



# 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 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 faith-based 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, organizing the philanthropic environment, and ensuring 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 NNGO 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

**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>NSE</b>	Nigeria Stock Exchange
<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.

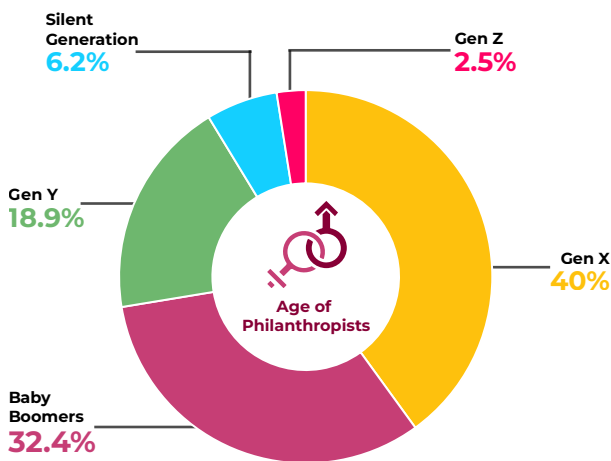
The report also contains an analysis of the activities of 863 philanthropists identified through open-source research and qualitative interviews with philanthropy experts and philanthropists. The report captures current insights and understanding around local philanthropy in Nigeria; where it is now, and where it may be heading.

# Summary of Key Findings

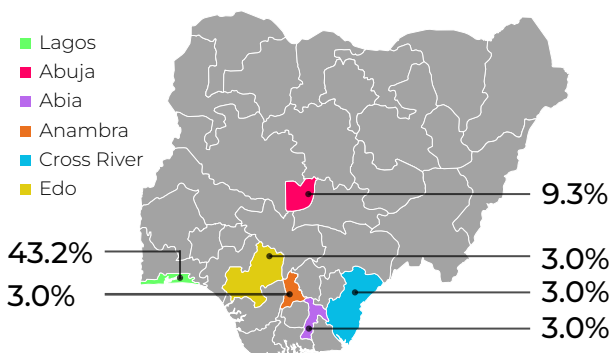
## Age, Gender, Religion, and Location of Philanthropists (See page 24)

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**

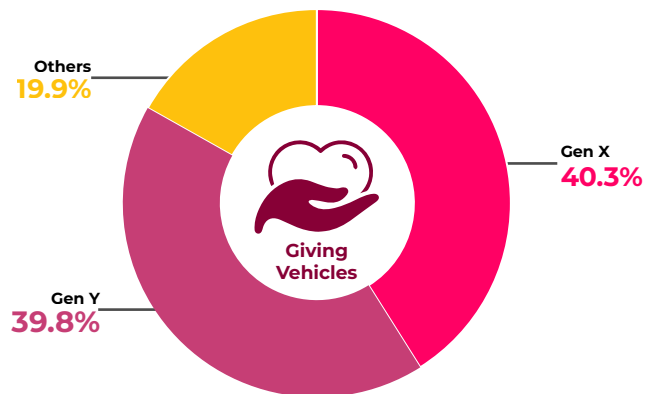


**Note:** Data sources at the time of this research point to this fact. This finding may however be as a result of the anonymous nature of philanthropic giving in the Northern region which we have considered in this report. Figures may not be strictly comparable outside of the report's timeframe.

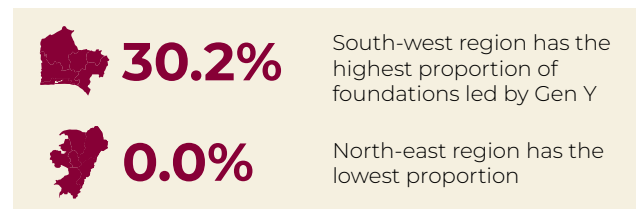
## Generational Analysis of Philanthropy (See page 25)

Gen X is the most active age group in philanthropy in Nigeria. Gen X accounts for 40.3% of all foundations in Nigeria, while Gen Y accounts for 39.8%. The South-west region has the highest proportion of foundations led by Gen X (30.2%), while the North-east region has the lowest proportion of foundations led by Gen X (0.0%). Baby boomers are still active in philanthropy, but they are not as active as Gen X. The data suggests that Gen X 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**

<b>Silent Gen</b>	1928 - 1945	78 - 95 years
<b>Baby Boomer</b>	1946 - 1964	57 - 75 years
<b>Gen X</b>	1965 - 1980	41 - 56 years
<b>Gen Y (Millennials)</b>	1981 - 2000	21 - 40 years
<b>Gen Z</b>	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, faithbased foundations, 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.

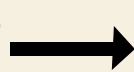
## Giving by Philanthropists (See page 29)

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 donors in Nigeria, followed by foundations and major donors. The South-west region has the highest proportion of all three types of donors, while the North-east 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 South-west 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 South-east 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.

**Types of foundations according to region:** The South-west region of Nigeria has the highest proportion of private, corporate, and family foundations. The North-central region has the highest proportion of faith-based foundations. The South-east region has the highest proportion of SME driven by philanthropy and political foundations. The North-east 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 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 foundations and are more likely to use corporate sponsorships to support causes. SME foundations driven by philanthropy, political foundations, 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 boards of directors that vet requests and make 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

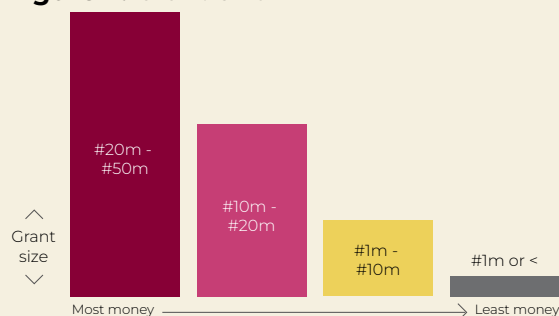
(See page 39)

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 naira (1,315 USD) or less. Some give between 1 and 10 million naira (1,315 to 13,159 USD), a few give between 10 and 20 million naira (13,159 to 26,319 USD), and very few give between 20 and 50 million naira (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 perspectives 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.

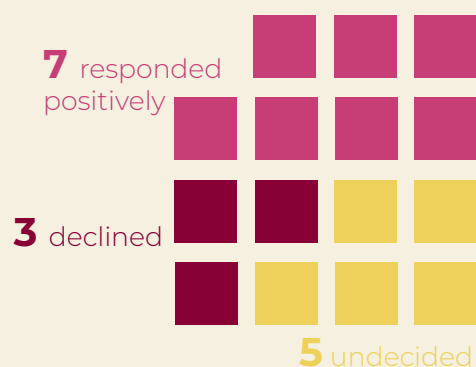
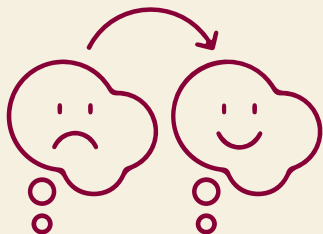


Figure 8: Collective Giving

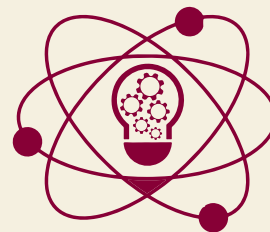
## Recommendations

(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 nonprofits, and philanthropy support organisations to lead groundbreaking work targetted 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 philanthropists need to be regulated through stronger policy framework.



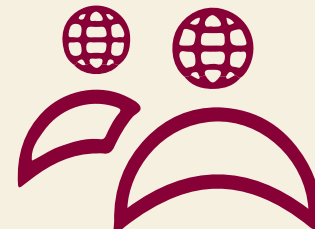
### Political Philanthropy and Better Governance

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.



# INTRODUCTION

The Scanning the Philanthropy Ecosystem in Nigeria Report examines 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 and religious philanthropy.

This is the first-of-its kind research effort in Nigeria that we know has attempted to bridge the gap between the growing field of philanthropy and the lack of knowledge about the scope of the sector and key players outside of the usual suspects or pioneers in the field. It aimed at finding those quiet philanthropists often not found in the headlines. By reporting on the giving activities of these philanthropists, the report demonstrates how giving is conducted across Nigerian communities in ways that address societal issues.

The report is based on nationally representative data of philanthropists across the thirty-six states of the Federation including the Federal Capital Territory, Abuja, followed by a deeper analysis based on generations (age), gender, religion, and regional identity. All individuals and corporate organizations identified as giving large sums either through their foundations, direct payments, skills acquisition and empowerment programs, scholarships, or endowments qualified to be entered into the database.

Defining a threshold for philanthropic giving is difficult because giving and receiving are relative, especially when considering the general definition of philanthropy as giving large amounts of money. An amount of money that one philanthropist considers large may be small to another, and the same is true for beneficiaries. Additionally, it is difficult to measure the needs of beneficiaries and the wealth of philanthropists, as this data is not publicly available.

While philanthropy is an age-long practice in Nigeria, little rigorous study exists on Scanning the Philanthropy Ecosystem. The findings provide valuable information about philanthropic giving across diverse issues that can be used by different stakeholders in and outside the development sector interested in philanthropy and the civil society sector.

The report has set the path for a deeper dive research on giving trends among Nigerian philanthropists. It presents new areas for national conversations and research on philanthropy around anonymity in relation to transparency and religious belief, scale, and impact of giving.

Set within data collected from primary and secondary sources between August and September 2023 the following section describes the background of the project, research objectives, methodology, limitations, and definitions used in the report. Other sections of the report explore in more detail findings from the field, recommendations, areas for further research, and conclusion. It concludes with an annex and a profile of philanthropists mapped.

## Project Background

The purpose of this research is to understand the Scanning the Philanthropy Ecosystem System in Nigeria, who these philanthropists are, map their investments and contributions according to regions, understand their sentiments around a collective infrastructure of giving, and have conversations on building a community driven towards increased philanthropic giving in Nigeria.

## Research Objectives

- ✔ Embark on a nationwide research project to identify the Scanning the Philanthropy Ecosystem in Nigeria.
- ✔ Profile individual philanthropists, private and family foundations as well as political or small business driven philanthropic giving – deliberate, systematic support designed to solve long-term problems.
- ✔ Map their investments and contributions according to regions, and engage them to understand their sentiments around a collective infrastructure of giving and building a community driven towards increased philanthropic giving in Nigeria.

## Key Questions

Who are the philanthropists (local, private sector/foundations, religious bodies, individuals) funding civil society, individuals, and institutions in Nigeria?

What areas of interest do they give to?

What are the average amounts that these philanthropists give per organization or person and the average size of grants?

How do they give these? Is it through a foundation grant, direct payments, scholarships, collaborations, etc? In other words, what are the instruments and vehicles through which they give?

What are the strategies that they prefer?

Who are the groups that receive most of this funding? What are their strategies for fundraising or resource mobilization?

What are the current donor trends? What motivates and/or influences these philanthropists to give?

In what sectors are these philanthropists investing? In other words, what sectors are their businesses operating in?

How do these philanthropists make decisions on how to make their donations? Are religious bodies also undertaking philanthropic efforts? If so, which ones – and are there patterns here?

What due diligence practices/considerations have worked in local philanthropy? Who is not giving? Are there companies and organisations that are operating in the regions but have no philanthropic programs and what sectors are these companies focused on? Special focus be placed on companies in the extractive space - mining, oil and gas)

Name of key players identified:

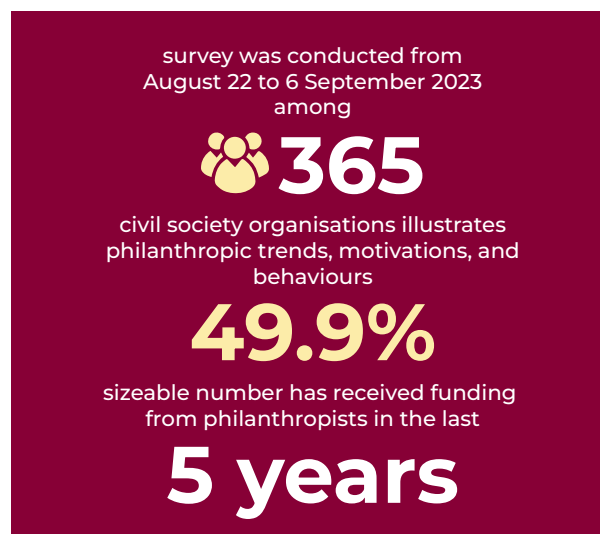
- Net worth values of each donor (where possible)
- Gender, religion, age range
- Contact details
- Contact person for each donor
- Method of accepting proposals or requests
- Average grant size
- Access

Private sector sources of funding for each donor.

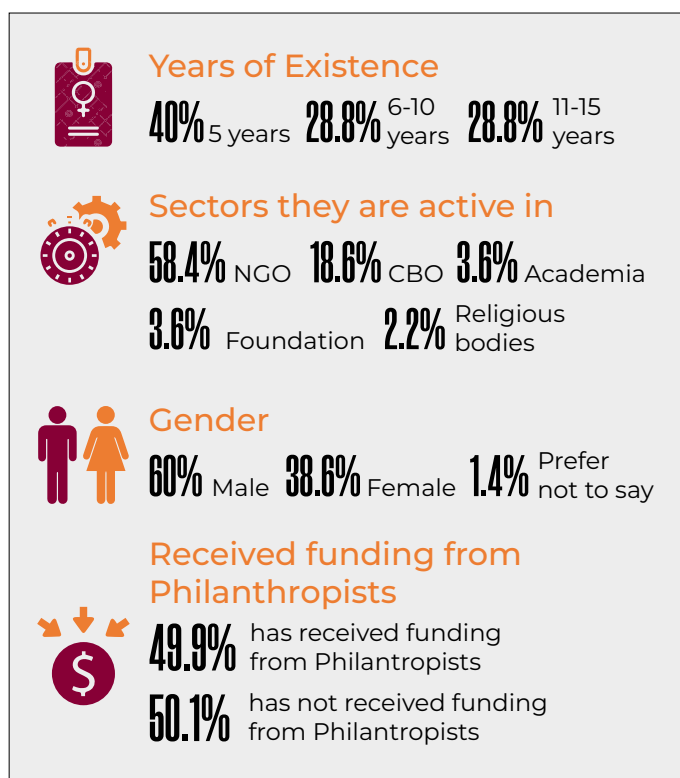


## Methodology

To capture a broader picture of the philanthropic landscape in Nigeria, the project team used a database of organizations that have related with philanthropists or have experience in philanthropy across thematic sectors across the country. This database hosted by the Nigeria Network of NGOs forms the foundation of the report. A survey conducted in September 2023 among 365 civil society organizations illustrates philanthropic trends, motivations, and behaviours. A sizeable number (49.9 percent) have received funding from philanthropists in the last 5 years. The survey was distributed via email. The survey was administered using Google Form. Prior to the survey launch, the team conducted internal piloting of the survey, after several piloting and feedback, a link to the survey was sent to key contacts in the Nigeria Network of NGOs database. The survey was conducted from August 22 to September 6, 2023.



