

PERCEPTIONS OF GIVING

FINDINGS FROM A SURVEY
ON GIVING BY ZIMBABWEANS

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1. Introduction

The role and place of Zimbabweans engaged in philanthropy whether horizontally or vertically has not been adequately understood or analysed. The data presented here are based on findings from a field-based survey carried out across Zimbabwe. The desire behind the study was to find out if Zimbabweans within the rural, urban and the diaspora give and, in this instance, we were asking about financial giving. The study also sought to understand the patterns of giving, is it only to family and extended family or does it include strangers, is it also only to individuals or to institutions. The study sought to determine the factors that influence giving and what could be done to increase the phenomenon of giving. A total of 1 254 people (within Zimbabwe and in the Diaspora) responded to the questionnaire survey.

Data from our research present compelling and encouraging evidence on how ordinary Zimbabwe of modest means are actively engaged in giving. The giving under discussion is mostly of small financial gifts to family, extended family, strangers, institutions and also in response to natural disasters. In many instances these gifts are not reported in any official records. There are no official systems to acknowledge and incentivise giving. Rather than the giving under discussion is motivated by many factors such as cultural, tradition, religious values, sympathy and empathy. All these factors contribute towards what philanthropy in its normative sense means; 'the love of humanity'.

Based on our scan of existing literature such a study is a first in Zimbabwe. There are very few evidence-based studies that have examined the

extent to which Zimbabweans give to each other. Other studies (see for instance Dekker (2004), Barr (2004), Murisa (2007)¹) steeped in the tradition of solidarity or social capital have pointed towards rural community-based forms of giving. The findings presented here build upon that tradition of scholarship but are not limited to the rural space only. Our ambition was to understand the extent to which ordinary Zimbabweans whether rural or urban engage in acts of giving.

2. Background to the study

There is a growing recognition of the role that financial giving is strengthening prospects for individual, family and community well-being. Yet in Zimbabwe the potential of philanthropy in contributing towards equitable development and socio-economic transformation remains unexplored. There is very limited information on how Zimbabweans are engaged in acts of philanthropy except for a few high-profile givers. In other instances, the giving has been reduced to what corporates do as part of their social responsibilities. Philanthropy as a sector remains highly underdeveloped and the majority of formal and traceable giving tends to be from external institutions. However, there is anecdotal evidence to suggest that there are active forms of horizontal giving spread across the country (see our case studies entitled 'Profiles of Organisations Leveraging Local Resources').

There is an urgent need to understand how needs currently not funded by government or the market such as improved access to high quality education, community well-being and health for the low-income groups have been funded in the past and based on those findings make

¹ Barr, A. (2004), "Forging Effective New Communities: The Evolution of Civil Society in Zimbabwean Resettlement Villages", *World Development*, Vol 32(10), 1753-1766.

Dekker, M. (2004), "Risk, Resettlement and Relations: Social Security in Rural Zimbabwe", Tinbergen Institute

Research Series No. 331, Amsterdam: Thela Thesis and Tinbergen Institute.

Murisa, T. (2007), *Social Organisation and Agency in the Newly Resettled Areas of Zimbabwe: The Case of Zvimba District*, AIAS Monograph Series, Harare: AIAS.

suggestions for replicating successful models. There is limited knowledge on how resources mobilized from locals either within the country or the diaspora are being utilized.

The study findings presented here potentially contribute towards an improved understanding of how ordinary Zimbabweans give. However, there is still a gap on reporting on how resources that have been given (especially to institutions) are then utilized.

3. Methodology

The survey was administered from the 19th of March till the 12th of April 2019, both online and face-to-face. The online survey was done via

Survey Monkey to allow for the capturing of cross-section of responses from within and outside of Zimbabwe. The survey monkey link was shared on SIVIO Institute’s website, Twitter and Facebook pages and via WhatsApp. We also enlisted enumerators who then administered the survey face-to-face across nine (9) cities and towns in Zimbabwe. The enumerators administered the survey in Bindura, Bulawayo, Chinhoyi, Gwanda, Gweru, Harare, Marondera, Masvingo and Mutare. The responses to the survey were uploaded instantly on the database. At the end of survey, a total of 334 online responses were received via Survey Monkey and 920 face-to-face responses were captured on Kobo.

Table 1: Sample Size by Province – Kobo Responses

Town	Province	Number of Respondents
Bindura	Mashonaland Central	91
Bulawayo	Bulawayo Metropolitan	182
Chinhoyi	Mashonaland West	49
Gwanda	Matabeleland South	90
Gweru	Midlands	94
Harare	Harare Metropolitan	188
Marondera	Mashonaland East	91
Masvingo	Masvingo	45
Mutare	Manicaland	90
Total		920

4. Socio-economic profile of respondents

4.1 Demographics of Respondents

A total of 1 254 responded to the survey. Fifty-two per cent (52%) (n=650) of the respondents were female. The majority of the respondents (57%, n=711) were aged between 25 – 44 years (see Figure 1).

