



# SCANNING THE PHILANTHROPY ECOSYSTEM IN NIGERIA



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# About APF

**African Philanthropy Forum (APF) is a strong and vibrant community of partners who through their strategic giving, investments and influence, foster shared prosperity on the African continent.**

**APF was established in 2014 to build a learning community of strategic African philanthropists and social investors committed to inclusive and sustainable development throughout the Continent. It was incubated by the Global Philanthropy Forum (GPF), a global network of strategic philanthropists and social investors committed to international causes from 2014 – 2016. In 2017, APF became an independent entity and continues to be an affiliate of the GPF.**

Over the years, APF has established a strong presence on the Continent, with footprints in 14 African countries, namely, Cameroon, Côte d'Ivoire, Egypt, Ethiopia, Ghana, Kenya, Malawi, Morocco, Nigeria, Rwanda, South Africa, Tanzania, Uganda, and Zimbabwe through its convenings and activities. APF has also invested in the development of two Toolkits for African Philanthropists and the "Why Give" Series, which consists of interviews with Africa's strategic philanthropic leaders to showcase their motivations for giving.

Since inception, APF has reached over 3,500 philanthropists, social investors, and key stakeholders in the philanthropic space across Africa and the world. Through high impact convening and initiatives, APF has facilitated collaborations, amplified the work of change makers, and shared best philanthropic practices and strategies for promoting homegrown development.

# About NNNGO

**NNNGO is the first generic membership organisation for nonprofits in Nigeria dedicated to improving the operational environment for nonprofits. NNNGO brings together more than 3,700 nonprofits from around the country focused on education, health, environment, gender, agriculture, social protection, youth, poverty, good governance, and other areas of progressing national development. Since 1992, NNNGO has worked to advance the common interests of the sector, providing programs that advance national development, civil society legitimacy, transparency, and accountability.**

# About this Report

African Philanthropy Forum is pleased to present this report – Scanning the Philanthropy Ecosystem in Nigeria – which reflects knowledge about the scope, scale, and importance of philanthropy under the current socioeconomic realities in Nigeria. This report documents priority issues funded by philanthropists, grant size, motivations, the geographical distribution of giving by philanthropists, businesses operated by philanthropists, their net worth, and a list of philanthropists that we have identified.

As the most up-to-date information available on philanthropy in Nigeria, you will find this report useful for learning about the philanthropy ecosystem and deepening your knowledge of corporate, individual, foundation, political, or religious philanthropy. You may also find the report helpful if your interest is in knowing issues individual philanthropists and organizations are funding.

It is our hope that the findings and recommendations presented in this report will add value to ongoing efforts by stakeholders in the philanthropic community and the general public targeted at growing local philanthropy in the country to strengthen social impact. Indeed, the challenge before us is to continue building and strengthening the philanthropic landscape, organize the philanthropic environment, and ensure that philanthropists are well-resourced so that their giving is of the highest quality and impact, comprehensive, coordinated, and sustainable.

This research was commissioned by African Philanthropy Forum (APF) to the Nigeria Network of NGOs with funding from the Ford Foundation. Please note that the findings and conclusions presented in this report are those of the sources alone and do not necessarily reflect the opinions of these organisations.

The contributions of the NNNGO Team towards this research and report cannot go unmentioned. Many thanks to Oyebisi B. Oluseyi for leading the writing of the report; Abimbola Onanuga and Ayo Adebuseye for

coordinating research; Abass Busairi, Adeola Odunsi, Akintunde Fawole, Daniel Aboagye, Chidinma Okpara, Matthew Afolabi, Odion Timothy, Olaife Ilori and Oyindamola Aramide for their work with data collection; Kofoworola Akinsola for data analysis; and Matthew Afolabi for designing the final report.

We are grateful to the APF Board and the entire APF Team including Yinka Shittu, Programs Officer for providing end-to-end support. We also appreciate members of APF who provided external feedback and were part of our focus group discussions and validation workshop. We thank you for your commitment to strengthening the knowledge base of philanthropy.

Our heartfelt thanks goes to the philanthropists (many of whom elect to be anonymous) for sharing their time and knowledge with us as well as practitioners in the space who contributed their time, insight, perspective, and expertise through expert interviews (key informant interviews and focus group discussions). We also recognize the contribution of civil society organisations to our online survey which formed the starting point for this report.

Finally, special thanks to the Ford Foundation team, especially Chichi Aniagolu-Okoye and Dabesaki Mac-Ikemenjima for making this possible and charting the course towards creating a strong knowledge base for the practice of philanthropy in Nigeria.

