

# WHY KENYANS GIVE: A NATIONWIDE SURVEY OF PHILANTHROPIC BEHAVIOR

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BY



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# RESEARCH METHODOLOGY

# RESEARCH METHODOLOGY

Quantitative research methodology was utilized for the study and the interviews were administered face to face using mobile devices



- Nation-wide survey
- Coverage in all 47 counties in Kenya



- Household Survey
- 1991 Interviews
- 944 urban interviews; 1047 rural interviews



## Respondents Profile:

- Kenyan Citizens
- Men and Women
- Aged 18 years old and above
- Including people from all social economic classes and stages of life

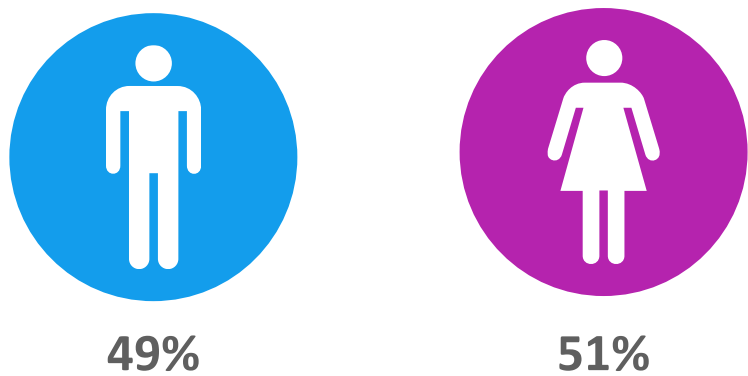
The study was conducted in the month of May/June 2016

# RESPONDENTS' DEMOGRAPHICS

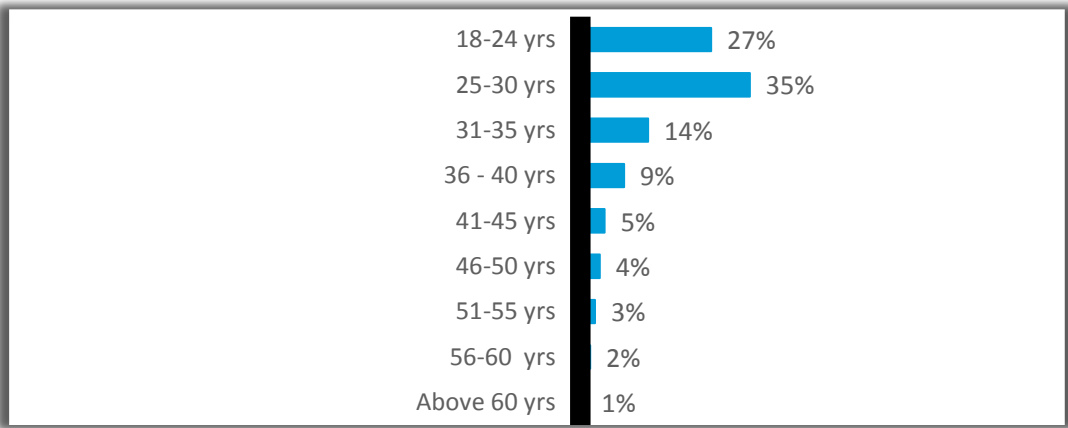
The gender distribution of the total sample (49% males and 51% females), is representative of the Kenyan population as per United Nations Department of Economic and Social Affairs - Population Division.

A majority of those surveyed were 35 years and below (76%). Additionally 72% of Kenyans are in some form of employment (self-employed, full-time, part-time or seasonal) and only 16% identified themselves as unemployed.

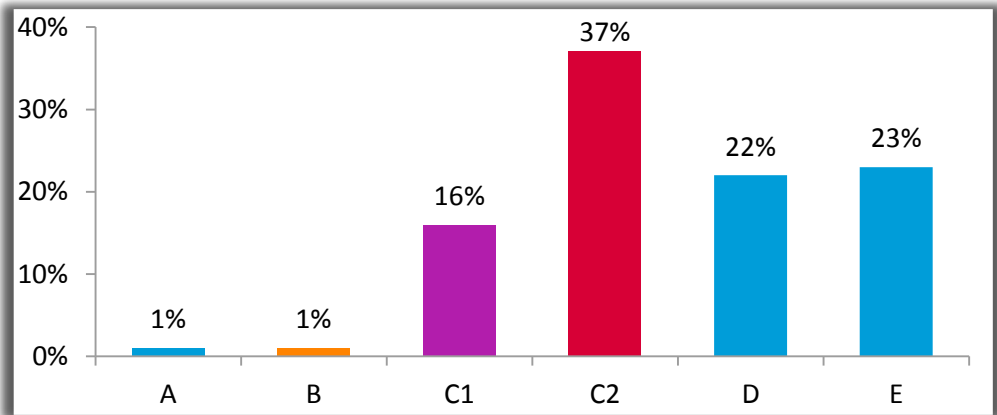
GENDER



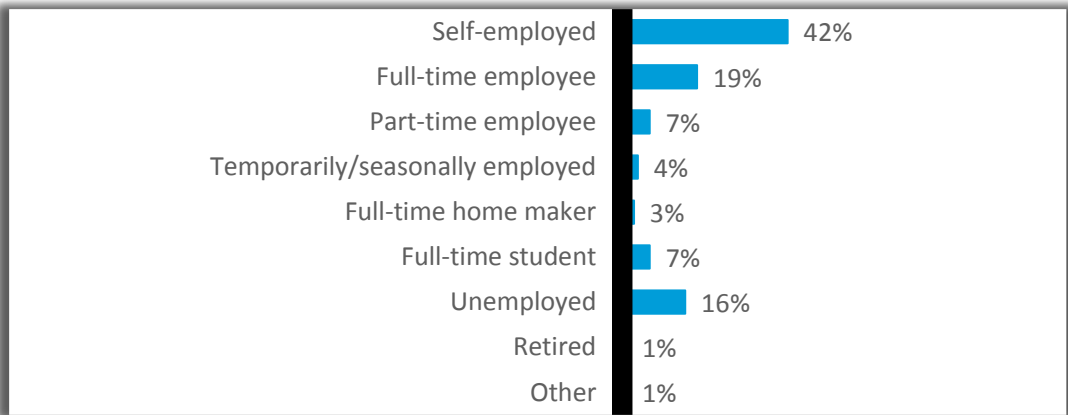
AGE



SOCIAL ECONOMIC STATUS



EMPLOYMENT STATUS

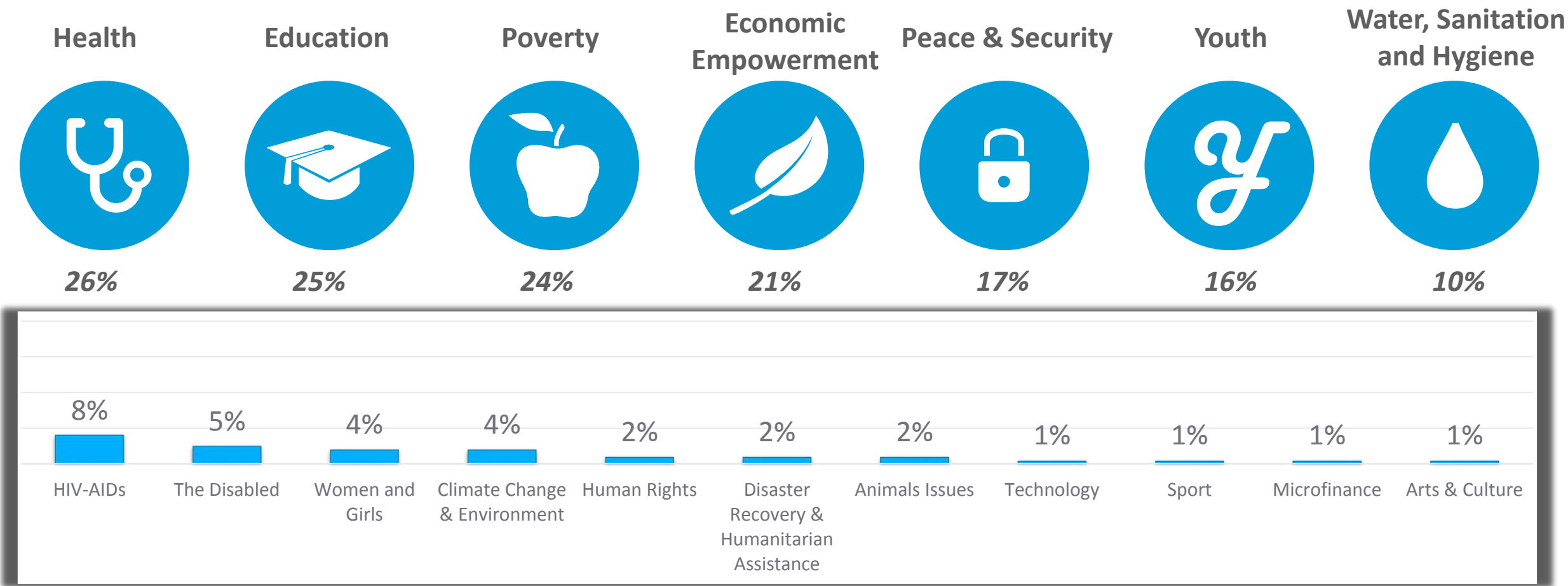




SURVEY INSIGHTS

# KEY CHALLENGES THAT KENYANS FACE

Kenyans believe that the key challenges they face are related to health, education, poverty and economic empowerment.