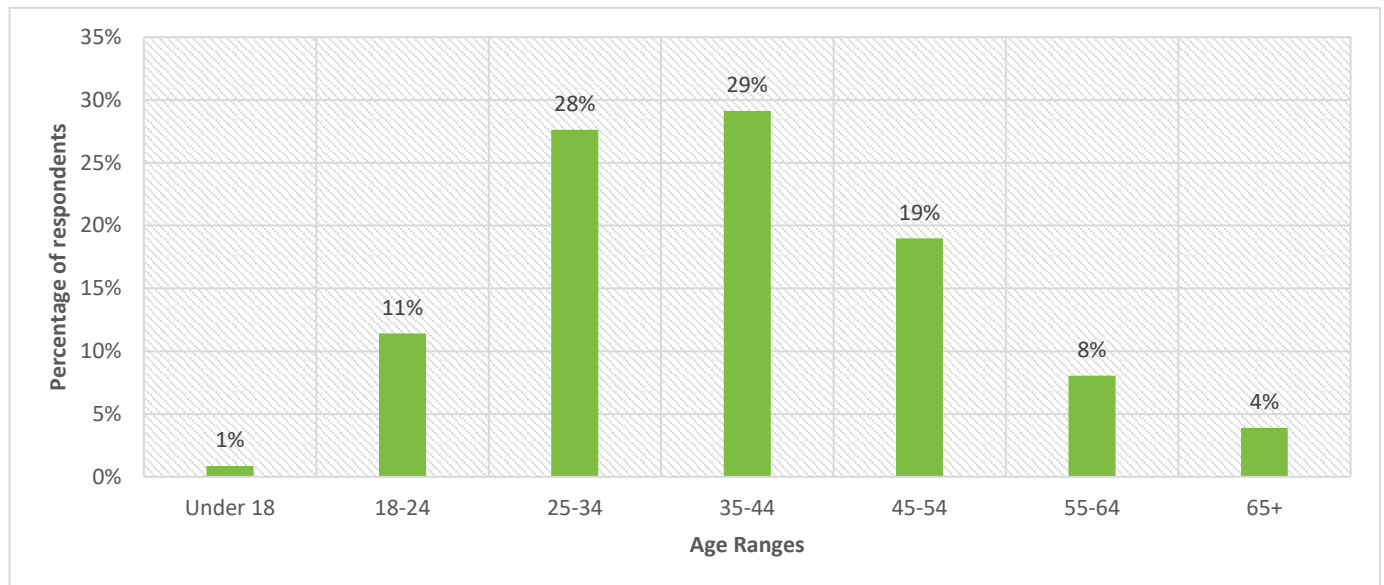


Figure 1: Age of Respondents

4.2 Location of Respondents

Eighty-five percent (85%) (n=1069) of respondents are based in Zimbabwe, while 7% (n=90) of the respondents are based outside of Zimbabwe but within Africa. Five percent of the respondents (n=68) are Zimbabweans living in Australia and the Pacific. Information was also received from 14 respondents based in Europe and 14 from North America, who made up 1% of the respondents (see Figure 2). We did not make any deliberate attempt to get a balanced representation of Zimbabweans based in-country and in the diaspora.

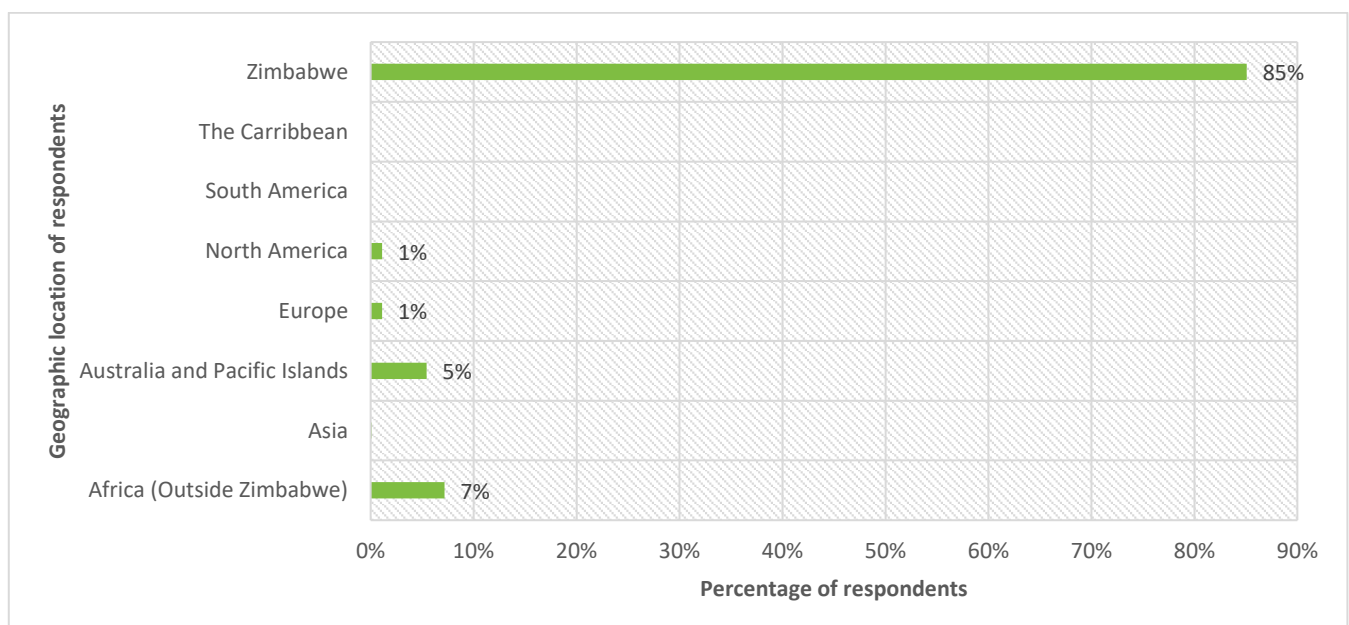


Figure 2: Location of Respondents

4.3 Income Levels and Sources of Income

Most of the respondents (64%, n=806) in our survey earned an income of less than a USD \$1, 000.00² per month. Twenty-seven per cent (n=334) earning between USD\$1,001 and USD \$5,000 per month. Two per cent of the respondents (n=20) earned over USD \$15,000 and above per month. (see Figure 3).