## Demographic Breakdown of Survey Respondents



In this report, we defined philanthropy in its formal and informal forms as giving large amounts of money by wealthy individuals to causes aimed at solving human problems (welfare) either as an individual, religion, or business using the vehicle of foundations or direct donations over a long period of time (sometimes one-off). Definitions in this report were supplemented by a series of discussions with the APF leadership and team including the development of an “initial scoping definitions around philanthropy document” (Appendix A). By utilizing this definition, the report covered a wide scope of philanthropy rather than focusing on charity as a form of philanthropy.

In this report, the Silent Generation are individuals approximately 78 to 95 years old (born 1928 to 1945). The Baby Boomer generation are individuals in the 57 to 75 years age category (1946 to 1964). Generation X includes individuals between 1965 to 1980 (41 to 56 years). The Gen Y generation (also called Millennials) consists of individuals approximately ages 21 to 40 years and are born 1981 to 2000. The Gen Z generation 11 to 26 years (born 1995 to 2010).

**Figure 9:** Demographic Breakdown of Survey Respondents

We gathered data to address the research questions using the following steps:

The research began with a Focus Group discussion with philanthropists, directors, and other senior managers of Foundations within the membership of the African Philanthropy Forum. 90-minute discussions were held to gather participants' thoughts on the philanthropic landscape in Nigeria. Contacts were initiated by APF through electronic mail messages detailing the purpose of the research and extending an invitation to share knowledge and perspectives for the study.

Sample KII participants which included mainly philanthropists were developed with the help of civil society respondents to the online survey. The research team conducted qualitative interviews with civil society leaders that responded to the survey as part of the first stage of the KII with philanthropists. Drawing on their knowledge, access and influence, these leaders were asked to provide us with the direct contacts of the philanthropists they have listed so that we can speak to them directly. We were careful to respect data privacy and anonymity provisions.

This research identified one hundred and eleven philanthropists, however, only thirty five direct contacts of the philanthropists were provided. All contacts with the philanthropists were initiated with a phone conversation detailing the purpose of the research and extending an invitation to share knowledge and perspectives for the research. After the third attempt, if a connection was not made, contacts were not pursued as interview subjects. Respondents provided answers to a list of questions via telephone interview. Of those identified with direct contacts, 16 responded.



**Figure 10:** Philanthropists identified via survey

Most of the philanthropists interviewed had engaged in substantive philanthropic activities along with business or entrepreneurial activities. They have founded their own for-purpose organisations, donated funds to established nonprofits, and are experienced philanthropists. Interviews with each philanthropist lasted for 15 minutes on average. They included four females and twelve males.

Both our FGD and KII interviews were recorded, transcribed, and analysed using a "decoding the discipline" approach. Extant qualitative data such as the "Why Give" videos<sup>1</sup> on the APF website was also integrated into our analysis and treated as an additional source of information, where relevant.

We conducted a landscape survey of philanthropists to gather key information about who is giving, how they are giving, net worth, issue areas and groups supported, due diligence, businesses they are operating in, motivations, and structure. Data on philanthropists was generally open sourced using one of the following sources:

- ✓ List of SMEs.
- ✓ List quoted companies on NSE.
- ✓ List of organisations to be struck off the CAC register.
- ✓ List of top 100 music artists.
- ✓ List of popular Christian and Islamic brands.
- ✓ List of State Assembly members in the 36 States (present and past administration from 2015 - 2023 and 2023 - 2027).
- ✓ List of National Assembly members (present and past administration from 2015 - 2023 and 2023 - 2027).
- ✓ List of past political leaders from the 60s.
- ✓ Past and present 1st ladies from the last 2 election cycle from 2015 to 2023 and 2023 - 2027.
- ✓ List of Hospitals (State and Federal).
- ✓ List of Polytechnics.
- ✓ List of Colleges of Education.
- ✓ List of Universities.

<sup>1</sup><https://africanpf.org/resources/why-give/>

Through this list, we mapped and tracked the names of wealthy individuals and organisations whom we assumed should be giving. For information on their philanthropic activities, the project gathered data through a web search using the Google search engine, relevant organisations annual reports of philanthropic organisations, website pages including news and CSR pages of organisations, industry reports, soft sell magazines, and online news. The result is an up-to-date database of philanthropists including the descriptive data and contact information necessary to conduct engagements. The database ultimately included 863 active philanthropists.

Unless the data sources for net worth or grant size were provided in USD, all currencies were converted from original sources to US dollars using the historical market exchange rates of 11 October 2023 from the Central Bank of Nigeria's website.

The team held 120 minutes virtual focus group discussions across all the six geo-political zones of the country. The focus groups included civil society network leaders, executive directors, founders, and foundation professionals. Questions were tailored to these participants and their level of experience within the sector, allowing us to better understand to what extent perceptions regarding philanthropy in their regions differed and converged based on personal experience.

Qualitative data from the focus group and interview were analysed for key themes to supplement the survey and open-source data. Key themes were identified by reviewing both the focus group and interview transcripts and audio recordings. The text from the transcripts for each qualitative data source was verified against audio recordings and subsequently annotated and analysed for reporting.

Consultation on the draft report was held by inviting interested stakeholders in the field of philanthropy to comment on the main findings in the draft report and holding bilateral/and or multi-stakeholder consultation meetings with key actors within civil society and business to discuss and validate the content. Dialogue during the consultations also aimed to identify shared solutions that can be captured in the recommendations.

The research team implemented quality control measures at multiple stages of data collection and analysis. This was to ensure that problems or omissions could be identified and addressed early when they were easier and faster to fix.

Quality control steps taken include:

- ✔ Field staff were trained on how to use the data collection instruments properly, including how to confirm unlikely or inconsistent responses, ensure that all questions were completed, and navigate through the questionnaire.
- ✔ Each team was overseen by a Supervisor and Field Manager who observed a sample of work and conducted QC checks of entries.
- ✔ A quality control team reviewed questionnaire completion daily and progressively to identify and quickly address any systemic issues or comprehension errors.

See Annex B for data collection and analysis methods used in answering the research questions outlined in the terms of reference. It provides examples of how different data collection and analytical methods help in answering specific questions. It presents an overview of how methods are linked to research questions.

A validation workshop was held on October 25, 2023, to present the full report and major findings of the research to philanthropists, philanthropic foundations, nonprofit leaders, and senior leaders with expertise in philanthropy. The workshop aimed to improve the quality of the research, get feedback on the accuracy of the information gathered, relevance, and value addition of the research, identify and prioritise the major issue areas and possible interventions, and improve the usefulness of the report by ensuring consistency of the findings with recommendations. In total, 15 participants (8 women and 7 men) took part in the virtual workshop, which lasted 3 hours. Participants also had the opportunity to provide written comments. The feedback received informed changes to the report.

## Limitations

While this research attracted attention from civil society including academia, foundations, consultations community-based organisations, consumer associations, religious non-profits corporate, and industry associations, which allowed for the collection of rich and wide-ranging data, it is important to acknowledge some limitations of the study.

Participation in the survey, interviews, and focus group discussions was voluntary, and data collection was conducted within a limited timeframe. As a result, only people with the time and digital access during that specific period were able to participate in the study. This limitation was reflected in the number of participants attending our regional focus groups as many complained of internet disruptions.

Data from the online survey of civil society leaders could be subject to some level of self-reporting bias.

Another key point is the availability of data and how well it can be applied in different contexts. For example, the anonymous nature of giving has meant that data on philanthropists are not publicly available. For those philanthropists participating in the KIs, very few were willing to share information on their giving publicly because of their belief or to reduce demand for their philanthropic resources making it impossible for the report to capture comprehensive data on grant size or net worth. It also limited a broad mosaic of perspectives from across the field. Findings from this research revealed that the range of philanthropic forces across the country is large and only a few could be analysed here owing to time and resources.

Part of the research entails providing a list of philanthropists active in Nigeria. Where shortcomings exist, they arise based on shortcomings from our sources rather than the report team. Thus, this list is to be used with discretion.

Despite these limitations, The research team strived to create a dataset that was as inclusive as possible. The data sampling ensured that women and men were represented equally, and that data was collected from a wide range of geographic regions in Nigeria.

## Definitions and Scope of the Research

Because the definition of philanthropy is not precise, it is difficult to define or limit the term. In different parts of the world and context, the term also has different meanings. While the word literally means "humanity," philanthropy in theory and practice is often associated with large donations from wealthy individuals. These philanthropists come from different sectors trade, service, oil and gas, small businesses, financial services, agriculture, manufacturing, healthcare, transport and logistics, information communication and technology among others. In their organisational form, they give through the vehicle of foundations either as family and individual, corporate, small business, religious or political foundations.



In this report, we defined philanthropy as “giving large amounts of money by wealthy individuals to causes aimed at solving human problems (welfare) either as an individual, religion, or business using the vehicle of foundations or direct donations over a long period of time (sometimes one-off).”

We developed this working definition to help inspire project level conversations, deepen understanding, and agree on a definition that can help shape the design of suitable methodology around the research assignment. It also aimed to deepen understanding of the term among our data subjects in ways that create a common understanding. With this definition, we feel we would be able to separate “philanthropy” from “charity” which is often seen as the same or used interchangeably within civil society.

# Definition of Other Terms Used in the Report



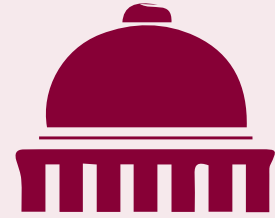
## Private Foundations

Typically, a 'private foundation' is one that has been established by an individual or family as part of their will/estate/bequest and is managed by independent Trustees under the terms of the Trust Deed.



## Family Foundations

Family foundations consist of either living donors or living people with a close connection to the founder who may themselves be donors to the foundation or have a family connection to the person who established the family foundation.



## Political Philanthropy

Political philanthropy is the nonpartisan commitment of financial resources by an elected official or aspirant to help the needy or vulnerable through direct donations to beneficiaries (constituents) or setting up of foundations in their own names or honour or memorialise someone. It is mostly driven by the desire to give back to constituents, win an election or stay elected.



## Corporate Foundation

Companies in the philanthropic space that provide donations, grants, sponsorships and/or corporate social responsibility may establish their own corporate foundation. These corporate foundations may be established as a separate legal entity or as a separate division within their business.

The legal structure is determined by where the funds come from and what they are funding.



## Faith-based Philanthropy

They differs from other forms of philanthropy because it is built upon a particular faith or religion. The values and beliefs of each religion shape how faith-based organizations (FBOs) operate and what they do. Faith-based organizations (FBOs) are rooted in religion, but that doesn't mean they aim to convert everyone. In fact, many FBOs prioritize supporting their local communities through various services and programs.



## Small and Medium Sized Business Driven Philanthropy

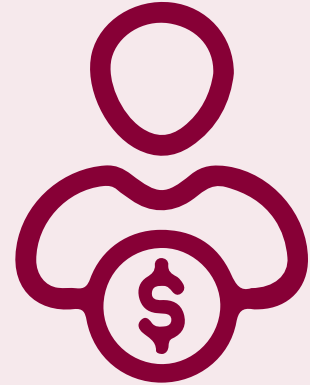
They are small and medium sized businesses undertaking socially responsible activities to make a difference in communities where they operate including taking steps to minimize the effect of their activities on the environment. They do this by giving donations, supporting community activities or events, donating their products/services to good causes, collection, and roundups (boxes for customers to donate their change to charity).

# Types of Donors



## Legacy donors

Legacy donors are donors who typically provide planned gifts that are to be given at a future date, typically bequests in their will, or gifts that are to be donated after their passing. Planned gifts by legacy donors can include bequests, securities, insurance, charitable annuities, property, and artefacts. Legacy donors look towards continuing an impact even after their passing, thereby creating a legacy for decades to come.



## Major donors

Major donors are individuals who hold and have the capacity to provide large donations to a non-profit organization and often hold a personal connection with the organization.



## Corporate Donors

Business entities may be interested in giving to a charity either because their CEO cares about the cause or because the nonprofit has offered exceptional marketing opportunities. Corporate donors are corporations that provide large donations to be philanthropic.



## Foundations

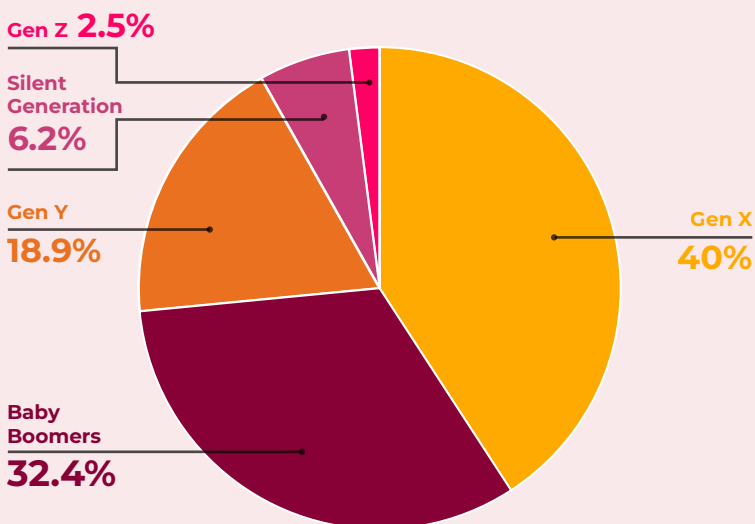
These donors are also nonprofits and come from communities, families, or corporations. Foundations generally supply these funds through grants and often focus on one or two areas of concern. They give grants to only nonprofits with programs addressing these issues.

# Results

This section of the report presents findings from the landscape survey, qualitative interviews, and open-source research. It also includes comparison of findings between the three data sets.

## Age, Gender, Religion, and Location of Philanthropists

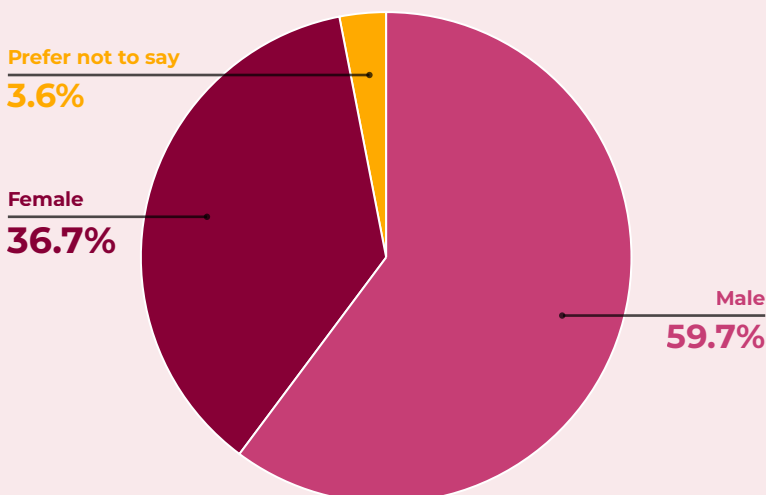
The research found a significant number of philanthropists are Gen X - 1965 to 1980 (40 percent), followed by Baby Boomers - 1946 to 1964 (32.4 percent), Gen Y - 1981 to 1996 (18.9 percent), Silent Generation - 1928 to 1945 (6.2 percent) and Gen Z - 1995 to 2010 (2.5 percent). Nigerian philanthropists are predominantly male (59.7 percent of our database) and 36.7 percent female. The findings indicated that 72.2 percent of the philanthropists identified are Christians and 24.6 percent Muslims. Philanthropists are found in all 36 states and the Federal Capital Territory (Abuja). About half of the philanthropists are found in Lagos (43.2 percent), Abuja (9.3 percent) Abia, Anambra, Cross River, and Edo (3.0 percent each).



