



# 2023 ANNUAL NARRATIVE REPORT



Africa Philanthropy Network  
Voice and Action for African Philanthropy

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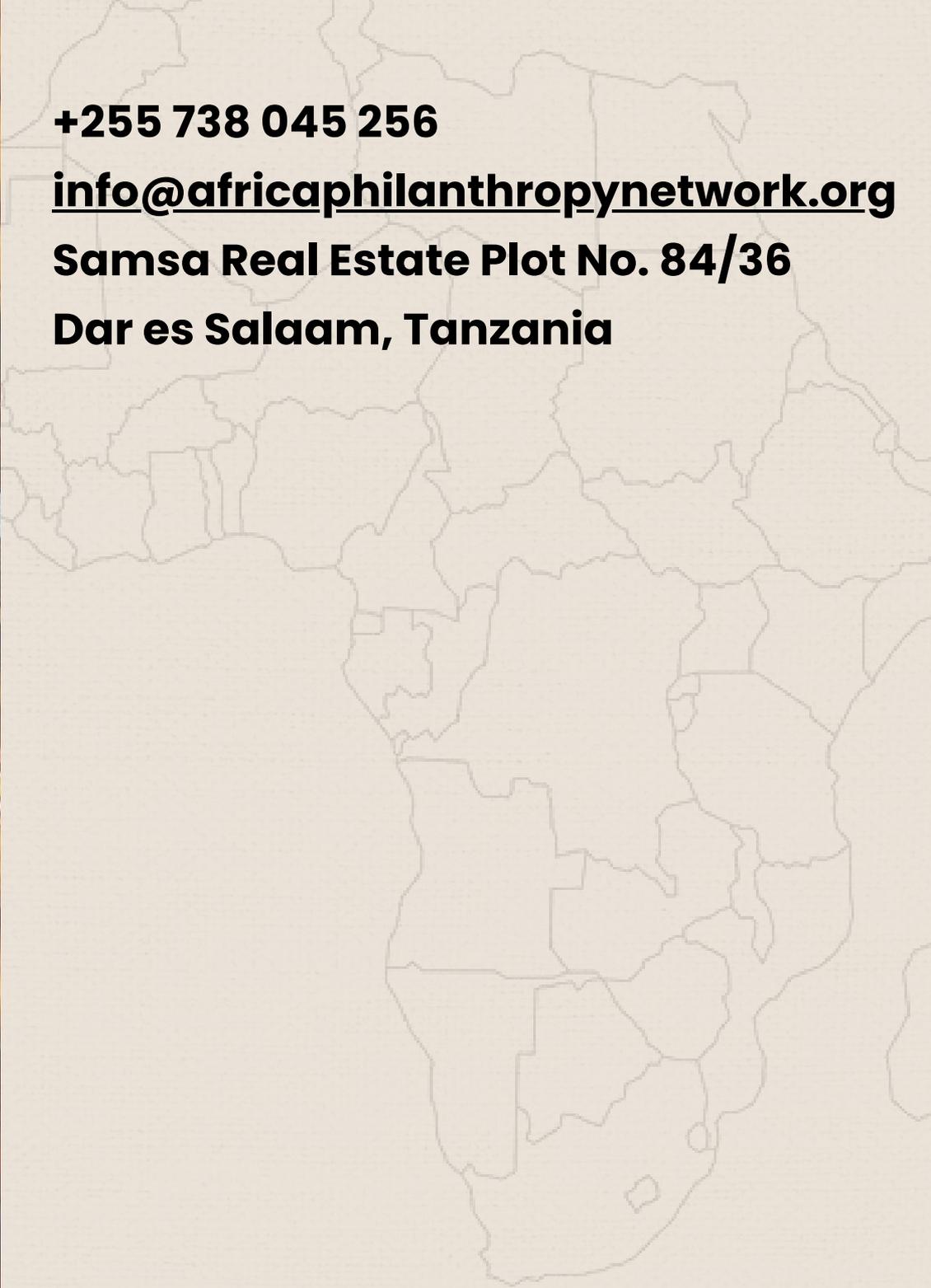
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# A BIG THANK YOU

We want to take a moment to reflect on the incredible journey we have had together at the Africa Philanthropy Network (APN) in 2023. It has been a year filled with growth, achievements, and exciting opportunities, and we are grateful for your unwavering support throughout.

We thank our Board Members for their invaluable guidance and voluntary leadership throughout the year. Their dedication and commitment have been instrumental in shaping the direction and success of APN. Moreso, their expertise and strategic insights have helped us navigate through challenges and make informed decisions. As we reflect on the past year, we are grateful for the countless hours our board has dedicated to attending meetings, providing guidance, and participating in various convenings.

We look forward to another year of collaboration and growth, guided by their wisdom and expertise.

**Dr. Stigmata Tenga**  
**Executive Director at APN**



# 1.ABOUT US

## VISION

A sustainable, relevant, and responsive philanthropic community that contributes towards equitable and just societies in Africa. APN is a membership network that represents a democratic movement and peer learning model, which builds solidarity and connects both vertical and horizontal forms of philanthropy in Africa.

## MISSION

To enhance solidarity, connection and influence of members work in elevating the philanthropic practices that benefit African communities.

## OUR PHILOSOPHY AND VALUES

Ubuntu is our philosophy! Our work is guided by the philosophy of ubuntu and the following values:

- **Dignity:** We value humanity and promote philanthropy agendas and narratives that treat people with respect, mutuality, self-determination and agency.
- **Solidarity:** We recognize each other as fellow human beings with mutual concern of the common welfare and well-being of our communities.
- **Equity:** We believe in just and equal access to resources, as well as equal power of voice and action for diverse actors in the African philanthropy field.

