



**Giving during the
COVID-19 Pandemic:**

Study Report



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INTRODUCTION

Foundation for Civil Society (FCS) is one of the major grant-makers in Tanzania. The main function of FCS is focused towards empowering and shaping a sustainable civil society sector through delivery of grants and capacity building services to rural based, grassroots NGOs across the country. Over the last 18 years since its inception, FCS has funded more than 5000 organizations in Tanzania.

The global upheaval of the novel Corona Virus (Covid-19) has emerged as the single major factor to affect the funding community and continues to challenge the performance of the civil society sector in more than one way. In light of this development, FCS initiated this Study on Philanthropy to assess the challenges and opportunities and understand the trends and patterns of giving in our communities post the Covid-19 disruptions. This study will provide insight for philanthropic and development actors to develop strategies and harness the power of mass giving towards an empowered and a sustainable civil society sector.

Tanzania ranks 24 in the Global World Giving Index. The State of Philanthropy in Tanzania 2018 Report found a relatively wide distribution of philanthropy actors across the country, with Dar es Salaam, Western and Southern regions hosting close to 55% of the philanthropy actors. Civil society organizations dominate the philanthropy sector in Tanzania. In 2015, Tanzania Philanthropy Organization (TPO), formerly known as Tanzania Philanthropy Forum (TPF), was established to enable greater coordination of the sector and to promote local philanthropy in Tanzania.

The first comprehensive study of charitable giving in East Africa reveals that the emerging middle classes are giving away roughly a quarter of their earnings each month to help others. The study found that in Tanzania, the growing middle classes are giving away 24% (22% in Kenya and 31% in Uganda) of their monthly income.

This study on philanthropy intends to provide some level of understanding on the patterns and trends of giving in Tanzania post the disruption of Covid-19 pandemic. The study provides an evolving insight into the culture of giving not limited to money but other forms of giving, in our society to enable institutions such as Foundation for Civil Society and other key stakeholders to develop strategies to harness the power of mass giving to tackle poverty, disease and many other social and environmental problems to support the Government and the people of Tanzania.

