


# APF QUARTERLY

AFRICAN PHILANTHROPY FORUM NEWSLETTER



CHANGING THE NARRATIVE:  
**AFRICANS**  
DRIVING INCLUSIVE  
AND  
SUSTAINABLE  
DEVELOPMENT

# INSIDE THIS EDITION



## APF BOARD AND EXECUTIVE DIRECTOR



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**HRH Queen Sylvia**  
Queen of  
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**Mosun Layode**  
Executive Director,  
APF

## About

# AFRICAN PHILANTHROPY FORUM

The African Philanthropy Forum (APF) was launched in 2014 and it brings together a diverse range of African philanthropists who are united by their passion and commitment to see inclusive and sustainable economic development throughout Africa.

The APF primarily seeks to build and continuously develop a learning community of Africa's strategic philanthropists and social investors through educational programs and match-making services, so as to inform and enhance the development impact of their giving and investing.

APF's affiliation with the Global Philanthropy Forum (GPF) — a network of over 1,800 philanthropists worldwide — provides APF members with access to a larger, global network of strategic philanthropists and development experts who share their goals.

## OUR MISSION

**The African Philanthropy Forum (APF) is a strong and vibrant community of givers who through their strategic investments, partnerships, and influence, foster inclusive and sustainable development on the African Continent.**

## OUR VISION

**We envision a strong and dynamic homegrown philanthropic community on the African Continent, playing a catalytic role in Africa's achievement of inclusive and sustainable development.**

### **APF enables members to;**

- Foster the growth of strategic philanthropy on the Continent
- Learn about philanthropic investment opportunities and tested strategies from peers and leaders in the field of development and social investment on the Continent and elsewhere
- Gain visibility for their philanthropic strategies and impact
- Serve as role models and inspiration to emerging philanthropists
- Meet, collaborate and partner with other donors and social investors on the Continent and across the world through the APF and GPF conferences
- Meet emblematic social sector leaders with on the ground experience whom they can fund
- Guide the development and direction of the APF as a peer-led organization



Join us at the 2017 APF Conference



Theme: **African Philanthropy in a Changing Global Context**

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**October 30 - October 31, 2017**

Eko Hotel & Suites, Victoria Island

**LAGOS, NIGERIA**

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To register, go to [www.africanpf.org](http://www.africanpf.org)

Recent global events have had disruptive influences on the way we conduct business, live and interact in the world. In this changing global context, African philanthropists recognize the urgent need to reduce the Continent's reliance on foreign aid and grants, unlock the potential of cross border investments and change the narrative around giving in Africa.

The 2017 Forum would explore the role of philanthropists in shaping the Continent's future through their influence and role as catalysts, showcase strategies for promoting collaborations, lessons learned and opportunities for deepening and strengthening philanthropy on the Continent.

## **PLENARIES**

- Incentives to Foster Local Giving and Cross Country Collaborations
- The Role of African Multinationals in Promoting Cross Country Corporate Philanthropy
- Navigating the Complex Interplay Within Philanthropy & Politics
- The Power of Going Together: Harnessing and Leveraging Strengths in Family Foundations
- Fostering Volunteerism as a Pathway to Engaging Youth in Philanthropy
- Democratization of Philanthropy: Is Crowdfunding Hurting or Helping?

- Foundations & Bilateral Organizations: Finding a Blend that Works
- The Role of Philanthropists in Curbing the Migration Crisis in Africa
- Lessons from Within: Sharing Best Practices and Failures Across Sectors and Borders
- The Role of Government in Fostering Homegrown Philanthropy
- The Role of the Media in Changing Africa's Philanthropy Narrative

### NUTS & BOLTS SESSIONS

- Amplifying Philanthropic Impact through Technology
- Grooming World Class Talent for the Sector
- Strengthening Monitoring & Evaluation for Long Term Impact
- Communicating Impact, Telling Our Stories
- Supporting Local Non-profits: What Philanthropist Need to Know