# KEY PRINCIPLES

APN PN principles are intended to embrace agendas and narratives of all forms of African philanthropy, and their manifestations in all our operations:

**Connectedness:** APN is a membership network. We strive to represent a democratic, distributed peer learning model, which builds solidarity and connects both vertical and horizontal forms of philanthropy in Africa.

**Adoptive:** APN, as a continental network, works towards the development of an infrastructure for philanthropy in Africa. In achieving this, it seeks to include all forms of philanthropy, existing and new practices, whilst centering diversity and inclusivity (particularly of those in marginalized communities) for the development of just societies.





## 2. INTRODUCTION

The Africa Philanthropy Network (APN) is a member network that convenes African-established and Africa-led organizations that promote philanthropic giving in Africa, and support the development of African philanthropy as a strategy for systemic and transformative change in humanitarian work.

This report provides progress from the implementation of planned activities in 2023. It also presents the achievements made, challenges faced, and opportunities, as well as key lessons learned over the twelve months period, from January to December 2023.



## 3. CONTEXT

Over the past decade there has been a tremendous growth in the number of philanthropies worldwide, with foundations expending billions in dollars. This development corresponds with private wealth as is demonstrated in countries like Brazil. Furthermore, philanthropy has become increasingly cross-border, and notable is the flow of private philanthropy from OECD countries to developing ones, some of which are explored in this Report.

While this growth is remarkable, it is also true that the legal environment and other factors have prevented philanthropy in developing countries from reaching its true potential. The APN study on legal assessment for CSOs and philanthropy support organizations (PSOs) in ten countries highlighted the five key policy concerns<sup>(1)</sup> range from bureaucratic registration procedures that unnecessarily waste time to unfavorable taxation and lack of tax incentives, which all prevent the growth of philanthropy in communities where it could make the most significant difference and lasting social impact.

Freedom of association, as recognized in the international and regional treaties, provides a legal basis for the protection of CSOs, including philanthropic support organizations (PSOs). However, there are countless ways in which legal frameworks at the national level fail to protect this right or do not provide an enabling environment for philanthropy to thrive.

APN promotes effective African philanthropic giving practices by providing a platform and safe spaces for its members to interrogate in the power dynamics that shape how resource mobilization, distribution and spending impact the possibilities of transformative change. The Network brings together an ecosystem of varied philanthropy support institutions and actors serving different forms of philanthropy, with the aim of pooling diverse voices to address social injustice and other

development issues on the continent. APN believes that community members can effectively mobilize and harness domestic resources for their own development and to reclaim the power to decide and do development differently.

In 2023, APN's work focused on increasing collaboration and technical support for members in program countries to influence an enabling environment that helps philanthropy to thrive. The focus was on key policy areas at the national level as a strategy to intensify the culture of philanthropic giving for change among societal actors, and the governments recognize the potential role of community philanthropy. An enabling environment for giving and philanthropy facilitates collaboration, professionalizes the field and promotes giving for social change and long-term development.





# 4. HIGHLIGHTS

In 2023, the APN recorded good progress from the implementation of planned activities. The activity implementation was to contribute in achieving three strategic objectives, namely:

- a) aggregate existing and produce new data and spaces that continue (re)shaping the philanthropy narrative;
- b) dialogue and influence for an enabling environment for philanthropic giving to flourish through responsive policy change; and
- c) strengthen APN's institutional capacity to grow a continent-wide network of members and partners.

The analysis of key achievements, challenges and lessons learned was done; and the summary of results under planned objectives is presented below:

## **4.1 AGGREGATE EXISTING AND PRODUCE NEW DATA AND SPACES THAT CONTINUE (RE)SHAPING THE NARRATIVE.**

This objective would be achieved by implementing activities related to conducting action research for data collection, interviews with young people to collect their views and opinions on how philanthropy can facilitate development; and effective ways to engage in the implementation of continental development frameworks such as AfCTFA. The key achievements and lessons learned are discussed below.

### **3.1.1- Increased generation of data and information required to facilitate understanding of the situation and environment in which philanthropic practices are undertaken.**

All completed and initiated studies are implemented with good progress. We have collected new information,

generation of contextually relevant insights on the landscape, and increased collaboration with our members, who are also research implementers –the secretariat support with core design the methodology, funding and in ensure quality results; while, respective members choose and manage researchers/consultants and provide input into the implementation process. During the reporting period, four studies on giving models were undertaken and or initiated:

- Women and Philanthropy Study was finalized: This study was implemented in six countries (Burkina Faso, Ethiopia, Ghana, Mozambique, Kenya, and Uganda), between 2022 and 2023, resulting in six national reports and the synthesis report to be published in 2024.
- Mapping of Philanthropy Support Actors (PSAs) in Sub-Saharan Africa: This is a continued mapping of existing PSA in sub-Saharan Africa whereby a total of 876 actors from 43 countries have so far been identified and are presented through the Digital Map published in the APN website. Currently the PSA map shows seven categories of actors, as in Table 1, below:



Category	No. of actors
Academia and Research	20
Funders and Grant makers	13
Government and Inter-governmental Institutions	9
Media	4
Network and Membership Organisation	125
Non-for-profit Promoting Giving	671
Private Banks and Other Private Institutions	34
<b>Total</b>	<b>876</b>



The findings of the mapping exercise indicate that on one side, there are more not-for-profit organizations promoting giving, followed by networks and membership organizations in the landscape than other categories of actors. On the other side, there is a limited number of media institutions involved, emphasizing on the need to mobilize more media houses, journalists, storytellers and other media professionals. The study also revealed that private philanthropists rarely give for social causes, another area that required advocacy.