**Philanthropists' Age**  
275 responses

- Silent Generation (1928 to 1945)
- Baby Boomers (1946 to 1964)
- Gen X (1965 to 1980)
- Gen Y (1981 to 1996)
- Gen Z (1995 to 2010)

**Figure 11:** The Age Distribution of Philanthropists

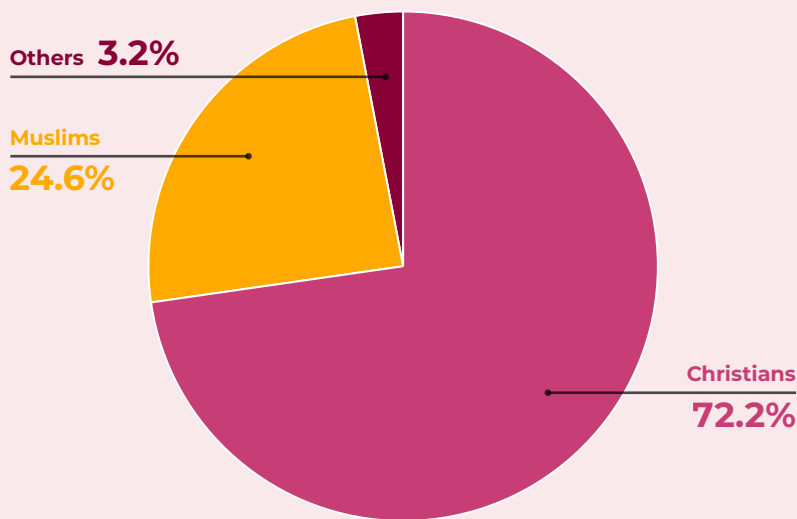


**Gender Distribution of Philanthropists**  
590 responses

- Male
- Female
- Prefer not to say

**Figure 12:** The Gender Distribution of Philanthropists





## Philanthropist's Religion 529 responses

- Christians
- Muslims
- Others

**Figure 13:** Religion Distribution of Philanthropists

Philanthropy is a deeply ingrained religious activity and tradition in Nigerian life. The research further sought to illuminate the significance of religion to philanthropy especially in explaining why very few Muslims are captured in the report as philanthropists. One insight the team heard is that “because zakat is an arrangement within Islam where the rich can give their zakat to the poor, sometimes this zakat is channeled through Islamic organizations. And through these organizations, funding is provided to the vulnerable”.

A participant at the FGDs however noted: “It's important to note that religion and culture are not always synonymous. A lot of giving practices are culturally driven, and one of the influencing factors of culture is religion. However, I'm not sure that southern giving in Nigeria is more because it's a Christian thing than it is just that southern communities have different cultural practices”.

“

“The way communities shared living are structured tends to be different in the South of the country versus in the North, where you had more institutional and organized collaborations. While in the North, it tends to be driven more by political and religious institutions. For the larger Northern Muslim community, you have to understand that Islam's views on charity can be reduced to the same that the left hand should not know what the right hand is doing. And institutionalizing philanthropy in this culture can therefore be challenging”.



# Generational Analysis of Philanthropy

**Generation X** - 1965 to 1980 (24.4 percent) gives more followed by **Baby boomer** - 1946 to 1964 (16.7 percent) then **Generation Y** - 1981 to 1996 (10.4 percent), **Generation Z** - 1995 to 2010 (3.6percent) and **Silent Generation** - 1928 to 1945 (3.8 percent). While Nigerian philanthropists own a variety of businesses, Healthcare (25 percent), Services (15.3 percent), Oil and Gas (14 percent) Manufacturing (11.2 percent), Agriculture (10.7 percent), Information Communications Technology (9.3 percent) and Hospitality (9 percent) are the most common industries their businesses operate in. Baby Boomers, Gen X, Gen Y, Gen Z, and Silent Generation, all run foundations. The Silent Generation own more corporate foundations, followed by Baby Boomers. Interestingly, the data revealed the Silent Generation is less likely to be a Legacy philanthropist with Baby boomers operating more in the major donor field.

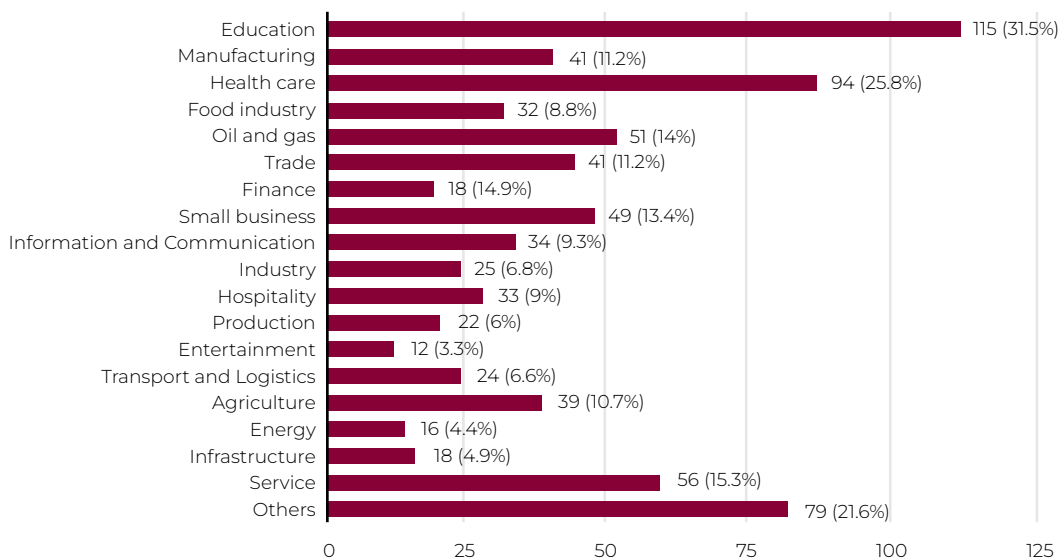
Gen X is the most active age group in philanthropy in Nigeria. Gen X accounts for 40.3% of all foundations in Nigeria, while Gen Y accounts for 39.8% of all foundations. The South-west region has the highest proportion of foundations led by Gen X (30.2%), while the North-east region has the lowest proportion of foundations led by Gen Y (0.0%). Baby boomers are still active in philanthropy, but

they are not as active as Gen X. The data suggests that Gen X is the most active age group in philanthropy in Nigeria.

**One possible explanation for the fact that Gen X is the most active age group in philanthropy in Nigeria is that this generation is more likely to have the financial resources and disposable income to donate to charity. Another possibility is that Gen X is more likely to be interested in philanthropy than previous generations.**

Baby boomers are still active in philanthropy, but they are not as active as Gen X. This may be because Baby boomers are approaching retirement age and may be focused on other priorities, such as saving for retirement or caring for their grandchildren. It is also worth noting that the data shows that the South-west region has the highest proportion of foundations led by Gen X. This may be due to a number of factors, such as the region's higher levels of economic development and education. Overall, the data suggests that Gen X is the most active age group in philanthropy in Nigeria. This is a positive development, as it shows that this generation is committed to giving back to their communities.

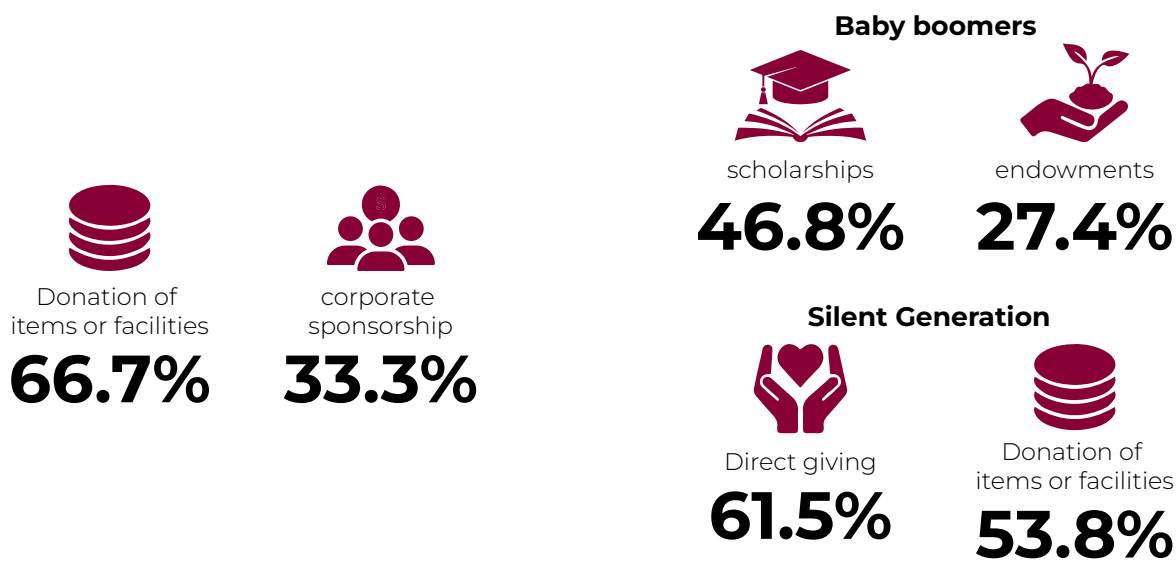
## Sector philanthropists operate in 365 responses



**Note:** Respondents had the opportunity of choosing more than one response.

**Figure 14:** Sector philanthropists operate in

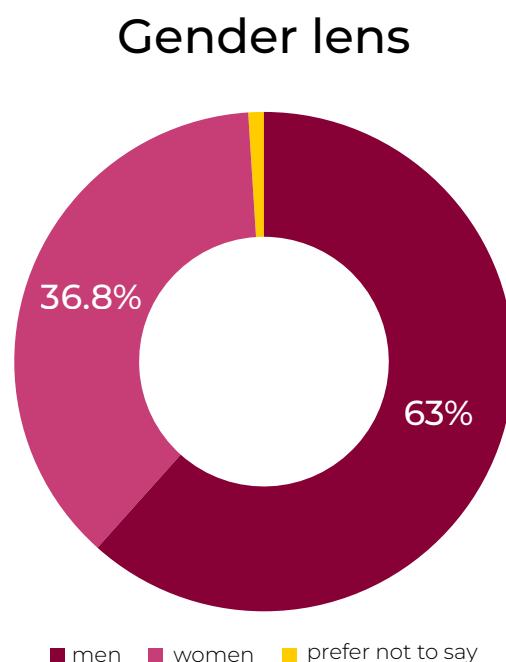
Providing support to issue areas such as education, poverty, health, orphanages and shelter, economic and community development and humanitarian action is common among philanthropists across generations. Only Gen Z contributes significantly to disability. However, differences emerge in the strategies used in giving. Gen Z gave more through a combination of direct giving (100 percent of philanthropists on our database - data available for only 63 percent of respondents) donation of items or facilities (66.7 percent) and corporate sponsorship (33.3 percent). Baby boomers take the lead in providing scholarships at 46.8 percent and endowments (27.4 percent). Gen Y gave more through skill acquisition and empowerment programme. Direct giving (61.5 percent) and donation of items of facilities (53.8 percent) are used by the Silent Generation.



## Gender Dimension to Philanthropy in Nigeria

Giving a spotlight on the diversity of philanthropy practices through the gender lens and identifying trends are among the focus of this research. Men philanthropists are the most dominant private foundations based on 63 percent (863 philanthropists) data available for philanthropists on our database, followed by 36.8 percent of women with 0.2 percent of “prefer not to say” across all possible responses. Most corporate foundations are led or owned by men (47.1 percent); SMEs driven by philanthropy have the greatest number of women (82.8 percent). Religions (73.9 percent) and political (80.5 percent) type of foundations are dominated by men.

This research shows that male-led foundations are more common than female-led foundations in all regions of Nigeria. Male-led foundations account for 61.1% of all foundations in Nigeria, while female-led foundations account for 37.1% of all foundations.



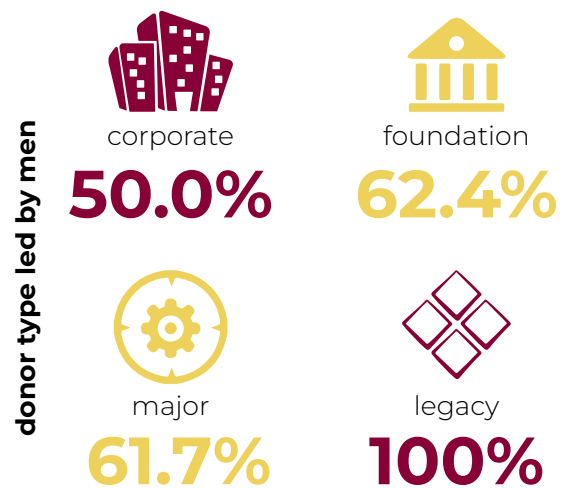
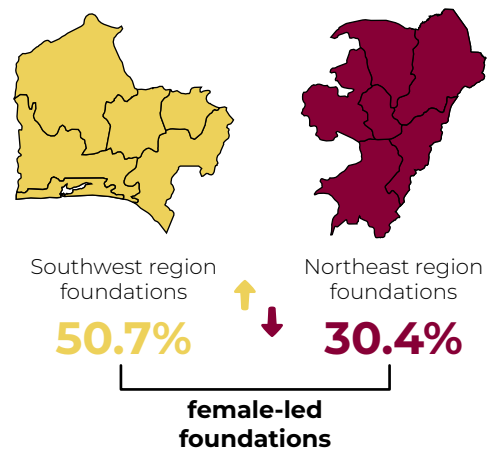
**Figure 15:** Distribution of Gender Lens

The South-west region has the highest proportion of female-led foundations (50.7%), while the North-east region has the lowest proportion of female-led foundations (30.4%). It is also worth noting that the data shows that the South-west region has the highest proportion of female-led foundations. This may be due to several factors, such as the region's higher levels of economic development and education.

The study findings suggest that men continue to be the majority in the four types of donors that exist. The survey indicated that most corporate (50.0 percent), foundations (62.4 percent), and major (61.7 percent) donors are men. The legacy donor type of philanthropy is practiced 100 percent by men.