## UPCOMING REGIONAL EVENTS

### THEME: THE CHANGING FACE OF PHILANTHROPY: UNUSUAL CHAMPIONS DRIVING INCLUSIVE CHANGE

Johannesburg, South Africa | **AUGUST 3, 2017**

### THEME: AFRICAN PHILANTHROPY: LESSONS FROM HOMEGROWN CHANGE-MAKERS

Dar es Salaam, Tanzania | **SEPTEMBER 8, 2017**

## WATCH OUT FOR

**GHANA** in September

**CAMEROON** in December

For additional info about the 2017 APF conference and upcoming events,  
kindly send an email to [apf@afriapf.org](mailto:apf@afriapf.org)

## HIGHLIGHT FROM GPF CONFERENCE

The 2017 Global Philanthropy Forum Conference considered the ways philanthropy and civil society can help rebuild social capital and restore societal cohesion, including by modeling collaborative problem-solving across disciplines, sectors, cultures—and even ideologies. The Conference was held in Washington DC from April 18-20.



**JIM YONG KIM**, President, World Bank Group  
Keynote Speaker at the Global Philanthropy Forum

Philanthropic dollars going to Africa and low income countries has actually gone down and we think it is a cycle of trend and that's going to continue

Jim Yong Kim

During the conference, Mosun Layode, Executive Director, APF served on a working group panel which discussed **Sharing What Works: Lessons from Philanthropies of the Global South**. The session offered an opportunity to learn about new research on trends in philanthropy in sub-Saharan Africa, Brazil, China and the Gulf States. It also highlighted the salient points that show that the next wave of philanthropic innovation will come from the Global South.



Jane Wales, CEO of the Global Philanthropy Forum and World Affairs  
with Mosun Layode of APF



## APF MEMBER SPOTLIGHT

### **TY Danjuma**

#### **Founder of the TY Danjuma Foundation**

General TY Danjuma, had a long and distinguished career in the Nigerian Army where he rose to the rank of Lieutenant General and served as Chief of Army Staff. Following his retirement from the army, General Danjuma embarked on a business career and founded many Nigerian companies including the NAL-Comet Group, one of the most successful indigenous shipping agencies and terminal operators in Nigeria and South Atlantic Petroleum Limited, an oil exploration and production company. General Danjuma served as Nigeria's Minister of Defense from 1999 – 2003. In 2009, he set up the TY Danjuma Foundation, a private, grant making philanthropic organization dedicated to improving the quality of life of Nigerians.



#### **What inspired you to start giving?**

Nigeria has been very kind to me, as a young man, I joined the Army and served for over 20 years, I rose to the very top of my career in the Army, I became the Chief of Army Staff, I survived the civil war and had the most fulfilled career in the Army. I then retired in 1979 and went into business, that was over 30 years ago. Some ten years ago, God blessed me in my business so I am giving back to Nigeria, back to society and the poor in my country some of the money I made in my business as a show of gratitude to Nigeria and to Almighty God.

#### **You had been giving before setting up a foundation, what propelled you to put some structure in place?**

Previously, I had been giving to various causes but mostly in an informal way. There was no documentation or monitoring of what and how I was giving. A lot of money was being spent but it was not clear if there was value in return. It became imperative to set up a structure around my philanthropic activities to ensure a long-lasting impact. In 2009, with advice from others, I decided to establish a private, grant-making foundation, the TY Danjuma Foundation, with a \$100 million endowment. The foundation has a Board of trustees, experienced staff and an office infrastructure. We have a head office in Abuja, and two other offices in Taraba and Edo states.

#### **What challenges are you addressing through your foundation and why?**

Our vision is to create a Nigeria where all people have access to affordable quality health care, education and equal opportunities to realize their potential. In order to achieve this vision, the Foundation focuses on enhancing community health care by providing free medical services to rural communities which lack adequate medical facilities. In addition, we work to improve the quality of education of children and young people (18 years and younger); and we facilitate the alleviation of extreme poverty in communities across the country.

**Since inception, what impact have you made in those areas?**

Since inception, the Foundation has funded over 100 organisations with over N2 Billion to implement over 200 health and education projects across 30 States in Nigeria including the FCT.

**What motivates you to keep giving?**

Every time the Foundation's efforts make a positive difference in somebody's life, each time I hear and see these stories of transformation, I am encouraged and challenged to do more.

**Why did you join the APF and GPF community?**

We wanted to be part of a community of philanthropists and social innovators committed to making impact across the world so we can learn, share experiences and collaborate.

