## CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Foreword</td>
<td>3</td>
</tr>
<tr>
<td>Key Findings</td>
<td>4</td>
</tr>
<tr>
<td>Detailed Findings</td>
<td>5</td>
</tr>
<tr>
<td>1.0 Overall picture of how people get involved</td>
<td>5</td>
</tr>
<tr>
<td>2.0 How people get involved – detail</td>
<td>6</td>
</tr>
<tr>
<td>2.1 Giving money</td>
<td>6</td>
</tr>
<tr>
<td>2.2 Volunteering</td>
<td>7</td>
</tr>
<tr>
<td>3.0 Typical amount given</td>
<td>8</td>
</tr>
<tr>
<td>4.0 Which causes people give to</td>
<td>9</td>
</tr>
<tr>
<td>5.0 How people give</td>
<td>10</td>
</tr>
<tr>
<td>6.0 Why people give</td>
<td>11</td>
</tr>
<tr>
<td>7.0 Engaging in civil society</td>
<td>12</td>
</tr>
<tr>
<td>8.0 The impact of charities and NPOs</td>
<td>14</td>
</tr>
<tr>
<td>9.0 Perceptions of the impact of charities and NPOs</td>
<td>15</td>
</tr>
<tr>
<td>10.0 Encouraging future giving</td>
<td>16</td>
</tr>
<tr>
<td>11.0 Trust in NPOs</td>
<td>17</td>
</tr>
<tr>
<td>12.0 Covid-19</td>
<td>18</td>
</tr>
<tr>
<td>Method</td>
<td>23</td>
</tr>
</tbody>
</table>
The findings of this year’s Charities Aid Foundation (CAF) World Giving Index are once again significant, not least as we live through the second year of the global Covid-19 pandemic.

South Africa has been devastated by the pandemic with the poorest of the poor being impacted the most. It has laid bare what we know to be the historical fault lines of inequality and the socio-economic legacy of apartheid.

A sluggish economy and high unemployment have only made the situation worse but, as these findings indicate, South Africa remains a resilient and generous nation.

The findings of this dedicated South Africa Giving 2021 research clearly indicate that our fellow citizens’ willingness to assist others in need has not diminished. In spite of the hardships incurred during the various lockdown levels, South Africans continued to give what they could during this period.

A significant motivation behind this giving remains faith along with the South African tradition of practicing Ubuntu – the philosophy which speaks to recognising our shared humanity and caring for others in need.

When it comes to generosity, the CAF World Giving Index 2021 (released in June this year) highlighted that the traditional gap between the global north and the global south is closing fast.

Of the world’s 10 most generous nations, four are to be found on the African continent. When it comes to the practice of helping a stranger, six of the top countries in this regard are located in Africa. Volunteering, even on a virtual basis, has also held steady.

Out of 114 counties surveyed in the previous year’s World Giving Index, South Africa was rated 47. This year, South Africa’s ranking has jumped to 21.

These findings give us, as a nation, cause for hope. The outpouring of assistance both on an individual and corporate level during the global pandemic has been swift and highly generous in nature.

CAFSA would also like to recognise the exceptional work being done to assist, by our CAF International partners, which include CAF UK, CAF America, CAF Canada, CAF India, CAF Russia, IDIS (representing CAF in Brazil), TUSEV (representing CAF in Turkey), BCause in Bulgaria and Good2Give in Australia.

These collective efforts give resonance to our primary purpose, which is to grow and champion philanthropic giving throughout the world. This is something that is now needed more than ever before.

Gill Bates  
CEO  
CAF Southern Africa
KEY FINDINGS

Our analysis provides these key findings for individual giving in South Africa:

- The vast majority of South Africans have done at least one charitable activity in the past 12 months (86%) or in the past four weeks (74%) but the overall number participating declined since 2019 (89% and 80% respectively).

- Giving directly to families in need remains one of the top two ways of giving in South Africa. Donating at church (or other religious organisation) is trending downwards but also remains in the top two most common charitable activities. The third most popular way of giving was donating money to a non-profit organisation (NPO).

- Four in five (81%) adults have taken some kind of charitable action as a result of the Covid-19 pandemic. Similar proportions of people donated money or goods to NPOs or community services (47%) as gave money to family, friends or people in the community (44%). More than one in three (36%) gave practical support to friends, family or those in their community.

- The most popular causes donated to are unchanged since 2017, though support for them has been greater. Three in five donors supported helping the poor (61%), whilst more than two in five supported churches and other religious organisations (44%) and supported children (43%). Fewer donors supported schools, colleges and universities (10% vs 14% in 2019).

- Although cash remains the most popular method of giving (65%), the proportion giving in this way has fallen since 2019 whilst the proportion giving by non-physical methods (i.e. Online with a bank/credit card, using a digital wallet) has increased (to 44% and 19% respectively). This trend was likely accelerated by Covid-19: 64% now avoid using cash because of the risk of the disease.