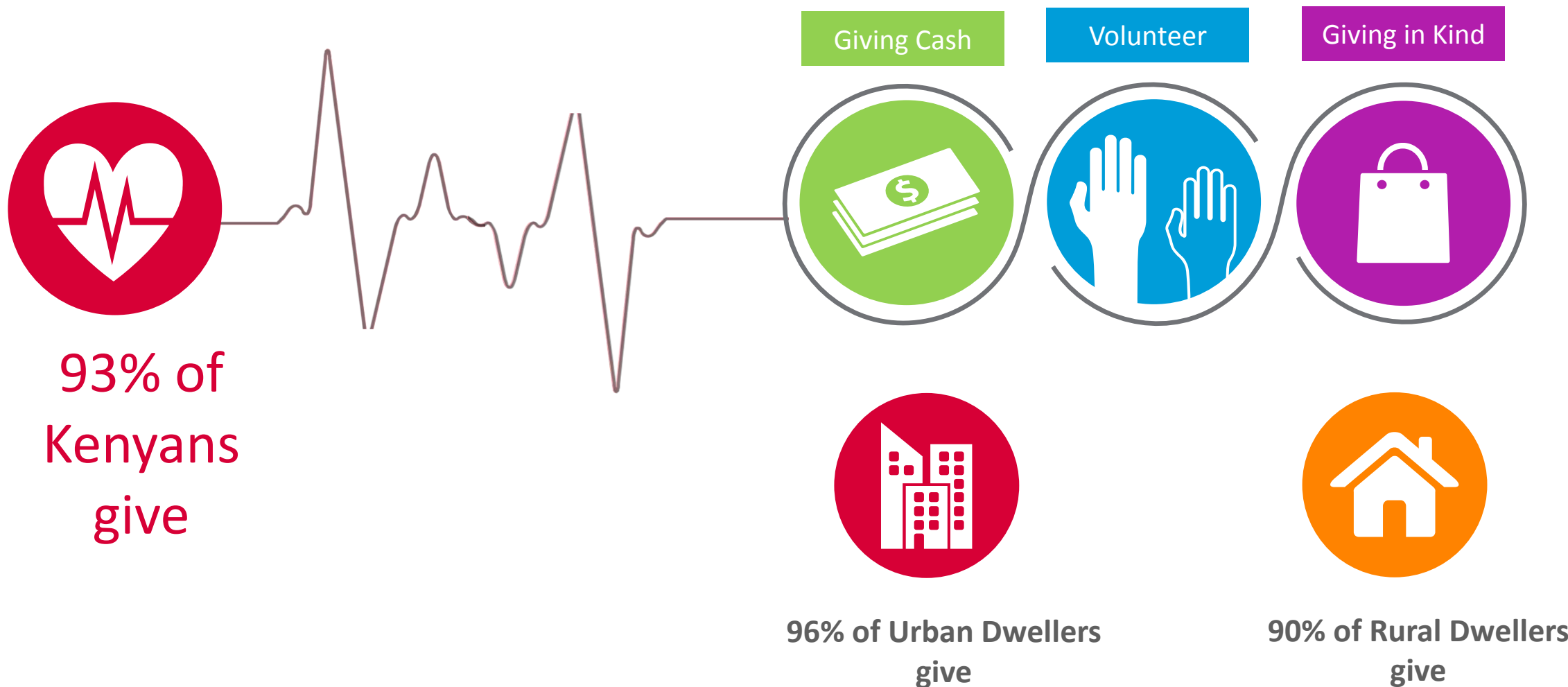


# HOW DO KENYANS GIVE?



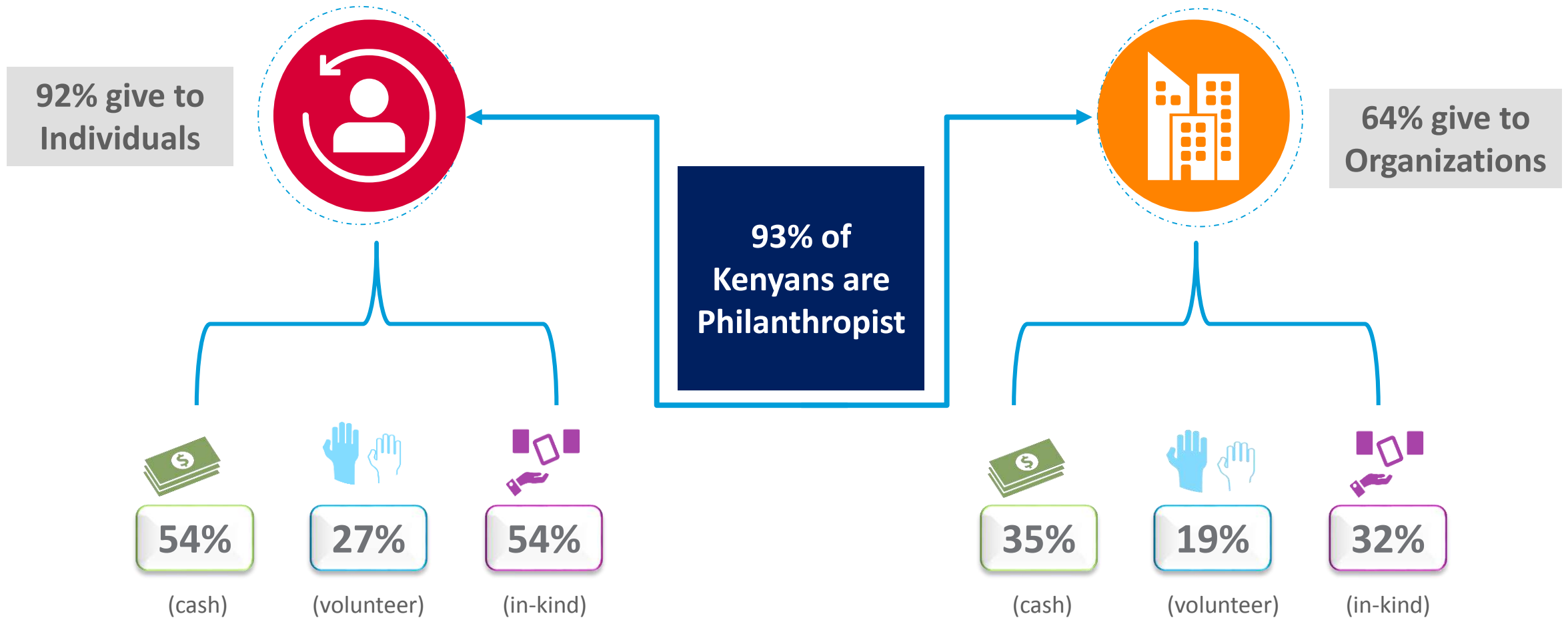


# KENYANS ARE PHILANTHROPIC!

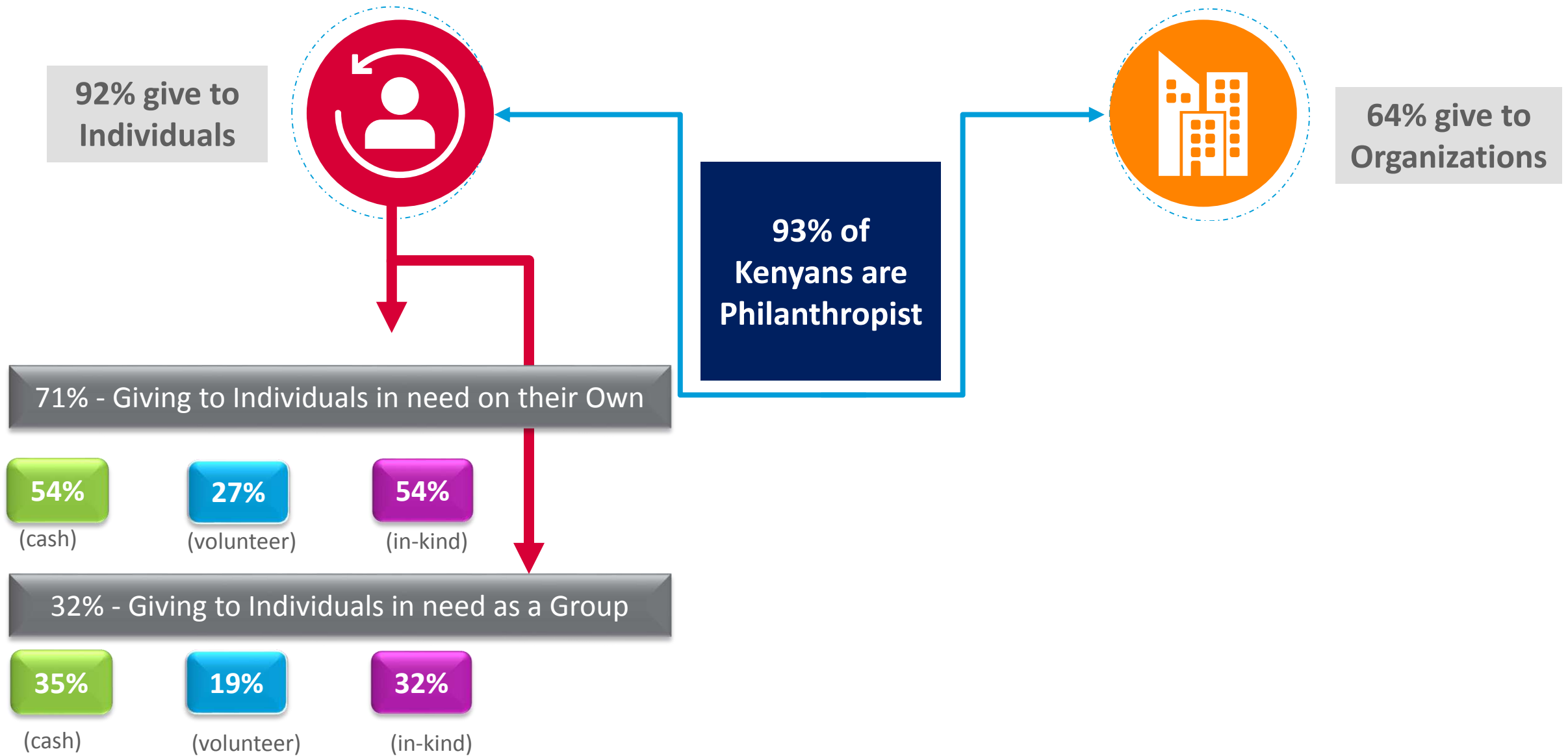


# DYNAMICS OF GIVING IN KENYA - WHO & WHAT THEY GIVE?

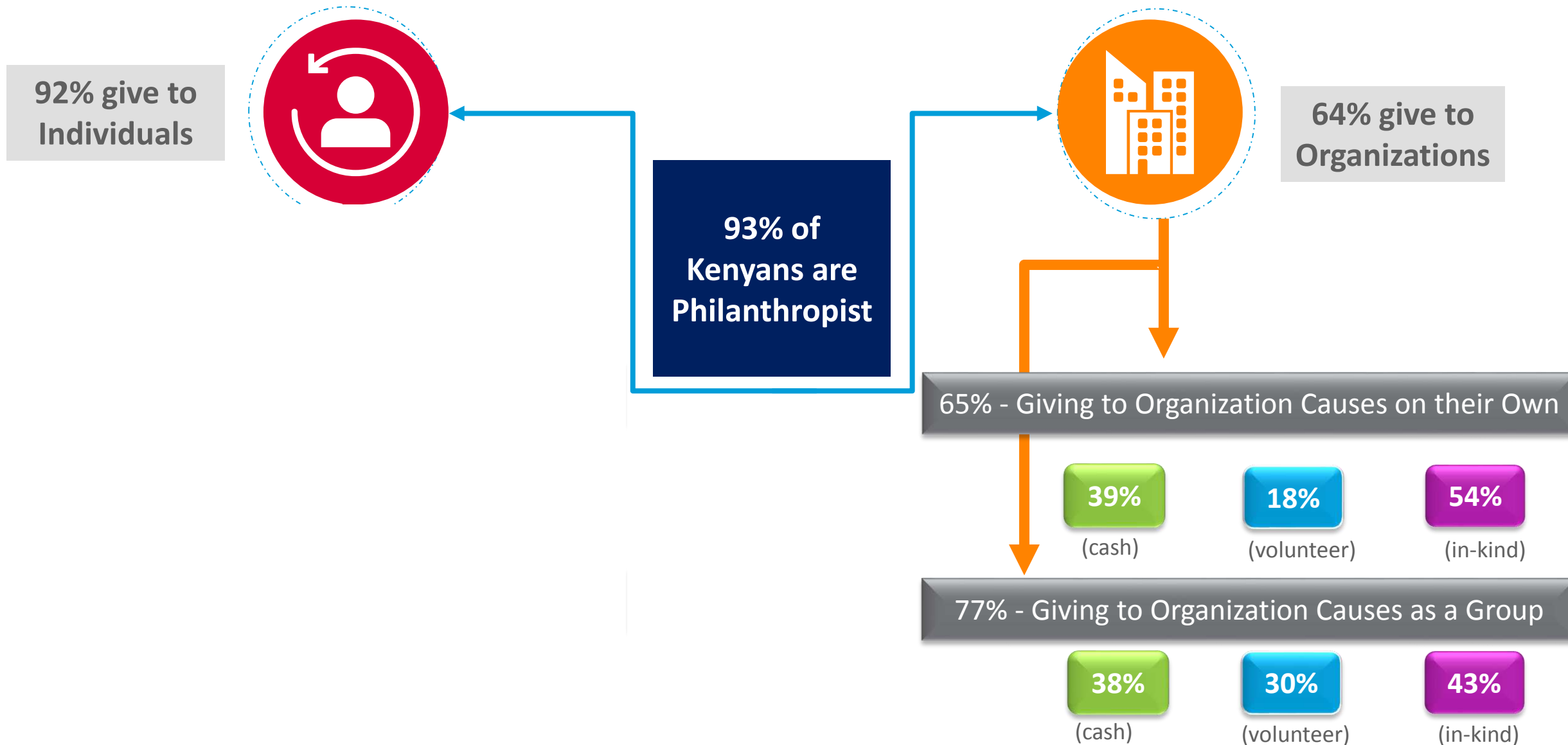
More people give to individuals than to organizations. When giving, cash and items (in-kind) are more popular than volunteering.