In terms of how they support, men are more likely to support through direct giving (61.7 percent), scholarships (69.4 percent), endowments (65.4 percent), donation of items or facilities (63.2 percent), skill acquisition and empowerment (61.7 percent) and corporate sponsorships (59.7 percent). Women are more likely to support through skill acquisition and empowerment programme (34.7 percent), donation of items or facilities (32.5 percent), corporate sponsorships (31.2 percent), endowments (28.2 percent) and scholarships (27.2 percent).

Overall, the data suggests that there is a gender gap in the distribution of support provided by foundations. One possible explanation for this gender gap is that male-led foundations may have more access to financial resources.



# Giving by Philanthropists

Our database shows that Nigerian philanthropists have given at least \$434,170,034 (data are available for only 31 philanthropists) in the last five years. The minimum dollar amount given by a philanthropist range from \$922 to \$1,317. The median donation amount is \$197,394. The average donation is \$14,005,485<sup>2</sup>. The research also found philanthropists to be highly engaged in the private and corporate types of philanthropy.

Also, 30.1 percent of philanthropists were reported to fundraise or carry out resource mobilization through strategic partnerships, 25.5 percent seeking grants through multilateral organizations and 19.2 percent asking individuals to give. Family contributions at 13.2 percent is another.

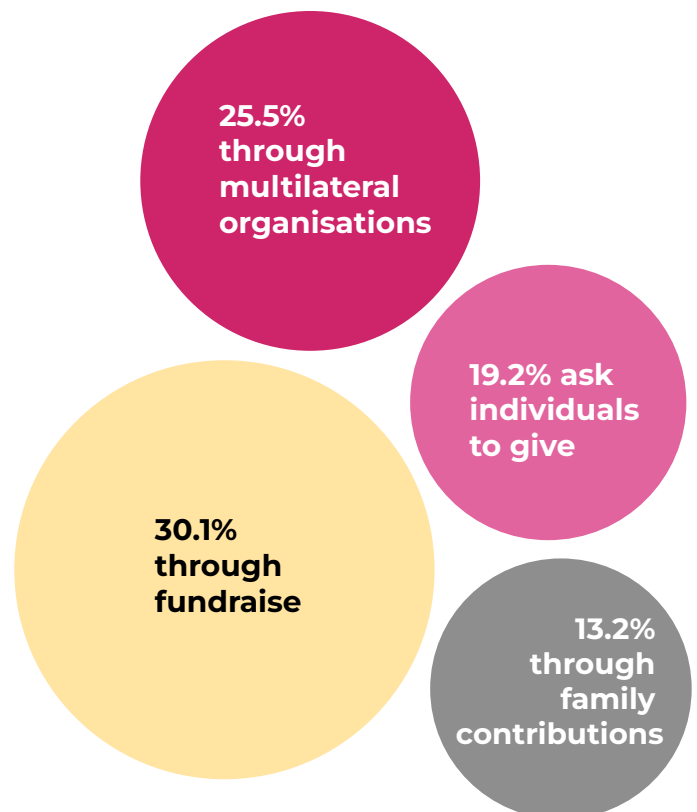
Some philanthropists noted that philanthropy cannot be done in isolation and must involve aid from family and friends. They stressed that although philanthropy comprises generating profitability, the focus should be more on giving back to society than chasing funding opportunities.

“Therefore, you need either your wife or your sister or your brothers; members of the family who will also be able to play a role. You will also need professionals who do have to run strategy philanthropies too. There are some professionals that are trained specifically to run philanthropic set up and not necessarily members of the families. Members of families can always fit in with care. Those family members who recognize the overall initiative, the overall focus and overall motivation, are inspired to want to join and participate. And the recipient’s society members didn't feel that this is a family related issue for philanthropy, the need to recognize and respect family members to join and participate, particularly one's wife”.

Nigerian philanthropists  
have given at least  
**\$434,170,034**  
in the last five years

minimum dollar  
amount given  
**\$922 to \$1,317**

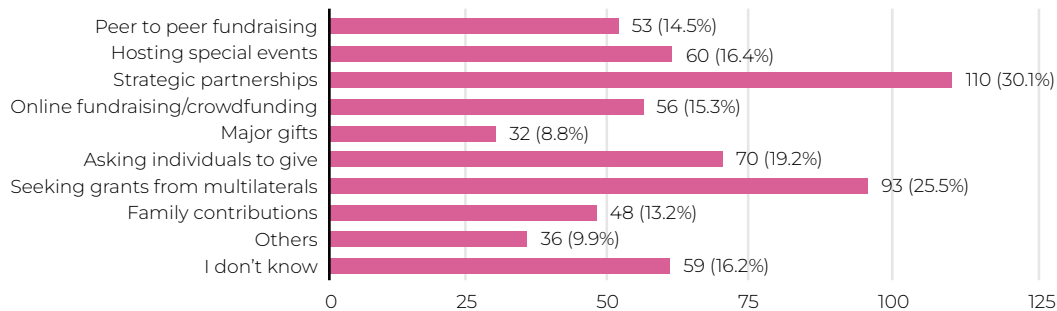
average donation  
**\$14,005,485**



<sup>2</sup>Median donation is the amount which divides the giving distribution into two equal groups, half having donation above that amount, and half having donation below that amount. Mean income (average) is the amount obtained by dividing the total aggregate distribution of the group by the number of units in that group.

<sup>3</sup><https://youtu.be/AyvCPZztPF4>

## Strategies for fundraising or resource mobilization? 365 responses



**Note:** Respondents had the opportunity of choosing more than one response.

**Figure 16:** Fundraising strategies

## Regional Dimensions to Giving

### Types of Donors

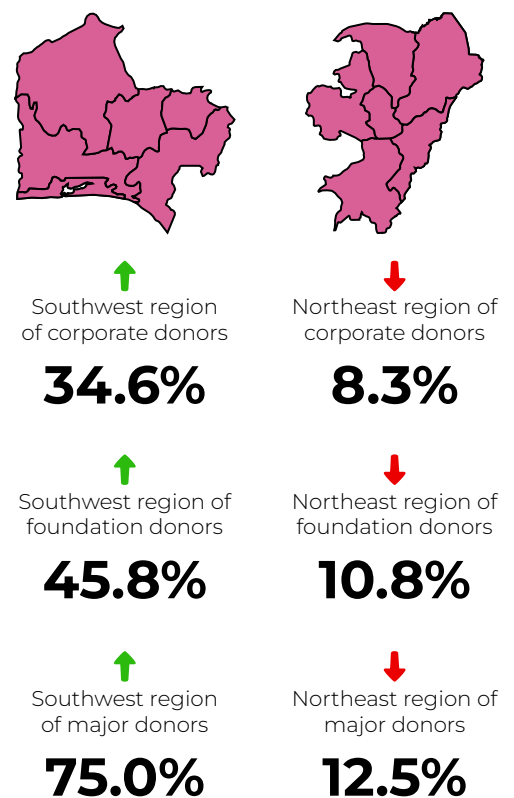
Corporate donors are the most common type of donors in Nigeria, followed by foundations and major donors. The South-west region has the highest proportion of corporate donors (34.6 percent), while the North-east region has the lowest proportion of corporate donors (8.3 percent).

The South-west region also has the highest proportion of foundation donors (45.8 percent), while the North-east region has the lowest proportion of foundation donors (10.8 percent). The South-east region has the highest proportion of major donors (75.0 percent), while the North-east region has the lowest proportion of major donors (12.5 percent).

Legacy donors are the least common type of donors in all regions of Nigeria.

One possible explanation for the regional variation in the distribution of donors is that the South-west region is more economically developed than other regions of Nigeria. This may make the South-west region more attractive to donors. Another possible explanation is that the South-west region has a longer history of philanthropy than other regions of Nigeria. This may have led to a stronger culture of philanthropy in the South-west region.

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. Overall, the findings suggest that the South-west region is the most attractive region for donors in Nigeria. It also suggests that corporate donors and foundation donors are the most active donors in all regions of Nigeria.



## Giving Strategies According to Region

Findings show that the most common support strategy used by foundations in Nigeria is direct giving. Direct giving accounts for 37.5 percent of all support provided by foundations in Nigeria. The next most common support strategies are corporate sponsorships (19.6 percent), scholarships (15.4 percent), donation of items or facilities (12.8 percent), skill acquisition and empowerment programmes (12.5 percent), and endowments (12.2 percent).

The South-west region has the highest proportion of foundations that provide direct giving (74.1 percent), while the South-east region has the lowest proportion of foundations that provide direct giving (50.0 percent).

The South-west region also has the highest proportion of foundations that provide corporate sponsorships (24.1 percent), while the South-east region has the lowest proportion of foundations that provide corporate sponsorships (0.0 percent).

The North-central region has the highest proportion of foundations that provide scholarships (39.5 percent), while the South-east region has the lowest proportion of foundations that provide scholarships (25.0 percent).

The South-south region has the highest proportion of foundations that provide skill acquisition and empowerment programmes (53.9 percent), while the South-east region has the lowest proportion of foundations that provide skill acquisition and empowerment programmes (41.7 percent).

The South-west region has the highest proportion of foundations that donate items or facilities (53.8 percent), while the South-east region has the lowest proportion of foundations that donate items or facilities (50.0 percent).

The South-west region has the highest proportion of foundations that provide endowments (20.8 percent), while the South-east region has the lowest proportion of foundations that provide endowments (16.7 percent).

However, it is important to note that there is a need to encourage more foundations from all regions of Nigeria to support philanthropy. This could be done by raising awareness of the benefits of philanthropy and providing support to foundations.

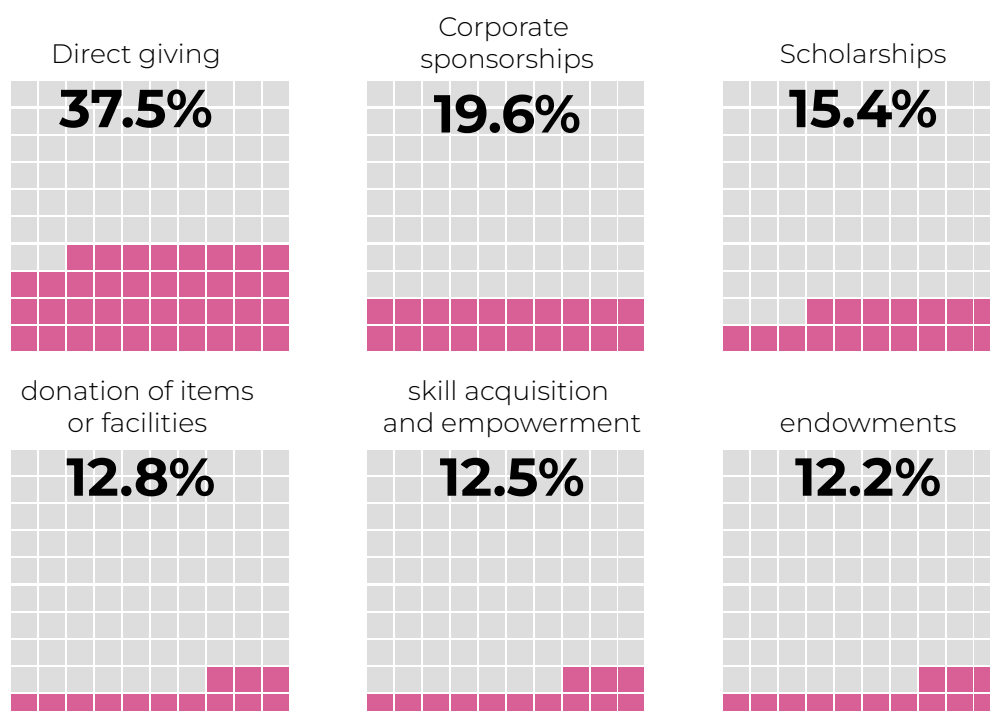


Figure 17: Giving strategies

## Type of Foundations According to Region

The following data from our database of philanthropists shows the distribution of different types of foundations by region in Nigeria. The data is broken down by type of foundation (private, corporate, SME driven by philanthropy, political, faith-based, and family) and region (North-central, North-east, North-west, South-east, South-south, and South-west).

The South-west region has the highest proportion of private foundations (55.5 percent), while the North-east region has the lowest proportion of private foundations (75.6 percent).

The South-west region also has the highest proportion of corporate foundations (43.5 percent), while the North-east region has the lowest proportion of corporate foundations (17.8 percent).

The North-central region has the highest proportion of faith-based foundations (25.0 percent), while the South-east region has the lowest proportion of faith-based foundations (0.0 percent).

The South-east region has the highest proportion of family foundations (8.3 percent), while the North-east and North-west regions have the lowest proportion of family foundations (0.0 percent).

The South-west region has the highest proportion of private foundations (55.5 percent), while the North-east region has the highest proportion of corporate foundations (75.6 percent).

The South-east region has the highest proportion of SME driven by philanthropy foundations (12.5 percent), while the South-south region has the highest proportion of political foundations (11.4 percent).

The North-central region has the highest proportion of faith-based foundations (25.0 percent), while the South-east region has the highest proportion of family foundations (8.3 percent).

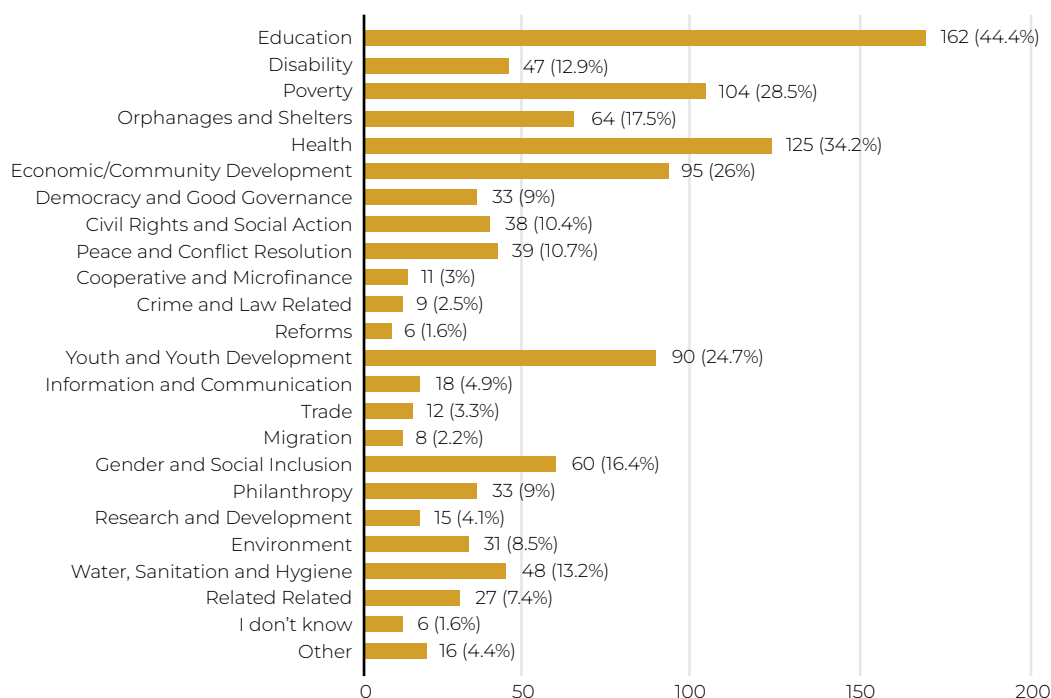
	private foundations	corporate foundations	faith-based foundations	family foundations	philanthropy foundations
South-west	55.5%	43.5%	25.0%	-	12.5%
North-east	75.6%	17.8%	0.0%	0.0%	-
North Central	-	-	25.0%	-	-
South-South	-	-	-	-	75.5%
South-east	-	-	-	8.3%	-

**Figure 18:** Type of foundations according to region

# Issues Supported and Groups Receiving the Most Funding

The survey found philanthropists supported a wide range of issues with the most being education, health, economic and community development, youth and youth development, gender and social inclusion, water, and sanitation.