PROFILE

Tanzania's Philanthropy

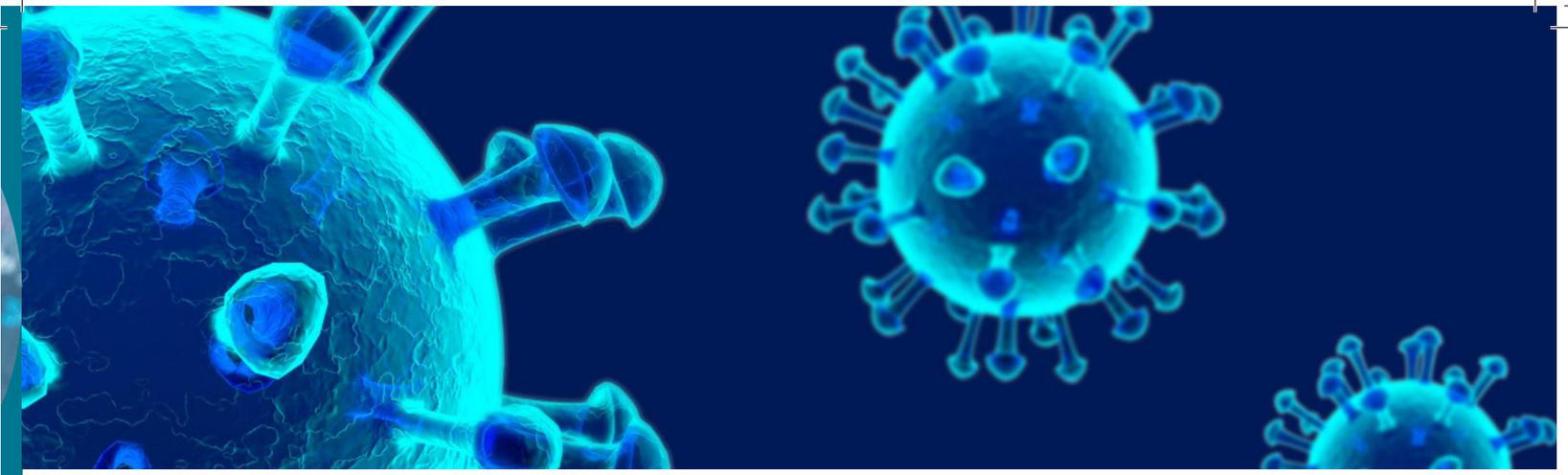


According to the East Africa Philanthropy Data Portal by Candid and East Africa Philanthropy Network (2020), a total of 21 Tanzania-based funders collectively disbursed 1,223 grants amounting to USD 26.7 million between the year 2003 and 2019 to 932 organizations spread across Tanzania, Zimbabwe, India, and United States. And of these, 9.9 percent of total grants were channeled to non-Tanzanian domiciled organizations by Tanzanian donors/philanthropists; 7.24 percent was disbursed to faith-based institutions such as temples in India; 2.65 percent was disbursed to organizations domiciled in the United States with operations in Tanzania.

The Ubuntu philosophy encourages individual giving. The decline of official development aid has forced the emergent socially conscious middle-class and high net worth individuals to respond to the social welfare and development challenges of their compatriots (Foundation Center et al., 2016). The philanthropic landscape consists of grant making foundations established by wealthy individuals, a strong community of youth philanthropists, a rise in corporate giving, and the proliferation of community philanthropy organizations which are largely uncoordinated. There are minimal fiscal and tax incentives to promote local philanthropy.

According to AfrAsia (2019) and Knight Frank Wealth Report (2020), Tanzania has about three thousand millionaires. Tanzania is also home to the region's only (and Africa's youngest) billionaire—Mohamed Dewji, with an estimated net worth of USD 1.6 Billion (Forbes, 2020). He is one of the three Africans to have signed The Giving Pledge, a campaign to encourage wealthy people to contribute a majority of their wealth to philanthropic causes.

Organized and structured forms of giving have taken shape with movements such as Giving Tuesday, a global movement initiated in 2012 in the United States and has been localized in Tanzania over the last six years by Foundation for Civil Society. The movement has brought together businesses, schools, individuals, families and civil society organizations to promote local philanthropy and local giving.



COVID -19 RESPONSE

The Tanzanian government established a National COVID-19 emergency fund under the Prime Minister's Office (Dailynews, 2020; CNBC Africa, 2020). The Fund received donations from a myriad of individuals, organizations and corporates. Some of the largest contributors include banks and other business conglomerates and high net worth individuals.

The civil society organizations also came together to support the Government and handed over a collective amount of TZS 79 million to the National Relief Fund through the Prime Minister's Office. In May 2020, Foundation for Civil Society through Giving Tuesday Tanzania fundraised and supported Medical Association of Tanzania (MAT) with Personal Protective Equipment (PPEs) for health care workers in Tanzania. Foundation for Civil Society also gave grants worth TZS 1.15 billion (approximately USD 500,000) towards COVID-19 interventions. The grants were awarded to 29 organizations in Tanzania Mainland and Zanzibar.

The Private sector also donated largely to the Government and the community in the fight against Covid-19. CRDB Bank donated TZS 240,000,000 to the National Relief Fund through the Prime Minister's Office. NMB Bank donated TZS 100,000,000 to the National Relief Fund. They also reached out to communities to provide material support to prevent Covid-19. Twiga Minerals Corporation, a joint venture between Barrick Gold Corporation and the Tanzanian government, launched a support program to assist the country in combating and containing the Covid-19 pandemic. The support worth \$1.7 million in the form of critical equipment and expertise was to help prevent the spread of the virus in Tanzania.

The tripartite collaboration to combat the aftermath of the Covid-19 pandemic between the civil society sector, the government and the private sector goes beyond this; while a few institutional partnerships have been noted, there have been significant formal and informal exchange and support interlaced at local and regional levels.

STUDY OBJECTIVES AND METHODOLOGY

The study aimed at understanding the trends and patterns of local giving and focused on collecting key insights through an online survey form, focused group discussions and targeted interviews. The key stakeholders identified for this study included: members of civil society organizations, individuals, members of religious institutions, people working with Disabled People's Organizations and the private sector and business people.