**How has being a part of this community shaped your work?**

As a new member of the community, we are still learning and making new connections. It is hoped that the connections we are making and the relationships we are building will help the Foundation to scale up its impact in the nearest future.

**What key advice would you give an aspiring or emerging philanthropist in Africa?**

You need to think strategically about how you give money. I've really had to learn on the job and made several mistakes. Over the years, I have sought expert advice about how to give in a structured and sustainable way. You need to ask how your money is being spent, and whether it is solving the problems you want to solve. Giving money and knowing there's a management structure around it, and that results are tracked over time to ensure that the money is properly used and the causes and projects you support grow and develop. I think the best way of getting this message across is to lead by example, and to show people how this can be done. This is why it's important that the TY Danjuma Foundation be an example of a philanthropic organization that has made a positive social impact – not just in Nigeria but in Africa. We need to develop our local role models. The reason I am so keen on structure, accountability and sustainability is that they can help provide these examples.



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## SNIPPETS OF *WHY GIVE*

**“Why Give” is a series of interviews with Africa's strategic philanthropic leaders conducted by the Global Philanthropy Forum and African Philanthropy Forum. It shines the spotlight on the purpose driven philanthropy that they conduct to promote inclusive development in Africa. By tracing their personal philanthropic trajectory, strategies and lessons learned, these philanthropists can inspire emerging philanthropists in Africa and elsewhere and share knowledge as they engage their peers.**

### **Mohammed Dewji** Founder of the Mo Dewji Foundation

Mohammed Dewji is a Tanzanian businessman, entrepreneur, philanthropist, and former politician. He serves as the President and CEO of MeTL Group, a Tanzanian conglomerate founded by his father in the 1970s. In addition to his many endeavors in the business arena, Mohammed has also demonstrated an exemplary record of contributing to the well-being of the people of his country via the Mo Dewji Foundation, which he established in 2014. Most recently Mohammed joined the Giving Pledge, where he committed to give more than half of his net worth to philanthropy in his lifetime through his Foundation.



“When you give, you are giving to children of God, and we are all children of God. You don't pick who you give to. If my wealth is going to be distributed, I think every human being that needs it has the right to my wealth.

I like to focus on philanthropy. I am so inspired by Bill Gates, he quit Microsoft and all he does now is philanthropy and I think I want to follow that. Hopefully in the next 10 years, I want to stay away from entrepreneurship and business and focus totally on giving back. I think money is as important as time.

There is a saying **“As your wealth increases, do not increase your standard of living, rather increase your standard of giving.”** Life is short, I do not own a plane and I do not need to own a plane. Giving is a wonderful feeling, it connects you to people and I think life has a reason and the reason is not about just accumulating wealth but about giving back.”



**Snippets of Why Give** continues



**Yvonne Chaka Chaka**  
**Founder of the Princess of Africa Foundation**

Yvonne Chaka Chaka is an internationally recognized and highly respected South African singer, songwriter, entrepreneur, humanitarian and teacher. The Princess of Africa as she is popularly called established a charity organization called; the Princess of Africa Foundation and she sits on several boards of NGOs and charitable organizations. She is also the first woman to receive the World Economic Forum's Crystal Award in 2012 as a result of using her art to improve the state of the world.

"My definition of philanthropy is "I am because you are". I was brought up in South Africa knowing that we as people have to live together as a close knit family; sharing, giving and caring for one another. So for me, philanthropy in Africa has always been there, we have always been giving, helping each other, being there for one another and I call that philanthropy because nobody could have gone to sleep without having food. If your mother was not there, the mother next door was your mother. If you did not have money to go to school, the mother next door would give you money to go to school.

Heartaches and suffering were there, but communities looked out for each other and for me that is the best philanthropy you can ever get.

Everybody has a calling, everybody has to do something and we are doing different things as people. There are so many causes and so many issues and I urge everyone to take a cause and make something out of it.

You do not have to be a millionaire or a billionaire to be a philanthropist, you just have to do things correctly. We came to earth with nothing and when we live, we acquire knowledge, we acquire wealth and we get all sorts of things and in return we have to give out as well because when we die, we take absolutely nothing.

To Africans, even the young ones, stand up, look at yourselves in the mirror and say to yourself "I want to be President" - because you are a leader in your own right. Shape the Africa you want to see because you are the future. This is your time; do things for yourself and be the change you want to see."