## Areas of interest philanthropists give to by sector 365 responses



**Note:** Respondents had the opportunity of choosing more than one response.

**Figure 19:** Areas of interest philanthropists give to by sector

Private foundations give more to education (54 percent), health (40.7 percent), poverty (46.5 percent), philanthropy (42.6 percent) and orphanages, shelter (22.6 percent), economic and community development (21.8 percent).

Corporate foundations are more likely to fund education (48.4 percent), philanthropy (46.4 percent) health (39.1 percent), poverty (35.9 percent), and orphanages and shelter (21.9 percent) than other issues.

For SME driven philanthropies, education (42.9 percent) ranks higher on the list of issues that they support followed by philanthropy (46.4 percent), poverty (46.4 percent), health (39.3 percent), economic and community development (21.4 percent).

Political foundations support education (69.8 percent), health (51.2 percent), poverty (39.5 percent), philanthropy (27.9 percent), orphanages and shelter (20.9 percent).



Faith-based philanthropy is more focused on issues such as education (70.9 percent), health (60 percent), philanthropy (63.6 percent), poverty (61.8 percent), orphanage and shelter (58.2 percent), economic and community development (49.1 percent) and humanitarian services (41.6 percent).

Family foundations are likely to support education (58.3 percent), health and poverty (50 percent each), philanthropy (41.7 percent), youth and youth development (33.3 percent), economic and community development (25 percent), information communications and technology (25 percent), humanitarian services (16.7 percent), and entrepreneurship (16.7 percent). It is interesting to note that family foundations are the only type of foundations that are likely to support youth and youth development, information and communications technologies, and entrepreneurship.

Women (44.1 percent), CSO/NGO/FBO/CBO/BMO (31.8 percent) girls and people living with disabilities (25.5 percent each), orphans and vulnerable children (23.8 percent), widows (20 percent), general public (16.7 percent) and elderly (14.5 percent) are the groups that are likely to receive the most funding from philanthropists in Nigeria.

This data shows the top 7 groups that are likely to receive the most funding from philanthropists in Nigeria, with women being the most popular group, followed by CSO/NGO/FBO/CBO/BMO, girls and people living with disabilities, and orphans and vulnerable children.



Women are the most likely group to receive funding from philanthropists in Nigeria. This may be due to a number of factors, including the high levels of poverty and gender inequality in Nigeria. Women are also more likely to be involved in community development and social justice initiatives, which may make them more attractive to philanthropists.



CSO/NGO/FBO/CBO/BMOs are also likely to receive significant funding from philanthropists in Nigeria. This is likely due to the important role that these organizations play in providing social services and advocating for the poor and marginalized.



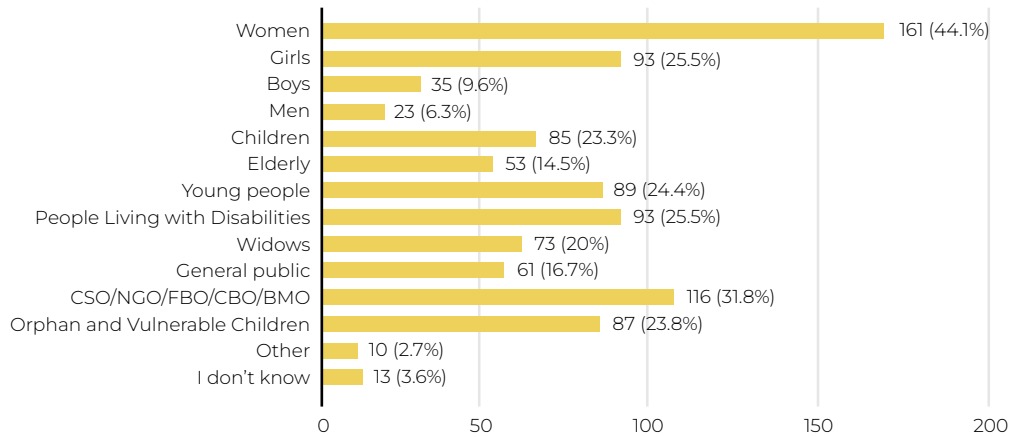
Girls and people living with disabilities are also priority groups for philanthropists in Nigeria. This is important because these groups are often excluded from mainstream society and have limited access to resources and opportunities.



Orphans and vulnerable children are also likely to receive significant funding from philanthropists in Nigeria. This is important because these children are particularly vulnerable to poverty and exploitation.

Overall, the data suggests that philanthropists in Nigeria are focused on supporting groups that are marginalized and disadvantaged. This is a positive development, as it shows that philanthropists are committed to using their resources to make a real difference in the lives of the poor and vulnerable.

## Groups that receive most of the funding 365 responses



**Note:** Respondents had the opportunity of choosing more than one response.

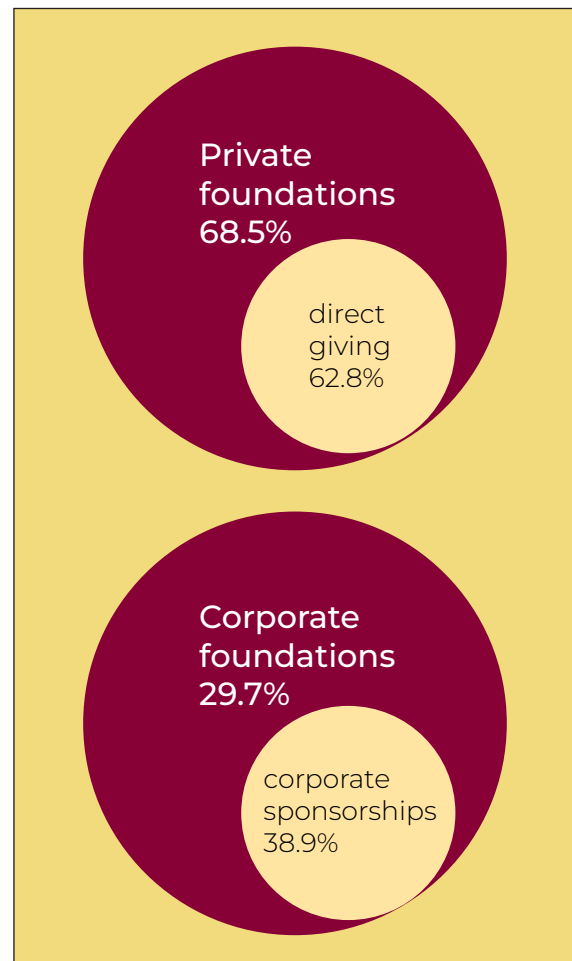
**Figure 20:** Groups that receive most of the funding by gender

## How They Support

Findings show how different types of foundations support different causes. The data is broken down by type of foundations (private, corporate, SME driven by philanthropy, political, faith-based, and family) and strategy for supporting causes (direct giving, corporate sponsorships, scholarships, skill acquisition and empowerment programs, donation of items or facilities, and endowments).

Overall, the data shows that private foundations are the most common type of foundation and that they use direct giving as their primary strategy for supporting causes. Private foundations account for 68.5 percent of all foundations in the data set, and they use direct giving to support causes 62.8 percent of the time.

Corporate foundations are the second most common type of foundation, and they use corporate sponsorships as their primary strategy for supporting causes. Corporate foundations account for 29.7 percent of all foundations in the data set, and they use corporate sponsorships to support causes 38.9 percent of the time.



SME foundations driven by philanthropy are the least common type of foundation, and they use direct giving and scholarships as their primary strategies for supporting causes. SME foundations driven by philanthropy account for 3.6 percent of all foundations in the data set, and they use direct giving and scholarships to support causes 3.6 percent and 3.4 percent of the time respectively.

Political foundations are the second least common type of foundation, and they use direct giving and endowments as their primary strategies for supporting causes. Political foundations account for 4.2 percent of all foundations in the data set, and they use direct giving and endowments to support causes 4.2 percent and 19.4 percent of the time respectively.

Faith-based foundations are the third least common type of foundation, and they use direct giving and corporate sponsorships as their primary strategies for supporting causes. Faith-based foundations account for 12.9 percent of all foundations in the data set, and they use direct giving and corporate sponsorships to support causes 12.9 percent and 12.6 percent of the time respectively.

Family foundations are the fourth least common type of foundation, and they use direct giving and donation of items or facilities as their primary strategies for supporting causes. Family foundations account for 1.8 percent of all foundations in the data set, and they use direct giving and donation of items or facilities to support causes 1.8 percent and 1.8 percent of the time respectively.

One interesting finding from the data is that private foundations are more likely to use direct giving to support causes than corporate foundations. This suggests that private foundations may be more focused on providing direct support to organizations that are working on the ground, while corporate foundations may be more focused on supporting causes through corporate sponsorships and other partnerships.

Another interesting finding from the data is that faith-based foundations are more likely to use direct giving and corporate sponsorships to support causes than endowments. This suggests that faith-based foundations may be more focused on providing immediate support to causes that are important to their faith community, while other types of foundations may be more focused on providing long-term support to causes through endowments.

## Motivation/Influences

Most philanthropists are motivated by “helping people in need and addressing great challenges”. Other motivations include interest in making meaningful difference, satisfaction and peace of mind, causes or organization being important to them, giving is a part of their values or family values and quest for better society. Others are a person or organization asked for their support (14.8 percent) and religious considerations (11.2 percent) among others.

Philanthropists participating in the key informant interviews discussed about their motivation and interests:

“What motivated me was that I lost my father at a very young age, and my remaining family depended on people to survive. My mum had to do all types of menial jobs just for us to eat due to these past experiences, as I grew up, I see giving as a virtue and giving is to save lives not because one has so much but because they have the heart to give and know how it feels not to have”.

“Personally, it has been a part of me to help people and put a smile on their faces, also considering the poverty level and the number of people that need help”.

“The motivation is to assist the less privileged. e.g., people in the hospital who are unable to pay their bills; students who are brilliant but unable to sponsor themselves to school”.

“It is God. When you have, it is good to give because you will have more”.

“I have considered Christ, the ways in which Christ came to redeem the world, so there is no sacrifice we make to humankind that is too much. So basically, it's the love of Christ that motivates me to give back to humanity”.

“The second thing is that it's a tremendous help if there's and if there are individuals and organizations in that area that you can work with, that you can give your money and give support to a group of people who are organized. They know what they want to do”.

“Before now I didn't have an NGO, I only gave personally as a selfless thing. It's been like that for a very long time. It gives me so much satisfaction helping people around me. So, two years ago I got a divine call to start a gender based NGO, where I will mentor women and girls and also get other mentor to do same thing. Left for me I won't have started the NGO, I would have loved to continue giving quietly, but it was a divine call from God to start it”.

“What motivated me was that I faced a lot of challenges, because of my inability to go to school and all I suffered while in school, how I was helped by church members. Some people had to put me in their budget, that whenever am going back to school, I would have to go around to collect N500, each from these persons, because my parents were already old, mum had BP, so I couldn't tell her about my challenges in school due to her health issues. I had to venture into doing menial jobs just to survive, so after my studies, I said the only way to pay back those who assisted me, was to give back to society, by giving people scholarships to the capacity I can”.

A philanthropist in one of the Why give videos on the APF website<sup>4</sup> said:

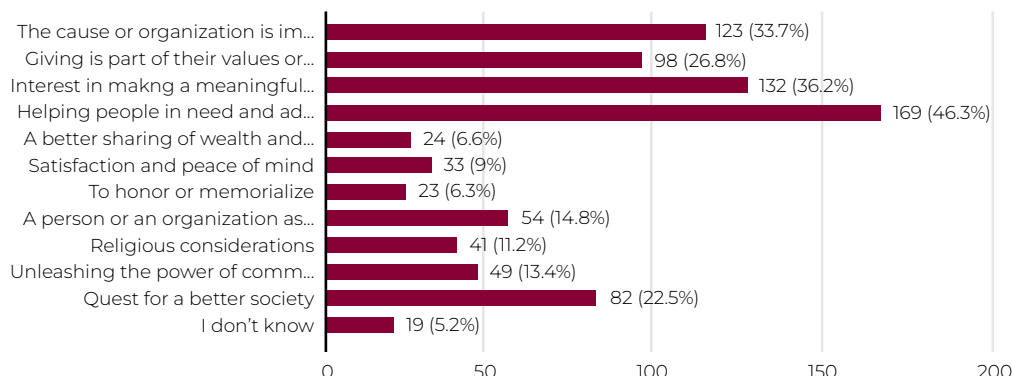
“Now, since my children started growing up, I guess they would believe they have already grown up, but let's just say they're growing up. They have started influencing me more and more as well. My second daughter, who works for McKinsey and Company in Lagos, has started leading an effort to promote young women entrepreneurs in Africa. The point that she has been making is that women in Africa have so far been thought of in terms of microfinance. But they have not been thought of in terms of regular entrepreneurship, for businesses that are mid-level businesses, or they don't think of women starting the next equivalent of Yahoo in Africa, and there's no reason why this should not happen, we tend to look for something enter that we are passionate about”.

“Because candidly speaking, even though sometimes you feel the great need, it may just not be a group that, that grabs, you have to be honest with you that, you know, I'm, I am concerned about the environment. But I'd be honest with you, you know, I'm not going to, you know, be up all night long on the issue, but I believe in it and and I'm concerned about it, education keeps me awake at night. Medicine keeps me awake at night. So, it has something you're passionate about”. (Unedited).

<sup>4</sup><https://africanpf.org/resources/why-give/?playlist=8eecd19&video=2f6a48c>

## Motivation/interest of philanthropists to give

365 responses



**Note:** Respondents had the opportunity of choosing more than one response.

**Figure 21:** Motivation/interest of philanthropists to give

## How Philanthropists Make Decisions

Philanthropists participating in the key informant interviews were asked how they make decisions about funding. This was what we heard:

"The NGO has a group that makes decisions on donations. I basically just finance. The purpose of this group is to vet and ensure requests are genuine".

"The Foundation has a Board of Directors assigned to every thematic area. A meeting is usually held to take decisions on how to support".