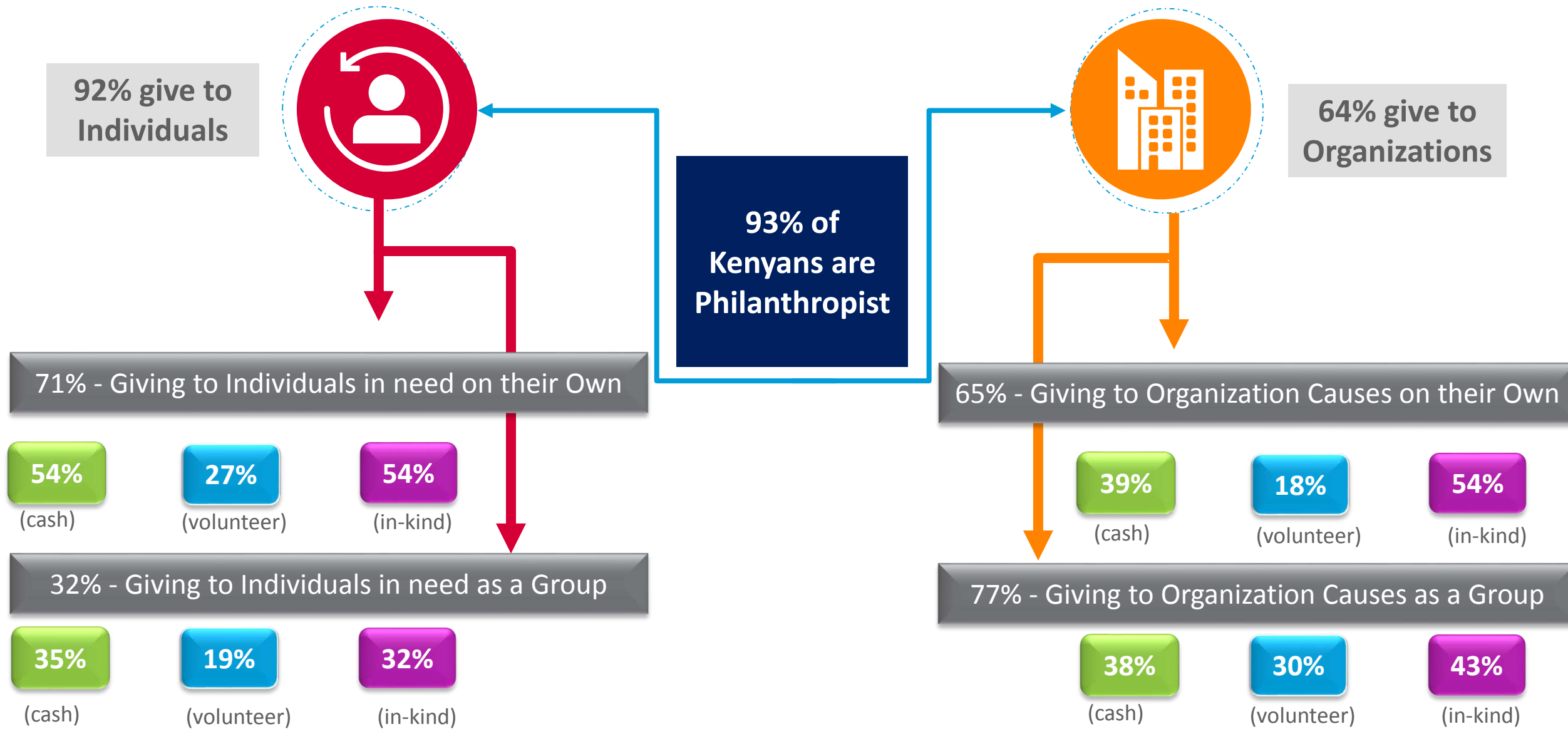
# DYNAMICS OF GIVING IN KENYA - HOW THEY GIVE?



# DYNAMICS OF GIVING IN KENYA - HOW THEY GIVE?

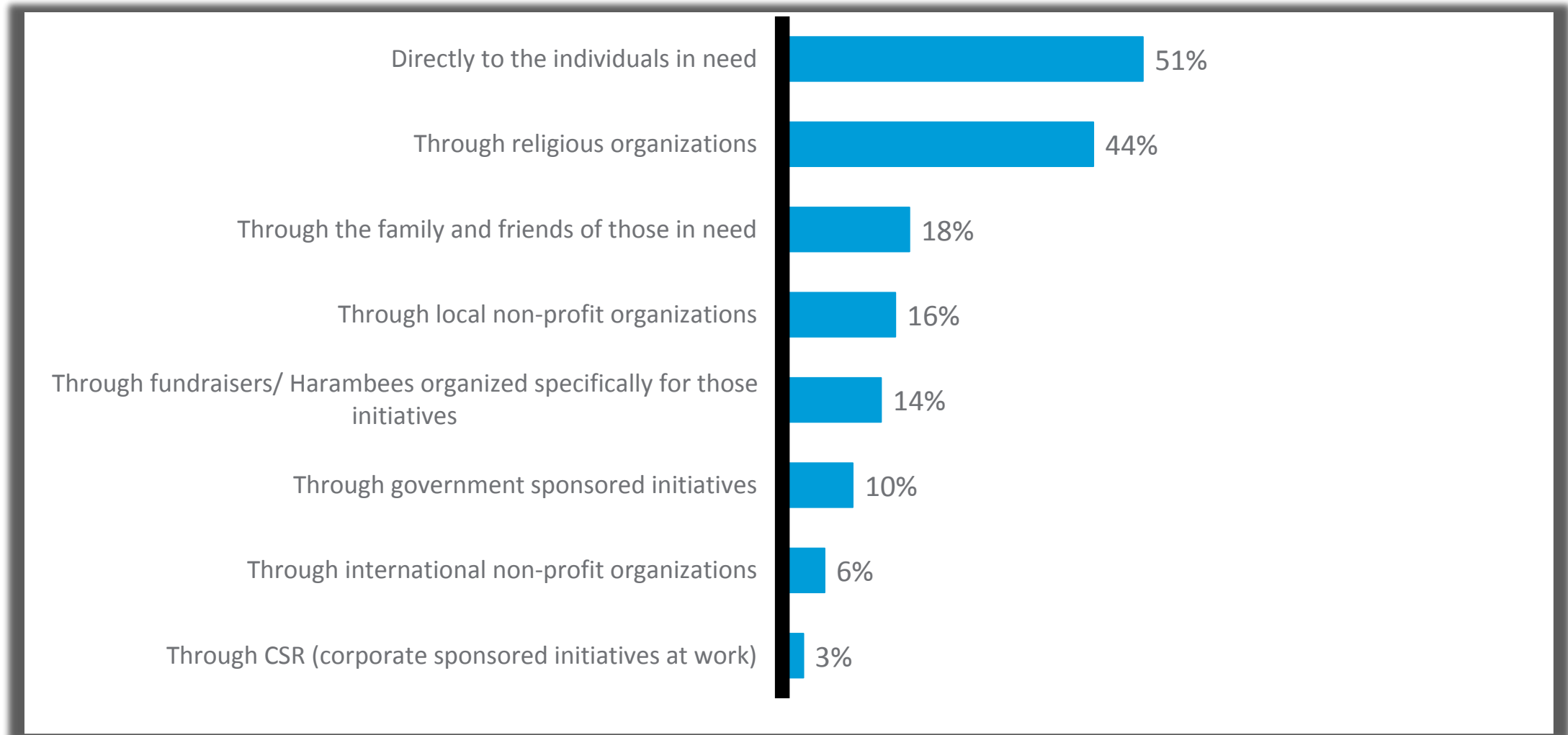


# DYNAMICS OF GIVING IN KENYA - HOW THEY GIVE?



# HOW THEY CONTRIBUTE TO INDIVIDUAL IN NEED

Majority of Kenyans who assist individuals in need, mainly give the person directly.



# DYNAMICS OF GIVING AS A GROUP

More than half of those who give, do so as part of *religious groups*. **Women** mainly give as part of *religious and self-help groups*, while **men** are more philanthropic as part of *peer groups, family groups and business partnerships*.

Those in *rural areas* give more as part of groups especially religious, peer, self-help and family groups.