The research was developed with key objectives in mind, to understand:

- What are the current trends of local giving? Who, what, where and how much?
- To what extent has the Covid-19 pandemic affected local giving
- To what extent is the local giving supposed to empower the community out of the cycle of poverty

The respondents of the study included those civil society actors who were part of the FCS mailing list, the Jiba Business Council, Inter-Religious Council for Peace in Tanzania and the Association for NGOs in Zanzibar. The study combined both quantitative and qualitative methods:

- A 14-point questionnaire was developed in Swahili and English – 145 people respondents
- One focus-group discussion included, religious leaders, private sector and civil society leaders – 15 participants
- Telephonic interviews – 10 participants interviewed

The responses were analysed, synthesized and in some cases, a more in-depth assessment was conducted with individuals who chose to give their contact information.

145

respondents

Survey questionnaire

15

participants

focus-group discussion
religious leaders, private sector
and civil society leaders

10

participants

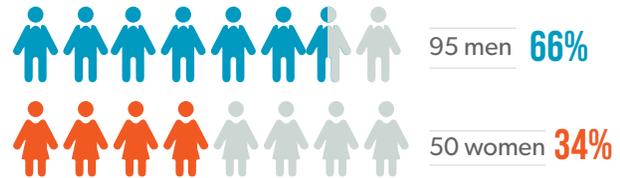
Telephonic
interviews

KEY FINDINGS

GENDER PROFILE

The respondents of the survey had a majority of 66% male respondents and a 34% of those who partook accounted for women.

145
respondents

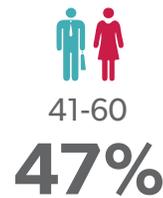


AGE PROFILE

What is notable is that the majority of those who give are above 40 years which suggests that it is an age group that is well established professionally or in life and thus is more stable income wise. This relationship is highlighted when analysing a data point inferring that 96% of the respondents habitually give out charity. The under 24s are the smallest group of respondents and may suggest that many may still

be in school or figuring themselves out and hence not with much disposable income.

The second age group to respond is the 25-40 group. This coincides with the age when most people are settling in their vocations and experience some stability income wise. It is also a time when people make social and professional connections and are networked.



DEFINITION OF GIVING/CHARITY

A significant number of respondents attributed the term to the concept and practice of paying it forward for any blessings they have been bestowed.

While caring was by far the most popular terminology used to define what giving meant most respondents linked the concept with the act of transferring a benefit from a source that is blessed or endowed to a person or situation that is in need.

Descriptions of the term carry the aspect of motivation as well as the intended outcome that is not only religious, but also spiritual, developmental and practical.

Respondents express a sense of connection with others or fellow beings in their giving that is why they don't only see it as charity but as a service or as being humane.

- A choice to assist/help others or a cause
- To facilitate or ease
- Offerings
- To uplift/better humanity/others
- A form of support for social causes; to those in need
- Generosity or kindness towards the less fortunate or those in need
- Expression of humanity/love
- To be selfless as opposed to selfish
- To care as opposed to being apathetic
- To benefit others/society
- It is a service
- Paying it forward
- Being humane

GIVE OUT CHARITY AND WHERE CHARITY IS DIRECTED

Responses suggest a strong culture of giving. 57% of respondents give to individuals they know. This may be on account of responding to need in their immediate circumstance.

41% of respondents report giving via institutions. While the shared accounts indicate that these are NGOs set up to assist the needy.

Others give through religious institutions.

While only 2% of respondents reported giving to governments, it is a departure from the expectation that the government should be the one to support instead of being supported.

The findings suggest that giving remains largely informal and intimate and close to family and friends but that giving through or to formal institutions is fast gaining ground. The findings also suggest that more people are trying to direct their giving to large scale operations and impact i.e. intend to benefit more people as opposed to only helping individuals.



THE FORM OF CHARITY/GIVING

Cash contributions remains the most prevalent form of giving accounting for 34% of giving among respondents.

In kind types of support are also prevalent accounting for almost 32% of forms of giving.

There is an increased awareness that giving is diverse and can be via pro-bono work or effort.