APF remains committed to deepening and expanding the knowledge available on homegrown philanthropy across the continent and we extend an open invitation for collaboration to as many as are interested in making the recommendations of this report a reality.

## **Mosun Layode**

Executive Director,  
African Philanthropy Forum

We extend an open invitation for collaboration to all philanthropists and reaffirm our commitment to working with as many as are interested in making the recommendations of this report a reality .

**Disclaimer and feedback:** Selecting and classifying organisations for this report involved some elements of judgment, as the available evidence from our data collection sources is often incomplete. These classifications are indicative only and should not be taken as formal definitions. We encourage organizations and individuals to contact us at [apf@africanpf.org](mailto:apf@africanpf.org) if they have any comments on their classification. We remain grateful for the invaluable help that these organizations and individuals will be providing to the research if they do so. In preparing this report, we have used the best available data at the time of publication. While we have made all reasonable efforts to ensure accuracy, we cannot guarantee it.

# List of Abbreviations

<b>APF</b>	African Philanthropy Forum
<b>BMO</b>	Business Management Organization
<b>CAC</b>	Corporate Affairs Commission
<b>CBO</b>	Community Based Organization
<b>CSO</b>	Civil Society Organization
<b>CSR</b>	Corporate Social Responsibility
<b>FBO</b>	Faith Based Organization
<b>FGDs</b>	Focus Group Discussions
<b>GPF</b>	Global Philanthropy Forum
<b>KIIs</b>	Key Informant Interviews
<b>NGO</b>	Non-Governmental Organization
<b>NNNGO</b>	Nigeria Network of NGOs
<b>QC</b>	Quality Control
<b>SDGs</b>	Sustainable Development Goals
<b>SME</b>	Small and Medium Sized Enterprise

# Executive Summary

As local philanthropy continues to grow in Nigeria, the size, scale, and scope are worth understanding. This report commissioned by the African Philanthropy Forum provides insights into giving trends, motivations, issues, investments, contribution per region, sentiments around collective infrastructure for giving, methods for giving, decision making strategies, who the philanthropists are, sectors philanthropists operate in and trends in small business driven/SME philanthropy.

Scanning the Philanthropy Ecosystem in Nigeria report details the results of a survey of 365 civil society leaders comprising academics, foundations, traditional nonprofits, religious/faith-based organizations among others who answered questions about their perception and experience engaging with philanthropists.

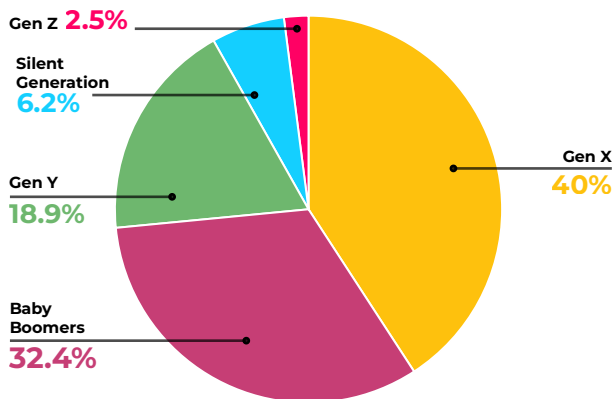
The report also contains an analysis of the activities of 973 philanthropists identified through open-source research and qualitative interviews with philanthropy experts and philanthropists. The report captures current insights and understanding around local philanthropy in Nigeria; where it is now, and where it may be heading.

# Summary of Key Findings

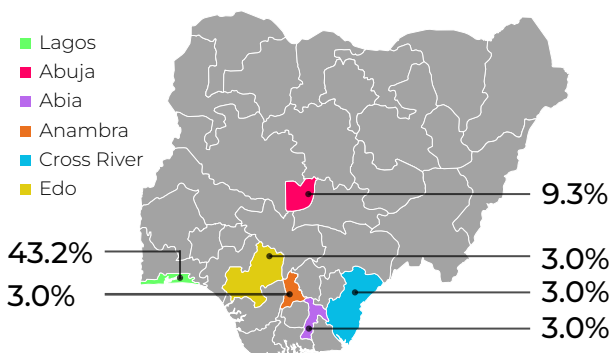
## Age, Gender, Religion, and Location of Philanthropists (See page 24)

The research found that a significant number of philanthropists in Nigeria are Gen X (40%), followed by Baby Boomers (32.4%), Gen Y (18.9%), Silent Generation (6.2%), and Gen Z (2.5%). Philanthropists are predominantly male (59.7%) and Christian (72.2%). They are found in all 36 states and the Federal Capital Territory, but the highest concentration is in Lagos (43.2%), Abuja (9.3%), Abia, Anambra, Cross River, and Edo (3.0% each).