GIVING TO INDIVIDUALS						GIVING TO ORGANIZATION CAUSES					
		GENDER		LOCALITY				GENDER		LOCALITY	
	Total	Male	Female	Urban	Rural		Total	Male	Female	Urban	Rural
<b>Total</b>	643	314	329	297	346		521	243	278	263	258
<b>A religious group</b>	51%	47%	55%	50%	52%		57%	56%	58%	55%	59%
<b>A peer group e.g. youth, women group</b>	33%	39%	27%	30%	36%		29%	31%	27%	27%	32%
<b>Self Help Group e.g. chamaa</b>	32%	26%	37%	29%	34%		27%	21%	33%	25%	29%
<b>A family group e.g. cousins/ siblings</b>	30%	32%	28%	27%	32%		31%	35%	27%	26%	36%
<b>Business Partnership</b>	8%	10%	6%	8%	8%		9%	13%	6%	10%	9%
<b>Ethnic Group e.g. clan, age-set</b>	7%	7%	7%	5%	9%		8%	8%	9%	8%	9%
<b>Employee Group</b>	5%	7%	3%	5%	5%		5%	7%	3%	5%	4%
<b>Professional Group/ association e.g. accountants, lawyer</b>	3%	3%	3%	2%	3%		4%	5%	4%	3%	5%
<b>Alumni</b>	3%	4%	3%	4%	2%		4%	5%	4%	5%	3%
<b>Other Group</b>	2%	2%	2%	2%	1%		1%	2%	0%	1%	1%

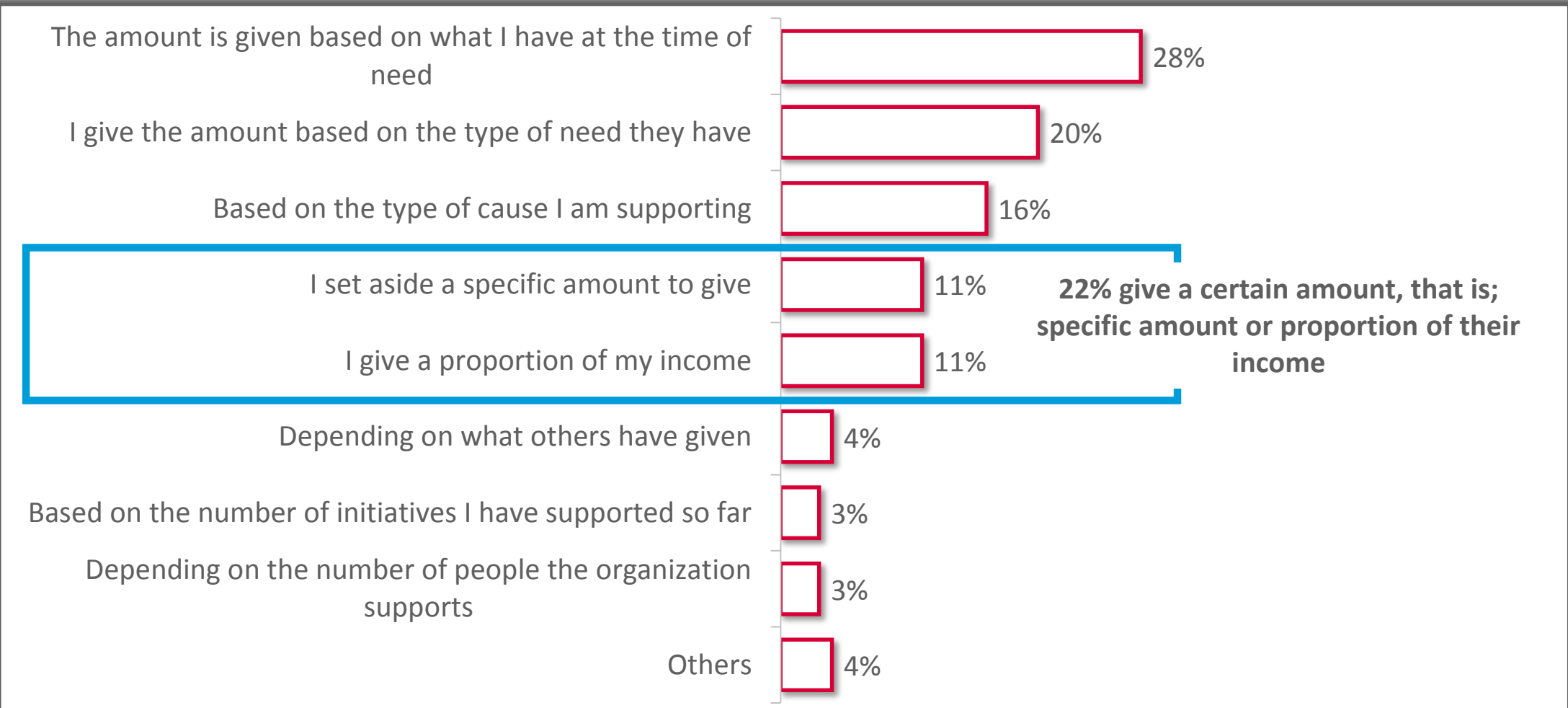
WHAT  
DETERMINES  
HOW MUCH  
KENYANS GIVE?



# DECISION MAKING : HOW MUCH TO GIVE

Decision on how much to give are mainly based on the amount they have at the time of need as well as the type of need the beneficiaries have.

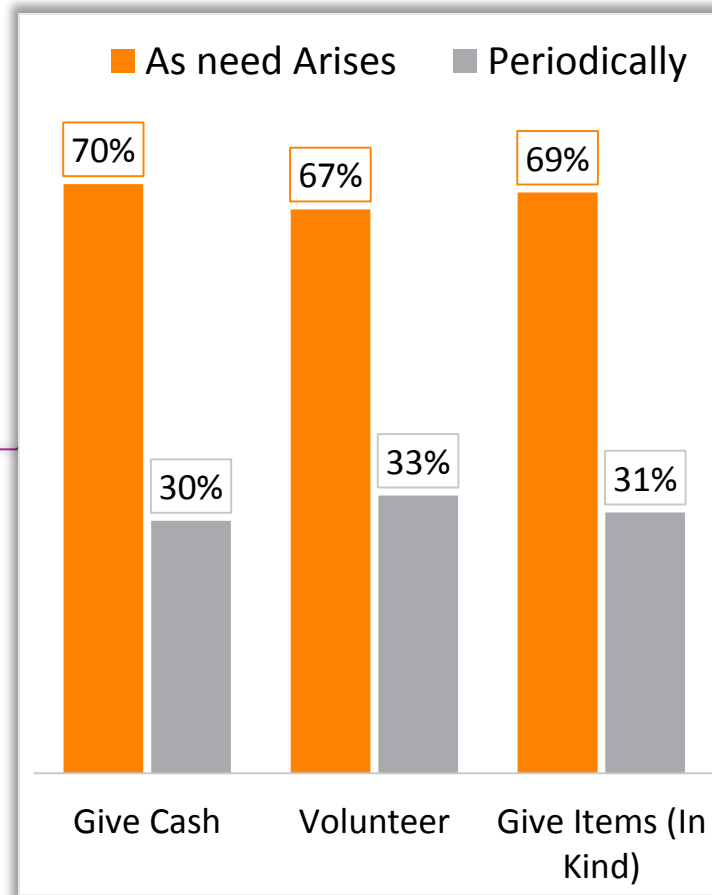
22% **plan** on what to give; with 11% having a specific amount they give and 11% giving a proportion of their income.



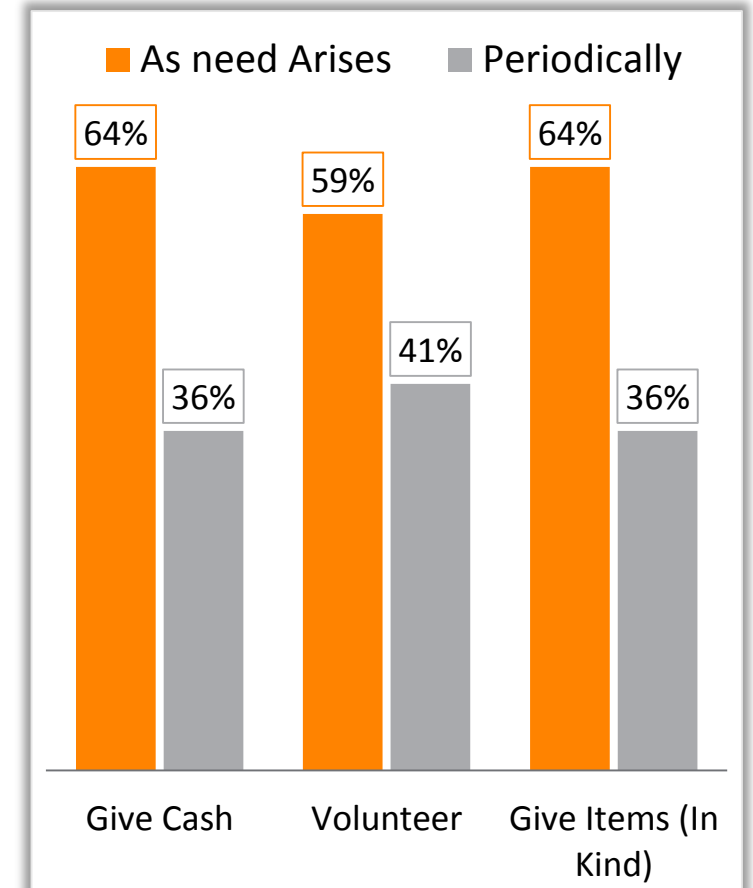
# FREQUENCY OF GIVING IN KENYA

“Kenyans give impulsively – as need arises”