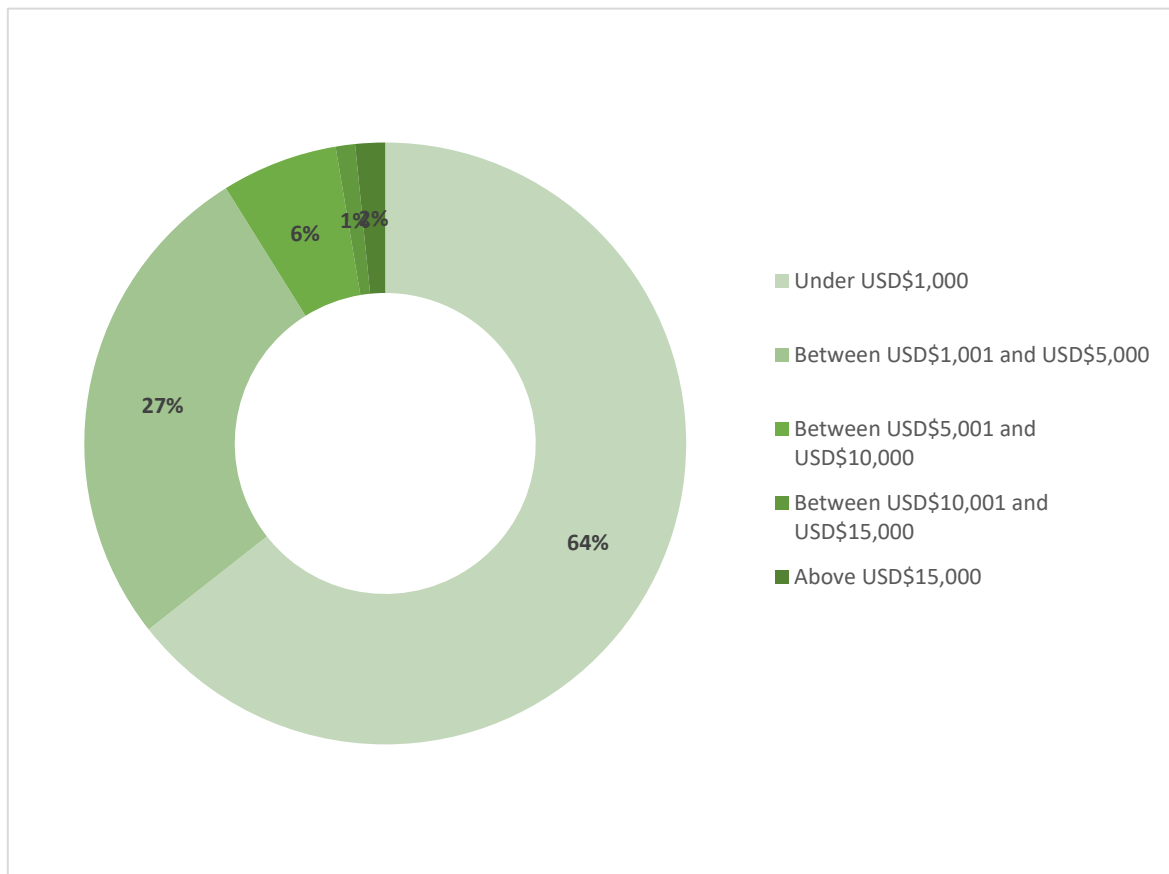


Figure 3: Income Levels of Respondents

Regarding sources of income, respondents could select multiple options to indicate where they derived their income from. Most of the income was earned through formal jobs, with 55% (n=685) of respondents indicating that formal employment (where they received a payslip and paid taxes) as their main source of income; 18% (n=228) earned an income through informal business and 15% (n=194) from a formal business they owned. Twelve percent (12%) (n=146) indicated that they derived income from informal employment or remittances (see Figure 4).

² During the survey period the official exchange rate of the USD to the Zimbabwean Dollar was between ZWL2.77 and 3.16 – based on the Reserve Bank of Zimbabwe Exchange Rates - <https://www.rbz.co.zw/index.php/research/markets/exchange-rates>

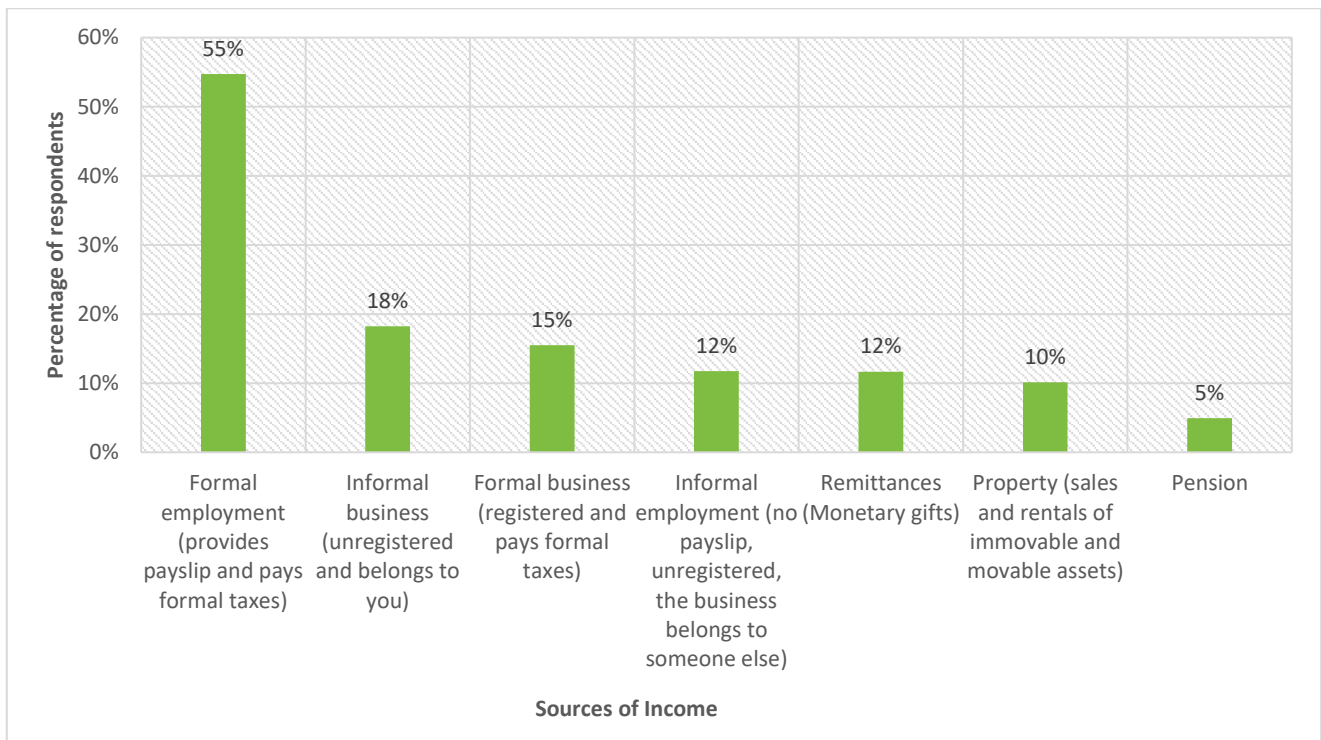


Figure 4: Sources of Income of Respondents

5. Giving Patterns of Respondents

This section analyses the giving patterns of the survey respondents, namely who they were giving to, how much and what was motivating respondents to give. The general finding of the responses is that Zimbabweans are engaged in giving at varying levels.