When conducting this study, we are facing a number of infrastructure and accessibility challenges. Major is the unwillingness by private philanthropists to disclose the level of wealth for tax and taxation reasons and for religious purposes. Also, lack of record keeping on the extent to which PSAs give.

- **Corporate Social Investment (CSI):** The study of CSI has been initiated in six countries in Africa; namely Ethiopia, Tanzania, Uganda, Ghana, Mozambique, and Kenya; aiming to understand effective mechanisms that can be deployed to enable Civil Society Actors (CSAs) to access even more resources for social justice work. We aim to reach out and include about 3 more countries by the end of 2024.
- **Village Savings and Loans Association (VSLA):** The documentation of narratives to celebrate the success of VSLA practices in many women spaces and a few core groups was initiated in Tanzania. We aim to collect experiences from more countries on what works and what does not work, policy framework and existing opportunities for communities to adopt this powerful collective resource pooling mechanism.

#### **4.1.2 – Member Peer Learning**

During the implementation period, APN has achieved significant milestones in facilitating communication, collaboration, and networking among its members through the successful organization of events, and roundtable discussions. Among the many successes during the year are:



- Initiation of the APN Round Table conversations is a notable achievement. The inaugural event, held on 15th March 2023, brought together APN members in a virtual platform for engaging discussions, allowing them to delve deeper into their work, share updates, and highlight key priority areas for 2023.
- The APN members breakfast meeting was another significant achievement whereby APN members convened on October 4, in Nairobi, Kenya. This event provided a platform for members to introduce themselves, discuss their organizations' missions and initiatives, and explore potential collaborations for the future. The meeting emphasized the importance of cooperation, knowledge exchange, and unity within the realm of philanthropy. The strategic timing of the APN Members Breakfast Meeting with the WINGS Forum 2023 indicates a proactive approach to leveraging existing events and platforms to enhance networking opportunities.
- The mention of the forthcoming 2024 APN Assembly in Victoria Falls, Zimbabwe suggests forward planning and indicates a commitment to organizing major events that bring members together for collaboration and advocacy.

The importance of regular and consistent peer learning, knowledge exchange, connections and networking among members cannot be overemphasized. In future, we plan to co-develop a calendar for bi-monthly roundtable discussions as a proactive approach to ensuring regular communication and peer learning collaboration.

#### **4.1.3- Enhanced capacity to curate knowledge and demonstrate community agency through conversations with youth leaders**

APN continued to mobilize youth leaders to play a role in the promotion of Africa philanthropy by building knowledge on what is currently being done and capturing their life experiences. APN is committed to harnessing the potential of young people as drivers of positive change in their communities. The following are some of the achievements:



- APN continued to nurture the Young African Leaders Conversations as a crucial platform for involving and engaging young individuals in philanthropic endeavors. The platform serves as a space for young people to share their ideas, perspectives on African philanthropy, and experiences in using philanthropy to create social change in their communities. An active WhatsApp group with 31 youth leaders has been initiated and is fully functioning.
- Nine youth leaders, five female and four males from the Democratic Republic of Congo, Tanzania, Malawi, Zimbabwe, Cameroon, and Zambia have been interviewed between February to November. The purpose for interviews was to highlight the work of young African leaders, showcasing their efforts in advocating for social change in their respective communities. All interviews can be found [here](#).

When asked “how can young people promote African philanthropy? – the following was their response:

***“Form alliances with like-minded individuals and institutions, and pool resources such as knowledge and skills to tackle complex challenges. Harnessing the power of technology and social media is crucial” – said Vanessa Christelle Donkeng from Cameroon, Translation and Communication officer for the APN.***

***“Amplify philanthropic spirit. The fusion of traditional African giving systems like Harambee in Kenya or Osusu in Nigeria, with modern aptitude of digital technology” – Purity Mumo from Kenya, Communications Lead for the EAPN.***

***“I advise young people to trust in volunteerism and hard work as a mechanism to solve our challenges. No one will come and bring change other than you” – said Kamala Dickson from Tanzania, an African Youth Advocate and the head of Pan-Africanism, Sports, Arts and Culture at SAYOF.***



*“When we start acknowledging other people’s problems as our own, we can make an impact” – said Norine Andres from Cameroon, a trained English translator and the owner of Nora Foods, a popular snack.*

*“ Young people can educate themselves and others; join movements or start their own and build partnerships because they offer opportunities for increased impact”– Said Grace Gondwe from Zambia, an operations manager of Duke of Edinburgh’s International Award Foundation.*

*“We cannot afford to work in silos, as our efforts have thus been too far fragmented” – said Thembekile Maseko from South Africa, AYPN and Lonwabo Lwesizwe, a youth led organization creating safe spaces for young women and children.*

*Over the three years of hosting Young Africa Leaders Conversations, APN has learnt a need to continue fostering a philanthropic mindset among young individuals for the purpose of ensuring continuity and sustainability of philanthropic efforts, resulting in long-term positive change in African communities. We believe that “the continent relies on young people for solutions” – Dr. Tenga Stigmata.*

In future, APN is planning to maximize use of digital platforms and social media to engage young people through action research and interactive campaigns promoting their participation and to expand the network of leaders who shall build a common agenda for youth.

#### **4.1.3-Youth Voices in the African Continental Free Trade Area (AfCFTA).**

This initiative focuses on the crucial role of young people (who are Africa’s majority) in driving the ambitious goals of the African Continental Free Trade Area (AfCFTA). APN aims to explore how the youth are already making a significant impact and explore the untapped potential they possess to further promote free trade within Africa. Engage in discussions about the obstacles they encounter and brainstorm ways in which the



African Union, Regional Economic Communities (RECs), and governments can provide support. Gain valuable insights into the necessary infrastructure required to empower young people to actively contribute to the advancement of trade and economic growth.