Responses in the category largely indicate a combination of different forms of giving as opposed to innovative types of giving.

Even so there is an awareness that empowering individuals and communities with information and know how is as empowering as cash-based support. When comparing the data sets with the amount of giving, it suggests that the monetary giving may only satisfy short-term needs and may not necessarily focus on long-term capital investments towards a more sustainable situation.

The overwhelming direction of the giving or charity has influenced the forms of giving. Most of the giving is viewed as charity or assistance as opposed to an investment in the sector.



INTENDED USE/ BENEFIT OF THE CHARITY

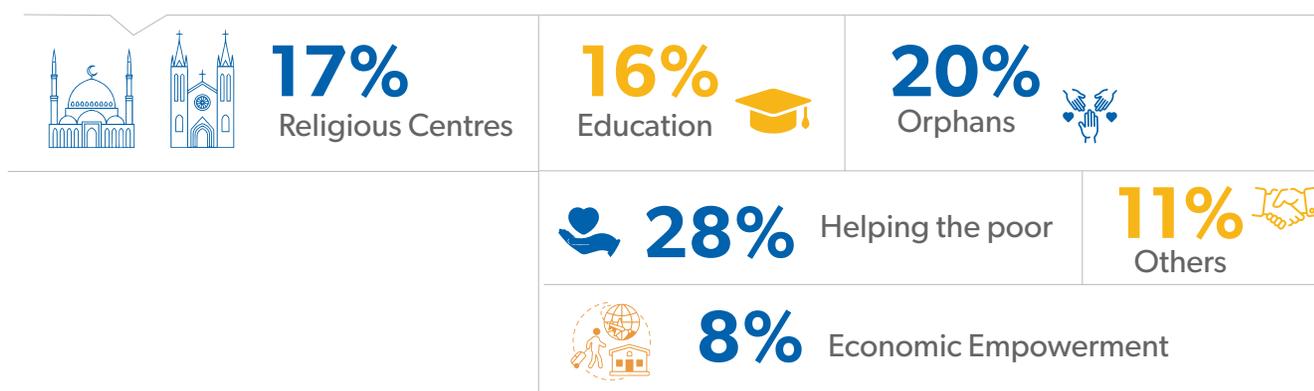
The local giving is directly mainly at helping the poor (28%) whereas significant amount of aid is directed at institutions housing vulnerable such as orphanages (19%) and religious centers (17%).

Economic empowerment still lags as a form of giving perhaps in view of the fact that most giving is towards basic survival and needs.

The category of others is third but mostly represents a combination of benefits already mentioned.

Skills and mentorship are also recognized as pertinent benefits to beneficiaries of the charity echoing the popular biblical quote of "teach someone to fish" intended to ensure sustainability of the intervention.

WHERE DO YOU GIVE?