5.1 Who did respondents give to?

The survey investigated the giving patterns of respondents by initially asking them who they had given to in the last six months. Respondents could choose multiple options in terms of who they had been giving to. In the last six months (last quarter of 2018 into first quarter of 2019), 91% (n=1140) of the total respondents had given to their immediate families (i.e. parents or siblings), 64% (n=794) of respondents had given to the church and 61% (n=759) to their extended families (i.e. uncles, aunts, nieces, nephews, etc). Forty-six per cent (46%) indicated that they had given to strangers outside of their immediate or extended families. Only 22% (n=272) of respondents indicated that they had given to an organisation (see Figure 5).

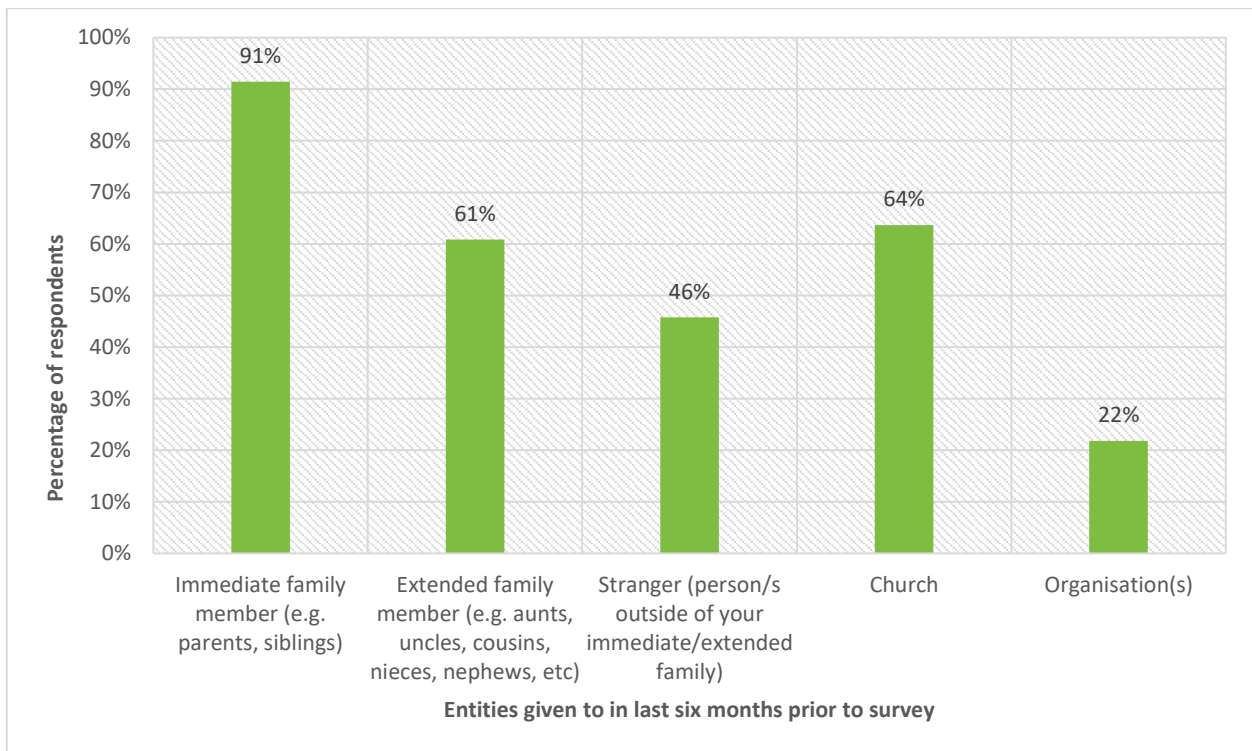


Figure 5: Giving Patterns of Respondents in The Last Six Months

Some of the organisations that respondents indicated that they had given to included old people’s homes, Childline Zimbabwe, Econet Zimbabwe (as part of their initiative to raise funds for Cyclone Idai victims), Kidzcan Cancer, Children’s Homes, Higherlife Foundation, etc.

Aside from the above, respondents were asked if they had given money or time to formal appeals for help highlighted through social or mainstream media platforms. Forty-nine per cent (49%, n=608) of respondents indicated that they had given time and resources to appeals for help following natural disasters (e.g. flooding caused by cyclones)³; whilst 39% (n=479) responded that they had given resources to help orphans, the disadvantaged, children’s homes, youth who are at risk and 29% (n=359) had given money/resources to help with health disasters (e.g. Cholera and Typhoid Outbreaks). Twenty-seven (27%, n=257) of respondents indicated that they had not donated money/resources to such types of initiatives.

³The Survey was administered during the period when Cyclone Idai made landfall in Zimbabwe and Mozambique and efforts were underway to mobilise resources to aid disaster relief.