**Figure 1: Age of Philanthropists**



**Figure 2: Location of Philanthropists**

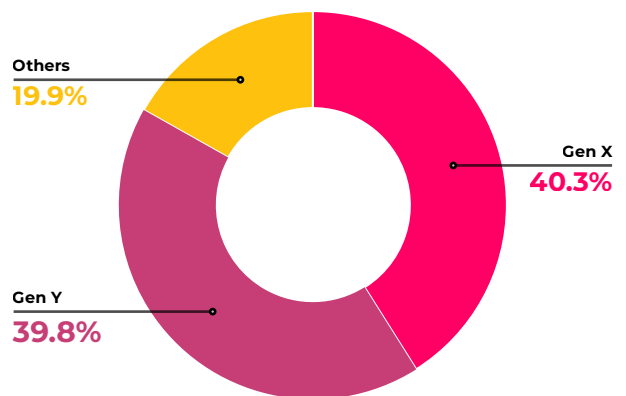


**Note:** Data sources at the time of this research point to this fact. This finding may however be as a result of the anonymous nature of philanthropic giving in the northern region which we have considered in this report. Figures may not be strictly comparable outside of the reports timeframe.

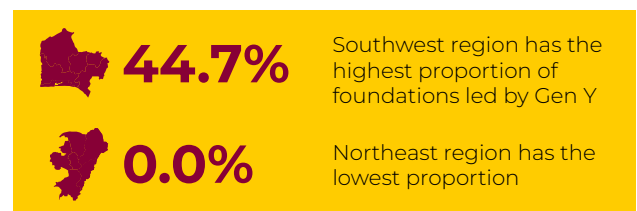
## Generational analysis of philanthropy (See page 26)

Gen Y (1981 to 1995) is the most active age group in philanthropy in Nigeria, accounting for 39.8% of all foundations. Gen X accounts for 40.3% of all foundations. The Southwest region has the highest proportion of foundations led by Gen Y (44.7%), while the North-east region has the lowest proportion (0.0%). Baby boomers are still active in philanthropy, but they are not as active as Gen Y. The data suggests that Gen Y is the most active age group in philanthropy in Nigeria.

**Figure 3: Giving Vehicles**



**Figure 4: Regional Analysis of Philanthropic Activities**



**Figure 5: Age Analysis**

Silent Gen	1928 - 1945	78 - 95 years
Baby Boomer	1946 - 1964	57 - 75 years
Gen X	1965 - 1980	41 - 56 years
Gen Y (Millennials)	1981 - 2000	21 - 40 years
Gen Z	1995 - 2010	11 - 26 years



## Gender Dimension to Philanthropy in Nigeria (See page 27)

Men are more likely to be philanthropists in Nigeria than women. This is especially true for corporate foundations, religions, and political foundations. Male-led foundations are also more common than female-led foundations in all regions of Nigeria. There is also a gender gap in the distribution of support provided by foundations. Men are more likely to support through direct giving, scholarships, endowments, donation of items or facilities, skill acquisition and empowerment, and corporate sponsorships. Women are more likely to support through skill acquisition and empowerment programs, donation of items or facilities, corporate sponsorships, endowments, and scholarships.

## Giving by Philanthropists (See page 29)

Based on data from 31 philanthropists, Nigerian philanthropists have given at least \$434,170,034 in the last five years. The median donation amount is \$197,394, while the average donation is \$14,005,485. Philanthropists are highly engaged in the private and corporate types of philanthropy. 30.1% of philanthropists fundraise or carry out resource mobilization through strategic partnerships, 25.5% seek grants through multilateral organizations, 19.2% ask individuals to give, and 13.2% rely on family contributions.

**Figure 6:** Illustrative Pattern of Philanthropy in Nigeria

31 philanthropists givings  
in the last five years

→ **\$434,170,034**



**30.1%**

of philanthropists fundraise or carry out resource mobilization through strategic partnerships.



**25.5%**

seek grants through multilateral organizations.



**19.2%**

ask individuals to give.



**19.2%**

rely on family contributions.



**\$14,005,485**

average donation

## Regional Dimensions to Giving (See page 30)

**Types of donors:** Corporate donors are the most common type of donor in Nigeria, followed by foundations and major donors. The Southwest region has the highest proportion of all three types of donors, while the Northeast region has the lowest proportion. Legacy donors are the least common type of donors in all regions of Nigeria. It is also worth noting that the data shows that corporate donors and foundation donors are the most active donors in all regions of Nigeria. This suggests that businesses and foundations are playing a leading role in philanthropy in Nigeria.