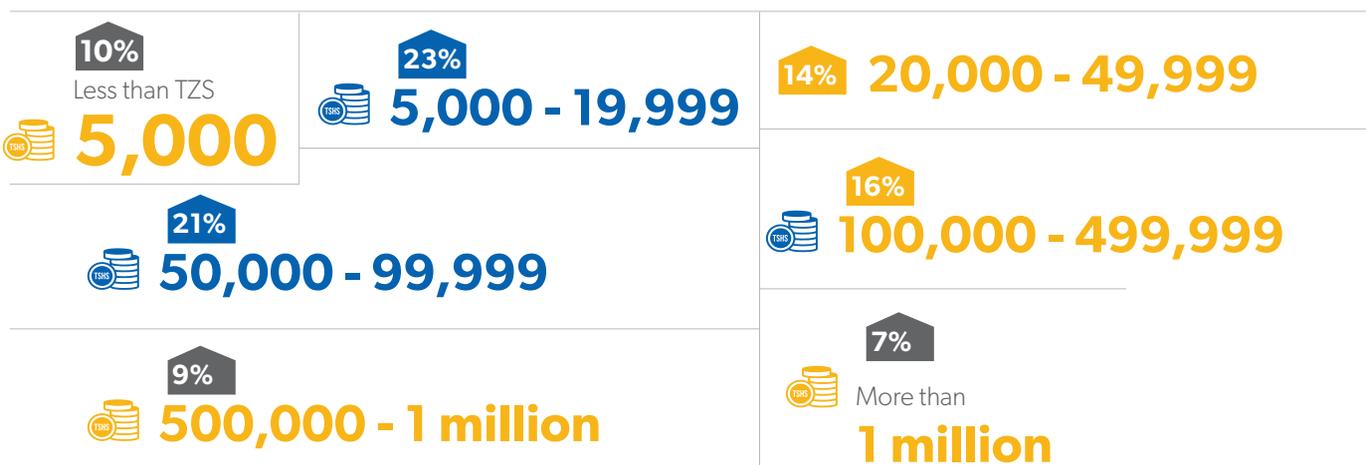


VOLUME OF GIVING

The giving volume and amount of money is modest with the bulk of the giving being under TZS 100,000.

Significant amount of giving is growing with 9 respondents indicating they give between TZS 500,000 to TZS 1,000,000 and 7% respondents giving more than TZS 1,000,000.

HOW MUCH DO YOU GIVE?



CONSISTENCY OF GIVING

Short intervals of giving (weekly and monthly) occurs more often than does long intervals of giving above 6 months. This could be on account of the form and direction of giving.

Intervals of giving is concentrated around monthly intervals (36%) and every six months (30%).

HOW OFTEN DO YOU GIVE?



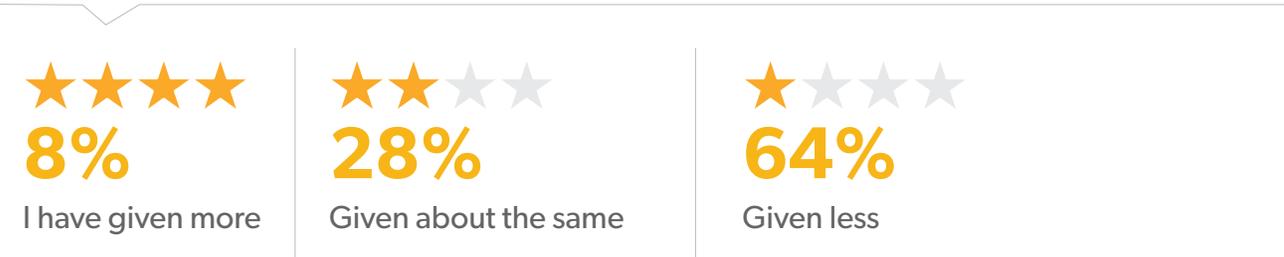
IMPACT OF COVID-19 PANDEMIC ON GIVING/ CHARITY

There is a marked decrease in the ability to give during the pandemic. More than two-thirds of respondents' report giving less than before the pandemic.

Only 8% of respondents report giving more during the pandemic. It is however not clear how significantly more they gave.

Because of Covid-19 pandemic, most philanthropists and donors were affected economically hence there has been a decline in funding to the communities.

IMPACT OF COVID-19



"I lost my job just before COVID-19 and I have been unable to find work since. I am also ineligible for any type of government assistance since all my children are now adults. I regularly contributed to at least 3 charities affiliated to my country before but I am now unable to. I had to reach out to one of the group administrator to explain the situation after they kept posting reminders for contributions. The situation is so bad that I am not able to even send money back home to my family like I used to. My two daughters have assumed this responsibility. They can't comprehend why I have to help all the time when clearly I can barely make ends meet."



Voice of woman living in the Diaspora

REASONS FOR GIVING

Answers indicate that giving is deeply ingrained and most have been socialized to give.

The reasons for giving are more attuned to assisting others achieve their dream and goals or get ahead in life.

There is evidence that some are pushed to make giving not an individual practice but an organizational mission i.e. towards collective prosperity or self-sufficiency.