- The majority (86%) believe government should collaborate with NPOs in their response to the crisis and four in five (80%) think financial support should be made available to NPOs who are at risk of collapse.
1.0 Overall picture of how people get involved

Adults aged 18+ were shown a list of different activities and then asked which, if any, they had done in either the last 12 months or the last four weeks. Figures 1 and 2 show the results.

**Figure 1:** Which, if any, of the following have you done in the past 12 months?

- Given money directly to people/families in need: 69% (2020), 69% (2019), 68% (2018), 69% (2017)
- Given money to the church or other religious organisation: 70% (2020), 69% (2019), 69% (2018), 69% (2017)
- Given money to an NPO/charitable organisation, etc.: 62% (2020), 64% (2019), 64% (2018), 65% (2017)
- Given food or goods to an NPO/charitable organisation/temple or church, etc.: 54% (2020), 53% (2019), 55% (2018), 55% (2017)
- Volunteered for a church or religious organisation: 53% (2020), 52% (2019), 48% (2018), 52% (2017)
- Volunteered for a NPO/charitable organisation, etc.: 26% (2020), 26% (2019), 26% (2018), 26% (2017)
- Given by sponsoring someone for charity: 6% (2020), 6% (2019), 5% (2018), 5% (2017)
- None of the above: 11% (2020), 8% (2019), 10% (2018), 9% (2017)
- Don't know: 3% (2020), 2% (2019), 3% (2018), 2% (2017)

**Base:** All adults aged 18+ 2020 (1,012); 2019 (n=1,009); 2018 (n=952); 2017 (n=1,001)

**Figure 2:** Which, if any, of the following have you done in the past 4 weeks?

- Given money directly to people/families in need: 42% (2020), 43% (2019), 43% (2018), 43% (2017)
- Given money to the church or other religious organisation: 41% (2020), 42% (2019), 43% (2018), 44% (2017)
- Given food or goods to an NPO/charitable organisation/temple or church, etc.: 26% (2020), 27% (2019), 26% (2018), 26% (2017)
- Volunteered for a church or religious organisation: 18% (2020), 18% (2019), 18% (2018), 18% (2017)
- Volunteered for a NPO/charitable organisation, etc.: 15% (2020), 15% (2019), 16% (2018), 16% (2017)
- None of the above: 4% (2020), 1% (2019), 4% (2018), 1% (2017)

**Base:** All adults aged 18+ 2020 (1,012); 2019 (n=1,009); 2018 (n=952); 2017 (n=1,001)
The vast majority of people reported doing at least one of the charitable activities listed in the past 12 months (86%) or the past four weeks (74%). However, levels of activity are down from 2019, where 89% had taken part in the past 12 months and 80% had done so in the past four weeks.

Both men and women, and all age groups, are equally likely to have done at least one of the listed charitable activities in the past 12 months. When looking at participation by household income, those with an annual family income of R500,000+ are the most likely to have done at least one activity (93%). People with an income of R200,000-R500,000 are less likely to have participated than in 2019 (88% vs 94% in 2019) and there are indications of a small decline in participation amongst those with an annual family income of less than R100,000 (84% vs 86% in 2019).

The decline in more recent charitable activity (past four weeks) is driven in part by women and younger people. Significantly fewer women reported doing at least one activity in the past four weeks (74% vs 81% in 2019), as did fewer people aged 25-34 (75% vs 83%) or aged 35-44 (70% vs 80%). Recent participation also declined among those with an annual family income of R200,000 - R500,000 (74% vs 85% in 2019). A directional decline in past four week activity can be seen among those aged 55+ (71% vs 81%).

2.0 How people get involved – detail

2.1 Giving money

Around four in five (78%) people donated money in the past 12 months, a rate in line with previous years (80% in 2019 and 2018).

The public are most likely to donate their money directly to people in need (69%) or to the church or other religious organisations (66%). Donating money to a non-profit organisation (NPO) or charity follows closely behind (62%), followed by donating food or goods (54%) and sponsoring someone for charity (47%).

The act of giving money directly to people in need peaks amongst 25-34 year olds (75%) and declines with age (62% of those aged 55+). Sponsoring someone for charity follows a similar pattern, peaking at 55% of 25-34 year olds, declining to 35% of the over 55s (who are also less likely than average to have donated food or goods to an NPO or church/temple).

In comparison to activity in 2019, the donation habits of those aged 35-44 have declined (76% donated money vs 84% in 2019). This can be seen across their giving of money to NPOs or charitable organisations (59% vs 68% in 2019), their giving of money to the church (62% vs 76%) and their giving of food or goods to an NPO or church (51% vs 64%).
2.2 Volunteering

Two thirds (66%) of adults have volunteered in the past 12 months, in line with 2019 (66%). More than half volunteered for a religious organisation (53%) or a community organisation (52%), whilst slightly fewer (46%) volunteered for an NPO or charity.

As seen in previous years, those aged 18-34 were more likely than those aged 55+ to have participated in any volunteering activity in the past 12 months (70% vs 57% respectively). This is mostly due to the fact that almost six in ten 18-34s (57%) and 25-34s (59%) have volunteered for a community organisation whilst just four in ten (37%) of those aged 55+ have done the same.