**Giving strategies according to region:** Direct giving is the most common support strategy used by foundations in Nigeria, accounting for 37.5% of all support provided. Corporate sponsorships (19.6%), scholarships (15.4%), donation of items or facilities (12.8%), skill acquisition and empowerment programmes (12.5%), and endowments (12.2%) are the next most common support strategies.

The Southwest region has the highest proportion of foundations that provide direct giving, corporate sponsorships, donation of items or facilities, and endowments. The North Central region has the highest proportion of foundations that provide scholarships. The South-South region has the highest proportion of foundations that provide skill acquisition and empowerment programmes.

The Southeast region has the lowest proportion of foundations that provide direct giving, corporate sponsorships, scholarships, skill acquisition and empowerment programmes, donation of items or facilities, and endowments.

**Type of foundations according to region:** The Southwest region of Nigeria has the highest proportion of private, corporate, and family foundations. The North Central region has the highest proportion of religion/faith-based foundations. The Southeast region has the highest proportion of SME driven by philanthropy and political foundations. The Northeast region has the lowest proportion of all types of foundations, except corporate foundations.

## Issue Supported and Groups Receiving the Most Funding (See page 33)

Private, corporate, SME-driven, political, and religious/faith-based foundations in Nigeria are more likely to support education, health, poverty, and philanthropy. Family foundations are also more likely to support youth and youth development, information and communications technologies, and entrepreneurship.

Women, CSO/NGO/FBO/CBO/BMO, girls, people living with disabilities, orphans and vulnerable children, widows, and the elderly are the groups that are most likely to receive funding from philanthropists in Nigeria.

## How They Support (See page 35)

Private foundations are the most common type of foundation in Nigeria and are more likely to use direct giving to support causes than other types of foundations. Corporate foundations are the second most common type of foundation and are more likely to use corporate sponsorships to support causes. SME foundations driven by philanthropy, political foundations, religion/faith-based foundations, and family foundations are less common and use a variety of strategies to support causes, including direct giving, scholarships, endowments, donation of items or facilities, and corporate sponsorships.

## Motivations for Giving

(See page 37)

Most philanthropists are motivated by a desire to help people in need and address pressing challenges. Other motivations include making a meaningful difference, finding satisfaction and peace of mind, supporting causes or organizations that are important to them, giving as part of their personal values or family values, and creating a better society.

## How Philanthropists Make Decisions

(See page 38)

Philanthropists make decisions on donations in a variety of ways. Some have board of directors that vet requests and makes recommendations. Others may make decisions on a case-by-case basis, considering the specific needs of the individual or organization seeking support. Some philanthropists may also partner with other organizations to deliver support or to identify needs.

## Due Diligence Practices

(See page 39)

Philanthropists use a comprehensive approach to ensure that contributions and support are used for their intended purpose. This approach includes monitoring and evaluation, training community members, verification of requests for assistance, personal assessment, and direct disbursement of funds.

## Religion and Philanthropy

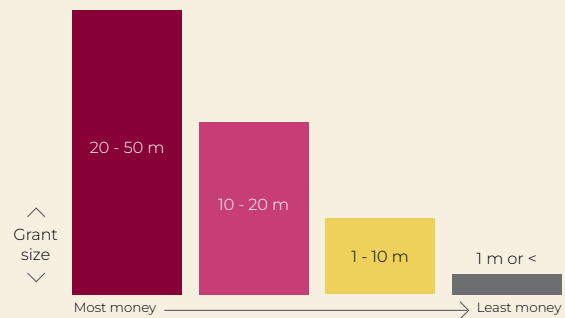
(See page 39)

Anonymity is a common theme among philanthropists, with many citing religious beliefs as the main reason including for wanting to stay anonymous. Our research shows that religious beliefs continue to be a major driver for anonymity. For example, one philanthropist, an alumnus of a higher institution, donated cars to a university in the Northern part of the country and asked to remain anonymous.

## Grant Size

Most philanthropists in Nigeria give grants of 1 million (1315 USD) or less. Some give between 1 and 10 million (1315 to 13,159 USD), a few give between 10 and 20 million (13,159 to 26,319 USD), and very few give between 20 and 50 million (26,319 to 65,798 USD).