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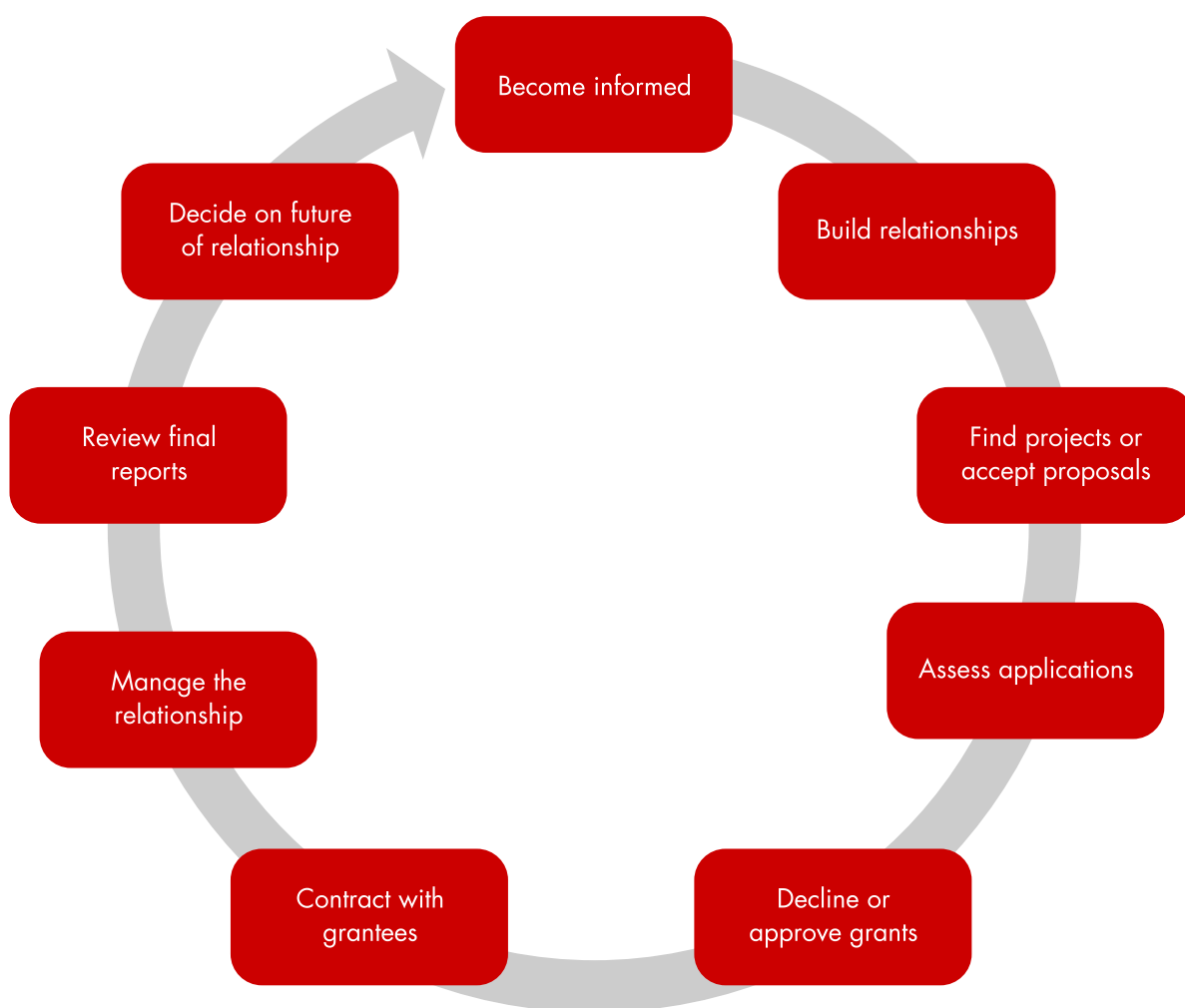
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## EXCERPT FROM THE TOOLKIT FOR AFRICAN PHILANTHROPIST:

## HOW TO GIVE

Summary of the grant making process<sup>1</sup>

**APF developed the Toolkit for African Philanthropists to provide practical knowledge and tools to inform emerging philanthropists on their decision making and enables them to build strong frameworks and/or institutions for giving strategically. Below is an excerpt from the toolkit.**



There are a wide variety of options for how to give and the choice the philanthropist makes will be guided by his/her values, experience and circumstances. Not all giving makes the world a better place. However, the care, thoughtfulness and diligence that is applied in how the philanthropist gives will determine to a great extent whether her efforts result in social development that is positive.