In comparison to 2019, the volunteering activity of the 45-54 age group has increased. Among the 45-54s, we see uplifts in volunteering for NPOs (48% vs 33%), volunteering for community organisations (50% vs 36%), and giving food or goods to an NPO or church (60% vs 43%).
3.0 Typical amount given

In 2020, the average amount given by donors who had given in the past 12 months fell to below values seen in 2019. In contrast, the amounts given by recent donors (in the past four weeks) were reported to have been higher than values seen in 2019.

People who had donated in the past 12 months but not in the past four weeks gave a typical (median) value of R1,000 and an average (mean) of R2,503 – both showing a decrease compared to the values seen in 2019 (R1,200 and R3,253 respectively).

Donors in the past four weeks gave a typical (median) amount of R636 and an average (mean) amount of R1,946. These values are an increase on those seen in 2019 (R500 and R1,740 respectively). These results suggest that donations made around November may be higher than those made in August (when previous year’s surveys were conducted), or that in 2020, recent or regular donors who may give monthly were likely to give more.

In the past four weeks, male donors and younger donors were more likely to have donated in larger amounts. Male donors gave, on average, R2,305 whilst female donors gave R1,551. Donors aged 25-34 gave, on average, R2,787, higher than the amount given by donors aged 45-54 (R1,281) or 55+ (R1,080).

![Figure 3: Amount given in the past 12 months / 4 weeks?](image-url)

*Figure 3: Amount given in the past 12 months / 4 weeks?*

Base: All donors aged 18+ (excluding ‘prefer not to say’ responses). 2017 (past 12 months n=161; past four weeks n=514), 2018 (past 12 months n=162; past four weeks n=493), 2019 (past 12 months n=183; past four weeks n=496), 2020 (past 12 months n=207, past four weeks n=481).
4.0 Which causes people give to

The top causes supported by donors continue to be helping the poor (61%), supporting religious organisations or churches (44%) and supporting children (43%). In 2020, support for helping the poor increased (vs 55% in both 2019 and 2018) as did support for children (38% in 2019). There was also slightly more support for older people (31% vs 27% in 2019). Significantly fewer donors supported schools, colleges and universities (10% vs 14% in 2019) and a slightly fewer supported sports and leisure activities (7% vs 10% in 2019).

Male donors are more likely than female donors to have given youth causes (21% vs 14%), environmental protection (16% vs 7%), fighting drug addiction (14% vs 7%), supporting medical institutions (hospitals, hospice care, etc.) (12% vs 3%), sports and leisure activities (11% vs 4%) and affordable housing (6% vs 3%).

Youth causes remain more popular among younger donors; 27% of donors aged 18-24 supported a youth NPO compared with just 6% of donors aged 55+. Donors aged 18-34 were more likely to support children (49%) than donors aged 45-54 (36%) or 55+ (32%). By contrast, donors aged 55+ were more likely to donate towards animal welfare (28%) than of donors under 55 (15%).

The proportion supporting homeless people has gradually climbed from 27% in 2018 to 33% in 2020. Donor support for scientific research has also seen a steady increase since 2018 (1% in 2018, 3% in 2019 and 5% in 2020).

Figure 4: Which of the following causes have you donated to/sponsored in the last 12 months/ 4 weeks?

<table>
<thead>
<tr>
<th>Causes</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Helping the poor</td>
<td>61%</td>
</tr>
<tr>
<td>Religious organisations</td>
<td>44%</td>
</tr>
<tr>
<td>Children</td>
<td>43%</td>
</tr>
</tbody>
</table>

Base: All donors (n=786)
5.0  How people give

Cash was the most popular method used to donate money in 2020, with 65% of donors in the past 12 months giving in this way. However, cash-giving has declined from previous years (70% in 2019 and 73% in 2018). The Covid-19 pandemic has likely played a role in this decline; nearly two in three adults (64%) said that they avoid using cash because of the risk of catching Covid-19.

Whilst fewer donors gave via cash in 2020, more gave via digital or contact-free payment methods. Just over four in ten (44%) donors gave online with a bank/credit card, up from around three in ten in previous years (32% in 2019 and 27% in 2018). Specifically, one in ten (10%) donors gave using a contactless bank / credit card, up from one in 20 (4%) in 2018. The number of donors who gave via a digital wallet (e.g. Apple Pay, Paytm, PhonePE, Google Wallet) has doubled since 2018 (9% vs. 19% in 2020). One in seven (14%) donors gave over the phone, up from one in ten (10%) in 2019.

Fewer donors reported giving at a fundraising event (15% vs 24% in 2019) or via buying raffle tickets (11% vs 15% in 2019). It is likely that the Covid-19 pandemic impacted the number of opportunities to donate via these methods as face-to-face events in South Africa were postponed or cancelled.

Male donors were more likely than female donors to have given via most payment methods, both online and offline – including online with a bank/credit card (49% vs 39%), digital wallet (24% vs 14%), contactless bank/credit card (13% vs 7%), direct debit (14% vs 8%), membership fee (10% vs 5%) or via cheque (7% vs 3%). Female donors are no more likely than male donors to have given by any method.