- A number of reasons influence giving.
- Faith or religious belief remains central in why people give. A few described it as a form of worship.
- Equally important motivations in giving are humanitarian or humane inclinations “we are one”.
- Others express by being pushed by a sense of duty or responsibility towards others.
- Numerous respondents indicated it is a way to show appreciation for blessings bestowed i.e. sharing the blessings.
- Few give to ensure/promote sustainability.
- A few people give to express solidarity as well as empathy with the less fortunate in view of their own history with deprivation.
- A number of responses suggest that some are pushed by causes e.g. climate change; human dignity; sustainable development; meet objectives of the organization; support to young women.



LESSONS ABOUT GIVING

It is refreshing that respondents are reflecting about the purpose and impact of their giving and rather than being dissuaded about giving they have chosen agency to make a difference.

Overwhelmingly many are not critical about being asked to give as they believe it increases their blessings in multitude of ways.

There is an appreciation that the giving may not reach those in most need or may not fully alleviate the need.

Some of the lessons shared are more appropriate as definitions of the term. There is an appreciation that giving reminds the giver of the bigger picture - that there is more than me. There is us. This creates a halo effect.

The prevalence of foreign aid is noted in overcoming local challenges and those who try to give are making a statement about the importance of contributing in our own development or promoting independence.

- Giving can be therapeutic - it helps the giver as well as the receiver.
- Giving is a form of accountability.
- Giving can be transformative.
- There is double joy in giving - it brings pleasure to both the giver and the receiver.
- What counts is the will to give not what you give.
- Giving results in a ripple effect- it goes a long way to touch the lives and fate of many.
- Giving has a placebo effect it tends to make one feel empowered!
- Giving has a boomerang effect - while you part with something small you also receive abundance from unknown sources after giving.
- Giving helps alleviate and solve problems in the community.
- It is important to sensitize and educate about the importance of local giving.

IS YOUR GIVING TO PEOPLE/ INSTITUTIONS AIMED TO EMANCIPATE?

Overall the responses are optimistic albeit the fact that the giving amount or choices do not reflect a giving culture that is visionary or emancipatory. It is largely focused on alleviating practical needs.

Those who answered in the affirmative spoke to methods used i.e. capacity building and outcomes sought i.e. to make beneficiaries independent not dependent.

Those who answered in the negative recognized the bigger picture in which they are intervening where the need is great but resources and capacities are meagre and far between.

There is recognition that transforming the lot of those in need will require systems approach and fundamental changes in outlook; interventions; structures and context.

Monitoring and follow up of those empowered is seen as critical to ensure that there is no relapse as well as building on lessons.

A few suggest more fundamental giving amounts or investments are needed to meaningfully transformation the status quo.

IS GIVING AIMED TO EMANCIPATE?



INTERESTING STORIES

Organization for Peace and Consensus Building (OPCB-TANZANIA) organized a charity event in 2020. Not having funds of our own we mobilized contributions from colleagues and decided to reach out to an orphanage located at Sinza, Dar es Salaam. While we were there we were upstaged by some rich people who also brought some assistance to the orphanage. The administrator no longer paid any attention to us which was hard to bear. We may have used the TukTuk to deliver our aid and we may have offered less than the rich visitors. It dawned on us that some orphanages operate like businesses. The Administrators are primarily concerned with earning. We were saddened by the reaction since we gave out of love and conviction; rather than waiting for donors we decided to make a difference. We learnt from the incident. I now readily give my money to the church instead of to orphanage centers.

-Mussa Raido, Director OPCB-TANZANIA

We have held a meeting before with youth living with HIV and AIDS. In the middle of the meeting one by one started leaving because they wanted an allowance. We asked them not to leave in return we promised to get them work. The next day we successfully found them jobs as promised and after that they changed.

I supported a group of unprivileged youth to realise their potential through self-reliance. The group now makes and supplies detergents and chutney to the local market while working hard to supply for the international market.

I met certain lady in a public transport one day on my way, through the journey I realized she couldn't speak she was mute. Through sign language she was able to communicate to me her age, which she said was 23. I was really touched to help her with the little that I had though I wished I could do more.

I helped children living in vulnerable environment that were studying in MEMKWA (Mpango wa Elimu ya msingi kwa Watoto Walioikosa) who would go days without food both at home and at school.

In the year 2020 we did a charity at a children's home whereby the guardian of the home told us they had never received donations of any kind in 20 years.

