship. When focused on social justice causes, it can strengthen democracy, reduce inequalities and promote social cohesion.

The focus of philanthropy has generally been on corporate giving, but giving by ordinary citizens – what we can call citizen philanthropy – is equally important.

Any form of individual giving is to be encouraged and contributes towards a better society. And giving to social justice causes specifically can have a far greater impact, by strengthening our institutions and influencing broader audiences. Sadly, giving by ordinary citizens to social justice, human rights and

democracy-strengthening causes has declined over the past few years, as has giving by corporates to these causes.

Understandably, many citizens feel as though they do not matter, that their contributions have little impact and that they cannot contribute substantially to change. This, of course, is not true.

Some have argued that now that South Africa is a democracy, it is the responsibility of the state to help the poor, vulnerable and jobless.

Reactions from specific demographics are also worth noting. Many in the black middle class have to pay 'black tax' – upkeep of poorer family members. Not surprisingly, many then balk at the idea of giving to those unrelated to them as well.

Research by the author and many others over the past two decades showed that black political capitalists, many of whom ironically made their money through political connections, black economic

empowerment (BEE) and state tenders, are rarely giving and that some in the white middle class believe that the predominantly black government and BEE capitalists should help more.

Furthermore, many former activists who were involved in citizen philanthropy during the struggle against apartheid have become increasingly disillusioned by the corruption of, incompetence of and their marginalisation by the post-apartheid government, and have disengaged from sharing their skills to help others.

Finally, young professionals of all colours are also less involved in citizen philanthropy in terms of donating to and volunteering in communities, charities and civil society organisations, as well as helping the vulnerable outside their own immediate family.

Yet citizen philanthropy has the potential to transform the lives of poorer individuals for the better, which in turn promotes the wellbeing and prosperity of their families, communities and ultimately the wider society.

GIVING IN SUPPORT OF SOCIAL JUSTICE ADVOCACY (CONTINUED)

Social justice philanthropy can strengthen individuals, communities and civil society and public organisations. A strong civil society strengthens democracy, public service delivery and accountability of public elected and other officials.

Social justice philanthropy can also lead to greater social solidarity between the well-off and the poor; trigger positive social change; generally fortify the resilience of citizens in the face of state collapse, family and community breakdown and hopelessness; and help reduce economic, social and political inequalities across race, class and gender.

South Africa needs a new generation of citizen philanthropists of all colours, classes and age groups to improve the lives of their fellow citizens, communities and society – and ultimately to strengthen democracy itself.

Solidarity across race, class and ideology is often absent in South Africa. The lack of social solidarity between the rich and poor weakens social cohesion,

fuels violent resentment against those better off and undermines peace.

Skilled South Africans could help in poorer communities. Retired professionals could teach in black schools and communities, from mathematics to rugby skills, and mentor a child in Soweto, Alexandra and Khayelitsha. And medical doctors and lawyers could volunteer their services.

Privileged individuals could pay for the education of children of their domestic workers or give these workers economically relevant skills, such as driving and first aid, as well as skills through vocational training. They could support a child's education in the township or adopt a township family through regularly providing financial and other support.

Privileged schools could adopt or twin with poor township schools, with teachers from the well-resourced school teaching and richer parents volunteering at the poorer schools.

Former pupils of embattled township schools and residents of neglected townships who are now financially well off and more skilled could contribute to their old schools and townships, whether through mentoring, sponsoring poor children and families or providing access to their social and business networks.

Corporates could also encourage citizen philanthropy by introducing social justice staff volunteering and encouraging their staff to contribute their skills to community development, civil society capacity building and support for democratic institutions.

Government should provide tax incentives for those who give and consider more generous tax support for citizen philanthropy. This will help foster a new mass culture of giving in South Africa.

Prof William Gumede is the Founder and Executive Chairman of the Democracy Works Foundation (www.democracyworksfoundation.org) and author of Restless Nation: Making Sense of Troubled Times (Tafelberg).

STRUCTURES FOR GIVING

USE OF FORMAL STRUCTURES UNCOMMON

The use of formal structures for giving, such as trusts and foundations, remains uncommon among givers. Only 15 survey respondents (4% of givers) reported giving through such structures in 2018. As in previous surveys, among the majority who do not use formal structures, administrative burden and not surpassing a perceived giving threshold were the most likely reasons for not doing so.

Three-quarters of givers with trusts reported setting up the trust themselves. Over half intend to distribute the trusts' capital into perpetuity. Family members are most likely to be trustees or directors (13 respondents) and one-third of trusts remunerated trustees or directors.