Younger donors (aged 18-34) are more likely than others to donate over the phone (22% vs 6% of those aged 35+) or via SMS/text (22% vs 11%). Donors aged 18-34 are also most likely to donate online with a bank or credit card (48%) whilst those aged 35-44 are the least likely (36%). Donors aged 25-34 in particular are most likely to use contactless (17%), followed by those aged 18-24 (12%). Donors aged 55+ are most likely to say they have bought a raffle ticket (18% vs 11% in total).
6.0 Why people give

We asked donors to select the reasons they donated money in the past four weeks or 12 months from a list of options. In 2020, this list featured two new options, ‘because of the coronavirus pandemic’ and ‘because it is a tax incentive’. In 2020, nearly three in ten (28%) donors said that they donated because of the coronavirus pandemic. Around one in 20 (4%) were incentivised by tax savings, rising to around one in 12 (8%) of those with the highest annual family incomes (over R500,000).

Despite the pandemic and the addition of two new statements, the top three most common motivators for donors are the same as previous years. Wanting to help people less fortunate than themselves is the most common reason given for donating money (54%), followed by ‘because I realise I can make a difference’ (54%) and ‘because I care about the cause’ (50%). Other popular reasons for donating include believing that ‘we all need to help solve social problems’ (40%) and ‘because it makes me feel good’ (38%).

Male donors are more likely to say they give ‘because it helps me become a better person’ (38% vs 30% of female donors). Younger donors are more likely to say they give ‘because it makes me feel good’ (47% of donors aged 18-24 vs a low of 26% among 45-54s) whilst older donors are more likely to give because they want to help those less fortunate than themselves (67% of donors aged 55+ vs 50% of donors aged 18-44). Similarly, wealthier donors are more likely to give to help the less fortunate (59% of donors with an annual family income of R200,000+ gave for this reason vs 50% of those with an annual family income of less than R200,000).
Societal pressure is not a key motivator for donors. Only 7% say that they give because everyone in their family donates, and the same proportion say they donated because society expects it from them.

Figure 6: Which of the following, if any, are reasons that you have given money in the last 12 months/4 weeks?

![Bar chart showing reasons for giving money in the last 12 months/4 weeks]

Base: All donors 2020 (n=786); 2019 (n=807); 2018 (n=778); 2017 (n=811) Responses for ‘None of the above’, ‘Don’t know’ and ‘Prefer not to say’ not shown
*Statement added in 2020

7.0 Engaging in civil society

We asked adults aged 18+ about their participation in social and civic activity in the past 12 months. Two in three (67%) have undertaken at least one of the activities listed in the past 12 months, a similar proportion to previous years.

The most common civic action undertaken in the past 12 months is signing a petition (45%) and more adults have done this than in 2018 or 2019 (38% and 39% respectively). This uplift is driven in particular by the 25-34 age group (50% vs 35% in 2019). The rise in petition signing may be a result of Covid-19 related petitions circulating among the population.

One in three (34%) people have taken part in a local community meeting, a proportion on par with 2019. Men continue to be more likely to have attended a meeting than women (40% vs 27%). Attendance by the 25-34 age group has increased in comparison to 2019 (42% vs 36% in 2019) making them the most likely of all age groups to attend. This comes as attendance by 18-24s and 45-54s (32% and 29% respectively) dropped in comparison to 2019 (37% and 38% respectively).
In 2020 there was an increase in the number of people taking part in protests and joining social movements, whilst engagement with party politics declined. Around one in seven joined a pressure group or social movement (16%) or took part in a demonstration (14%), a significant increase in both activities compared to 2019 (12% and 10% respectively). It is likely that these increases in organised activity are linked to the pandemic; the lockdown imposed in South Africa triggered an average of eight protests a day across the country in July 2020 – the highest in a single month since 2013, according to the Institute for Security Studies1. In contrast, fewer citizens joined a political party in 2020 (9%) than had done so in 2019 (12%), which was a general election year.

Younger adults aged 18-34 are more likely to have taken part in a protest or demonstration compared to those aged 35+ (18% vs 10% respectively).

Figure 7: In the last 12 months, have you been active in a political or social cause in any of the following ways?

- Signing a petition: 45% (2020), 39% (2019), 38% (2018)
- Taking part in a local community meeting: 34% (2020), 32% (2019), 33% (2018)
- Joining a pressure group or social movement: 16% (2020), 12% (2019), 12% (2018)
- Joining a political party: 9% (2020), 12% (2019), 10% (2018)
- Other: 17% (2020), 0% (2019), 10% (2018)
- None of these: 32% (2020), 34% (2019), 33% (2018)
- Don't know: 1% (2020), 1% (2019), 1% (2018)

Base: All adults aged 18+ 2020 (n=1,012); 2019 (n=1,009); 2018 (n=952)

1 https://issafrica.org/iss-today/rising-protests-are-a-warning-sign-for-south-africas-government
Accessed 10.12.2020
8.0 The impact of charities and NPOs

The majority of South Africans continue to believe that NPOs have had a positive impact locally (78%), nationally (79%) and internationally (71%). Only a minority consider the impact to be negative (4% locally; 6% nationally; 5% internationally) and few believe they have had no impact at all (13% locally; 9% nationally; 12% internationally).