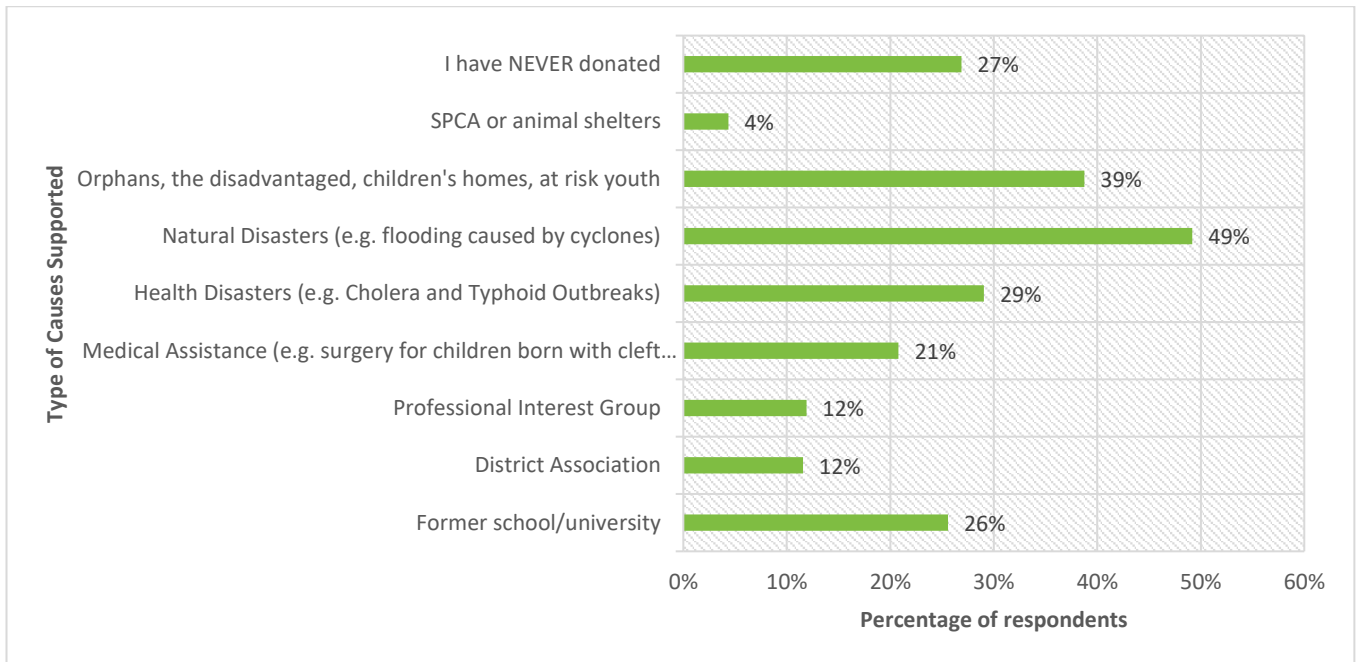


Figure 6: Contributions Made to Formal Appeals for Help

The donation of time (volunteering) to formal appeals or causes was limited amongst respondents (see Figure 7). Forty-four per cent (44%) (n=544) of respondents indicated that they had volunteered to such initiatives; 31% (n=380) indicated that they had volunteered to work with orphans, the disadvantaged, children's homes and at-risk youth. Nineteen per cent (19%) (n=238) had donated their time to their former schools or universities.

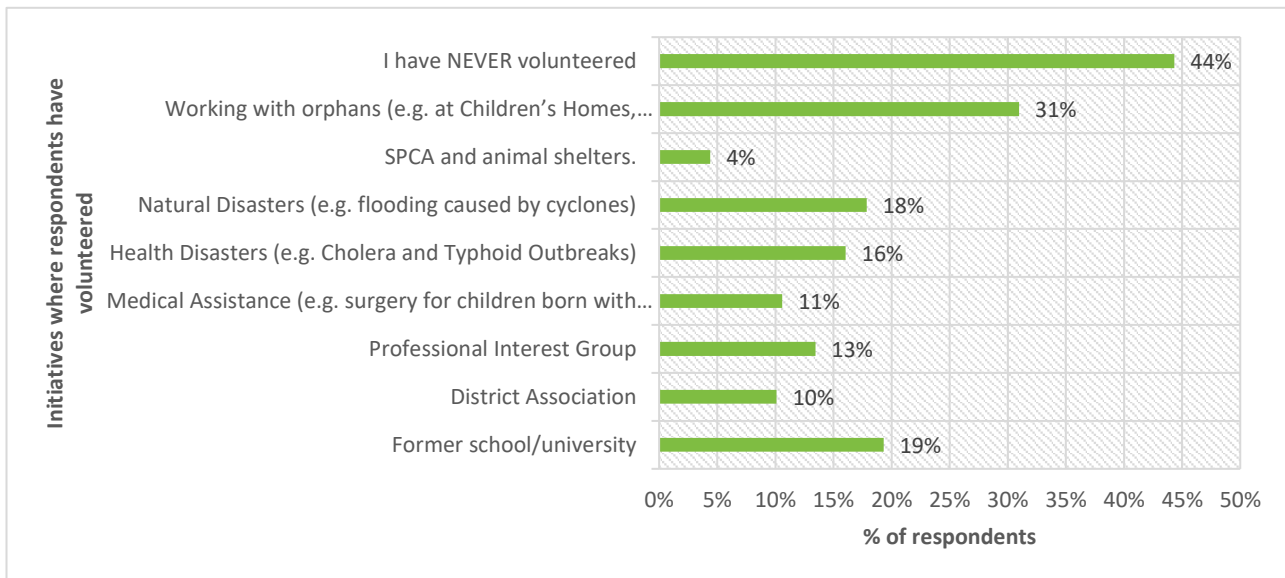


Figure 7: Volunteering Undertaken by Respondents

5.2 How much are people giving?

5.2.1 Giving to Immediate Family

The majority (52%, n=658) of our survey respondents had in the last six months preceding the survey given between USD\$5 and USD\$100 to their immediate family members; 26% (n=218) gave between USD\$101 and USD\$500 to their immediate family in the last six months.

