



PHILANTHROPY AT AN INFLECTION POINT

THEME: PHILANTHROPY AND EMERGING TECHNOLOGIES

**TOPIC: WILL EMERGING TECHNOLOGIES DRIVEN BY THE 4IR
INFLUENCE THE NATURE OF PHILANTHROPY IN AFRICA?**

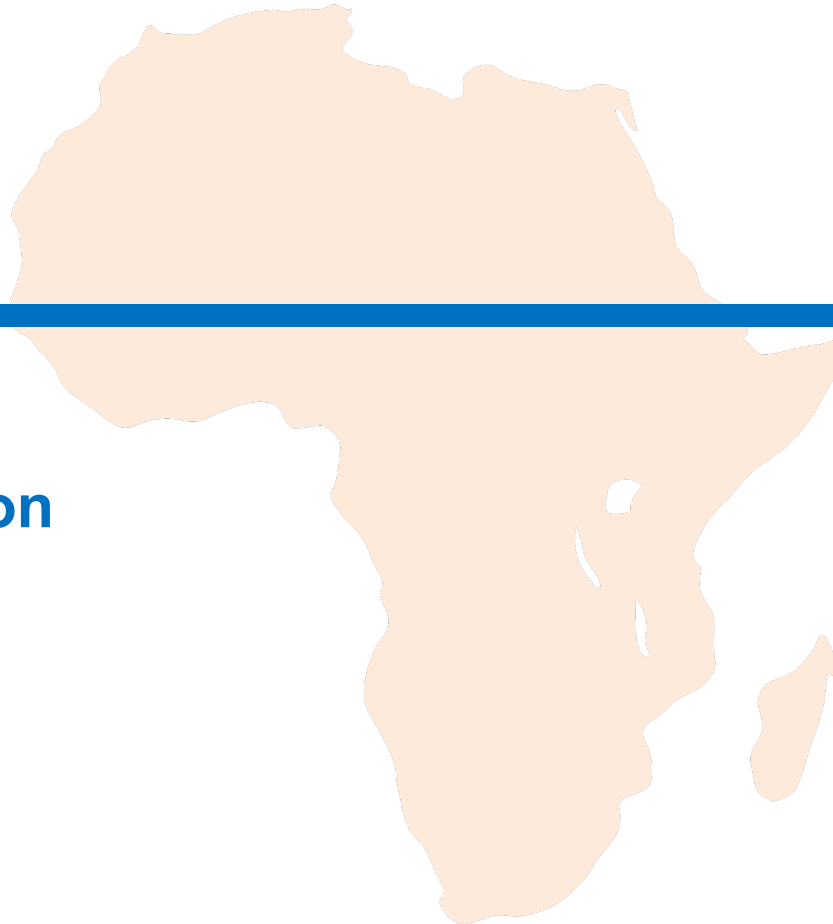
Presented by: Mr. Patrick Ooro (DaySeven Group)
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1. Introduction

1.1 About the Authors



Patrick Ooro (Co-Author & Presenter)

Qualifications:

- Google Data Analytics Professional Certificate
- Data Science Professional Certificate
- MBA
- BCom (Hons) (Economics)
- BA (Economics & Industrial Psychology)

Experience:

- Director, DaySeven Group, South Africa & Kenya
- Over 16 Years in Banking, Resources, Infrastructure, Management, Research, and Consulting
- <https://orcid.org/0009-0008-4323-0638>
- patrick@dayseven.africa



Kamau Ndwiga (Co-Author)

Qualifications:

- MBA
- BBA
- CPA (K)
- NDip. (Public Finance Management & Administration)

Experience:

- Consultant, First Advantage Investments, Kenya
- Consultant, DaySeven Holdings, Kenya
- Over 25 Years in Accounting, Academic Research, NPO Consulting, Training & Development, Strategy, and M&E
- kamau@dayseven.africa



Dr. John M'Raiji (Co-Author)

Qualifications:

- PhD (African Languages and Literature)
- MA (African Languages and Literature)
- BA (African Languages and Literature)

Experience:

- Senior Lecturer, Department of Language and Literature, Masinde Muliro Technical University, Kenya
- Over 30 Years in Academia & Academic Management
- 11 Publications to date
- 14 International Conferences
- <https://orcid.org/0000-0003-0935-6719?lang=en>
- jmraiiji@mmust.ac.ke

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2. Defining Philanthropy in Africa