"It's on a case-by-case basis, you can't do everything. Basically, a list of appeals and needs are gotten, and they are taken one at a time so that they can be spread around in bits and touch a life or more".

"I have directors and staff who work to verify requests".

"I must be really sure that you need the help. For example, a child who just finished Pry 6, the mother asked her to drop out. I had to step in and take up the responsibility of her education".

"In my club, it depends on the volume of the need, first we do needs assessment, to see what is actually needed at certain points in time and then we make plans on how to reach that goal. Prior to this time, I do the giving alone, but now I decided to join Rotary Club of PH Skywaves, where we do collective giving".

"Before now we were doing it privately but as at today, we have partnered with the Catholic church in my village in Benue. So, they can give us the numbers of windows around there, so we can then support".

"Inspections - while sometimes once I see there is a need and am led by the spirit of God, I will just render my assistance, so I don't have specific ways whereby I make decisions".

Civil society leaders drawn from organisations receiving support from philanthropists said:

"It is based on their perception of the area they are convinced is of interest to them. The purple girl foundation says their interest is basically in orphan and vulnerable girl children who are in school but have no one to help them complete or further their education. They partner with my organization to pay for the identified vulnerable girls school fees, provide educational materials for them and others".

"They meet as Board members of their foundation and decide on activities and amount to be released to the foundation for implementation of the activities. They don't usually give out grants to other organizations, rather they sponsor their own foundation".

## Due Diligence Practices

Philanthropists mentioned that they undertake the following due diligence practices:

"I ensure that contributions and support are being used for the purpose they are intended for. Training is also organized for community members in order to be empowered and to employ others as well. There is a monitoring group that does a quarterly check to follow up if there are any challenges and to ensure the sustainability of the support rendered. We have been meticulous in the help we render so it won't go to waste because people are out there to take advantage. Therefore, we ensure that those in the department of getting the items are of high integrity, all receipts of items purchased are gotten and documented and items gotten are delivered to the people".

"Committees are set up at the board meeting. Verifications are carried out when calls are received for support. Eg, if a request for inability to pay hospital bills comes, staff members are sent to the location to verify; the doctors are also sometimes contacted to verify the situation. In a nutshell, investigations are carried out before embarking on any support".

"We verify because there are scammers everywhere. I have been a victim. Hence, when we get requests, we verify if there is a genuine need. For example, for corporate organizations or individuals, we verify before we give".

"Sometimes, I follow my instinct. But most times, I send someone to verify. Also, I use security, because I support them, they are always happy to help carry out verification and run a check on the individual or organization. Just to note, I have been duped in the course of this philanthropy".

"Sometimes, issues are seen on print media, radio, etc. Verification is done through stakeholders - village heads. Once verified, implementation is carried out through these stakeholders".

"We verify our targeted beneficiaries through the NGOs after they have screened them. Because my husband and I reside in Abuja, and the church and the NGO are located in Benue - my community, it won't be convenient for us to reach out to these people by ourselves, so we identify them (our targeted beneficiaries) only through the church and NGO".

"I usually do a personal assessment, when you bring your problems to me, I will make a personal discussion whether to help or not. A lot of times I don't give them money directly to the people except it's for those small businesses, whereby I will give them money to buy grinding machines etc. But in areas of education, I pay directly to the school. Before I give my targeted beneficiaries, I always get to the bottom of the matter before releasing funds and support".

## Religion and Philanthropy

Anonymity is a common theme among philanthropists, with many citing religious beliefs as the main reason. Our research shows that religious beliefs continue to be a major driver of 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.<sup>5</sup>

An expert in a philanthropic organisation working within C-suite said that: "Our founder, for example, also gives a significant portion of his zakat through the foundation, but this is not counted as part of the foundation's official activities. He is simply using the foundation's infrastructure to distribute his own zakat. The funds for this come from his personal resources, not from the foundation's endowment.

I think it is important to find out in your research whether different generations of givers have different attitudes toward visibility. It seems to me that the older generation is more reluctant to put out publicity about their work". - Edited for clarity.

Another philanthropy expert said: "It was refreshing to hear the speaker talk about the importance of anonymous giving because we at the Foundation **[name withheld]** have always said that it is a generational problem. There is a lot of eagerness among young people to put out the work of the foundation in the media and social media, but this comes with a cost. The chairman of the foundation is extremely reluctant to do this, so it was interesting to hear the speaker use the analogy of the left hand not knowing what the right hand is doing. This is exactly the kind of feedback we get from young people.

This is just one example of how we are approaching philanthropy. It is important to understand that Islam's views on charity can be summarized as saying that the left hand should not know what the right hand is doing. This means that Muslims are encouraged to give charity anonymously. This can make it challenging to institutionalize philanthropy in Islam". - Edited for clarity and anonymity.

<sup>5</sup><https://www.theabusites.com/abu-alumnus-donates-two-vehicles/>

Participants in the focus group discussions across the regions shared their perspectives as well:

Some people don't want their names mentioned. These are people who give anonymously because they are motivated by their faith or the rewards they receive from God. We have some donors like this, and we also have some who want to be recognized. – A focus group participant from Northcentral.

A focus group participant from the Northeast told us: “Yes, there are philanthropists who donate anonymously. I know of one philanthropist who donated medical supplies to a health facility in Carnival. The committee of the health facility approached the mosque and explained that the facility needed drugs, especially for mothers and babies. The philanthropist sent a representative to the health facility to get a list of all the drugs and other medical consumables that were needed, specifically those that support women and children. After the list was provided, the philanthropist started providing the supplies every quarter. However, the philanthropist did their due diligence by setting up a system to monitor the utilization of the supplies along with their representative. Every month, the committee of the health facility and the philanthropist's representative take stock of what was dispensed, triangulating the data with other sources to ensure that the supplies are being used properly”.

Another reason driving anonymity is to keep the requests for help manageable. A philanthropist said: “I think one reason we don't publicize our donations is that we don't want to be overwhelmed. For example, after we built and donated the last secondary school block under the family foundation, we started receiving requests from people who heard about it. Their schools are in disrepair, and they want us to help them too. So that's part of the reason we don't publicize our donations. I don't know if it's a good or bad thing, but that's just how we operate for now”.

“People who give money anonymously want to do it for God, not for recognition. They don't need to be thanked or praised for their generosity. They believe that giving is a personal matter between them and God”.

The anonymity conversation is relevant to national and global discussions on transparency and accountability of philanthropy. It is possible that the cultural, generational, and religious factors that drive anonymous giving also contribute to a lack of proactive transparency and accountability that the philanthropic sector now needs. A deeper dive into this might mean that local philanthropists in Nigeria and elsewhere especially those living in regions with strong religious beliefs (people of faith) are not necessarily unaccountable, but it does suggest that there may be religious, cultural, and generational factors that need to be addressed in order to promote greater transparency and accountability in philanthropy.

## Grant Size

The anonymous nature of the giving by local philanthropy has also affected the ability of this research to capture the grant size for many of the donors listed on the database. It is difficult to track grant size when philanthropists do not disclose their giving. This can be for a variety of reasons, such as a desire for privacy, religious beliefs, or the fear of public scrutiny.

A survey of 365 civil society leaders from across the 36 states of the Federation and Abuja shows most philanthropists are giving 1 million naira or less, some philanthropists are giving between 1 and 10 million naira, a few philanthropists are giving between 10 and 20 million naira, and very few philanthropists are giving between 20 and 50 million naira. The survey provided respondents with a specific list of grant sizes to rate or choose from.

33.4 percent of philanthropists are reported by these civil society leaders to give 1 million naira (1,318 USD) or less. 33.1 percent give between 1 and 10 million naira (1,318 to 13,175 USD), 7.9 percent donate between 10 and 20 million naira (13,175 to 26,350 USD), 1.1 percent support to the tune of 50 million to 100 million naira (65,876 to 131,752 USD), 0.5 percent give 200 to 500 million naira (263,505 to 658,761 USD) and 750 million naira (988,142 USD).

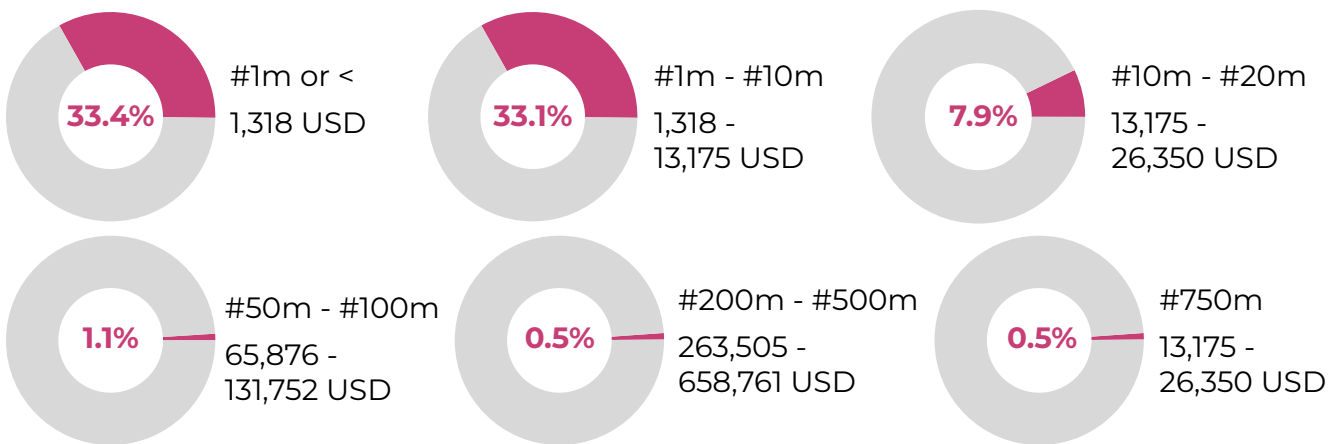
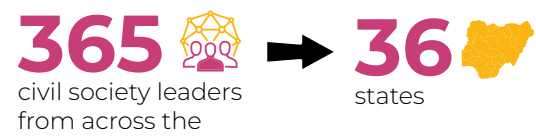


Figure 22: Grant size

## Gender Differences in Average Amount Given

Males are more likely to give higher amounts than females. For example, 62.5% of males gave #1M - #10M, compared to only 36.6% of females.

Females are more likely to give lower amounts than males. For example, 61.5% of females gave #1M or less, compared to only 38.5% of males.

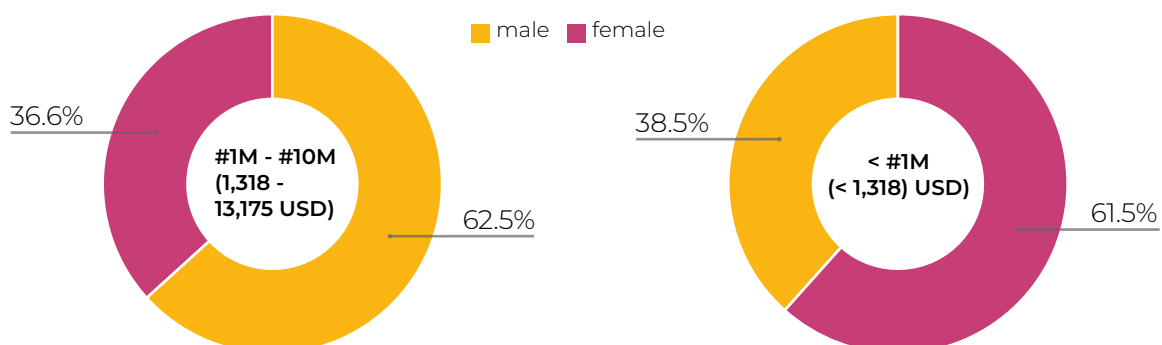


Figure 23: Gender differences in the average amount given



## Grant Size Per Region

### *Philanthropists giving the average amount*

The South-south region has the highest percentage of philanthropists giving the average amount (48.7%).

The next highest regions are the North-west (40.5%), the North-central (40.5%), and the South West (40.5%).

The lowest regions are the South-east (26.7%), the North-east (23.2%), and the North-west (19.0%).

### *Philanthropists giving #1M or less*

The North-east region has the highest percentage of philanthropists giving #1M or less (66.7%).

The next highest regions are the North-west (37.0%), the South-west (34.9%), and the North-central (23.0%).

The lowest regions are the South-east (26.7%), the South-south (29.1%), and the North-west (19.0%).

### *Philanthropists giving #10M - #20M*

The South-south region has the highest percentage of philanthropists giving #10M - #20M (35.0%).

The next highest regions are the North-central (31.0%), the North-west (23.9%), and the South East (25.0%).

The lowest regions are the South-west (21.5%), the North-east (24.6%), and the North-east (6.9%).

### *Philanthropists giving #20M - #50M*

The South-west region has the highest percentage of philanthropists giving #20M - #50M (50.0%).

The next highest regions are the South-east (8.3%), the North-east (8.3%), and the North-central (8.0%).

The lowest regions are the North-west (6.9%) and the South South (0.0%).

### *Philanthropists giving #50M - #100M*

The South-east region has the highest percentage of philanthropists giving #50M - #100M (83.3%).

The next highest region is the South-east (16.7%).

All other regions have 0.0%.

### *Philanthropists giving #100M - #200M*

The South-west region has the highest percentage of philanthropists giving #100M - #200M (33.3%).

The next highest region is the North-central (33.3%).

All other regions have 0.0%.

### *Philanthropists giving #200M - #500M*

The South-south region has the highest percentage of philanthropists giving #200M - #500M (100.0%).

The next highest region is the South-east (50.0%).

All other regions have 0.0%.

## Philanthropists giving #500M - #750M

The South-east region has the highest percentage of philanthropists giving 500M - 750M (100.0%).

All other regions have 0.0%.

## Philanthropists giving #750M+

The South-east region has the highest percentage of philanthropists giving 750M+ (50.0%).

The next highest region is the South-west (50.0%).

All other regions have 0.0%.

The South-east region has the highest percentage of philanthropists giving the average amount or higher, across all giving categories. The South-west region is the next highest region, followed by the North-central region and the North-west region. The North-east region has the lowest percentage of philanthropists giving the average amount or higher, across all giving categories.

The survey is a valuable source of information, but it is important to note that it is based on the perceptions of a relatively small sample of people. It is also possible that some civil society leaders may not be aware of all the grants that are being made to their organizations.

The findings suggest that local philanthropy is largely made up of small and medium-sized grants. This is not necessarily a bad thing, as small grants can have a big impact on local communities. However, it does mean that there is a need for more large-scale philanthropy in Nigeria to address some of the country's biggest challenges.

Larger grants can have a greater impact, as they allow organizations to scale up their programs and reach more people. However, smaller grants can also be impactful, especially if they are well-targeted and support organizations that are working on innovative solutions to social problems.

## Collective Giving Infrastructure

The research had conversations with few philanthropists to understand their sentiments around a collective infrastructure of giving and building a community driven towards increased philanthropic giving in Nigeria.