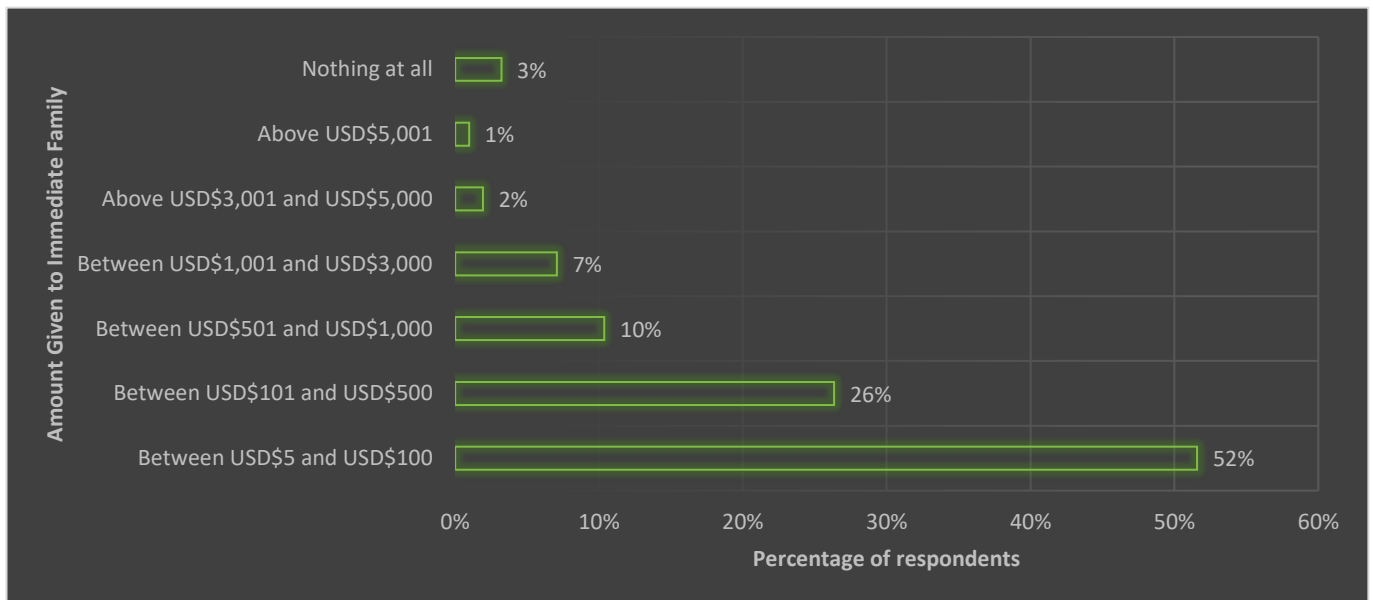


Figure 7: Amount given to Immediate Family in Last Six Months

5.2.2 Giving to Extended Family

The majority (53%, n=658) of our survey respondents had in the last six months preceding the survey given between USD\$5 and USD\$100 to their extended family members; 18% (n=211) gave between USD\$101 and USD\$500 to their immediate family in the last six months. Twenty-two (22%) percent of respondents said that they did not give anything at all to their immediate family.

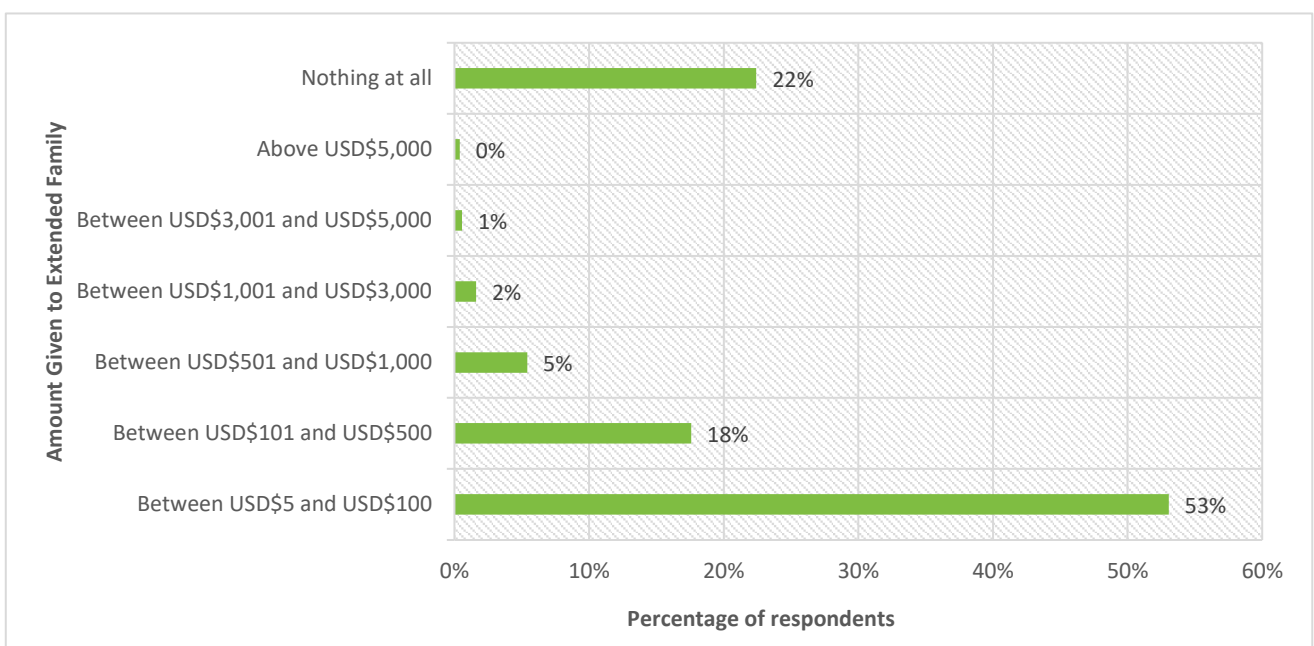


Figure 8: Amount given to Extended Family in Last Six Months

5.2.3 Giving outside of family members

The majority of respondents (58%, n=711) gave between USD\$5 and USD\$100 in the last six months to strangers (i.e. outside of family members); 35% (n=433) indicated that they had not given anything at all to strangers.