Whilst there have been no major changes in these overall attitudes over the past few years, there have been some subtle shifts. For example, the number of people who rate the impact of NPOs on their local community as very positive has increased significantly since 2018 (41% in 2020 vs 35% in 2018).

Young people are more likely than older age groups to rate the impact of NPOs positively, either locally (83% vs. 73% of over 35s), nationally (84% vs 75% of over 35s) and internationally (77% vs 65% of over 35s).

![Figure 8: What impact, if any, do you think NPOs have had?](image-url)
9.0 Perceptions of the impact of charities and NPOs

Adults aged 18+ were given the opportunity to share their views on the impact they believed NPOs had, if any, on their local community. Most of those who feel that NPOs have had a positive impact on their community make reference to NPOs helping those in need.

“Schools have been upgraded and a soup kitchen to feed the homeless and vulnerable has been established.”

“Because they tend to help those who are in need and they do it because they feel the need to do it with no strings attached.”

“I’ve had the privilege of experiencing what an organization has done for the empowerment of women and children and have seen the positive impact first-hand.”

“NPOs have a very positive impact in my community because it helps children in need to proceed with their education by sponsoring them with their school needs like uniforms, shoes, food and everything they need to progress with their education.”

“We have NPO’s that help fundraise and take on projects in our community to help children living in poverty, animal welfare and our elderly. These NPO’s have made a positive impact by helping those in need.”

Several also made direct reference to NPOs supporting their community through the Covid-19 pandemic and contrast this with the response they perceived from the government.

“With the Covid-19 pandemic many people were left jobless and starving. NPOs distributed food parcels to those in need.”

“There is currently much pain and suffering in my local community, especially due to Covid-19. NPO’s have come to the aid of many people, giving them much needed relief.”

“In Covid-19 lockdown, they fed a lot of the communities, where government didn’t.”

“During the Covid-19 epidemic they went out of their way to organise soup kitchens and giving out food parcels to the poor communities.”

Base: All adults aged 18+ who said that NPOs have a positive impact on their local community (n=798)

Of those who believe that NPOs have had no impact in their local community, the reasons given tend to centre around not seeing any improvement or being unaware of any change.
“There’s really nothing to show for their work. There’s no progress since we’ve had them.”

“I have not seen or heard of anything happening in my current town. People have donated directly to the people in need, not through NPOs.”

“Because I see no change in my community. Everything is the same as it was 5 years ago.”

“I have personally never seen with my own eyes, any NPO doing anything in my local community.”

Base: All adults aged 18+ who said that NPOs have no impact on their local community (n=119)

Only a handful believe that NPOs have had a negative impact on their local community. Among this small group, reasons for believing so often reference corruption and dependency.

“Most of them are in it for the money, the donations and government support never reaches the project for which the money was earmarked. Instead it gets spend on personal lifestyles in the form of huge salaries and stipends.”

“You never hear of anybody getting the benefit.”

“They don’t really solve anything but become like a crutch that we depend on.”

Base: All adults aged 18+ who said that NPOs have had a negative impact on their local community (n=38)

10.0 Encouraging future giving

When asked what, if anything, would encourage them to donate money, goods or time to the not-for-profit sector over the next 12 months, people were most likely to answer ‘knowing for sure how my money would be spent’ (43%), followed closely by ‘having more money myself’ (40%) and ‘feeling more secure in my personal income/circumstances’ (38%).

Agreement that ‘having more money myself’ would motivate future giving has been steadily declining since 2018, when half of people (50%) gave this answer. Women in particular, are less likely than in 2019 to say that having more money would motivate their giving (39% vs 50% in 2019).

Other motivators for giving include being able to find an NPO or charity that works towards a cause one cares about (33%), knowing more about NPOs and their activities (30%) and knowing the sector is well regulated (29%). None of these have seen a significant change in agreement since 2018.

Around one in five (22%) people say that having better access to ways of making payments would encourage giving in the next 12 months. Under-45s are most likely to agree, with just over a quarter (27%) of 18-44 year olds selecting this reason compared to just one in every ten (11%) adults aged 45+.

Only a minority (3%) say that nothing would encourage them to give more in the next 12 months. Older adults are the most likely to agree (8% of over 55s and 5% of 45-54s vs 2% of 18-44s).
For those who have not done any charitable activity in the past 12 months, money would most likely motivate future giving. Around two in five (38%) say they would be motivated by having more money themselves and more than one in three (35%) mentioned feeling more secure in their own personal income/ circumstances. One in ten (11%) of this group say that nothing would encourage them to give more.

### Figure 9: Which, if any, of the following would make you likely to donate money, goods or time to the not-for-profit sector in the next 12 months?