During the year, four workshops were successfully organized. One to mark the Africa Day in Johannesburg, the second one in Zanzibar at the East Africa Philanthropy Conference, the third in Senegal at the 4TH African Philanthropy Conference and the fourth one was conducted online to mark the International Youth Day. In total 206 participants, of which 88 females and 118 males participated in the aforementioned events. These workshops were designed to delve into the youth's role as advocates and influencers, their immense value as human capital, their inclusion and participation in achieving the objectives of AfCFTA and broader development frameworks like Africa Agenda 2063. We also focused on a regional policy framework for youth to meaningfully engage in the implementation of AfCFTA.



### **Key Questions included:**

- **What are young people already doing? What challenges are they facing?**
- **How can youth engage in the decision-making and implementation of AfCFTA at national, regional, and continental levels?**
- **What infrastructure is required to enable youth to be part of drivers of AfCFTA's ambition?**
- **What should actors do: (i) national governments, Regional Economic Communities (RECs) and AU do to help? (ii) what should philanthropy support organizations and (iii) funders and (iv) other stakeholders?**

These conversations were expected to create participant's awareness and discuss what needs to be put in place, for youth to be part of realizing AfCFTA; among other development frameworks. The analysis of shared information and workshop evaluations shows:

- a) Limited awareness about AfCFTA among young people, and therefore, there is a need of helping them understand existing opportunities;**
- b) Young people have the potential to actively participate in AfCFTA decision-making processes and become drivers of change; and**
- c) The infrastructure for youth to engage is limited and therefore, a need for advocacy for an enabling policy framework from the AfCFTA Secretariat is emphasized.**

In future, APN will continue to provide platforms for youth to discuss opportunities to engage in accelerating the implementation of AfCFTA; and spaces for collaboration and networking among young people aiming



to enhance their capacity and power to participate in AfCFTA processes and structures at the nation and regional levels.

## **4.2 AGGREGATE EXISTING AND PRODUCE NEW DATA AND SPACES THAT CONTINUE (RE)SHAPING THE NARRATIVE.**

In achieving this objective, the activities related to promoting social justice grantmaking, supporting the strengthening of networks, publication of new knowledge, and collection of stories to showcase different forms of African philanthropy were implemented with great success. The key achievements, challenges and lessons learned are discussed below.

### **4.2.1-Foster conceptual clarity and the role of social justice philanthropy in transformative change**

The overall goal is to understand how philanthropy, particularly with a focus on social justice, can contribute to meaningful and transformative changes in societal structures and conditions. APN successfully implemented activities in these areas and achieved enormously through developing and launching of social justice grantmaking charter, developing road map for the implementation of women and philanthropy initiative with gender and social justice focus and publishing APN reports and blogs.

The Social Justice Grant-making Charter was crafted through an extensive collaboration with our members, validated and launched in Zanzibar, June 27, 2023 in collaboration with EAPN. The launch was combined with the masterclass, titled "Wielding and Sharing Power to Deepen Social Justice Philanthropy." The objective of the Masterclass was for participants to critically examine their understanding of power as both a personal and communal tool and how it either facilitates or impedes pursuit of equality through social justice philanthropy. This master class was attended by 47 delegates in total. You can access the Report of the Masterclass and the launch of the Social Justice Charter. The APN continued to share the





Social Justice Charter with its members aiming to see that it is fully inculcated. In future, the road map will be co-created to facilitate a unified strategy for implementing the charter, ensuring the adherence to social justice principles across diverse grant-making practices and to document lessons learned.

#### **4.2.2- Strengthen Networking and Partnerships**

Supporting the strengthening of philanthropy networks at national and regional levels involves fostering and enhancing the collaborative efforts and capabilities of organizations and individuals engaged in philanthropic activities within a specific country and geographical region in Africa. We have enhanced our work relationship with not only our members but also other pan-African philanthropic support organization (CAPSI, APF, EPIC Africa, African Rising, IPASA, SAYOF) just to mention a few; as a key strategy for deepening our engagements. Below we are sharing selected activities in this regard, as follows:

**1. Pan-African and Feminist Philanthropies:** APN participated in the “Re-imagining pan-African and Feminist Philanthropies” workshop which took place in Naivasha, Kenya from 1-3 February 2023. The initiative is being implemented with APN members (TrustAfrica in partnership with Urgent Action Fund Africa), steeped in the rich histories, ideas and practices that underlie both pan-African and feminist philanthropies. The initiative was



launched in Addis Ababa on the 5th June 2023.

**2. 16 Days of Activism Against Gender Based Violence:** The African Philanthropy Network (APN) commemorated the 16 Days of Activism against Gender-Based Violence. The organization highlighted the works of its members, including the Hlanganisa Community Fund for Social & Gender Justice and Initiative Pananetugri pour le Bien-être de la Femme – IPBF. APN conducted interviews with these organizations and shared them through their newsletter and social media platforms. APN also launched a social media campaign to amplify the 16 Days of Activism, sharing 9 key messages and 2 videos were produced; one which were recorded by the staff and another at the launch of the campaign.

Additionally, a webinar with youth was hosted focusing « Harnessing the Power of African Philanthropy and Digitalization to End Gender-Based Violence (GBV) among Youth », where we had insights from youth across the continent from West Africa, to Central Africa and East Africa. During this session we were opportuned to learn more on the different forms of GBV and the incredible work that young people are doing to eradicate Gender Based Violence and promote social justice, leveraging African philanthropy and digitalization.