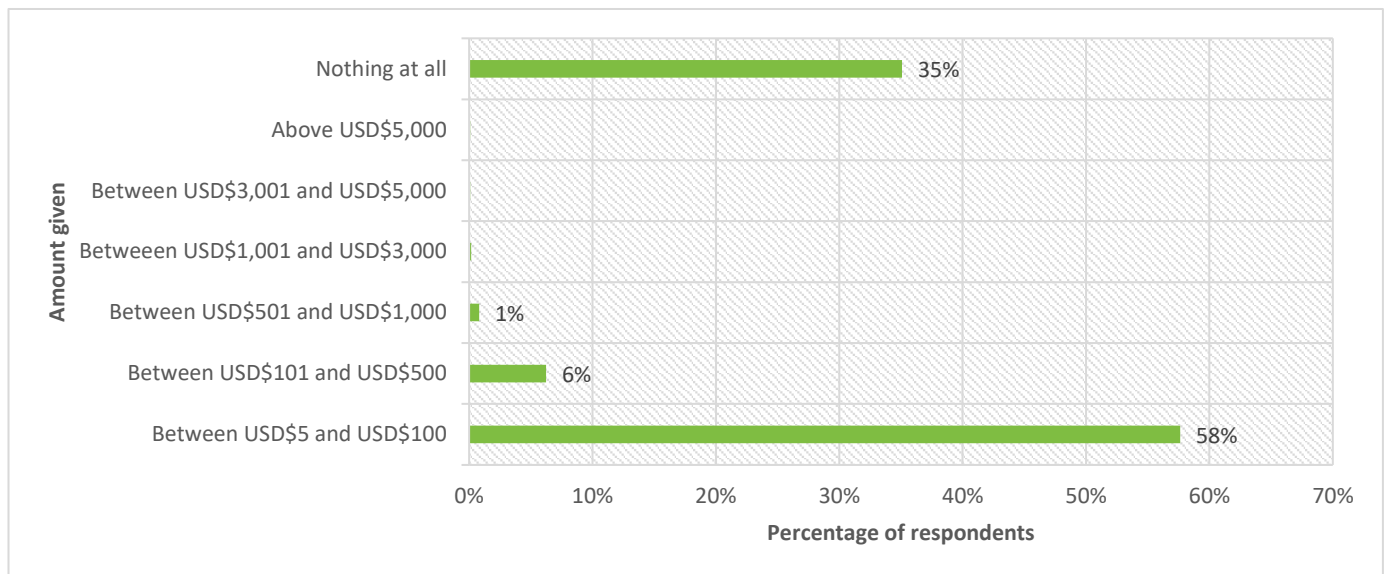


Figure 9: Amount Given Outside of Family Members in Last Six Months

6. Why Are People Giving?

The main reasons behind respondents giving was because they were passionate about giving and assisting those in need as indicated by the 61% (n=733) of the total respondents. Fifty-five (55%, n=655) indicated that they gave because it was part of the culture instilled in them from their upbringing. Fifty percent (50%, n=600) gave for religious reasons. Only five (5%, n=63) of respondents indicated that their giving was linked to tax incentives or benefits they received.

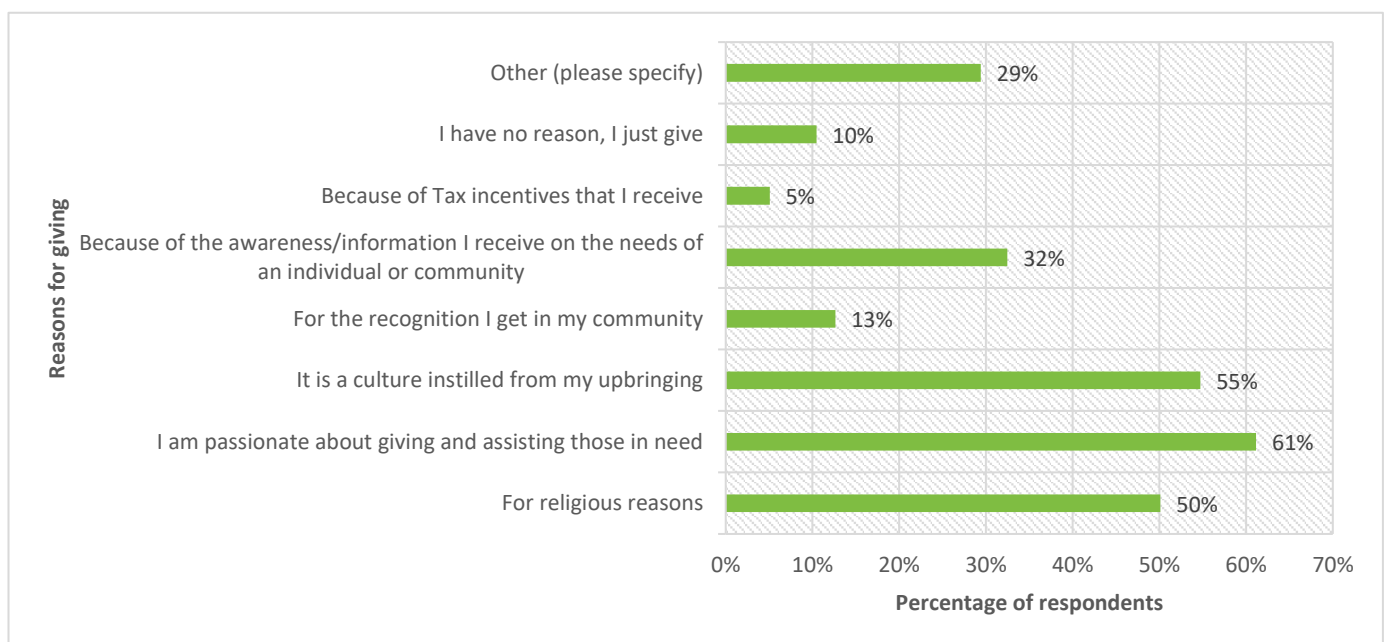


Figure 10: Reasons for Giving

7. What Is Limiting People from Giving?

Fifty percent (50%, n=602) of the total respondents to this question indicated that they do not give much or at all because they do not have disposable income. As highlighted in section 4.3, the majority of respondents (64%) earned less than USD\$1 000.00 per month. Twenty-seven percent (27%, n=330) indicated that they do not have enough time to volunteer.

Twenty percent (20%, n=245) of respondents indicated that they were limited in or hesitant to give because they did not trust those individuals/organisations asking for donations. Twenty-nine per cent (29%, n=358) of the respondents indicated that nothing hindered or stopped them from giving.