<sup>1</sup>How to give: A Summary of the Grant Making process by Sarah Rennie

## KEY POINTS ON HOW TO GIVE

- Definitions of the style or approach to giving are still unstable but there are many different ideas about how to give. Philanthropist can choose one or adopt a number of different styles.
- Styles range from unconditional charitable donations to impact investing where a financial return is expected.
- Particular objectives can affect the style of giving, for example to influence public/ government spending or to foster collaboration in a sector.
- A good relationship between donor and donee depends on honesty, open communication and mutual respect.
- There are practical ways that philanthropists can improve their relationships with donees, for example by agreeing reporting cycles that suit the project' reporting cycle.
- It is helpful to establish certain principles that guide the philanthropists giving. For example, to decide on what will not be funded, whether multi-year grants will be provided and whether grant-making will be proactive or reactive.
- Philanthropists can choose to make direct personal donations/ investments in organizations or they can establish a trust or a non-profit company to channel funds.
- Philanthropists may prefer to establish a company foundation if they run a family business
- Factors to consider when determining how much to spend annually are whether there is a capital endowment to protect and grow, how much flexibility is financially available in setting the budget and whether the intention is to spend down over a lifetime.
- It is also worthwhile to monitor and manage the percentage spent on the administration and management of the giving compared to the grants made.
- There are certain steps a philanthropist can follow during the grant-making process. These can be tailored to fit with the style and objectives of the philanthropist.

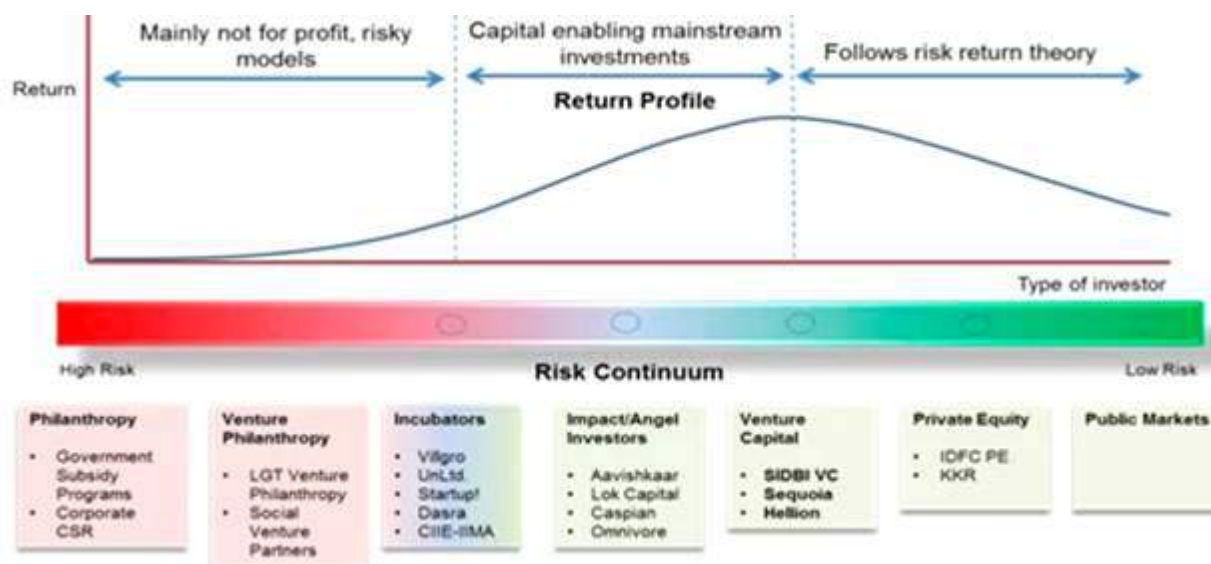
# The Role of Philanthropic Giving and Impact Investing for Social Development Goals<sup>1</sup>

By Sheena Raikundalia

There are 3 billion people living on less than US\$2.50 per day nearly half of the global population. These low-income families have unmet needs which tie directly with many of the Social Development Goals (SDGs). Philanthropic giving and impact investing both play an important role in achieving these development goals.