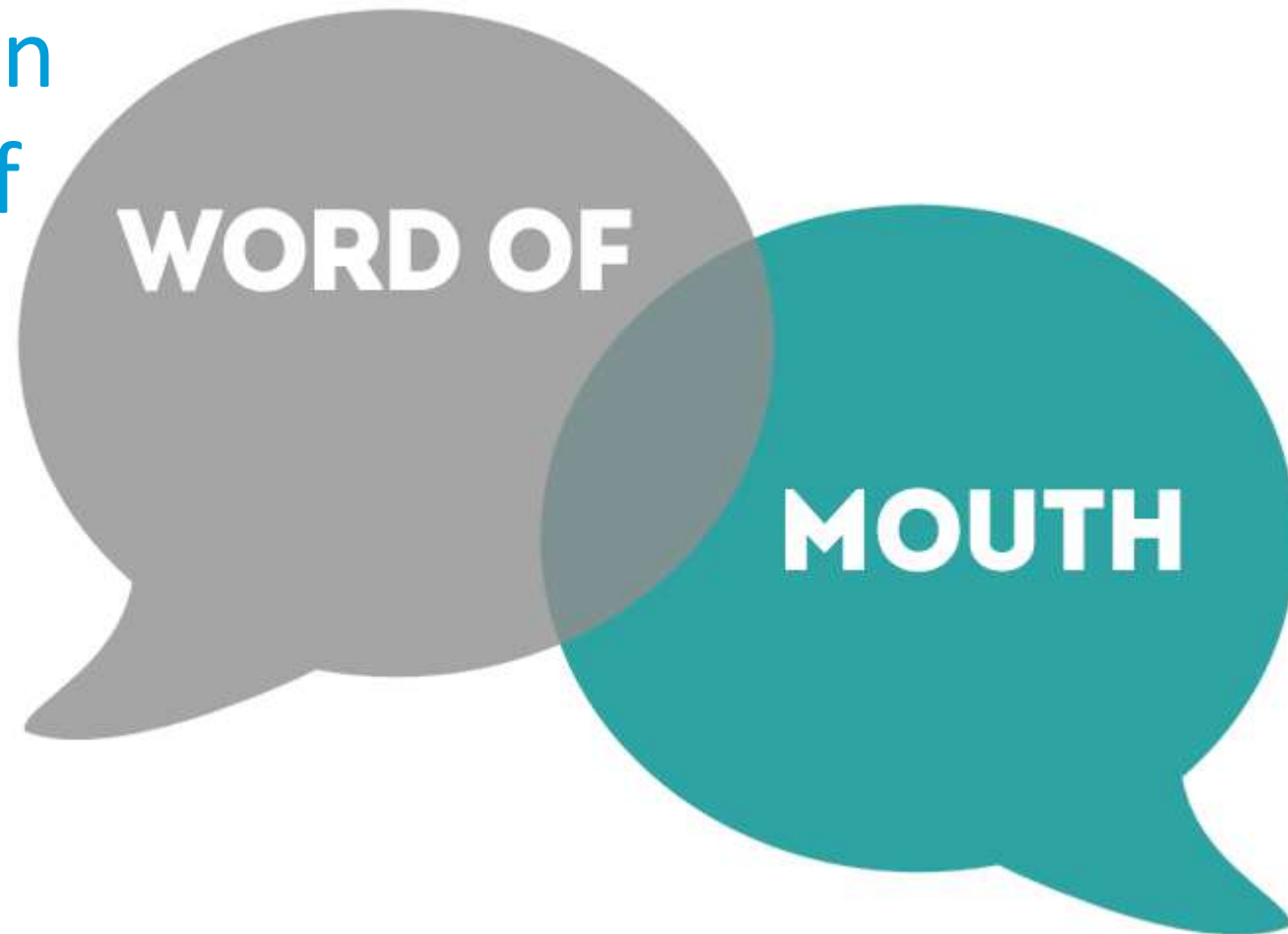
Frequency of Giving to Individuals



Frequency of Giving to Organization Causes



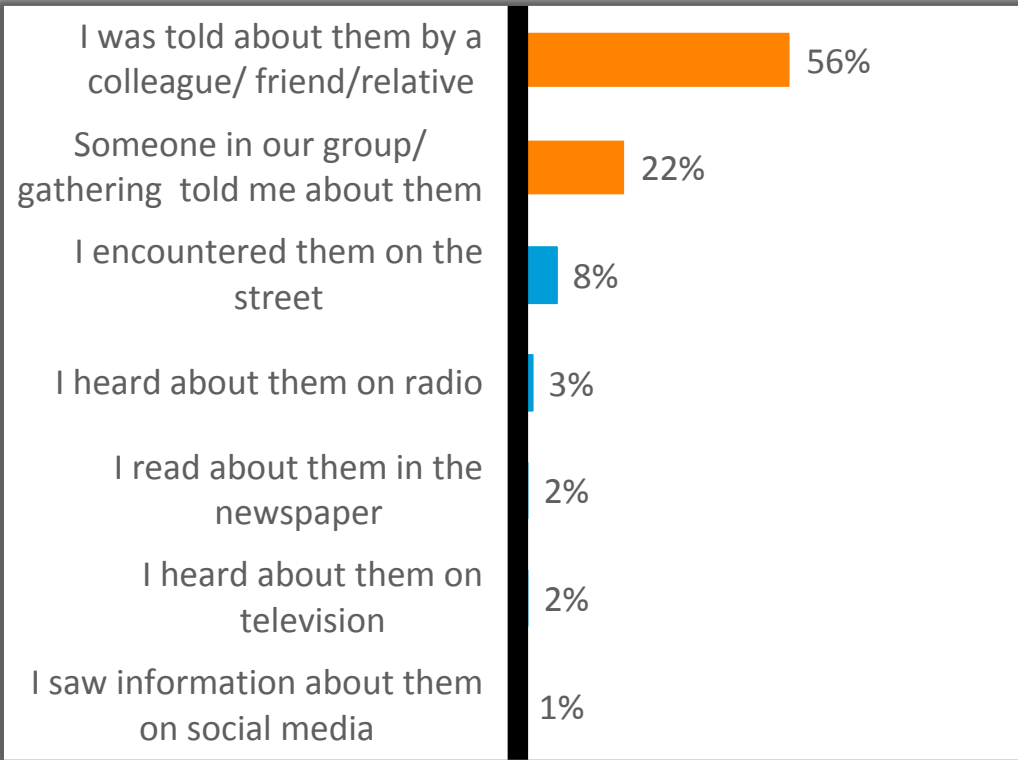
Most Kenyans find  
out about those in  
need via word of  
mouth



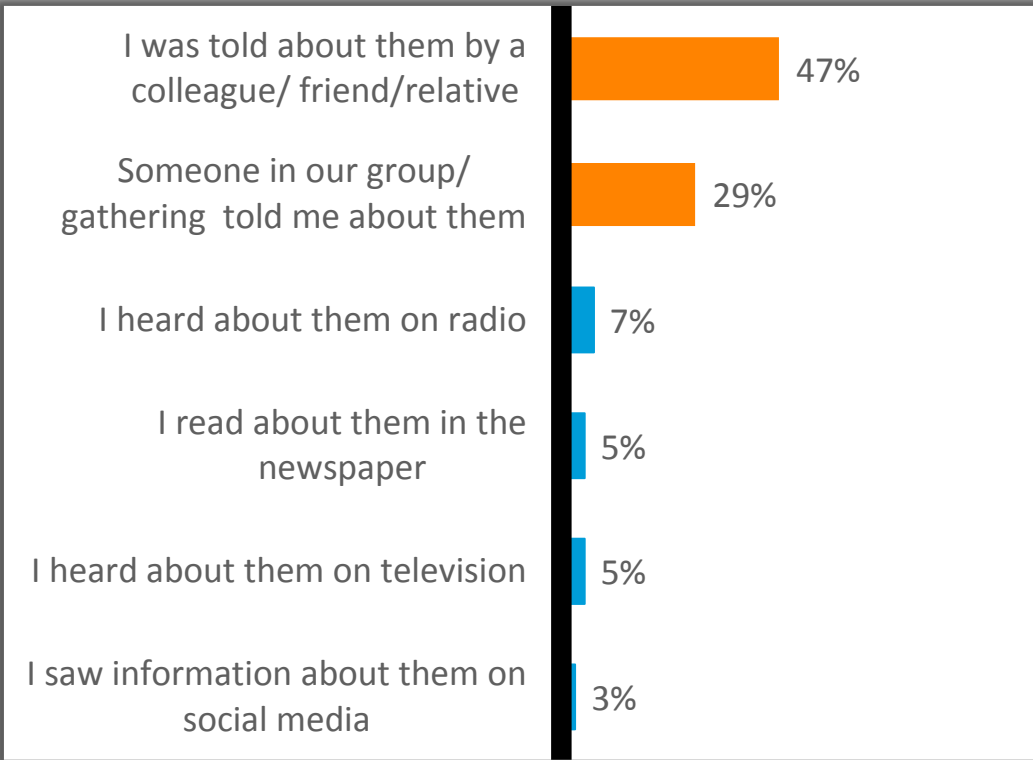
# SOURCE OF INFORMATION ABOUT CAUSES/ INITIATIVES

The main source of information about individuals in need or organizations' causes is word of mouth.

Source of information about individuals in need



Source of information about organization causes



● Word of mouth as a source of information

# WHAT HINDERS THE 7% OF KENYANS FROM GIVING?

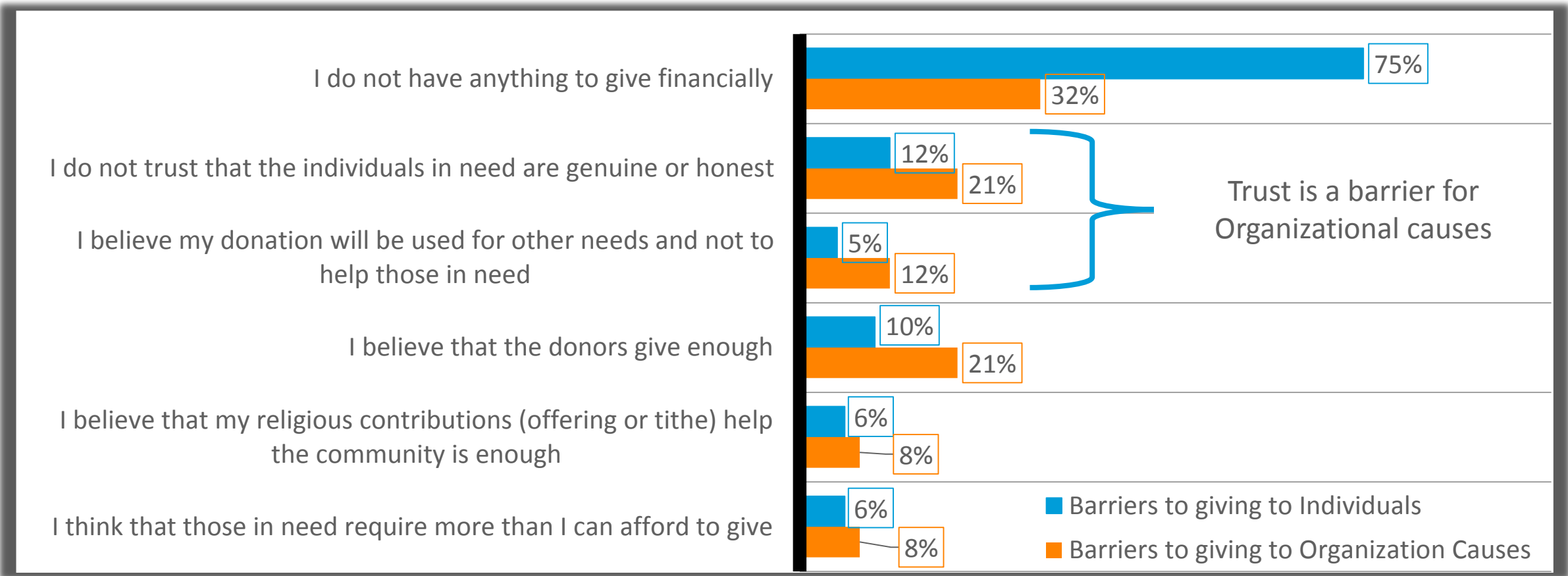
8% do not give to Individuals  
in need and 36% do not give  
to Organizational causes



# BARRIERS TO GIVING

Finances are the main barrier for those who did *not* give in the last year (7% of Kenyans). Trust is also a key issue as 21% stated they did not trust the needs were genuine and 12% believe their donations will be used for other purposes other than helping those in need.

Some Kenyans believe that what donors give is adequate.