**3. The National Advocacy and Influencing workshop:** This took place in Johannesburg, South Africa, from 28th to 31st March was organized for alliance members under the Giving for Change (GfC) program. The workshop was attended with at least two staff from each of the 8 alliance members and 4 consortium partners. The workshop was a success and achieved several significant outcomes to include: (i) Enhanced understanding of GfC Program objectives, (ii) Assessment of country readiness for advocacy, (iii) development of national advocacy and influencing roadmap; (iv) Production of collective and country-specific actions, and (v) Reach agreement on the structure for implementation identified actions. Despite these accomplishments, by the end of the year, our partners have adopted limited activities to engage in enabling effective advocacy and influencing at the national level. The promotional work will continue next year by providing tailor made support directly to implementing partners.



#### 4. CSO Week in

**Ethiopia:** The APN directors attended the CSO week in Addis Ababa Ethiopia from 7–9 June 2023. During this workshop, DEC organized a session which invited Government officials, donors (USAID), INGOs and CSOs to



discuss collaboration and effective ways of financing the Localization Agenda. The meeting was a big success, USAID promised to find effective ways of creating awareness of their fund-application procedures and ensure access to funding by CSOs.

**5. The 8th East Africa Philanthropy Conference:** APN played a key role in facilitating the organising of the 8th East Africa Philanthropy Conference, the region's annual flagship philanthropic event hosted by the EAPN. The conference served as a vital platform for sharing experiences, fostering collective reflection, shaping philanthropic and social tools, as well as investment practices for the benefit of the continent. APN extended support to enable the participation of 30 delegates, including its members, African youth, consultants, and secretariat staff. These participants engaged in various conference activities, such as facilitating pre-conference sessions, participating in a youth dialogue on AfCfTA, and attending a members' pre-conference meeting to validate the APN Strategic Plan.



## 6. Giving for Change Partner

**Learning in Kisumu:** The Kenya Community Development Foundation (KCDF) hosted the Giving for Change (GFC) annual Partners reflection meeting in Kisumu City in August 2023, to celebrate the 2.5 year milestone achieved into the implementation of the program. The GfC annual gathering is an important calendar event, a



platform that brings together all implementing partners and consortium members across Africa, Asia, Southern America, and the Netherlands to exchange experiences in the quest to introduce and embed community philanthropy as a critical approach and tool for sustaining civil society and promoting civic space.

The gathering provided an opportunity for the participants to appreciate the work of KCDF in the city of Kisumu and its localities where knowledge was deepened around the functionality of the Kisumu County Community of Practice (COP). Participants also had an opportunity to share highlights of their work under the program and to review and provide feedback on the mid-term evaluation. The Mid-Term Evaluation yielded analysis and findings that both provided encouragement and posed challenges to some extent. While aligning with community-level country highlights, these results diverged from the national and international level highlights presented by implementing countries. The resolution of the meeting involved requesting the consultant to conduct a more thorough review of the methods employed in gathering data/information. Additionally, it was suggested to consider gathering insights from key informants who may have been inadvertently excluded.

**7. Tanzania CSO Week 2023:** The theme of the 2023 Tanzania CSO Week which took place in Arusha from 23rd to 27th October centered around the



intersection of technology and society, exploring its impact from the past, present, and into the future. The week provided a platform for in-depth discussions on leveraging technology for positive societal transformations. With the goal of encouraging collaboration, the event brought together approximately 500 participants from Mainland Tanzania, Zanzibar, and East Africa, representing civil society organizations, policymakers, technologists, media, and various stakeholders. APN actively supported its secretariat staff in participating in this significant gathering, aiming to both learn from the experience and seize the opportunity to expand APN Tanzania's membership. Consequently, around 13 organizations expressed their interest in joining APN, and the initiation of engagement processes is now underway.



## 8. 4th African Philanthropy Conference:

APN co-organized the 4th African Philanthropy Conference. We collaborated with the Centre on African Philanthropy and Social Investment (CAPSI), in partnership



with East Africa Philanthropy Network (EAPN), TrustAfrica, Southern Africa Trust, and the Africa Philanthropy Forum (APN), to successfully organize the 4th Africa Philanthropy Conference (4APC). Our joint efforts encompassed extensive support for communication campaigns and active co-facilitation of the conference. The 2023 iteration of the conference revolved around the theme "African Philanthropy at a Critical Turning Point," delving into the facets of People, Power, Policy, and Practice. The 5th APC will take place in August 2024.

**9. Co-hosting WINGS Forum in Nairobi:** APN secretariat collaborated with its members in East Africa and other regions to mobilize resources for hosting WINGSForum 2023 held from 3-5 in Nairobi Kenya. APN hosted an African night celebration on the 4th October through storytelling, sponsored 40 member complimentary registrations to attend the Forum, and mobilized sessions as speakers and or moderators. Through the planning stage to the Forum days, APN was heavily involved in the Forum's communications campaign taking various forms. We actively contributed by sharing 25 social media posts to increase awareness about the event. For a wider outreach, the posts were shared in both English and French. Additionally, we featured the event in the APN newsletter and gathered brief messages from APN members regarding their perspectives on the conference theme into an article named, "Transforming Philanthropy to Transform the World".





**10. African night to showcase African philanthropy:**

APN members hosted a cocktail featuring Ms. Coumba Toure, a renowned storyteller who shared the essence of African values, particularly the concept of 'Ubuntu' - the interconnectedness and shared spirit of humanity. Coumba is also a Board Chair of TrustAfrica, one of the APN founding member organizations. APN had an opportunity to interview Coumba after the session, click this link to read the full interview.



**11. Attending global meetings:** APN was represented in the AGAG legal conference which took place in Johannesburg from 7–9 October; and the IPASA annual conference from 2–4 November 2023. Both meetings provided learning and partnership opportunities.

