

SA's shifting philanthropy landscape to enhance impact of giving

By [Noxolo Hlongwane](#)

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In 2019, the Nedbank Private Wealth Philanthropy Office produced its fourth biennial Giving Report, which offers insights into the giving practices, attitudes and behaviours of high net worth (HNW) individuals in South Africa. The fact that the research has now been conducted over almost a decade allows Nedbank Private Wealth to identify a number of philanthropy trends that offer key insights into the potential future of giving in the country.



Noxolo Hlongwane, head of philanthropy, Nedbank Private Wealth

The latest Giving Report highlighted four particular trends in terms of the way philanthropy is evolving, most of which augur well for the future of giving in South Africa and should benefit the social development fabric of the country in the coming years.

Despite economic challenges, South Africans are still giving

While the latest Giving Report showed that the economic challenges of recent years have resulted in a marginal decline in the proportion of South Africa's HNW individuals who are significantly involved in philanthropic activities, a very significant proportion of the HNW population (83%) is still committed to positively impacting society through philanthropy.

The philanthropy demographic is transforming

For the first time since Nedbank Private Wealth began producing the report, the latest research findings showed a clear shift in terms of the diversity of South Africans who are giving. Particularly noteworthy is the increase in numbers of female, African, and Asian participants in the research, with a relatively significant uptick in black women who are giving to causes close to their hearts.

This shifting giving demographic not only points to the fact that South Africa's economic equality efforts are slowly starting to pay dividends, but it also means that the philanthropy base is broadening, which will serve to enhance the reach and sustainability of giving.

A heart for South Africa's youth

This edition of the Giving Report revealed an increasing desire by HNW individuals to make a positive difference to the country's unemployment and inequality challenges, particularly as these apply to the country's young people. Around 60% of Africans are younger than 25 years old. But while this creates immense potential for the continent, very high levels of unemployment are preventing this potential from being realised.

In South Africa, the situation is especially dire, with more than 50% of the country's youth still lacking employment. The research revealed that the country's philanthropists are acutely aware of this unacceptable situation, and are determined to help resolve it through their giving activities. Many of the research participants particularly recognise the role that education and entrepreneurship have to play in changing the futures of South Africa's young people, which is why education support accounts for 32% of total giving value.



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It's not just about money

In previous reports, it became clear that many philanthropists have a desire to go beyond just donating money. The latest research showed that this trend continues, with a large number of HNW individuals actively involving themselves in the causes they support. This may be partly because the economic challenges are making it difficult to give as much as in the past, but it is also born of an obvious desire by givers to share their knowledge and transfer their skills to deliver sustainable change for beneficiaries.

ABOUT THE AUTHOR

Noxolo Hongwane, head of philanthropy, Nedbank Private Wealth

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