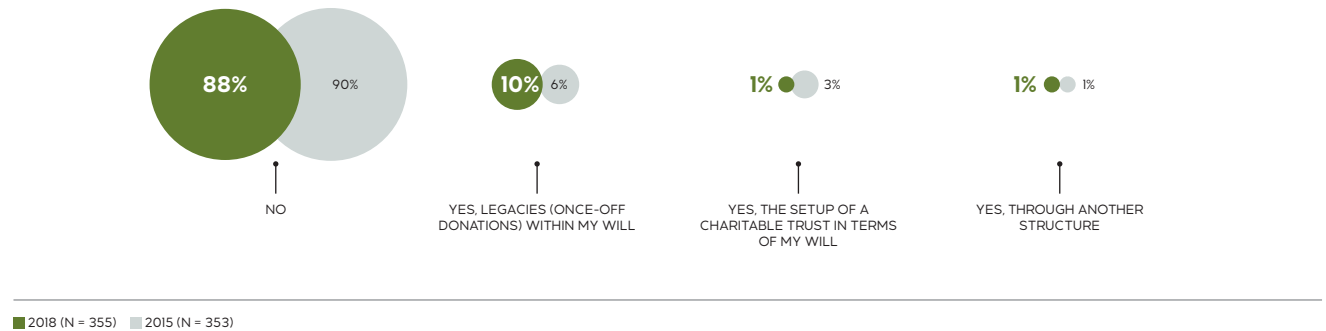
Only two givers with trusts expect the assets within the trusts to be managed with a stated bias, such as maintaining a conservative approach to financial management or an interest in how donations are disbursed.

Few HNWIs make provision for giving after their death.

PROVISION FOR GIVING AFTER DEATH

HAVE YOU MADE ANY PROVISIONS FOR GIVING TO SOCIAL CAUSES IN YOUR WILL OR THROUGH ANY OTHER STRUCTURE WHEN YOU ARE DECEASED?

PERCENTAGE OF GIVERS



Only 12% of givers in the 2018 sample reported having made provision for giving to social causes in their wills (2015: 10%). Legacy (once-off) donations were the most common means of giving among these respondents.

IMPLICATIONS OF THE TAX REGIME ON GIVING

In 2018, 22% of givers stated that increased tax benefits would encourage them to give more (2015: 21%). However, the benefit of tax incentives is not a strong motivator for giving, as only one in 10 non-givers said better tax perks would encourage them to start giving.

CONCLUSIONS

The findings of this fourth *Giving Report* demonstrate that South African HNWI remain committed to making a difference through their philanthropic giving to social issues. Notwithstanding the sustained global economic slowdown, eight out of 10 respondents gave cash, goods in kind or volunteered their time in 2018. Although the proportion of givers is showing a consistent trend downwards, those who are giving are giving more in cash, non-cash and time.

The definition of an HNWI has remained consistent across the four *Giving Reports*, which, due in part to inflation, has resulted in more individuals falling into the HNWI category. As a result of the increased numbers and the increase in giving amounts, the estimated amount of cash given has risen to R6,1 billion in 2018 from R4,2 billion in 2015. Giving in the form of goods, services and products as well as time also continues to increase.

An encouraging shift in the gender and racial profiles of the sample was evident for the first time since the first

report in 2010, with more representation of females and Black African and Indian people.

Most givers had been giving for a long time, with more than half having reported that they had been giving for more than ten years. HNWI continue to demonstrate a long-term commitment to their beneficiaries, with half of all givers having supported the majority of their beneficiaries for longer than five years.

Social and community development sectors continued to attract the most support from HNWI as their giving is influenced by wanting to make a difference and directed at causes they care about. Religion remained one of the top motivations for giving among HNWI; as in previous years religious institutions remain in the top three recipients of giving by HNWI.

Although HNWI were less likely to apply criteria such as proven impact, reputation and good governance of organisations when selecting organisations to give to compared than in previous years, it is encouraging that more givers are measuring the results of their giving.

The vast majority of giving continued to be guided by personal choice in response to a need and was not formalised by way of giving budgets or strategies. Once again, those who gave according to a strategy were generally those who gave greater amounts.

Private giving plays an important role in our society and, despite a tough economic climate, the quantum of private giving in South Africa is substantial and continues to grow. We hope that the findings of this study will continue to enrich conversations around philanthropy in the country and beyond, inspire others to give or to give more, and provide beneficiary organisations with valuable information for more robust and meaningful engagements with HNWI donors.



IF YOU WOULD LIKE MORE INFORMATION ABOUT NEDBANK PRIVATE WEALTH PRODUCTS OR HAVE ANY QUESTIONS, PLEASE CONTACT US.

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