**12. Global Fund for Community Foundation's #ShiftThePower Summit in Bogota:** APN participated in the #ShiftThePower summit, which took place in Bogota, Colombia from the 5th to 7th of December. The Summit offered a great space to share our experiences, to learn, and reconnect with some of the APN members and partners who attended the summit; and also, to form new partnerships. Throughout the summit, several key insights caught our attention:

- A pressing need for a global civil society and funding system that embraces innovative approaches to decision-making and action.
- The undeniable power of collective effort and collaboration in driving meaningful change.
- The profound impact of intersectional organizing, solidarity, activism, and transformative leadership.
- The transformative potential of love and healing in shaping a more just and equitable world.
- The recognition and appreciation of indigenous knowledge as a wellspring of wisdom and guidance.
- The imperative to challenge and dismantle power imbalances within grantmaking organizations.
- The urgency to redefine success and adopt holistic approaches to measurement.
- A resounding call to speak truth to power, challenge the existing economic system, and forge a world that upholds justice and equality.





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#### **4.2.3- Showcase African Philanthropy Practices and Increase the Narrative**

During the year, APN has successfully managed to showcase African philanthropic practices and to generate new narratives through commission and provision of small catalytic grants to facilitate data collection. In addition to that, a number of advocacy products were produced and disseminated as messages and booklets. from the existing and newly crafted narratives. The following activities contributed to the achievement in these efforts:

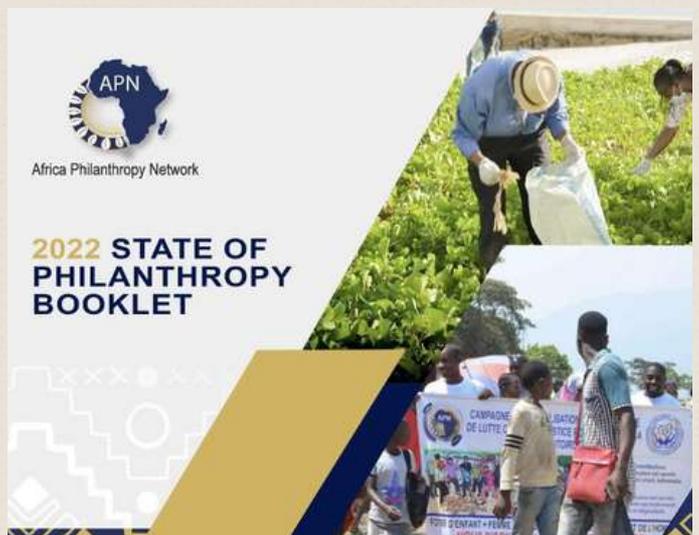


**1. Simulizi Blog:** APN continued to collect commissioned stories on the role of African philanthropy. In 2023, a total of 27 articles and stories were published on our [Simulizi Blog](#).

**2. 2023 Essay Contest for youth:** APN continued to host essay competitions for youth aged 18 – 35 across the continent under the theme, “African Philanthropy Practice in the Age of Ongoing Climate Change.” A total of 68 submissions were received and reviewed and edited by an independent media team which selected 5 winners. The winners were announced and invited to share their stories at a TwitterSpace convening organized by APN. The five winning essays can be accessed on [APN 2023 Essay Booklet](#).

**3. Catalytic Grants:** In March 2023 a call for catalytic grants applications was launched which attracted 54 applicants from 14 African countries and one from the Palestine Gaza territories. Resultedly, 18 organizations and one individual were awarded grants to document African Philanthropy stories and practices. The documented stories and practices will be shared in 2024 through APN social media and website.

**4. 2022 State of Philanthropy Booklet:** APN published a Booklet highlighting success stories on the role of African philanthropy in transformative change, gathered from APN members and partners. The “[2022 State of Philanthropy booklet](#)”, underscores the transformative influence of African philanthropy on social change and sustainable development. These accomplishments further emphasize the Africa Philanthropy Network’s commitment to consolidating generation of data and information to facilitate understanding of the situation and environment in which philanthropy practices are undertaken.



#### 4.2.4 Communications for advocacy of policy and practice for philanthropy

A comprehensive dissemination strategy was developed to spread information through various communication channels. The strategy aimed to reach specific demographics and key stakeholders. Messages were simplified and adapted to be user-friendly and resonate with a diverse audience. Creative packaging techniques, such as visual elements, were used to enhance the impact of the messages. Monitoring and evaluation mechanisms were implemented to assess the effectiveness of the dissemination efforts. Valuable insights gathered will be used to improve future efforts.

1. APN YouTube channel featured conversations with members, partners and youth leaders. During the reporting period, APN has shared eleven videos on its YouTube channel, attracting a total of 269 viewers. Below we are sharing links to a few selected video clips:

- Three (3) videos, focusing on youth, the African Continental Free Trade Area (AfCFTA), and the Giving for Change program. Selected field experts are sharing their incredible journeys. All videos can be accessed <https://www.youtube.com/watch?v=7f4NtRICatU>
- Dive into the intriguing #GivingForChange Series as Esther Meester, the Program Manager of Wilde Ganzen Foundation, emphasizes the significance of a shift in mindset where individuals acknowledge and utilize their own resources and abilities. You can find this thought-provoking video here <https://www.youtube.com/watch?v=jnrX8EJWG-w>
- Tune in to a discussion with Ese Emerhi, the Global Network Weaver at The Global Fund for Community Foundations, as we explore the #GivingforChange Program. Ese provides insights into the evolving realm of community philanthropy and its potential to drive sustainable change and empower local communities in this video: [\[https://www.youtube.com/watch?v=YtkKpz6bXAk](https://www.youtube.com/watch?v=YtkKpz6bXAk)



