STUDY 01 · 2021

Fundraising and Financial Sustainability

Five markets reviewed against the operating environment, channel economics and comparator practice

5
markets reviewed across Southern, Eastern, Central and West Africa

34
stakeholders engaged across internal, external and connected groups

−7%
the deepest 2020 contraction among the markets reviewed

562m
registered mobile money accounts on the continent, up 12%

The shock that framed the review

GDP growth in 2020 (left) against the unemployment rate at the time of review (right). Amber marks contraction and unemployment above 20%.

Regulatory friction

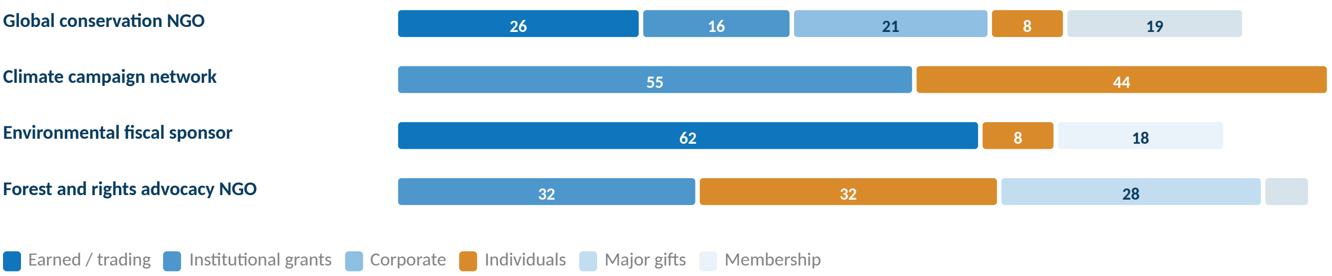
World Bank Doing Business ranks, 1–190 where 1 is easiest. Darker is harder. Final column is the overall rank within the region.

	STARTING A BUSINESS	GETTING CREDIT	PAYING TAXES	GETTING ELECTRICITY	OVERALL RANK IN REGION
South Africa	139	80	54	114	4
Kenya	129	4	94	70	3
Senegal	60	67	166	119	16
Cameroon	104	80	181	133	34
DR Congo	54	152	180	177	44

Easier · Moderate · Harder · Regional rank

How comparable organisations fund themselves

Revenue mix of four comparator environmental and public-benefit organisations, percent of income as disclosed. Names withheld.



Mixes are as disclosed and do not all sum to 100%. A fifth comparator, a national rescue charity, published no split — only that nearly 100,000 individual donors give an average of R140 a month, making it almost entirely small-recurring funded.

What separated the organisations that raised consistently

A chosen donor segment

Organisations that focused on one donor type — individuals, or corporates, or trusts — extracted more value per unit of fundraising effort than those pursuing all at once.

Omnichannel collection

Conventional banking and debit orders exclude a large share of domestic donors. Accepting payment in the donor's preferred channel correlates directly with recurring giving.

A relational approach

Building affinity for the cause, rather than transacting at the point of ask, retained a materially higher proportion of donors.

The binding constraint was not donor willingness but collection. Recurring revenue was being lost at the payment layer, after donors had already agreed to give.

Source: DaySeven Consulting. Figures as captured in the study and not restated to 2026. Commissioning organisations, respondents and named market participants have been removed. Economic indicators 2020–2021; Doing Business ranks from the 2020 edition; mobile money data 2020. | consulting@dayseven.africa · www.dayseven.africa