Some thoughts on the History of Philanthropy in Africa



African culture is socialistic in nature:

- Africans **support and interact** with their families, neighbours, and visitors

Traditional

Traditionally externally-led:

- Philanthropic activities have **not** been African led
- Africa has always been a **target for philanthropic activities**
- Predominantly a response to “emergencies” in Africa – **Reactive vs. Proactive**
- **Socio-cultural** aspects sometimes ignored

Current

Becoming Internally-driven:

- **Internal philanthropy** has grown over the past few years
- Potential philanthropists at regional, national, and continental levels
- **Socio-cultural** understanding

Future

Need for robust systems:

- Philanthropy **by Africans for Africans is growing**
- Traditional approaches are becoming **costly**
- Technology can provide **cost-effective solutions – 4IR**
- **Collaboration** across geographical boundaries
- **Higher impact** can be achieved
- **Social justice** can be achieved

An Inflection Point - What is currently happening in Africa?

- **During COVID, mobile money transactions reached \$500bn across SSA*:**
 - Clear indicator that prior to the pandemic, mobile money was already the most appropriate transactional platform
 - Post COVID mobile money has become more prevalent – **Use case for Philanthropy**
- **There are several emerging trends across Africa:**
 - Africa is projected to have a population of approximately **2.5 billion by 2050***
 - Mostly Youth aged 18 – 35 (**Adaptable to Technology**)
 - Strain on resources – Food & Water (**Climate Action – SDG 13**)
- **Use of conventional banking channels is limited across Africa:**
 - Need for innovation – **Impact of 4IR**
 - Increased penetration of **smart phones**
 - Rise of tech entrepreneurs and innovators – **FinTech Sector**



*<https://www.forbes.com/sites/tobyshapshak/2021/05/19/mobile-money-in-africa-reaches-nearly-500bn-during-pandemic/?sh=64bca76f3493>

*<https://www.statista.com/statistics/1224205/forecast-of-the-total-population-of-africa/#:~:text=According%20to%20the%20forecast%2C%20Africa's,as%20the%20most%20populous%20countries.>

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3. Current State of Philanthropy in Africa

What are the current Philanthropy trends in Africa?

Philanthropic activities are predominantly focused on:

- Agriculture
- Healthcare
- Education

There are other Country dependent areas of focus

Evolution of philanthropy in Africa:

- Increased diversity of actors and initiatives - **inclusivity**
- Addressing social, economic, and environmental challenges
- Shift from “**Emergency**” giving
- Addressing **African-focused** challenges (Local resources)
- Focus on **Social justice** in Africa

Drive towards sustainable giving:

- **Meeting SDGs**
- **Diversity** in philanthropic avenues
- **An African conversation** – African giving for African challenges
 - **Socio-cultural** dynamics



Philanthropy in Africa has to include Marginalised populations

- Approximately **72%** of Africans are below the age of **35 years** - **Youth**
- **50%** of the current African population are **Women**
- **Excluded because of:**
 - Gender
 - Age
 - Religion
 - Sexual orientation
 - Physical ability
 - Economic status
 - Language
- **What can be done:**
 - Empowerment & Ownership
 - Community engagement – **Socio-cultural** understanding
 - Collaboration & Co-creation
 - Adaptability & Flexibility
 - Learning & Adaptation - **MERL**
 - Equity & Social Justice
 - **Long term commitment**
 - Transparency & Accountability



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4. Impact of 4IR Technologies on Philanthropy

Defining 4IR for the African Context

Integration of transformative technologies:

- Artificial Intelligence (AI)
- Virtual, Augmented, and Mixed Reality (VR, AR, MR)
- Blockchain applications
- Internet of Things (IoT) applications
- Advanced Big Data Analytics.

Interesting 4IR predictions – by 2025*:

- 80% of people with digital presence on the internet
- 90% of the population using smartphones
- 90% of the population with regular access to the internet
- 30% of corporate audits performed by AI

**Deep Shift – Technology Tipping Points and Societal Impact*, Global Agenda Council on Future of Software and Society, World Economic Forum, September 2015.

Can Emerging Technologies transform Philanthropy in Africa?