**2.** Produced newsletters on a monthly basis, while noting an increased interest by stakeholders and increased subscriptions to 825 contacts. We engaged our members by showcasing their organization's efforts, activities, events, accomplishments, and partner activities. You can find the links to the newsletters below: [January](#), [February](#), [March](#), [April](#), [May](#), [June](#), [July](#), [August](#), [September](#), [October](#) and [November](#). These newsletters have been distributed across APN's social media channels to enhance their reach. The data reveals that the newsletters have reached 825 contacts, with 92.9% of readers accessing the content through desktop and 7.1% through mobile devices. Analyzing reading demographics indicates diverse readers from across the continent and beyond, with the top locations of readers in Nigeria (13.3%), Zambia (12.1%), Kenya (9.2%), and Tanzania (8.3%). In terms of open rates, the highest open rates are found in the "how to become an APN member" links, with an open rate of 28.77%. This suggests that there is significant interest in becoming a member of APN. Links with youth interviews come in second, with a 27.74% open rate, indicating that readers are interested in hearing from young leaders. Emails about members' events have a 27.62% open rate, showing that members are engaged in APN's activities.

**3.** Social media (Twitter, Facebook, and LinkedIn): We have made a notable growth in social media followers, engagement, subscribers and viewers. Numbers reached in 2022 were: Instagram 690, FB 12,464, LinkedIn 1,167 and Twitter 6,259; while in 2023 we have increased by Instagram 1686 (131%), FB 13,082 (4.9%), LinkedIn 1,941 (66.32%), and Twitter 6,999 (11.8%). This increase in numbers is an indicator of the improved interaction and quality of content on APN's social media. In addition, we have made improvements in the consistency, content creation, management, accuracy, and provision of information which resonates with the audience.

**4.** The planned targets on translation of messages from English to French was achieved to a greater extent. Members are of the opinion that the translation and interpretation of the contents, played a vital role in enhancing accessibility and visibility to reach a wider audience.

We have learned that the use of existing and newly generated narratives, coupled with user-friendly packaging, significantly contributed to the



effective dissemination of advocacy messages. Simplified messages, creative packaging, and targeted dissemination strategies have heightened accessibility, understanding, and resonance among the target audience. Going forward, we shall continue to monitor and evaluate our messaging and messaging as a crucial strategy towards ongoing improvements and effectiveness in advocacy campaigns.

## **4.3 STRENGTHEN APN'S INSTITUTIONAL CAPACITY TO GROW A CONTINENT-WIDE NETWORK OF MEMBERS AND PARTNERS.**

### **4.3.1- Governance and Leadership**

During the implementation period, the APN secretariat implemented a number of activities for the purpose of enhancing APN's leadership and management capacity which is a strategic initiative aimed at improving overall organizational performance and achieving long-term success.

1. Board Meetings: The intended meeting of the board in March/April was not held. Nonetheless, we obtained on-line approval of the annual narrative and financial statements. The second meeting took place on 21st September 2023. All Board members participated in decision making and in providing approvals. And, the management is implementing board resolutions, including:

- Proposed the Victoria Falls to the venue for 2024 Assembly
- Recommended a list of 21 new member organizations to be approved in members meeting
- Proposed 4th October 2023 as the date for members meeting
- Approved the tentative workplan and budget that was based on committed funding.

2. Members meetings: We held a meeting of members on the 4th of October 2023. Among other things:

- Members approved Victoria Fall as the venue of the 2024 Assembly and chose the week of 4-8th November for the actual event to be held. The secretariat will collaborate with members to implement these directives.



- Members adopted the proposed list of new twenty one (21) member organization names to join the network.
- Directed the Secretariat to facilitate connection of members

3. The number of network members has increased by 21 new organizations, making a total of 68 active members organizations. We now have members in Sudan, Gambia, Nigeria, the Democratic Republic of Congo, and Malawi. APN membership represents all three main colonial languages (English, French and Portuguese). Their office headquarters are located in 38 countries in sub-Saharan Africa; while they are geographically, operating and serving communities in more than 51 out of 54 nations. And, we have more upcoming applications under reviews. It is good to also note that the number of membership applications is on increase. We therefore consider facilitating the establishment of a national philanthropy platform as a strategy to reach out the majority of actors, given the diverse cultural contexts, languages and expansive geographies. The complete list of APN members is accessible [here](#).

4. The process of revising the membership recruitment and engagement strategy is ongoing. We are considering proposing an individual and or private members category. The new strategy will also look into low representation of specific geographic areas within APN membership and proposed effective ways to mobilize more actors to join the network and philanthropy movement. The proposal will be shared to the Board for deliberation and approval in due course.

5. Staff were all recruited as planned. Currently, there are 5 senior staff members at the secretariat: the executive director, communications and member engagement, data and learning and the accountant. In the coming year, we will have to embark on yet another recruitment of the program coordinator, because the current one is not able to continue with employment.

#### **4.3.2 Communication, Branding and Visibility**

1. Our distribution of monthly newsletter, coupled with social media presence has effectively enhanced our reach and visibility. The newsletters have directly reached and or accessed by a total of 825 contacts. Further



analysis shows that:

- Reader Engagement, whereby data indicates that 92.9% of readers access the content through desktop, while 7.1% use mobile devices. This information is valuable for optimizing the newsletter format for different devices.
- Geographical Reach whereby the newsletters have a diverse readership, with top locations being Nigeria (13.3%), Zambia (12.1%), Kenya (9.2%), and Tanzania (8.3%). This shows a broad international audience.
- Open Rates, whereby the highest open rates are for the "how to become an APN member" links (28.77%), youth interviews (27.74%), and members' events (27.62%). This highlights areas of high interest among readers.
- Engagement Analysis, whereby the average open rate for all campaigns is 21.33%, suggesting that there may be room for improvement in engaging readers and encouraging them to act.