I gave someone a present of cattle in return when the cattle gives birth they are also supposed to give out to someone as a present. I also have a tendency of giving out part of harvest to the needy. Or give out seeds to those who cannot buy.

While we were giving out sanitary pads to girls. One of them became so emotional as she had never seen people being that kind to strangers.

We offered batik making and tailoring skills to a lot of different people. Currently 20 women are earning their income through those skills which in turn has really improved their living standards. We also sponsored youth on trainings based in arts and they are now earning money through those skills and last but not least we also sponsored youth in talent shows and the winner used the prize money to purchase equipment for their next shows.

Disabled People's Organization face an extra layer of challenge. One participant described it as a two-fold problem. The first is that the community is less willing to support individuals and their organizations. There is a perceived notion, a negative notion on their accountability. The second is that, fund raising becomes all the more difficult with a physical disability. However, with new technology and access to information through the internet, there is renewed hope.

The State of Philanthropy in Tanzania, 2018 Report

Tanzanian NGOs remain heavily dependent on funding from external sources. 57% of respondent organizations to the study said that their revenues came purely from external sources. International NGOs (INGOs) provide the main source of development funding in Tanzania.

INGOs supplied a massive 71% of the funding of the respondent organizations, with 12% coming from trusts and foundations and 4.5% from bi- and multilateral agencies the combined total of reported donations from individuals and companies and allocations from government made up less than 10% of revenues.

Among challenges for the sector's development: the inability of local organisations to attract local sources of income; a regulatory framework that is lacking in fiscal incentives for giving and whose demands are time-consuming and complicated; and a number of accountability challenges.

Corporate giving is unstructured, irregular and not adequately documented.

Growing Giving in Kenya, Uganda and Tanzania (2020)



The study from CAF in partnership with the Aga Khan Foundation, the CS Mott Foundation and the UK National Lottery Community Fund looked at giving trends in the three countries in order to gain a stronger understanding of the extent and nature of giving in fast-growing parts of the world.

The Growing Giving study indicates that 97% of people interviewed in Tanzania gave some type of support to an individual in the past 12

months. Much of this grassroots philanthropy comes through informal gifts and support to family, friends and community members. The study also found that 63% of Tanzanians who participated in the survey had donated to a charitable organisation in the past twelve months.

The CAF (2020) study shows that more Tanzanians (60%) give to organisations devoted to issues affecting children and young people than to any other cause. This is followed by giving to organisations helping the poor or hungry (54%). The environmental protection (1%), human rights protection and reducing inequality (2%), adult skills, work, and economic opportunity (2%), and sports and leisure activities (2%).

No individual givers reported supporting arts and culture organisations.

Giving Potential and Recommendations

Previous research by CAF examined the potential for charitable giving that lies with the estimated 2.4 billion people set to join the world's middle classes and found that if they were to give just over 0.5% of their spending, as much as \$319 billion could be raised to not only support charities, but to help countries strengthen the local organizations that speak up on behalf of society's most vulnerable. NGOs to form partnerships with business and government, advocating for the consolidation of laws regulating the sector and identifying philanthropy champions who exemplify the possibility of generating more internal and local resources for civil society.

This study further supports previous study findings of a favorable culture of giving in Tanzania. Having said that, a number of recommendations can be drawn up for a holistic approach towards building resilient communities and sustainable philanthropic models.

Key Recommendations:

- Support the continued development of the civil society sector to ensure mass engagement is accessible and available.
- Explore new ways of safe and secure giving to build on current levels of generosity. The use of latest technology be employed to reach the urban and rural population and maximise engagement.
- Enhance the local CSOs engagement with the local communities; increase accountability and trust; provide flexible, predictable and multi-year support.
- Increase engagement with CSOs that work with marginalized groups (such as women, people with disabilities) and reduce CSOs.
- National CSOs should strengthen their presence and focus on the rural communities across the country.
- Build on traditional forms of giving and use the language of the local context in communication.
- Build networks for givers and sponsors through partnerships and collaborative engagements.

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“Communities
thrive through
Giving”

“Each one of us can
give something”

“What we need to
nurture is the will to
give”

”

- Survey Respondents -





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