Collective giving is a type of philanthropy where people pool their donations and decide together where to grant them. This is different from traditional philanthropy, where wealthy individuals or families make large donations to charities or foundations. Collective giving is typically run by the members themselves, who are responsible for identifying and evaluating potential grantees, making grant decisions, and distributing the funds.

Collective giving is described as a way of democratizing philanthropy because it makes it possible for people from all walks of life to participate in giving. This is important because it helps to ensure that philanthropic resources are distributed more equitably and with a wider reach.

When asked if they would like to be a part of such a community, the responses received were mixed from Yes to No and undecided. **Of the 16 philanthropists the research team interviewed for the KII, seven responded in the affirmative, three declined, five were undecided and one did not respond.**

A philanthropist said: *"It will depend on the essence of the group and modus operandi. If one of the goals is publicity, I'll kindly decline".* Another said: *"Not yet. We will cross the bridge when it's time".* *"Yes, provided it is not fraudulent"* warned another.

While the number of philanthropists interviewed for this research question may be low, the responses provide a surfaced reflection and understanding of what the interests may look like if a larger population of philanthropists were to be interviewed.





# RECOMMENDATIONS



## ***Rethinking the Practice of Philanthropy***

Many philanthropists will need to reconceptualise the practice of 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. The approach to this rethinking can only happen within a circle or ecosystem of influence inspired by networking, information sharing and capacity building.



## ***Local Philanthropy and Innovation***

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. We see usual trends in healthcare and education financing, however, the future of local philanthropy in making a meaningful impact at scale will rely on its ability to support innovative ideas that can create breakthrough changes.



## ***Trust in Philanthropy***

There is ample opportunity for philanthropists to build trust. While the research tracked several motivations for giving, some respondents are still skeptical about the motives especially since some of the philanthropists end up becoming political aspirants or card-carrying members of political parties. 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 nonprofits, and philanthropy infrastructure such as African Philanthropy Forum to lead national groundbreaking work on deepening philanthropy through several forms of strategies aimed at structured giving in ways that support more people to give in support of the attainment of the Sustainable Development Goals and incentivising individual giving through philanthropy by reforming tax policies, laws, and regulations. Key activities to drive this would include sector representation, advocacy, research, sharing of best practices, and convening- which APF is already known for.



## ***Political Philanthropy to Fix Broken Political System.***

The research found political foundations operating within the realm of social issues such as education, health, and environment. While these could be issues that they genuinely care about, it is very difficult to ascertain the nonpartisan nature of this giving. Supporting political philanthropists with infrastructure to reform and carefully think through providing support to public policy issues especially those that seek to improve governance through non-partisan reforms may be more fitting for this field of philanthropy that has come to stay and may be the next big bet on the boldness local philanthropists in Nigeria need to take on big issues. One-way political philanthropists can make a difference is by focusing on changing and engaging the electoral process so that it rewards rather than punishes elected office holders who serve the public interest or take on issues around government accountability.



## Local Philanthropy and Nonprofit Regulation

While local philanthropists might feel insulated from regulatory frameworks that disable nonprofit activities or the shrinking of civic space- instances where the government uses laws, policies, and regulations to curtail the activities of nonprofit organizations. Philanthropists providing direct support to nonprofits are limited in these circumstances as it will be hard to reach the final beneficiaries with their support. With international funding also dwindling, local philanthropy can help in replacing lost funding.



## Young People and Philanthropy

The research surfaced youth philanthropy. Gen Zs are giving to issues and causes that affect them or that interest them based on their lived experience. Giving the power of philanthropy to this generation allows them to become valuable contributors now and into adulthood. It provides that intergenerational balance and mix that philanthropy needs along with a full range of leadership opportunities. Connecting these set of young people to impact investment as a form of philanthropy or social enterprise supports their long-term goals of addressing issues they care about while also growing their wealth increasing their self-esteem and building ownership and pride.

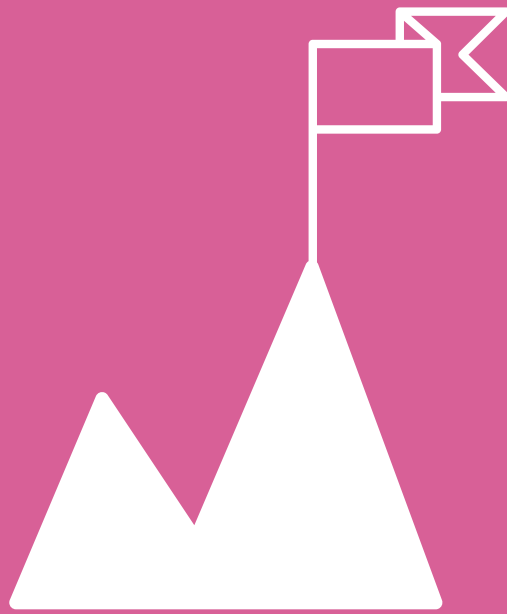
## Civil Society Organizations and Large-scale Philanthropy

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.
- ✔ Managing grants effectively and transparently

## Areas for Further Research

- ✔ Philanthropy today is taking place within a context of growing technological advancements; we are yet to see how local philanthropy is adapting to the use of technology including the use of social media and mobile technologies. No doubt this area calls for further research. The research notes with admiration a respondent who mentioned that they use GIS in monitoring the donation of items to beneficiaries.
- ✔ Deep dive into the structure of philanthropy in Nigeria.
- ✔ Definition of philanthropy to include time and volunteering as a form of philanthropy.



# CONCLUSION

From small to large scale giving, philanthropists are helping to give hope to the vulnerable in communities across the country. This epoch-making research on the philanthropy landscape in Nigeria deepens the understanding of the current scope and scale of philanthropy in Nigeria. The research identified 863 philanthropists.

The culmination of this research shows optimism for the field but also throws up new challenges for the future of philanthropy. If the impact of philanthropy is to be measured, then some practices in the field will need to change. For example, anonymity clauses around philanthropic giving are limiting the boundaries on how to track and report the value and economic impact of local philanthropy in Nigeria. For this research, it was difficult to get interviews with the philanthropists in ways that allow for a broad mosaic of perspectives from across the field.

The triple crisis -health, economy and environment, widespread inequality, violence, and ethnic divisions continue to drive the need for local philanthropy. The changing regulatory landscape and accountability requirements have the potential to force changes in how local philanthropy is practiced.

The new anti-money laundering and countering of terrorism regulation for nonprofits especially have implications for the anonymity that has shrouded local philanthropy in the country as “know your customer” regime now applies. Added to this is the Beneficial Ownership regime under the Companies and Allied Matters Act.

Through this report, local philanthropy, its practice and the role it can play in society, especially looking at some of the issues that are bigger and have prospect of leading a change in development, can be reimaged. What if for example, local philanthropists established collective infrastructure of giving and build a community driven towards increased philanthropic giving in Nigeria while taking on bigger issues such as service delivery, social protection, inclusion, resource allocation, electoral reforms, changing ethnic and religious narratives that divide us?

From the research and conversations, it was observed that no one research can capture everything about the sector, but the breath of the findings allows a deep reflection on the philanthropic landscape in Nigeria, where it is now and where it may be heading to.

# Appendix A:

## Initial Scoping Definitions

### Introduction

The “initial scoping” report presents a working definition on philanthropy and examples that can help inspire project level conversations, deepen understanding and agree a definition that can help shape the design of suitable methodology around the research assignment on “Scanning the Philanthropy Ecosystem in Nigeria”.

Added to this, the document aims to showcase select examples that can be used in background discussions with research stakeholders in order to improve understanding on the differences between philanthropy and charity or nonprofit activities since there can be a blurry line between the two concepts.

### What is Philanthropy?

The following definitions have been provided to shape initial discussions:

From long-term giving to one-off donations, philanthropy can take many turns. Often considered society’s risk capital, it’s defined as the welfare of others, normally through the generous donation of money or good causes - **Charity Aid Foundation**<sup>1</sup>.

Philanthropy involves charitable giving to worthy causes on a large scale, but it is much more than just a charitable donation. Philanthropy is an effort an individual or organization undertakes based on an altruistic desire to improve human welfare, and wealthy individuals sometimes establish private foundations to facilitate their philanthropic efforts.... For some people, philanthropy means donations of money, often large sums, to support or create

university buildings, research centers, or fund four-year college scholarships. For others, acts of philanthropy mean an annual donation to a local theater, food pantry, or public school. – **Investopedia**<sup>2</sup>

### What is the Difference Between Charity and Philanthropy?

While some use the words charity and philanthropy interchangeably, philanthropy often casts a broader net of giving. Its role is to help society or groups in the community flourish over a long-term period.

Charity is usually based on individual giving and helping in a short-term way, like donating coats to the homeless in winter, helping out or contributing goods to a local food pantry, or sending money to a scholarship fund. These are all acts of charity but may not be considered philanthropic efforts like building a school or a library or donating millions to a scholarship fund.

### Keywords to Shape our Thinking

The following keywords have been mined out from both definitions to define the characteristics of philanthropy or a philanthropists based on trends.

Long-term or one-off donations, human welfare, good causes, large scale, individual or corporate philanthropy, money, generous donations, often large sums, wealthy individuals, annual donation, and long-term period.

<sup>1</sup><https://www.cafonline.org/my-personal-giving/what-is-philanthropy>

<sup>2</sup><https://www.investopedia.com/terms/p/philanthropy.asp>



## Connecting Both Definitions to Present Landscape

A rapid landscape analysis reveals that corporate and individual philanthropists have often given to research centers, supported events, built libraries, classrooms, hospitals, hostels, donated equipment's computers, beds etc. to public institutions like universities, hospitals. We have also seen a trend in giving to causes such as youth employability skills, awareness of diseases such as cancer among others. They either set up legal entities (Foundations) in their name (also to honour or memorialise someone) or give directly to nonprofits organizations, public institutions, and individuals in order to achieve this purpose.

## Developing a Working Definition for the Research

Philanthropy in its formal and informal form involves giving large amounts of money by wealthy individuals to causes aimed at solving human problems (welfare) either as an individual, religion or business using the vehicle of foundations or direct donations over a long period of time (sometimes one-off).

## Types of Philanthropy

This research will focus on private, family, corporate, religious-based, political, and small business driven philanthropy. For the purposes of this research, we propose to define these terms from the lens of foundations:

**Private foundations** Typically, a 'private foundation' is one that has been established by an individual or family as part of their Will/estate/bequest and is managed by independent Trustees under the terms of the Trust Deed.

**Family foundations** consist of either living donors or living people with a close connection to the founder who may themselves be donors to the foundation or have a family connection to the person who established the family foundation.

**Companies** which are active in the philanthropic space and/or provide community donations and/or sponsorships and/or corporate social responsibility may establish their own **corporate foundation**. These corporate foundations may be established as a separate legal entity or as a separate division within their business. The legal structure is determined by where the funds come from and what they are funding.<sup>3</sup>

**Faith-based Philanthropy** differs from other forms of philanthropy because it is built upon a particular faith, or religion. The values and beliefs of each religion shape how the faith-based organizations (FBOs) operate and what they do. While FBOs are religious at their core, that doesn't necessarily mean that they are evangelical as well. Most focus on supporting their local communities more than converting their communities (Faith-Based Organizations).<sup>4</sup>

**Political Philanthropy** is the nonpartisan commitment of financial resources by an elected official or aspirant to help the needy or vulnerable through direct donations to beneficiaries (constituents) or setting up of Foundations in their own names or honour or memorialise someone. It is mostly driven by the desire to give back to constituents, win an election or stay elected.

**Small and Medium Sized Business Driven Philanthropy** are small and medium sized businesses undertaking socially responsible activities in order to make a difference in communities where they operate including taking steps to minimize the effect of its activities on the environment. They do this by giving money, supporting community activities or events, donating their products/-services to good causes, collection, and roundups (boxes for customers to donate their change to charity).

<sup>3</sup><https://hmstrust.org.au/wp-content/uploads/2020/01/Effective-Grantseeking-Guide-Philanthropy-Australia.pdf>

<sup>4</sup><https://scalar.case.edu/fsso-119-101-philanthropy/chapter-4-pg-1-overview-of-faith-based-philanthropy>

## Types of Philanthropic Donors

**Legacy donors** are donors who typically provide planned gifts that are to be given at a future date, typically bequests in their will or gifts that are to be donated after their passing. Planned gifts by legacy donors can include bequests, securities, insurance, charitable annuities, property and artefacts. Legacy donors look towards continuing an impact even after following their passing and creating a legacy for decades to come.

**Major donors** are individuals who hold the capacity to provide large donations to a non-profit organization and often hold a personal connection with the organization.

**Corporate Donors** Businesses may be interested in giving to a charity either because their CEO cares about the cause or because the nonprofit has offered exceptional marketing opportunities. Corporate donors are corporations that provide large donations to be philanthropic.

**Foundation**, these donors are also nonprofits and come from communities, families, or corporations. Foundations generally supply these funds through grants and often focus on one or two areas of concern. They will provide grants to only nonprofits with programs addressing these issues.<sup>5</sup>

## Examples of Philanthropy

**Individual Philanthropy** - The Reverend Samuel Modupe Idowu Foundation is a non-profit organization registered in Nigeria with the primary objective of promoting education and drawing the youths to God. "Our structure is tripartite consisting of the BoT (Board of Trustees), the Working Committee and the Sponsors. The BoT sets the tone, the Sponsors provide funding, and the Working Committee executes. The Rev. Idowu Foundation is sponsored by Bayo Idowu" - <https://reverendidowufoundation.com/>

**Note:** There are individual philanthropists not using the vehicle of foundations to give.

**Family Philanthropy** - TY Danjuma Foundation - TY Danjuma Foundation is a private independent philanthropic grantmaking organisation committed to improving the quality of life of Nigerians, by supporting health and education interventions implemented by Non-governmental Organisations (NGOs) registered and working in Nigeria - <https://tydanjumafoundation.org/>.

The Tony Elumelu Foundation (TEF) was founded in 2010 by TONY O. ELUMELU, C.O.N; an entrepreneur, investor and Philanthropist who is passionate about Africa's economic development - <https://www.tonyelumelufoundation.org/>.

**Corporate Philanthropy** - Oando Foundation is an independent charity established in 2011 to support the Nigerian government in achieving its Universal Basic Education goal. Foundation is registered as a Charity in the United States with a 501(c)(3) tax exempt status. The Foundation is also registered with the UK Charity Commission - <https://oandofoundation.org/>.

UBA Foundation is committed to the socio-economic betterment of the communities in which the bank operates, focusing on development in the areas of Education, Environment, Economic Empowerment and Special Projects. The UBA Foundation was incorporated in January 2004 - <https://www.ubagroup.com/uba-foundation/>.