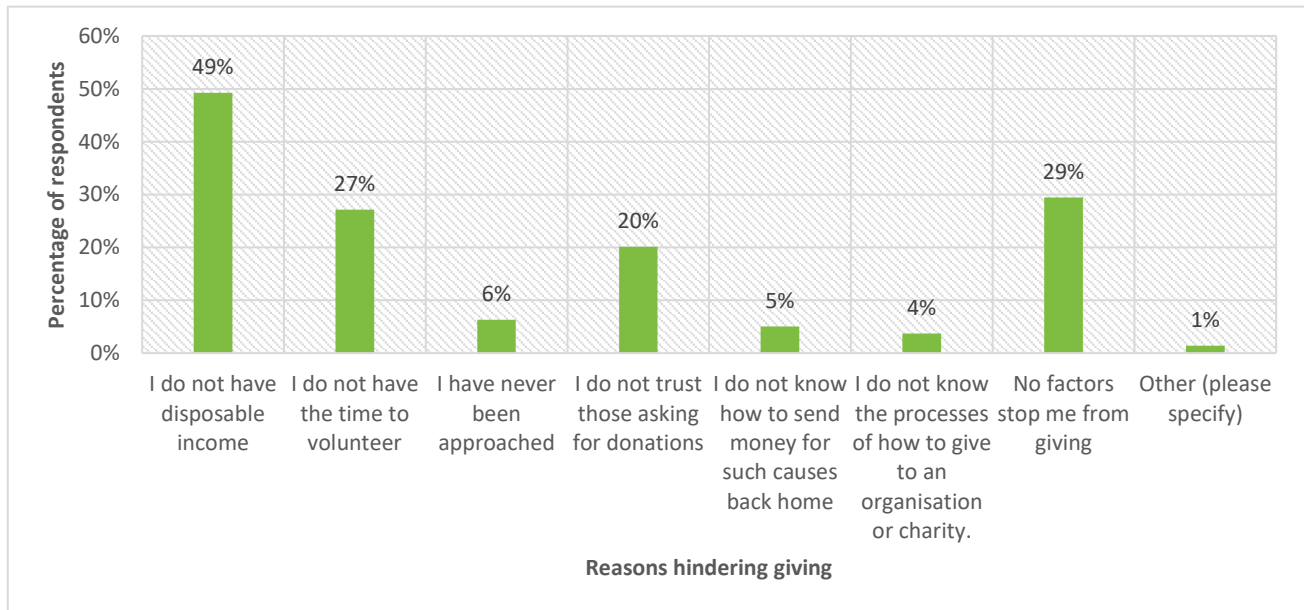


Figure 11: Factors Limiting/Stopping Respondents from Giving More

8. What Would Encourage People to Start Giving Or Give More?

Respondents indicated that the main factor that would influence them to start giving or to give more was if they had more resources or time to give. Seventy-eight percent (78%, n=953) of the respondents indicated that if the challenges they faced of insufficient resources and time was resolved; they would be more suited to give. Fifty-six percent (56%, n=684) of the total respondents would give more if there was improved transparency and accountability on the part of the receiving entities; with 36% (n=445) indicating that if there was improved communication on the problem that needs fixing it would improve their levels of giving. Only 13% (n=155) of respondents indicated that they would start to give or give more if they received a tax incentive for giving; with 12% (n=145) indicating that their giving would improve if there was more recognition accorded to those who gave.

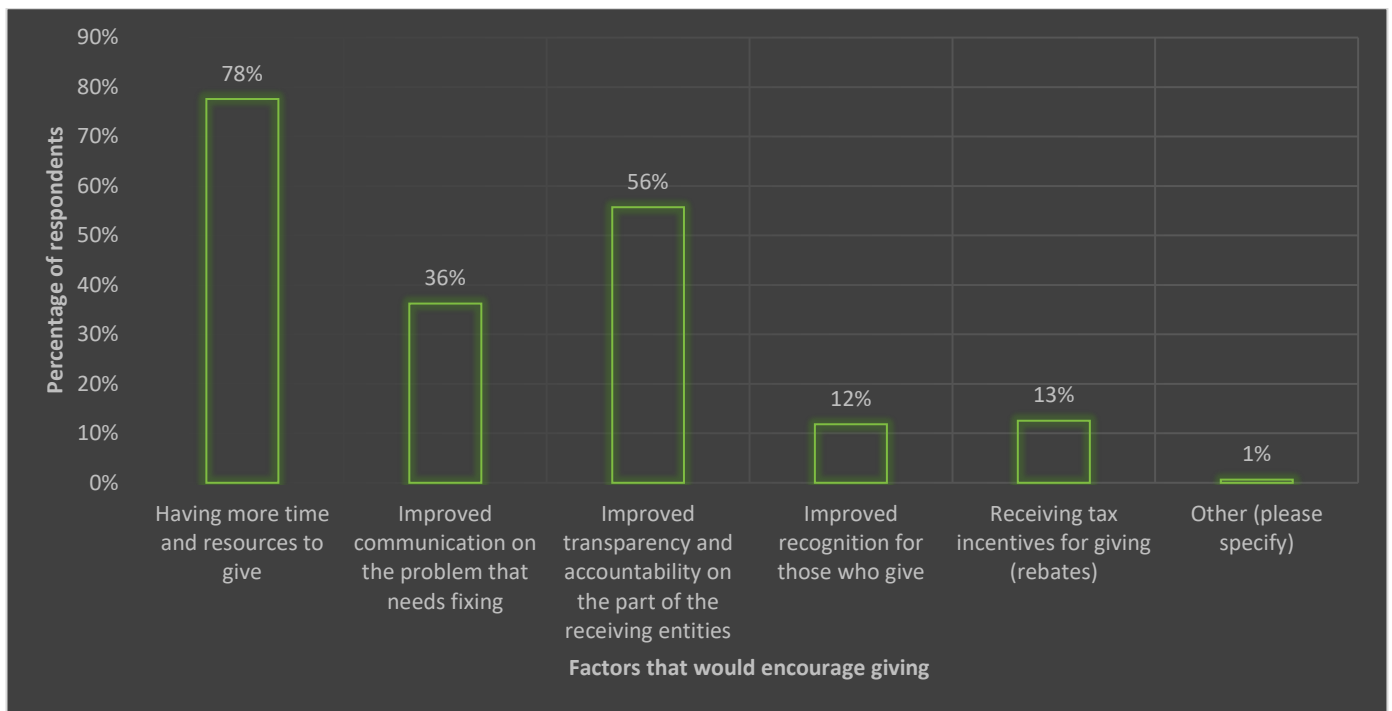


Figure 12: Factors That Would Encourage Respondents to Give More

9. Conclusion

The survey was carried out in a context of economic meltdown, further collapse of health delivery and ongoing loss of jobs and confidence in the direction that the economy is taking. Such a backdrop would suggest limited acts of giving than what we found. Findings from the study point towards a re-imagining of what active citizenship truly means beyond the narrow confines of political participations. The findings are relevant for policy makers and entities interested in growing philanthropy. One of the questions that looms large is what could be done to leverage on these practices and trends of giving towards strengthening socio-economic transformation at local levels.

About SIVIO Institute

SIVIO Institute (SI) is an independent organisation focused on ensuring that citizens are at the centre of processes of economic-political-economic and policy change. It aims to contribute towards Zimbabwe's inclusive socio-economic transformation. It is borne out of a desire to enhance agency as a stimulus/catalyst for inclusive political and socio-economic transformation. SIVIO's work entails multi-disciplinary, cutting-edge policy research, nurturing citizens' agency to be part of the change that they want to see, working with communities to mobilize their assets to resolve some of the immediate problems they face.

SIVIO Institute has three centres/programs of work focused on: (i) public policy analysis and advocacy (ii) philanthropy and communities (iii) entrepreneurship and financial inclusion. In the process SI addresses the following problems:

- Inadequate performance of existing political and economic system
- Increasing poverty and inequality
- Limited coherence of policies across sectors
- Ineffectual participation in public processes by non-state actors
- Increased dependence on external resources and limited leveraging of local resources

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