2. Website Management: APN has successfully uploaded 40 documents featuring diverse content with the aim of cultivating knowledge and enriching discussions on African Philanthropy and has a dedicated staff time for this purpose. We recognize the significance of maintaining a strong online presence in the digital age and utilize its website to achieve this goal. We regard our website as a means of providing continued access to information, products, and services for visitors. Throughout the reporting year, APN has actively enhanced viewer engagement by implementing content management strategies, ensuring that the website's content remains accurate and relevant.

Despite these recorded achievements, APN acknowledges the inherent challenges in maintaining an online presence. Notably, the encountered issues regarding the inaccuracy of translation software from English to French language, on the website have been. Looking ahead, APN plans to address such challenges by:

- Leveraging Artificial Intelligence (AI) and advanced translation software to guarantee precise translations, while ensuring that the intended information reaches a wider audience effectively in the future.



- Incorporating more thought leader pieces in its newsletters to provide valuable insights and perspectives, attracting and retaining the interest of readers.
- Invest in a better and responsive Mailchimp package to access more innovative features and functionalities that can enhance the overall newsletter experience and engagement.
- Analyze data to identify segments within the audience, such as donors, potential members, and partners, for more personalized communication and in recognizing the importance of tailoring content to specific interests.
- Experiment with different subject lines, content formats, and calls to action through A/B testing. This will help determine what resonates best with the audience and optimize future campaigns based on the results.

In summary, the evaluation process yielded valuable insights for improvement. The secretariat will use these lessons to refine eligibility criteria, actively seek out organizations from underrepresented regions, and maintain connections with non-member organizations. By addressing these challenges and implementing improvements, APN aims to enhance its membership evaluation process and foster a more inclusive and impactful philanthropic community in Africa.

#### **4.3.3 Financial Management and Accountability**

1. APN continues to strengthen its resources mobilization and to comply with our financial management policies and procedure for attaining its financial accountability. APN received a total of USD \$993,715.96; and USD \$992,651.87 in 2023. In 2024 we plan to increase our efforts in financial mobilization. We are thankful and remained accountable to all our members and donors for the trust and generous support from C.S. Mott foundation, Ford Foundation and the cornerstone members of the network (AWDF, UAF-Africa, TrustAfrica, and the GFCFs) that continued to be instrumental in strengthening APN. Our members remain the anchors and pillars for the promotion of the voice and action of African Philanthropy.

Membership subscriptions were paid almost at the same level as the previous years. We collected a total of USD \$ 24,359; which is a bit less than



USD \$28,442 received in 2022 and USD \$26,897 in 2021. While we appreciate the support from our active members, in future we shall explore other effective ways to raise our members' support and collection of annual subscriptions.

2. There is a fully functioning staff team and an efficient financial management system with APN's own bank accounts, which enabled us to receive funds directly without using the support of our members as fiscal sponsors. Wherever required, we have opened sub-reference accounts. All account records and required financial reports are produced and submitted on time, and financial records reconciled. Since 2019, APN has received an unqualified audit. The audit of 2023 Annual Financials is scheduled to commence on the 5th February 2024.

#### **4.3.4 Systems Strengthening and Accountability**

During the year, more efforts were directed to the improvement of our financial management, communications and measurement and learning systems. While we continue with systems improvements, below we are sharing some progress made:

1. Financial management: we have since 2022 initiated the process of migrating into a fully online accounting system using "ZOHO Books". We are happy with the progress so far. In future, we are planning to put more efforts on the quality of data and timely reporting. In 2024, we shall engage a systems developer to help with a few areas requiring improvements, aiming to enhance our bookkeeping, financial processing and reporting.

2. The communications system was reviewed and it was recommended to include the updating of the website, and to increase alignment with our members' activities. Our communication system supports internal and external advocacy, and is linked to the website and all social media platforms: Twitter, Facebook, Instagram and LinkedIn.

3. The Monitoring, Evaluation, Learning (MEL Framework) is informed by the annual plan of operation and regional context. It is designed to track progress of the implementation of planned activities at the secretariat and



collaborative activities of members. It also tracks reports' production and compliance. While APN seems to have an improved MEL framework, there are still potential challenges that may need attention. Some of these challenges include (i) Ensuring the long-term sustainability of the MEL framework which involve embedding monitoring and evaluation practices into the organizational culture, (ii) identifying indicators to measure the value of African philanthropy such as time, networking, treasure, and other non-financial resources; (iii) a framework for collective learning about advocacy and influence for practice and policy, and (iv) measuring growth of the network and its impact on philanthropy ecosystems. Securing unrestricted funding and support, and maintaining a commitment to continuous improvement.

4. APN has developed a five-year strategic framework (2024 – 2028) in a participatory manner and with strong members and stakeholders' participation. The strategic framework places our dreams into a five-year timeframe, with ambitious results that APN will incrementally work towards achieving. This process enables us to articulate the value we bring to the landscape and our mission to strengthen the infrastructure for philanthropy development. The Framework will be ready for dissemination in the 1st quarter of 2024.





# 5. WORK FOCUS IN 2024

The Annual Work Plan for 2024 is guiding the implementation of program activities and institutional strengthening from January to December. This will be the first year of implementing our new five-year strategy and during the same year, we will be organizing an APN biennial assembly. We are excited to collaborate with our members in implementing priority activities under the following three strategic objectives:

- To nurture spaces for collective voice and networking
- To influence and advocate for enabling philanthropy practice and policy, and
- To strengthen APN as an institution and a network.