In Africa, the philanthropic work done by global industrial families and business houses is notable. Examples include the Bill & Melinda Gates Foundation and the Rockefeller.

High net worth individuals in Africa have grown by 150% between 2000 and 2013, more than double the global rate which has given rise to more local formalized philanthropy over the continent. The continent has also emerged as a major hub and center of innovation for social enterprises and impact investing globally



The role of both giving and impact investing is best understood through the Risk Return Continuum. This continuum indicates the increasing level of risks towards the left of the spectrum given the absence of a market based solution and lack of social and physical infrastructure.

From the Risk Return Continuum, it is clear that traditional giving and venture philanthropy play a significant role in supporting traditional NGOs and social enterprises that address issues that may not get addressed by the market at all or are focused on driving deep impact within local communities but may not be very scalable or replicable. Impact investors can then take on enterprises focusing on sectors which are high risk due but with the

<sup>2</sup>The Role of Philanthropic Giving and Impact Investing for Social Development Goals by Sheena Raikundalia.  
<http://www.sankalpforum.com/supporting-entrepreneurs-in-africa-the-role-of-philanthropic-giving-and-impact-investing-for-social-development-goals/>

right support and patient capital have the potential to scale resulting in a combination of profit and impact.

*Impact investing has a key role to play in supporting these enterprises to solve development challenges.*

### **SDGs through Entrepreneurship**

In East Africa, there has been a shift in ideology towards the use of entrepreneurship to solve development challenges with the role for impact investing growing.

Intelcap analysed over 400 social enterprises across East Africa with findings captured in the Game Changers Report (2016). The report showed that market challenges are crucial triggers for impact entrepreneurship. For example, a key issue in East Africa is the limited purchasing power of the low income population. Rather than just creating low-cost products with basic features, enterprises such as M-Kopa, Bridge International and Sanergy are designing innovative pricing and payment solutions for full-feature products and services to ensure services and goods are accessible to the bottom of the pyramid.

These disruptive models demonstrate how entrepreneurship can be a key tool in achieving the SDGs. However, social entrepreneurship and impact investing is still nascent in East Africa and more than 60% of enterprises interviewed for the Intelcap report were younger than five years old.

Lack of finance was a key challenge cited by social entrepreneurs. Small ticket size investments from \$100k- \$500k are critical for the growth of these enterprises and currently demand for such investments outstrips supply. As such, impact investors focusing in East Africa need to design innovative financing mechanisms in order to cater to the growing demand. With financing and support the enterprises will be able to scale simultaneously creating profit and much needed impact to solve the SDGs.

In addition, many entrepreneurs require non-financial support such as capacity building however this needs to be contextual to the local environment.

### **Strengthening Impact Investing: Ecosystem Approach**

An ecosystem approach looks at all the factors that can enable the entrepreneur to grow and scale. The Intelcap approach for ecosystem building involves three pillars;

#### **Capital**

Intelcap research shows that 84% of early stage enterprises in East Africa are unserved or underserved, financing their venture with personal funds. Ensuring that appropriate capital is available for enterprises is essential for growth and scale. The amount and type of capital at each stage of the enterprise life-cycle changes and there is a

need for blended forms of finance, including philanthropic, impact and commercial which means that different types of players can collaborate and create de-risking funding structures and exchanging deal flow.

### **Business Support**

In addition to capital, early stage enterprises require technical assistance and specific capacity building support to enable growth and scale.

### **Networks**

While there is an increasing number of service providers and initiatives that support enterprises, the ecosystem remains fragmented and information on support opportunities is difficult to access. Networks such as platforms for peer-to-peer exchange, learning and access to mentors can help entrepreneurs grow. .

*Entrepreneurship as a means of achieving the SDG in Africa has great potential. Both philanthropy and impact investing have their role to play. It is only with a strong ecosystem where entrepreneurs have access to capital, support and networks will they be able to scale and actualize the SDGs.*



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