<table>
<thead>
<tr>
<th>Option</th>
<th>2020</th>
<th>2019</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Knowing for sure how my money would be spent</td>
<td>43%</td>
<td>40%</td>
<td>40%</td>
</tr>
<tr>
<td>Having more money myself</td>
<td>40%</td>
<td>40%</td>
<td>50%</td>
</tr>
<tr>
<td>Feeling more secure in my personal income/circumstances*</td>
<td>38%</td>
<td>33%</td>
<td>33%</td>
</tr>
<tr>
<td>Being able to find an NPO/charitable organisation which works towards a specific cause I care about</td>
<td>33%</td>
<td>32%</td>
<td>32%</td>
</tr>
<tr>
<td>Knowing more about NPO/charitable organisations and their activities</td>
<td>30%</td>
<td>33%</td>
<td>32%</td>
</tr>
<tr>
<td>Knowing the sector is well regulated</td>
<td>29%</td>
<td>30%</td>
<td>30%</td>
</tr>
<tr>
<td>More transparency in the NPO/charitable organisation sector</td>
<td>28%</td>
<td>26%</td>
<td>31%</td>
</tr>
<tr>
<td>Having better access to ways of making payments</td>
<td>22%</td>
<td>19%</td>
<td>19%</td>
</tr>
<tr>
<td>Having access to a workplace giving programme</td>
<td>15%</td>
<td>15%</td>
<td>15%</td>
</tr>
<tr>
<td>Being asked to donate</td>
<td>13%</td>
<td>14%</td>
<td>14%</td>
</tr>
<tr>
<td>If my donation was added to/matched by my employer</td>
<td>10%</td>
<td>9%</td>
<td>9%</td>
</tr>
<tr>
<td>More tax incentives</td>
<td>9%</td>
<td>10%</td>
<td>12%</td>
</tr>
<tr>
<td>Nothing would make me increase my donating in the next 12 months</td>
<td>3%</td>
<td>2%</td>
<td>3%</td>
</tr>
</tbody>
</table>

2017 data not included due to change in question wording. Base: All Adults 18+ 2020 (n=1,012); 2019 (n=1,009); 2018 (n=952). Responses for ‘Other’, ‘Don’t know’ and ‘Prefer not to say’ not shown. *Statement added in 2020

### 11.0 Trust in NPOs

Overall, people view NPOs positively, with around seven in ten (72%) agreeing that most work hard to achieve positive outcomes for their beneficiaries. This proportion is in line with 2019 (73%).

Levels of trust for both international and national NPOs are unchanged since 2019. International NPOs are more trusted than national ones (57% agree they are trustworthy vs 47% for national NPOs). In keeping with this, just one in four (24%) adults think that international NPOs do more harm than good.

The majority of people (73%) say that they prefer to give to local causes. This figure is unchanged since 2019 and includes the majority of all age groups.
12.0 Covid-19

Responding to the crisis

Covid-19 was identified in South Africa on the 5th March 2020 and by the end of the month a nationwide lockdown had been announced. Lockdown restrictions started to ease in May and were lowered several times over the months that followed but by December 2020 the country was experiencing a second wave of the virus. At the time of writing, South Africa is the most affected country on the African continent.

Adults aged 18+ were asked what charitable activities, if any, they had done as a direct response to Covid-19. Most (81%) had done at least one of the actions listed, with almost half (47%) donating money or goods to NPOs or community services. A similar proportion (44%) had given money to family, friends or people in the community. More than one in three (36%) had supported their friends, family and neighbours in a practical manner, such as by running errands or keeping in touch with the lonely or isolated.

Men were more likely than women to donate money or respond to an appeal as a result of the crisis. Specifically, more men than women donated money to charity (26% vs 20%) or to community services such as hospitals schools or care homes (20% vs 13%). Men were also more likely to have responded to appeals organised by an individual or crowd-funder (10% vs 6%) or by a community group (11% vs 5%). Volunteering for community services was also more common amongst men than women (16% vs 10%).
Some people took to social media to generate support. Around one in seven promoted a charitable cause on social media (17%) or used social media to provide help or co-ordinate volunteering in their local community (15%). Young adults aged 25-34 were more likely to take action online; either by promoting a charitable cause on social media (22%) or by providing, coordinating or volunteering to help in the community (21%). Meanwhile, those aged 55+ responded with one-to-one support; they were significantly more likely than all younger age groups to support family, friends or people in the community such as by running errands, or keeping in touch with the lonely or isolated (48% vs 34% of under 55s).

In total, one in eight (13%) volunteered for community services to help respond to the pandemic whilst one in ten (10%) volunteered for a charity. Younger adults were most likely to offer support via volunteering; those aged 18-34 were most likely to volunteer for a charity (13% vs a low of 4% of those aged 45-54) or volunteer for community services such as schools, hospitals or care homes (17% vs 9% of those aged 35+).

One in ten (10%) adults used charitable services offered to those impacted by the Covid-19 pandemic. Men are more likely to have used these services than are women (13% vs 7%).