Figure 7: Grant Size



## Collective Giving Infrastructure

(See page 43)

The research team interviewed 16 philanthropists to understand their sentiments around a collective infrastructure of giving and building a community driven towards increased philanthropic giving in Nigeria. Of the 16 philanthropists interviewed, seven responded positively to the idea of being a part of a collective giving community, three declined, and five were undecided. The philanthropists who were interested in collective giving expressed concerns about the group's goals and modus operandi, as well as the potential for fraud. While the number of philanthropists interviewed is small, the responses provide a starting point for understanding the interests of Nigerian philanthropists in collective giving.

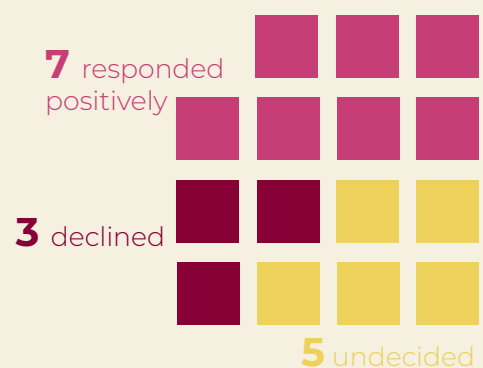
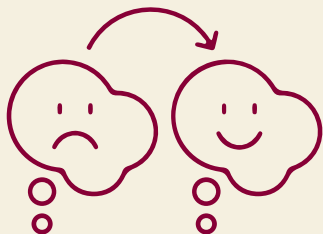


Figure 8: Collective Giving

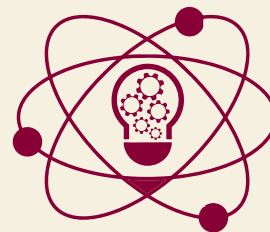
## Recommendations

(See page 44)



### Rethinking the practice of philanthropy

Philanthropists need to reconceptualise philanthropy by thinking through current practices in relation to individual and organizational forms of philanthropy that are measurable and impactful. There is a need for a shift between local philanthropy and local traditions of giving. This rethinking can only happen within a circle or ecosystem of influence inspired by networking, information sharing, and capacity building.



### Local philanthropy and innovation

Local philanthropy should support innovative ideas that can create breakthrough changes. Existing approaches to addressing social issues by local philanthropists do not seem to reflect support for innovation. Philanthropic activities tracked by the research revolve around old forms of issues and are not addressing new forms such as for example misinformation and disinformation or innovations that can help grow impact to scale.



### Trust in philanthropy

Philanthropists must build trust. While the research tracked several motivations for giving, some respondents are still skeptical about the motives. Philanthropists must create deliberate strategies to separate their philanthropic activities from political activities in ways that build trust while simultaneously avoiding actions that can endanger their genuine motive or reputation. Greater trust in philanthropy leads to better public engagement and appreciation of their role.



### Growth of local philanthropy

The growth of philanthropy in Nigeria will require philanthropists, traditional non-profits, and philanthropy support organisations (such as African Philanthropy Forum) to lead groundbreaking work targeted at deepening philanthropy in ways that support the attainment of the SDGs. Incentivisation of individual giving through reform of tax regulations would also be helpful. Key activities to drive this would include sector representation, advocacy, research and convening of key stakeholders.

## Civil Society Organizations and Philanthropy



### Local Philanthropy and Nonprofit Regulation

Local philanthropy can help replace lost funding from international donors. Instances where the governments curtail the activities of non-profit organizations and philanthropist need to be regulated through stronger policy framework.



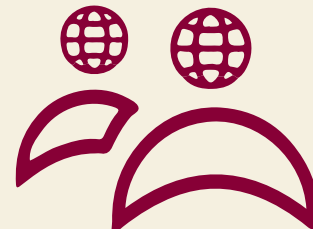
### Political Philanthropy and Better Governance

Those who fall under the category of political philanthropists as described in this report have the strategic advantage of being able to contribute to shaping public policy, and improving governance through non-partisan reforms. Other avenues for action include funding mechanisms that engender government accountability.



### Youth and Philanthropy

Ensuring that philanthropy grows locally requires expanding the scope of what constitutes philanthropy. This requires strategic inclusion of young people who often volunteer time and expertise rather than financial resources to causes that affect them or issues they are passionate about. This approach will lead to the development of a philanthropy in the country that is sustainable and intergenerational. Furthermore, investment human capital development and issues which affect young people will help close the generational wealth gap and lead to an increase in the number of young people with the required resources to be philanthropists.



### Civil society organizations and large-scale philanthropy

Civil society organizations can play an important role in encouraging and managing large-scale philanthropy by: Building relationships with potential donors, educating donors about the impact of their giving, providing donors with opportunities to get involved in their work and managing grants effectively and transparently.