The following factors will play a major role:

- Use of digital technologies is rapidly becoming a key aspect for all businesses globally – Digital Resilience*:
 - Better matching of philanthropists to projects – **Reach & Impact**
 - Lower engagement **costs**
 - Growth of omnichannel payment solutions
- Increased access to information – **Access to near real-time data**
 - Tracking of **social challenges**
 - Tracking of **Interventions and Impact**
 - Better **identify and assess areas of need**
- Digital Fundraising and Crowdsourcing
 - Broader reach more cost effectively
- Growth of digital fundraising and crowd sourcing/funding

The benefits of the 4IR may not reach all African communities equally due to the digital divide and access disparity experienced in Africa

*Yokoi, T. (2021, January 19). Focused on Digital Resilience In 2021. Retrieved from Forbes:
<https://www.forbes.com/sites/tomokoyokoi/2021/01/19/focused-on-digital-resilience-in-2021/?sh=6174a91b6c6c>



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5. Concluding Remarks

Leveraging 4IR to support Philanthropy in Africa

- **Use emerging technologies to enhance localised philanthropic activities:**
 - Data driven decision making – **Communities have data**
 - Innovative funding mechanisms – **Based on Societal structures**
 - Collaboration and networking
 - Increased access to information – **Transparency**
- **MERL* Frameworks across philanthropic activities:**
 - Measurable **Impact**
 - Improved **Efficiency**
 - **Scalability** of Philanthropic initiatives – **Cost vs. Benefit**
 - **Sustainability** of Philanthropic initiatives
- **Addressing challenges - inclusive and responsible deployment of these technologies :**
 - Internet access – **Average 62% in Africa**
 - Bridge the digital divide
 - Data privacy regulations – **POPI Act**
 - Ethical considerations – **What is not intrusive?**
 - Appropriate technology – **Relevance to African Social challenges**



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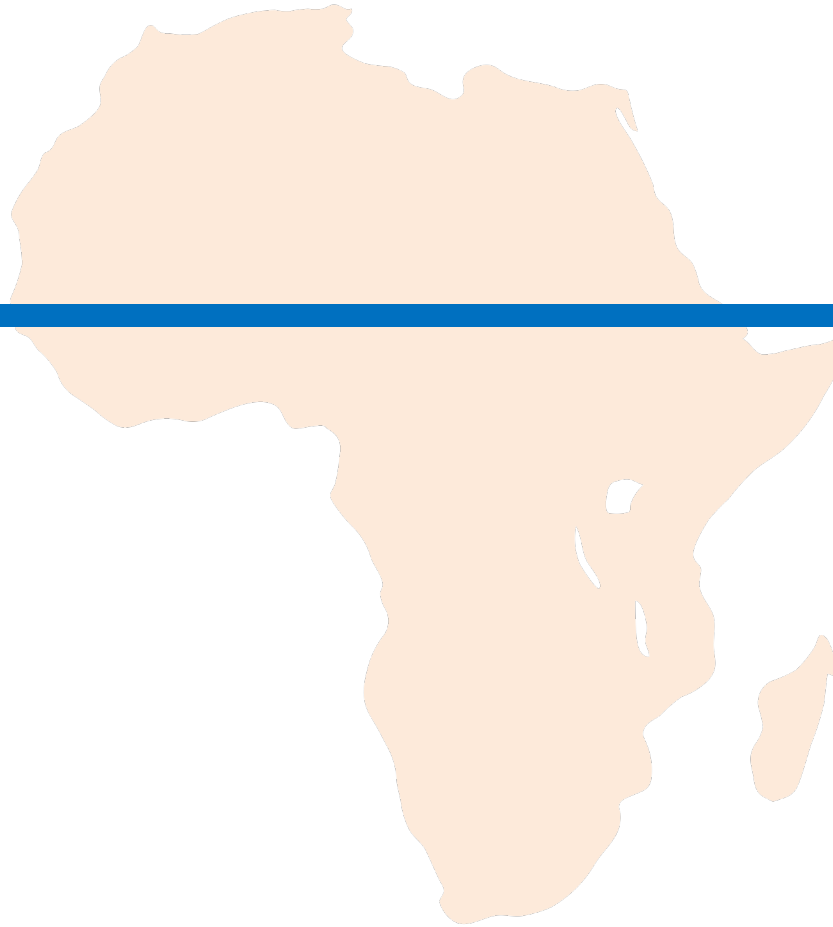
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*This is not a comprehensive list of references used.



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7. Q & A



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DaySeven Group
SA: +27 87 150 5619
KE: +254 757 114 272
E: info@dayseven.africa
www.dayseven.africa