Figure 11: Have you done any of the following as a direct response to the Covid-19 pandemic in South Africa?

- Given money to family, friends or people in the community: 44%
- Supported family, friends or people in the community: 36%
- Donated goods to a charity: 25%
- Donated money to a charity: 23%
- Taken part in a fundraising event: 18%
- Promoted a charitable cause on social media: 17%
- Donated goods to community services: 17%
- Donated money to community services: 16%
- Used social media to provide, co-ordinate or volunteer to help: 15%
- Volunteered for community services: 13%
- Volunteered for a charity: 10%
- Used charitable services offered to those impacted by COVID-19: 10%
- Responded to an appeal from an individual/crowd-funder: 8%
- Responded to an appeal from a business/community group: 8%
- Other: 1%
- None of the above: 19%

Base: all adults aged 18+ 2020 (n=1,012)
Changes in donation habits

Giving habits for most (75%) donors changed during the pandemic. While one in five (20%) donors reported that they had donated more than they usually do because of Covid-19, the same number (20%) said they had donated less. Others changed what they donated to – 28% gave to new or different causes as a result of the pandemic and 17% refocussed their giving towards NPOs that are responding directly to the crisis; One in four (24%) gave more towards NPOs that help their local community.

Men are more likely than women to have given more to NPOs that help their local community (30% vs 19%) and to have refocussed their giving towards NPOs which are responding to the coronavirus crisis (21% vs 13%).

The pandemic has had a significant economic impact on the country and three in five (61%) have seen a decrease in their household finances as a result of the crisis, with 31% experiencing a big decrease. This decrease was most felt by women (65% vs 57% of men) or older age groups (71% of those aged 55+ vs 57% of 18-34s). More than three in four (77%) are worried about the security of their household income over the next six months, with 38% saying they are very worried.

Concern over personal circumstances may have impacted charitable giving for some. One in eight (13%) donors in the past 12 months have stopped a regular payment to a NPO in order to save money. Donors who are worried about their household income are more than twice as likely to have done this as those who are not worried (15% vs 6%).

Attitudes towards the use of cash

Covid-19 has also changed how people use money. As noted earlier, the proportion donating with cash has fallen significantly since 2019 and most say that they never or rarely carry cash these days (60%). Covid-19 has likely influenced this behaviour, as around four in five (78%) adults agree that it is more hygienic to use contactless cards or digital payments methods than cash and nearly two in three (64%) report that they avoid using cash because of Covid-19.

Many are using alternatives to cash, yet most identify a need to keep it in circulation. More than seven in ten agree that it is important to keep cash in use for people who might prefer it (72%) and to keep cash available themselves for car guards or other people in need (73%).

The decline in cash use is evident across all age groups. Perhaps surprisingly, younger people are least likely to agree that they never/rarely carry cash these days (52% vs 60% total) or that they nearly always make purchases by card or digital methods (62% vs a high of 73% among those aged 55+ and 72% among 25-34s). The 18-24s, along with the 25-34s are also most likely to say they prefer using cash to card or digital payments (41% and 46% respectively vs 36% total).
Whilst the majority of the population agreed that cash could pose a hygiene risk, those aged 55+ were least likely to agree that cash carried germs that could put them at risk (59% vs 68% total) or that it is more hygienic to use contactless or digital payment methods (71% vs a high of 83% of 25-34s). They are also least likely to agree that it is important to keep cash in use for those who might prefer it (63% vs 72% total).

**Views on the response of businesses to the pandemic**

We asked the adults aged 18+ about the roles that both national and international businesses play in society and how they view the response of businesses towards the pandemic.

Most believe that both national (71%) and international (65%) businesses have a responsibility to the communities in which they operate during crises like the Covid-19 pandemic. Whilst six in ten (61%) believe businesses have supported communities in the country during the pandemic, seven in ten (69%) believe they should have done more.

Younger people are less likely to believe that both national and international businesses have an obligation to support communities. Two in three (66%) adults aged 18-34 think national businesses have an obligation to support local communities, this compares to more than three in four (77%) adults aged 35+. Similarly, six in ten (60%) adults aged 18-34 think international businesses have an obligation to support communities, compared with a high of seven in ten (73%) of those aged 35-54.

Businesses are being judged by consumers on their response during the crisis; seven in ten (69%) say they are more likely to use a product or service from a business that they feel has responded well during the pandemic.