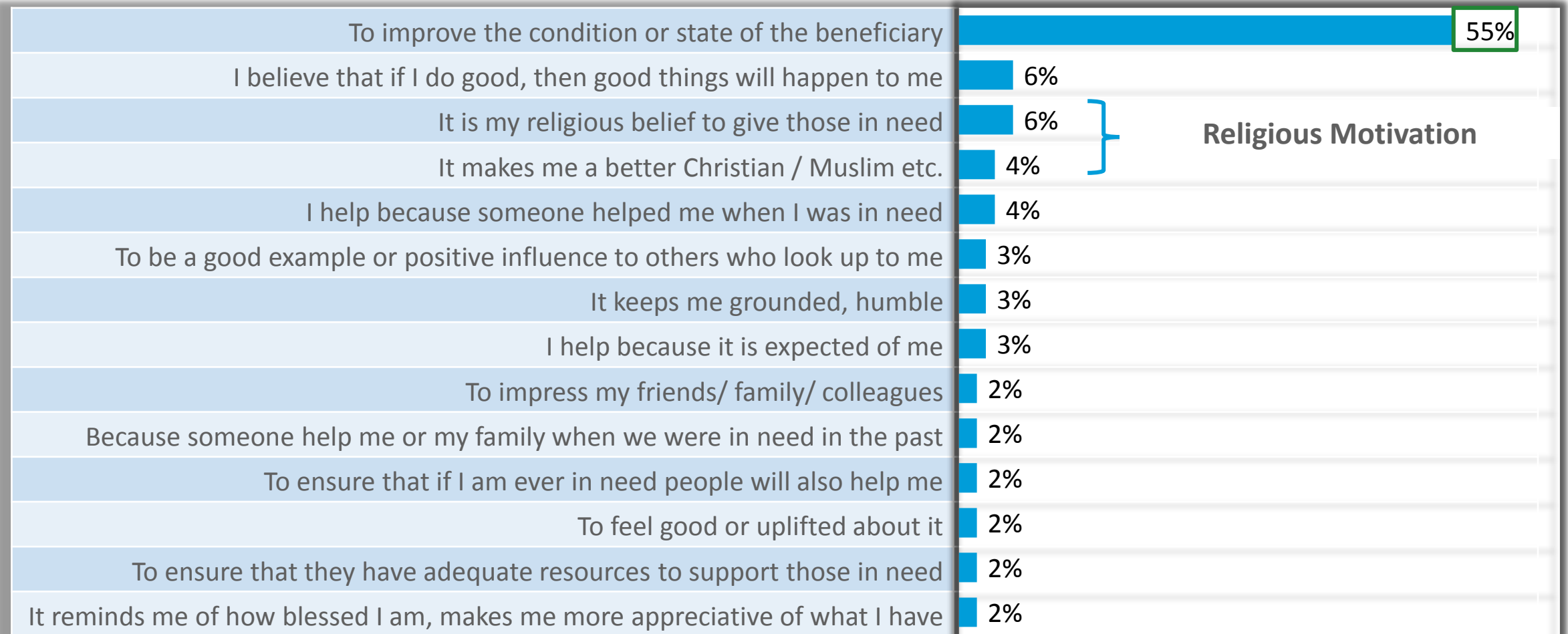
# KENYANS ATTITUDE & PERCEPTION TOWARDS PHILANTHROPY



# WHY DO KENYANS GIVE?

The main motivator for those who give, is to improve the condition or state of the beneficiary.

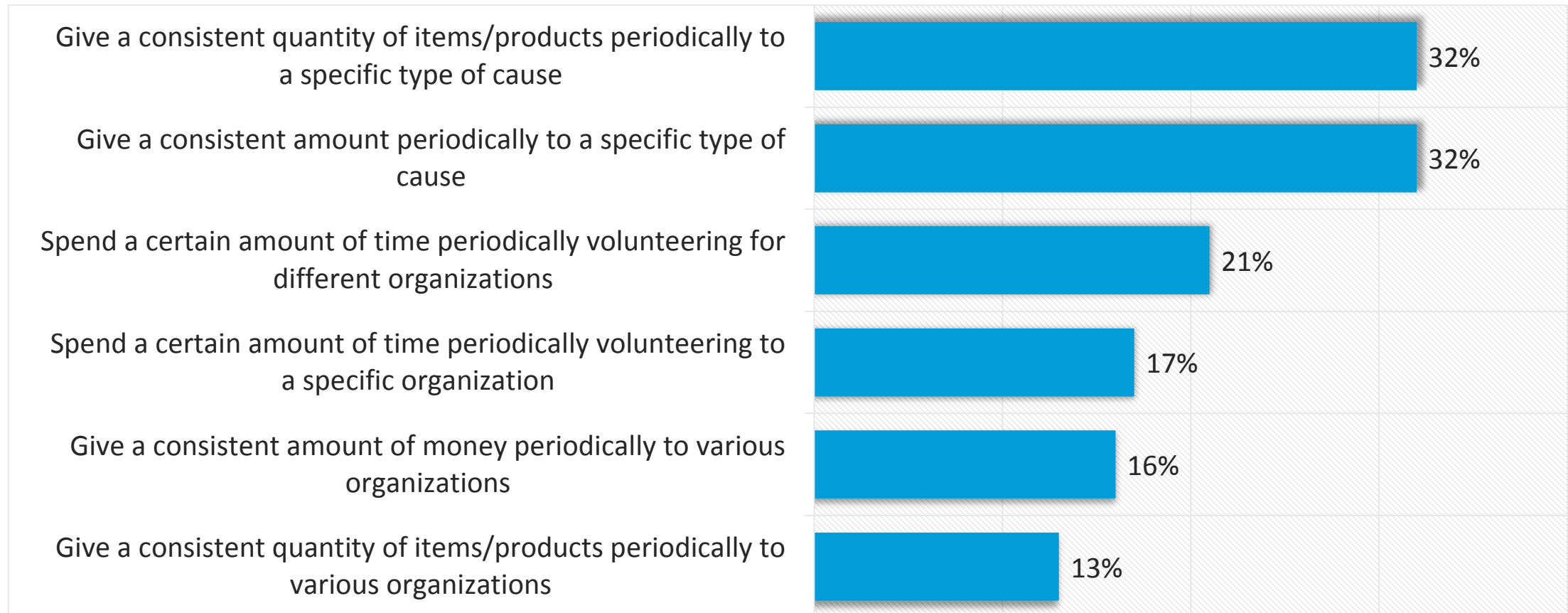
Religion drives 10% of those who contribute; as 6% believe that it's part of their religion and 4% believe that giving makes them better Christians or Muslims etc.





# HOW WOULD KENYANS PREFER TO GIVE?

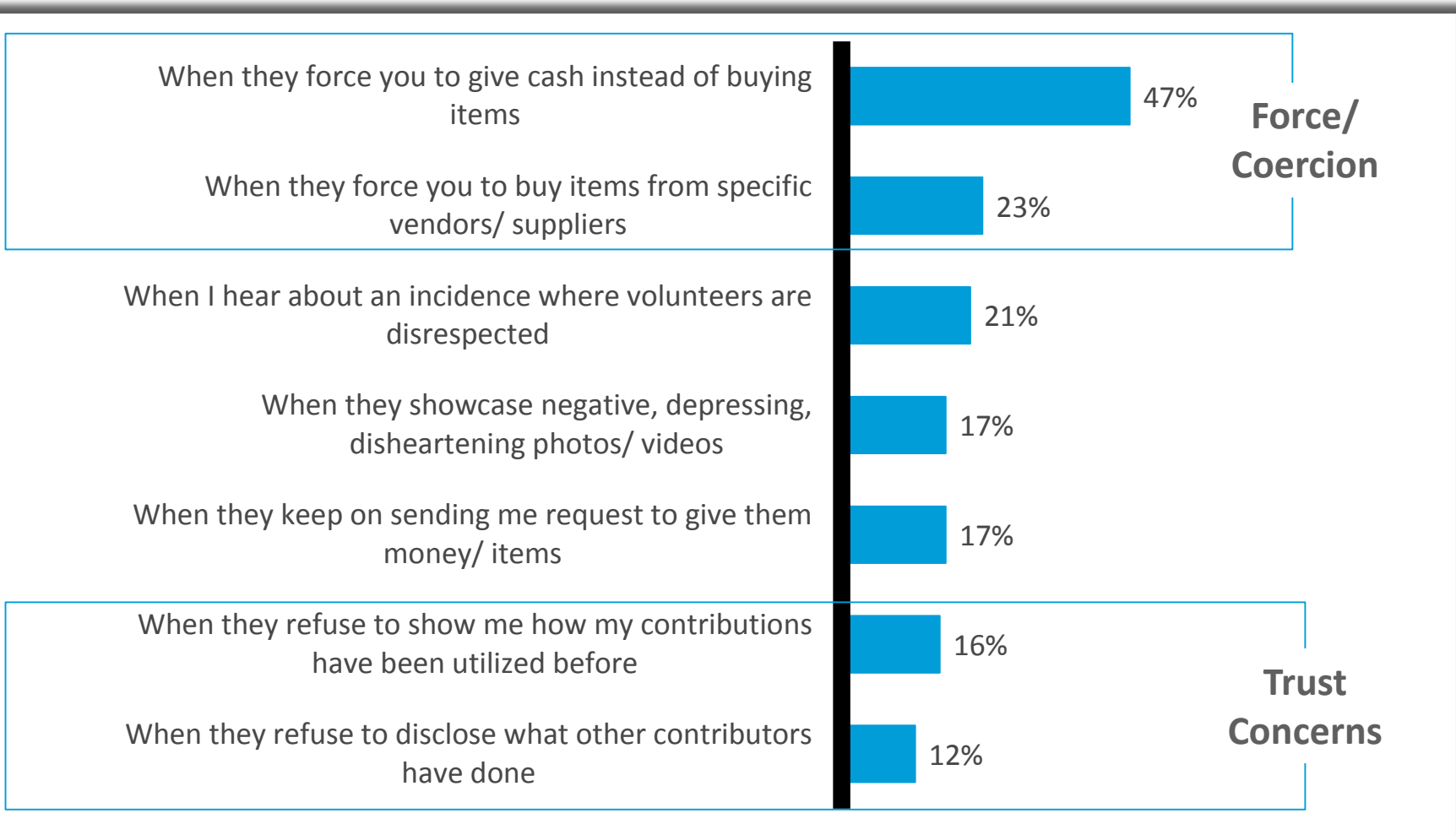
Kenyans would prefer to give more consistently; 64% would prefer to give consistent amounts of cash or items to a specific cause.



# WHAT KENYANS DISLIKE WHEN GIVING TO ORGANIZATIONS

Force or coercion is the main de-motivator for Kenyan philanthropists, especially when they are forced to give in cash, rather than in kind.

They would also like accountability on how donations are being utilized.



## MITIGATION

Allow them to give freely i.e. what they want

Show respect to volunteers

Have accountability systems to grow trust

# PERCEPTION OF PHILANTHROPY AMONG KENYANS

*What is the best way to give to those in need?*



71% of Kenyans believe it is better to empower people towards economic independence rather than giving cash

69% of Kenyans believe that charity organizations should focus on making those in need more self-sufficient



67% Kenyans believe that volunteering is more efficient than giving cash



61% of Kenyans only give to charity when they hear from or see those in need

# WHAT DO KENYANS THINK OF COMPANIES WITH CSR PROGRAMS?



63% of Kenyans believe that companies or organizations that involve their employees in corporate social responsibilities also care about their employees

# MEDIA & TECHNOLOGY



# MEDIA USED BY KENYANS

Majority of Kenyans listen to radio (82%) and watch television (65%).

Those in rural areas are more likely to listen to radio (85%) compared to their urban counterparts (78%). Urban dwellers are more likely (72%) than their rural counterparts (59%) to watch television.

Furthermore, 37% of Kenyans browse the internet.