**Faith-Based Philanthropy** - His Love Foundation - The RCCG Charity. The RCCG Charity is a global charity organisation. We provide help for the helpless, hope for the hopeless, food for the hungry and strength - <https://web.facebook.com/hislovefoundation-charity/about>

**NASFAT Relief International** - This is a non-profit organization and non-governmental organization which aim at relieving mankind. - <https://nasfat.org//subsidiaries>

<sup>5</sup><https://www.humanrightscareers.com/issues/types-of-donors/> and <https://donorbox.org/nonprofit-blog/types-of-donors>

The Salvation Army is an international Christian organization that provides disaster relief, social services, and evangelical preaching. It was founded in London, England in 1865 by William Booth and it is currently headquartered in London. The Salvation Army operates several orphanages, hospitals, and clinics throughout Nigeria. It also runs several schools for children who are blind or deaf, which allows them to live on campus with their siblings during the weekdays while their parents work.

**Political Philanthropy** - Akin Alabi Foundation, a non-governmental, not for profit outfit, aimed at improving the well-being of the average Nigerian. With the motto, "touching lives one person at a time"; the foundation has successfully implemented projects like building and donating classrooms to primary schools, sinking of bore holes in areas where there is scarcity of water, financial empowerment of widows and a free business and career building event called Youth Enterprise Conference, held annually at Eko Hotel and Suites, Victoria Island, Lagos - [https://en.wikipedia.org/wiki/Oloye\\_Akin\\_Alabi](https://en.wikipedia.org/wiki/Oloye_Akin_Alabi).

**Small and Medium Sized Business Driven Philanthropy** - Nuli Juice Company-Since April 20th, as part of our COVID-19 Support Efforts, Nuli has donated nearly 300 of its all-natural juices, smoothies, salads & healthy meals to frontline health workers at the Eti-Osa Isolation Center. On May 26th, we extended our gifts to the nurses & doctors at the Onikan and Gbagada centres in Lagos. With your help, we have a target of serving 5,000 healthy meals to them. <https://www.nulilounge.com/covid19-support/>

The Nuli Amazons Program will give young African women, seeking a leg-up in life, the opportunity to own their Nuli restaurants, joining in the success of a leading brand, and backed with all the financing, mentorship and training to make sure you become a strong force, capable of building a business that scales.- <https://www.nulilounge.com/nuliamazons/>

# Annex B:

## Data Collection Methodology

In this report philanthropy is defined based on the initial scoping: definitions document. Reaching a comprehensive outcome for the research would involve combining data from various sources, collected by different methodologies and at different times. Key data sources for the report will be drawn from:

- ✔ Financial figures in annual reports and accounts and organisational websites.
- ✔ Search of literature, including news articles, press reports, magazines using lists of SMEs, organisations on the CAC database, top music artists, religious brands, politicians at the state and national level especially state and national assembly members including ministers and commissioners.
- ✔ General public and “high net worth giving reports on news websites, magazines and other research or publicly available sources.

Through a nationally focused survey, we will capture demographics including gender, patterns, size, and motivations influencing philanthropic giving in Nigeria. The qualitative methods, including focus groups (FGDs) and key informant interviews (KII) will provide

more context-based understanding of the opportunities, interests, giving strategies, thinking and insight on philanthropy. It will include an analysis of individual understanding of the philanthropic sector.

Our approach to the FGD and KII will focus on ensuring context is nuanced at the sub-national level and consent to participate is well informed. We will work with civil society actors in the each of the 36 states and Abuja with an understanding of philanthropic dynamics in each of the states. A discussion and key informant guide will be developed to ensure uniformity. The development of survey questionnaire will include a consultative process with APF and selected philanthropy focused organisations. A uniform survey questionnaire will be applied across the country.

These data collection and analysis methods listed in the table below will enable us to answer the research questions outlined in the terms of reference and provides examples of how different data collection and analytical methods will help answer specific questions. The table is not intended to be a comprehensive overview, but rather an illustration of how methods links to research questions.

S/N	Research Question	Where will we find the information?	Who will contribute to the research?	How will we collect and analyse the information?
1	<p>Who are the philanthropists (local, private sector/-foundations, religious bodies, individuals) funding civil society, individuals, and institutions in Nigeria?</p> <p>What areas of interest do they give to?</p>	<p>Key Informant Information (KII)- arrange online/telephone interviews with qualified representatives or organizations with the necessary knowledge, and practical experience to respond to the identified questions.</p> <p>Desktop research focused on review of existing research and review of websites and social media pages, written information such as annual reports, call for application and interviews.</p> <p>List of SMEs</p> <p>List quoted companies on NSE.</p> <p>List of organisations to be struck off the CAC register.</p> <p>List of top 100 music artists</p> <p>List of popular Christian and Islamic brands.</p> <p>List of State Assembly members in the 36 States (present and past administration)</p> <p>List of National Assembly members (present and past administration). 2015 to 2023 and 2023-2027.</p> <p>List of past political leaders from the 60s</p> <p>Past and present 1st ladies from the last 2 election cycle. 2015 to 2023 and 2023-2027.</p> <p>Survey questions administered among civil society organisations across the country to collect their perspectives.</p> <p>FGD on the topic of Scanning the Philanthropy Ecosystem System in Nigeria.</p>	<p>Small and medium sized nonprofits across the Federation.</p> <p>Philanthropy platforms and experts.</p>	<p><b>National researchers</b> will develop in a table format a list of philanthropists identified through desk research.</p> <p>Organisations for KII will be identified and those for FGD also. All will be invited to the validation workshop.</p> <p>Report analysing KII and FGD responses will be developed for review and use by the project team.</p> <p>Survey questions available in English language will be circulated broadly on social media, through NNGO and African Philanthropy Forum, and to more than 5,000 CSO contacts in the NNGO database. The survey will be anonymous. Responses will be analysed in percentages.</p> <p>Online search for news, articles, publications websites etc showing the philanthropic activities of all individuals on the lists generated.</p>

S/N	Research Question	Where will we find the information?	Who will contribute to the research?	How will we collect and analyse the information?
2	<p>What are the average amounts that these philanthropists give per organization or person and average size of grants?</p> <p>How do they give these? Is it through a foundation grant, direct payments, scholarships, collaborations, etc. in other words, what are the instruments and vehicles through which they give?</p> <p>What are the strategies that they prefer?</p>	<p>Desktop research focused on review of existing research and review of websites and social media pages, written information such as annual reports, call for application and interviews.</p> <p>Survey questions administered among civil society organisations across the country to collect their perspectives.</p> <p>Key Informant Information (KII)- arrange online/telephone interviews with qualified representatives or organizations with the necessary knowledge, and practical experience to respond to the identified questions.</p> <p>Email messages to organisations asking for information on their grant size and method of giving.</p>	<p>Nonprofits receiving grants from these organisations.</p> <p>Grant managers in philanthropy.</p> <p>Review of grant processes on websites (where available).</p>	<p><b>National researchers</b> will collate in a table formal list of philanthropic organisations, funding size, giving method and strategies they prefer.</p> <p>Survey questions available in English language will be circulated broadly on social media, through NNNGO and African Philanthropy Forum, and to more than 5,000 CSO contacts in the NNNGO database. The survey will be anonymous. Responses will be analysed in percentages.</p>
3	<p>Who are the groups that receive most of this funding? What are their strategies for fundraising or resource mobilization?</p>	<p>Desktop research focused on the review of call for proposals, written information, and interviews.</p> <p>Key Informant Information (KII)- arrange online/telephone interviews with qualified representatives or organizations with the necessary knowledge, and practical experience to respond to the identified questions.</p>	<p>Grant beneficiaries (grantees).</p> <p>Check for grantee list on websites or news on grantee on website or other publications online.</p>	<p><b>National researchers</b> will develop a list of websites and social media handles of philanthropic organisations.</p> <p>Review website and social media for call for proposals and collate list of focus areas supported.</p> <p>Report analysing KII responses developed, reviewed and used by project team.</p>
4	<p>What are the current donor trends? What motivates and/or influences these philanthropists to give?</p>	<p>Key Informant Information (KII)- arrange online/telephone interviews with qualified representatives or organizations with the necessary knowledge, and practical experience to respond to the identified questions.</p> <p>Desk research focused on earlier studies on philanthropic motivations, history of philanthropic organisations, written information and interviews.</p>	<p>Founders of philanthropic organisations.</p>	<p><b>National researchers</b> will develop report analysing KII and FGD responses for review and use by the project team.</p> <p>Analysis of findings from previous studies, website history pages, written information, and interviews.</p>

S/N	Research Question	Where will we find the information?	Who will contribute to the research?	How will we collect and analyse the information?
		<p>FGD on the topic, donor trends and motivation for philanthropic giving.</p> <p>Survey questions administered among civil society organisations and philanthropists across the country to collect their perspectives.</p>		
5	In what sectors are these philanthropists investing. In other words, what sectors are their businesses operating in?	<p>Desk research focusing on the profile of the organisation, and their founders. Biographies, written information such as annual reports and interviews.</p> <p>Publicly available information on websites and other news or online outlets.</p>	-	<b>National researchers</b> will collate a list of philanthropists, profile and business operations in table format.
6	How do these philanthropists make decisions on how to make their donations?	<p>Key Informant Information (KII)- arrange online/telephone interviews with qualified representatives or organizations with the necessary knowledge, and practical experience to respond to the identified questions.</p>	Present or former senior leaders or C-suite working in philanthropic organisations.	<b>National researchers</b> will develop report analysing KII responses for review and use by the project team.
7	Are religious bodies also undertaking philanthropic efforts? If so, which ones – and are there patterns here?	<p>Desktop research focused on review of websites and social media pages of key religious organisations/brands, written information and interviews.</p> <p>Survey questions administered among civil society organisations across the country to collect their perspectives.</p> <p>Key Informant Information (KII)- arrange online/telephone interviews with qualified representatives or organizations with the necessary knowledge, and practical experience to respond to the identified questions.</p>	-	<p><b>National researchers</b> will develop in a table format a list of key religious organisations identified through desk research.</p> <p>Report analysing KII and FGD responses will be developed for review and use by the project team.</p> <p>Survey questions available in English language will be circulated broadly on social media, through NNNGO and African Philanthropy Forum, and to more than 5,000 CSO contacts in the NNNGO database. The survey will be anonymous. Responses will be analysed in percentages.</p>

S/N	Research Question	Where will we find the information?	Who will contribute to the research?	How will we collect and analyse the information?
8	<p>What due diligence practices/considerations have worked in local philanthropy?</p>	<p>Key Informant Information (KII)- arrange online/telephone interviews with qualified representatives or organizations with the necessary knowledge, and practical experience to respond to the identified questions.</p>	-	<p>Report analysing KII and FGD responses will be developed for review and use by the project team.</p>
9	<p>Who is not giving? Are there companies and organisations that are operating in the regions but have no philanthropic programs and what sectors are these companies focused on? Special focus be placed on companies in the extractive space - mining, oil and gas)</p>	<p>Key Informant Information (KII)- arrange online/telephone interviews with qualified representatives or organizations with the necessary knowledge, and practical experience to respond to the identified questions.</p> <p>FGD on the topic of companies in the extractive space and their philanthropic activities.</p> <p>Desktop research focused on review of websites and social media pages of companies in the extractive space, written information such as annual reports and interviews.</p> <p>Survey questions administered among civil society organisations across the country to collect their perspectives.</p> <p>List of all organisations on the NSE – review activities and annual report for information about their CSR in the last 3 years- map out a trend. Pay special attention to companies in the extractive space.</p>	<p>Companies in the extractive space.</p>	<p><b>National researchers</b> will develop in a table format a list of companies identified through desk research disaggregated by whether they are giving or not, region and sectors.</p> <p>Report analysing KII and FGD responses will be developed for review and use by the project team.</p> <p>Survey questions available in English language will be circulated broadly on social media, through NNNGO and African Philanthropy Forum, and to more than 5,000 CSO contacts in the NNNGO database. The survey will be anonymous. Responses will be analysed in percentages.</p> <p>Report analysing KII and FGD responses will be developed for review and use by the project team.</p> <p>Report analysing giving pattern of organisations on the NSE.</p>



S/N	Research Question	Where will we find the information?	Who will contribute to the research?	How will we collect and analyse the information?
10	<p>Name of key players identified:</p> <ul style="list-style-type: none"> <li>- Net worth value of each donor (where possible)</li> <li>- Gender, religion, age range</li> <li>- Contact details</li> <li>- Contact person for each donor</li> <li>- Method of accepting proposals or requests</li> <li>- Average grant size</li> <li>- Access</li> </ul>	<p>Desk research focusing on the profile of the organisation, and their founders. Biographies, written information such as annual reports, call for proposals and interviews.</p> <p>Key Informant Information (KII)- arrange online/telephone interviews with qualified representatives or organizations with the necessary knowledge, and practical experience to respond to the identified questions.</p>	-	<p><b>National researchers</b> will collate a list of philanthropists, net worth, gender, religion, age range, contact, method of accepting proposals, average grant size and access.</p>
11	<p>Private sector sources of funding for each donor.</p>	<p>Key Informant Information (KII)- arrange online/telephone interviews with qualified representatives or organizations with the necessary knowledge, and practical experience to respond to the identified questions.</p>	-	<p>Report analysing KII responses will be developed for review and use by the project team.</p>

## Potential Risks and Limitation

S/N	Potential risk	Risk Impact	Risk likelihood	Mitigation Plan
1	Misunderstanding in the definition of philanthropy with research participants confusing it for charity or charitable giving. This may potentially distort responses.	High	High	Develop document on definitions and examples for use by the research team as background to the study when conducting KII and FGDs including in the administering surveys.
2	Survey apathy or lack of interest by research targets/ low response rates for the online questionnaire.	High	High	<p>The project team will pay attention to emails that will be sent out to survey targets ensuring it is personalized as much as practical. The use of SMS will also be prioritised in communicating with participants. Options for WhatsApp or regular calls will also be included.</p> <p>Choice of an accessible platform for the questionnaire (one which does not require a high-quality internet connection).</p> <p>Circulation of the questionnaire link via existing email lists and WhatsApp groups and sending regular reminders.</p> <p>Careful planning for the online questionnaire and ensuring that stakeholders have sufficient time to respond.</p> <p>Data reimbursement for KII and FGD participants since they will be spending more time providing insight for the research.</p>
2	Poor planning/organisation of KII/FGDs negatively affecting the collection for the qualitative part of the research.	Medium/High	Low	The project team has capacity to conduct KII and FGDs, ahead of the KII and FGDs refresher workshop will be held. Careful joint planning for the KII and FGDs and choice of dates based on previous experience to avoid overlapping with other important events for the stakeholders.
3	Gradual enlargement of project scope, due to the wide-ranging nature of the topic and the different interests of various stakeholders.	Medium	Low/Medium	Ongoing consultation and feedback on the agreed parameters of the research by APF and funder.
4	Protests/strikes, conflicts or security concerns in some of the states targeted for the research which may lead to delay in responses or ability to participate in KII/FGDs.	Medium/High	Medium	Regular update on the political/security context in states across the country through the media, US travel advisory and foreign and commonwealth office website. The research will take into account the cultural and social aspects of any conflict.

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