**Figure 12: Thinking about the role that businesses play in society, to what extent do you agree or disagree with the following statements?**

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly agree</th>
<th>Slightly agree</th>
<th>Neither agree nor disagree</th>
<th>Slightly disagree</th>
<th>Strongly disagree</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>South African businesses have an obligation to support the local communities in which they operate during crises like the coronavirus pandemic</td>
<td>42%</td>
<td>30%</td>
<td>18%</td>
<td>6%</td>
<td>3%</td>
<td></td>
</tr>
<tr>
<td>Businesses should have done more to support communities in South Africa during the pandemic</td>
<td>40%</td>
<td>29%</td>
<td>22%</td>
<td>5%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>I am more likely to use a product or service from a business that I think responded well during the pandemic</td>
<td>38%</td>
<td>31%</td>
<td>22%</td>
<td>5%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>International businesses have an obligation to support the communities around the world in which they operate during crises like the coronavirus pandemic</td>
<td>36%</td>
<td>29%</td>
<td>22%</td>
<td>7%</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>Businesses have supported communities in South Africa during the pandemic</td>
<td>22%</td>
<td>39%</td>
<td>22%</td>
<td>9%</td>
<td>6%</td>
<td>3%</td>
</tr>
<tr>
<td>It is not the responsibility of businesses to support the communities in which they operate in times of crisis</td>
<td>12%</td>
<td>18%</td>
<td>19%</td>
<td>18%</td>
<td>30%</td>
<td></td>
</tr>
</tbody>
</table>

Base: all adults aged 18+ 2020 (n=1,012)
Views on how government have supported NPOs during the pandemic

In addition to the role of businesses in the pandemic, we asked people their views on the relationship between government and NPOs during the crisis.

The majority (86%) agree that the government should collaborate with NPOs in their response to the crisis. Only one in five (21%) adults agree that it is not the responsibility of government to support NPOs, whilst almost three times as many (61%) disagree with this statement.

Eight in ten (80%) believe the government should offer financial support to save NPOs that may collapse as a result of lost income during the pandemic. This includes a majority (79%) of those who have not done any charitable activity in the past 12 months which suggests that even those who do not feel able or willing to support NPOs still recognise the impact of NPOs.

Despite the large proportions in favour of government support for NPOs during the crisis, fewer believe that government have adequately provided this. Two in five (41%) agree that the government has supported NPOs, yet three in four (74%) think that they should have done more. Older people are especially likely to have found the government's response wanting: eight in ten (82%) of those aged 55+ agreed compared with seven in ten (71%) of 18-44s.

**Figure 13: To what extent do you agree or disagree with the following statements?**

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly agree</th>
<th>Slightly agree</th>
<th>Neither agree nor disagree</th>
<th>Slightly disagree</th>
<th>Strongly disagree</th>
<th>Don’t know</th>
</tr>
</thead>
<tbody>
<tr>
<td>South African government should collaborate with NPOs in their response to the coronavirus pandemic</td>
<td>58%</td>
<td>28%</td>
<td>10%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>South African government should offer financial support to save NPOs that may collapse as a result of lost income due to the coronavirus pandemic</td>
<td>54%</td>
<td>26%</td>
<td>12%</td>
<td>3%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>South African government should have done more to support NPOs in South Africa during the pandemic</td>
<td>49%</td>
<td>25%</td>
<td>17%</td>
<td>4%</td>
<td>3%</td>
<td></td>
</tr>
<tr>
<td>South African government has supported NPOs in South Africa during the pandemic</td>
<td>15%</td>
<td>26%</td>
<td>26%</td>
<td>12%</td>
<td>12%</td>
<td>9%</td>
</tr>
<tr>
<td>It is not the responsibility of government to support the NPOs in times of crisis</td>
<td>11%</td>
<td>10%</td>
<td>15%</td>
<td>16%</td>
<td>45%</td>
<td>3%</td>
</tr>
</tbody>
</table>

Base: all adults aged 18+ 2020 (n=1,012)

How NPOs coped during the pandemic

Throughout 2020, CAF surveyed a small number of NPOs in South Africa to understand how NPOs are responding to the crisis and to identify what they needed by way of support from policymakers and from donors. The results of this research were published in real time, and can be found on the CAFSA website.
METHOD

This report is based on data collected by YouGov on behalf of CAF.

In South Africa, 1,012 interviews were completed online between the 10th and 20th November 2020. The survey was conducted using YouGov’s online panel. The survey was conducted using YouGov’s panel partner, Toluna, an international online panel provider.

Due to the level of internet penetration in South Africa (c. 56%)\(^2\), the sample is representative of the urban population and is weighted to known population data on demographics including age, gender, region and ethnicity.

Differences are reported at the 95% confidence level (the level of confidence that the results are a true reflection of the whole population). The maximum margin of error (the amount of random sampling error) is calculated as ±3%.

**Percentages shown in data visualisations**

The percentages shown within this publication are all rounded to the nearest whole number or to one decimal place. In reality though, for the analysis by CAF, the underlying data is rounded to two decimal places. This means that on some occasions the sum of two points on a chart appears to differ from the corresponding figure in the text. This is because the charts have been rounded to whole numbers, whilst the text refers to underlying data which has been rounded to two decimal places.

\(^2\) International Telecommunication Union (ITU) World Telecommunication/ICT Indicators Database (2017)
CAF International

CAF International is a leading international network of independent, locally led organisations working at the forefront of philanthropy and civil society. It is a champion for better giving and civil society and harnesses local knowledge and expertise to help donors, companies and civil society make a bigger impact. Last year more than 70,000 charities received over £500m in donations in more than 100 countries.

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