		BASE	LISTENING TO THE RADIO	WATCHING TELEVISION	BROWSING THE INTERNET	READING NEWSPAPERS	READING MAGAZINES
	Total	1991	82%	65%	37%	32%	12%
GENDER	Male	969	84%	69%	45%	41%	12%
	Female	1022	80%	61%	30%	24%	11%
LOCALITY	Urban	944	78%	72%	44%	37%	13%
	Rural	1047	85%	59%	30%	27%	10%
PHILANTHROPY	Philanthropist	1852	82%	67%	38%	33%	12%
	Non-Philanthropist	139	77%	45%	27%	18%	8%

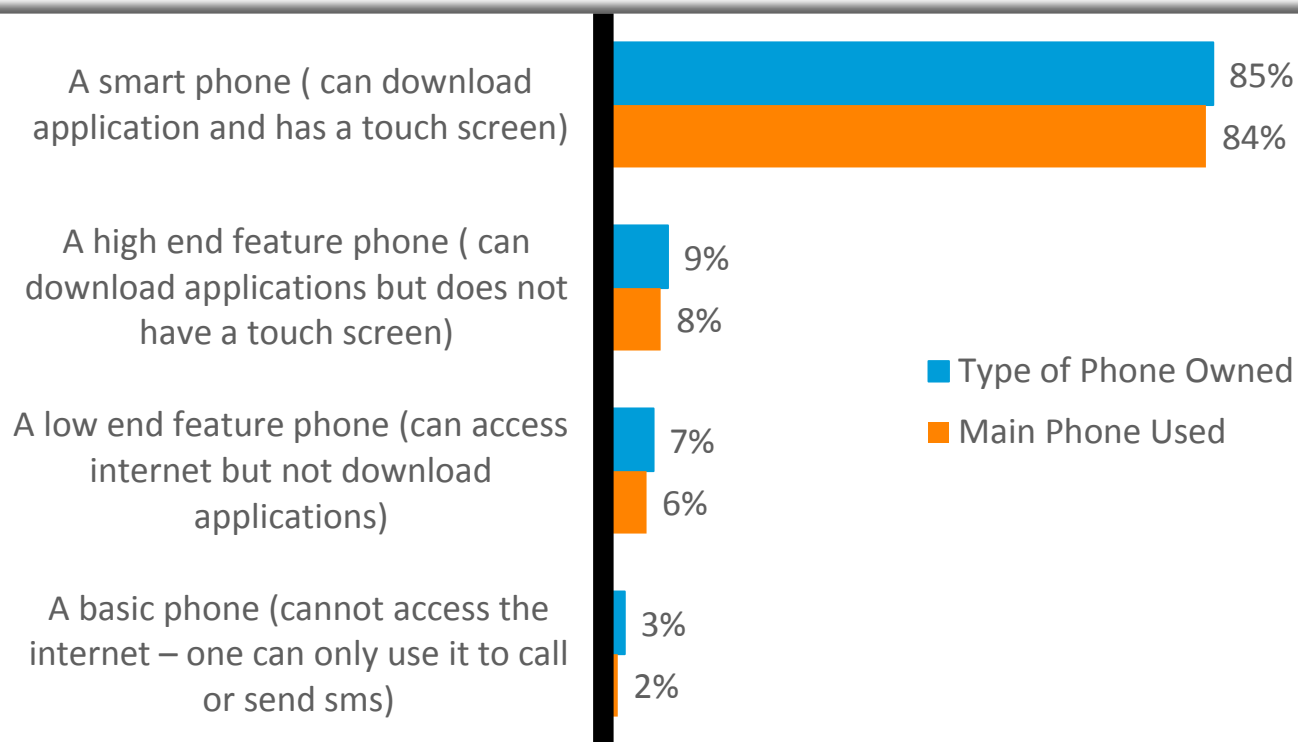
According to the Communication Authority of Kenya, in Q3’ 2015, internet penetration in Kenya is at 88%. The International Telecommunication Union (an specialized unit if the United Nation for ICT) indicates that internet usage in Kenya 39% in 2014 .



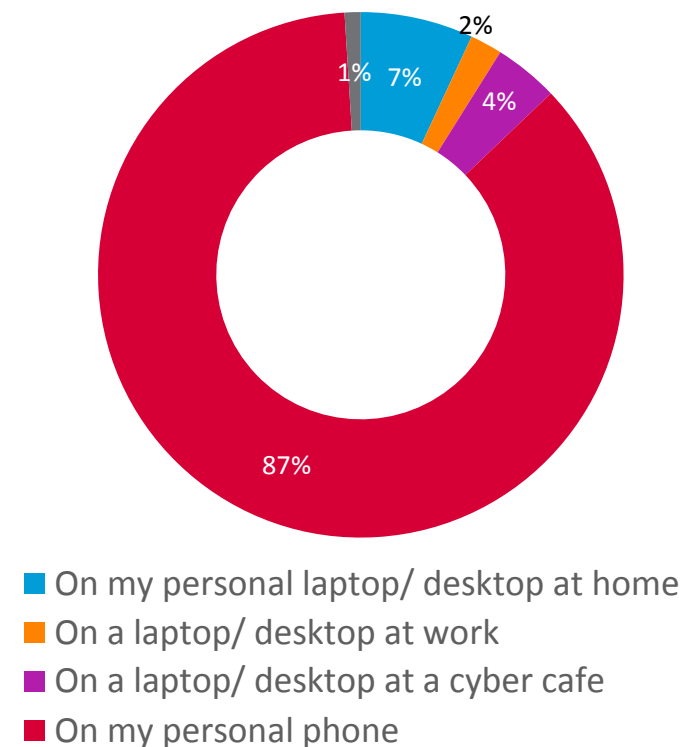
# ACCESS TO INTERNET

Among those who browse the internet, 85% own a smart phone while less than 10% own a feature or basic phone. 87% of those who access the internet do so using their personal phone.

## PHONE TYPE OWNERSHIP



## ACCESS OF INTERNET

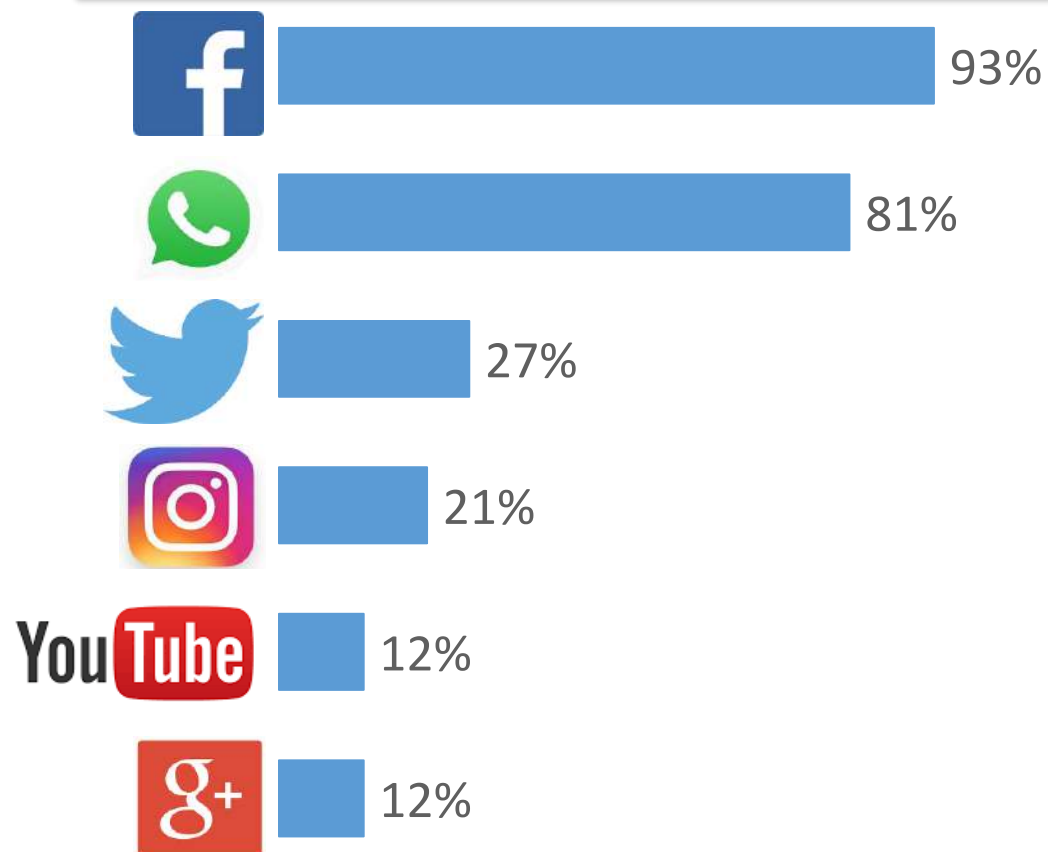




# SOCIAL MEDIA USAGE

Facebook and WhatsApp have the highest number of users. These sites are also more frequently used by the 37% who browse the internet.

## LEVEL OF SOCIAL MEDIA ACCOUNT USAGE



## PROPORTION USING THE APPS DAILY

Facebook – 71%

WhatsApp – 86%

Twitter – 64%

Instagram – 59%

YouTube – 46%

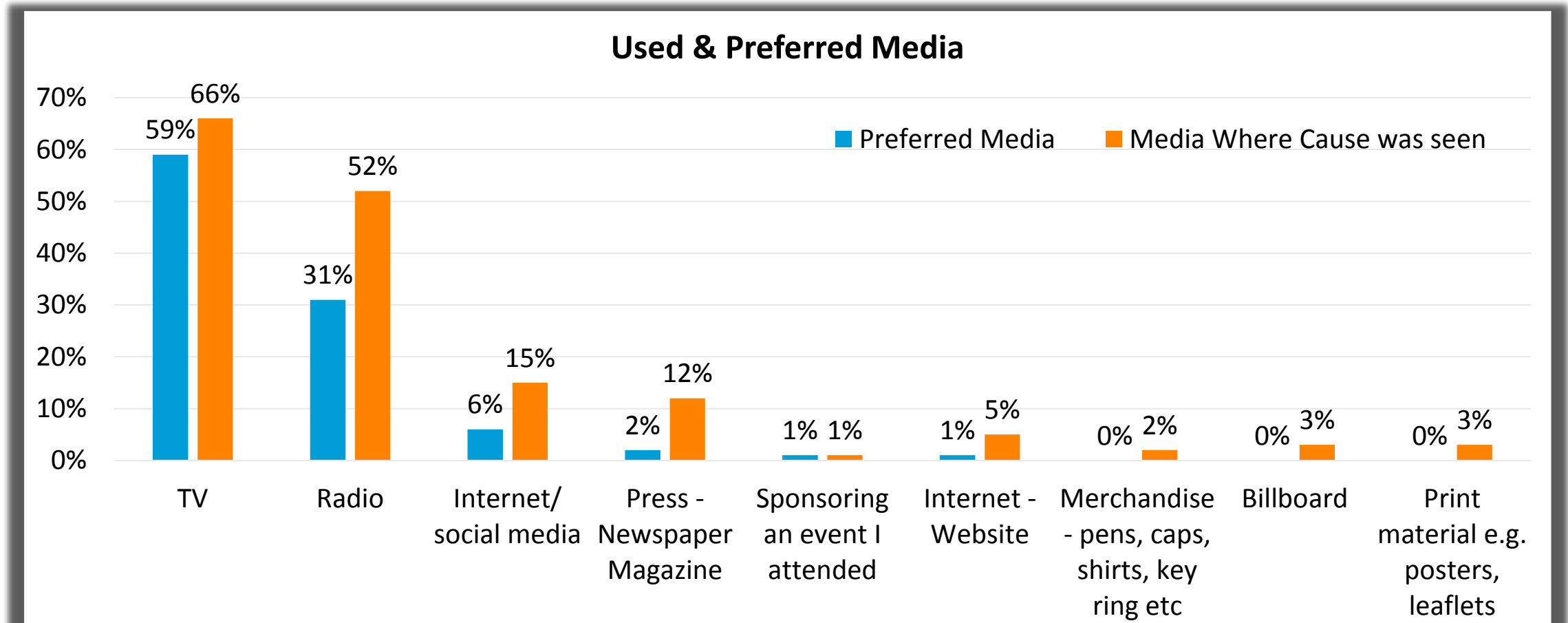
Google Plus – 56%

The decision to utilize social media should be supported with frequent content availability.



# MEDIA USAGE BY CAUSES

Most people have seen or heard about a cause on television and radio. These two media channels are also their preferred media to receive information about charitable causes.

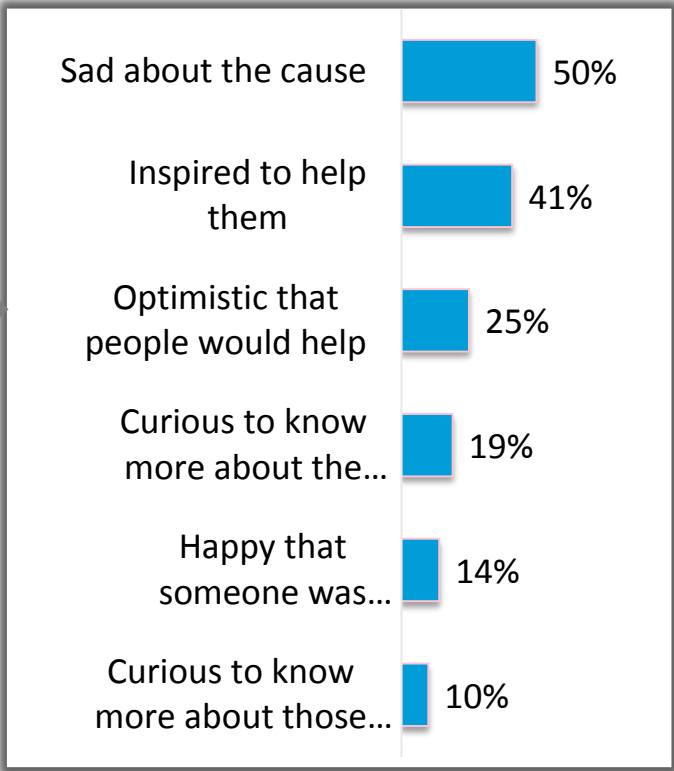


# REACTION TO CAUSES SEEN ON MEDIA

52% of Kenyans have seen or heard about a cause on media. The effect was that: Half of them felt sad, 41% felt inspired to help; 16% proceeded to send cash after seeing the cause.

## EFFECT OF SEEING/ HEARING ABOUT THE CAUSE

52% of Kenyans have seen / heard about a cause on media



## REACTION AFTER SEEING/ HEARING ABOUT

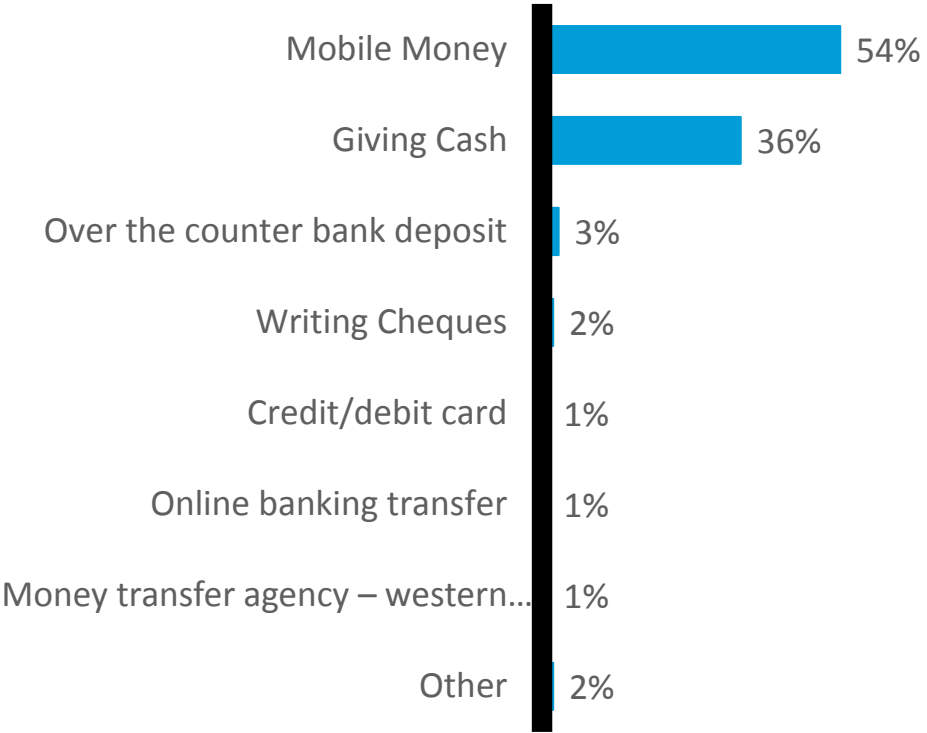
	%
I did not do anything	36%
I helped by sending cash	16%
I went online to find out more about the cause	11%
I shared the messages with others on my social media	7%
I contacted those in charge to find more about it	6%
I went and volunteered	6%
I informed others about it in person/ sms or by calling	6%
I rallied my friends to contribute towards that organization	3%
I followed them on social media	2%
I attended an event for that organization or initiative	2%
I signed up for a newsletter from the organization	1%

There is need to ensure the correct call to action to inspire philanthropy.

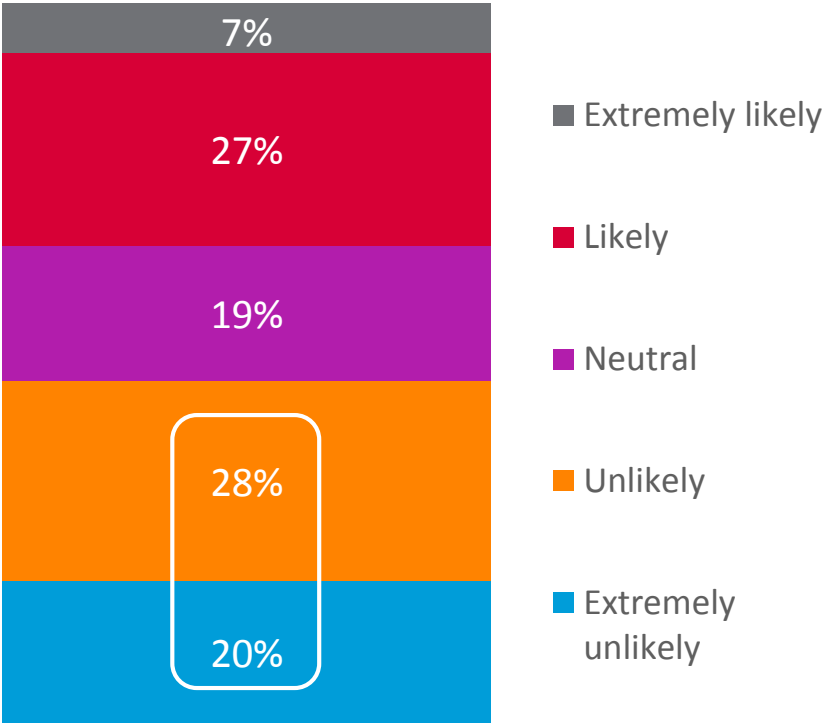
# USING TECHNOLOGY TO GIVE

Kenyans are most comfortable making donations via Mobile Money (54%) or giving actual cash (36%). Most of them are unlikely (48%) to make donations via an online platform.

Preferred means of making financial donation



Likelihood of making donation via e-platform

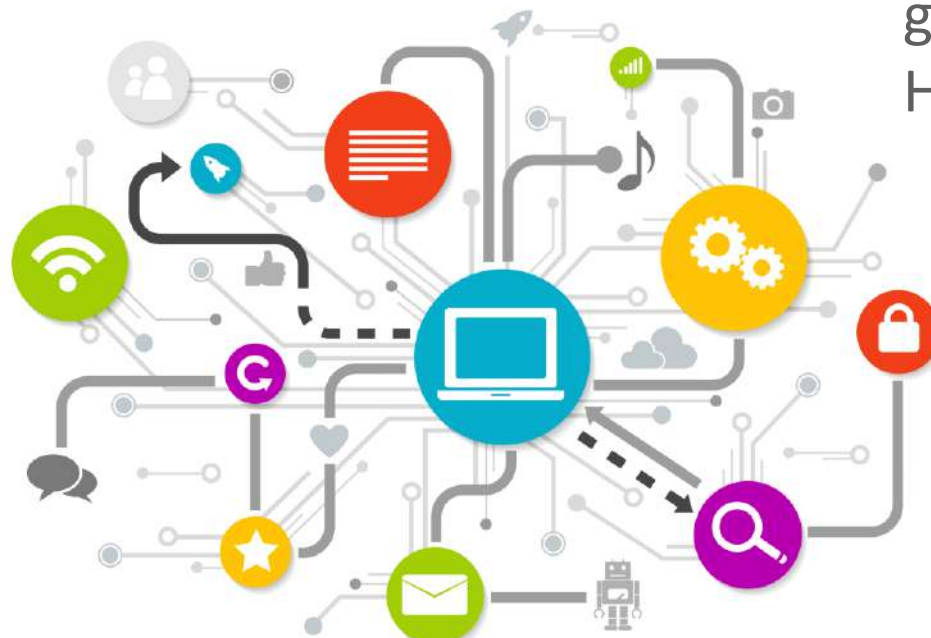


# KENYANS' PERCEPTION OF TECHNOLOGY

*How can we best utilize technology to better foster the spirit of philanthropy among Kenyans?*

**76%** of Kenyans believe that technology is important for non-profits.

**66%** are keenly interested in keeping up with causes online.



**67%** believe that technology is a good way to gather information. However few trust the reliability of the information provided.

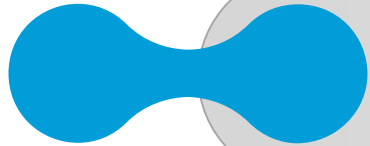
**66%** believe that it's very important for non-profits to use social media.

Kenyans wish to mainly hear from beneficiaries of the organizations (**64%**). They would also like to hear from the volunteers (**43%**) and managers (**41%**).

How can non-profit organizations use **technology** to engage local philanthropists while addressing their **trust** concerns?

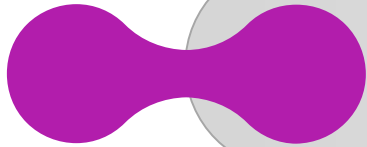
# OPPORTUNITIES

# OPPORTUNITIES FOR CSOs



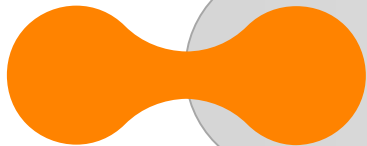
## TRUST

There is need to address the trust concerns raised by Kenyans. Accountability is key for all stakeholders



## COMMUNICATION

Word of mouth is the most popular communication channel. There is need to communicate for purposes of awareness creation while having the right call to action.



## ENGAGEMENT

Kenyans give, however there is need to engage them in a more strategic manner. Identify potential supporters strategically, e.g. which groups to engage.



## TECHNOLOGY

Technology has been critical in other industries. There is need to drive technology use tactfully for optimal gains.