STUDY 02 · 2022

High-Value Giving

How high-net-worth individuals, trusts and foundations give across Sub-Saharan Africa — and what it takes to reach them

6.4 major gifts above USD 1m made across the continent per year, 2010–2019	**USD 103m** average annual value of those gifts over the decade	**81%** of large African gifts stay inside the donor's own country	**2.9%** growth in the continent's high-net-worth population, 2020–2021

How large African gifts behave

A behavioural profile drawn from a decade of major giving on the continent.

GIVING IS LOCAL

81% of large gifts are made within the donor's own country

Beyond borders only for disaster relief, disease eradication, academic institutions, or the donor's own business footprint

IT ADDRESSES BASIC NEEDS

Most goes to poverty and hunger alleviation, health, basic education and equality

Then economic growth and service delivery — water, sanitation, energy, infrastructure

IT BYPASSES INDEPENDENT NGOS

Public sector bodies receive the majority, as principal deliverers of basic needs

Own foundations take much of the rest, as extensions of the donor's own interests

Where wealth is growing fastest

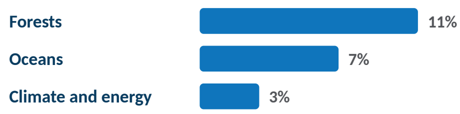
Forecast growth in private wealth over a ten-year horizon. Half of all continental private wealth currently sits in just five countries.

The priority gap

Programme relevance by market (left) against share of programme spend (right). High-value givers in the region rank education, healthcare and agriculture well above climate and environment.

	SOUTH AFRICA	KENYA	DR CONGO	CAMEROON	SENEGAL
Forests	Low	High	High	High	Low
Oceans	High	High	Low	Low	High
Climate and energy	High	High	Medium	Low	Low

High relevance · Medium · Low



Share of programme spend, 2020. The three programmes account for 21% of spend between them.

Routes through the intermediation layer

Where direct solicitation fails, three intermediary types aggregate access to the same donors.

Donor-advised funds

One relationship with a fund manager reaches dozens of underlying corporate and individual donors. Growth is driven by a shift from charitable giving toward measurable change.

Private wealth managers

Data protection closes the obvious route. Partnership works instead: bring the programme, and let the institution identify and convene its own interested clients.

Where the data runs out

Two markets yielded detailed donor records; three returned only scant information. In one, donors are reachable only through brokers whose own details are not public.

What blocks access to major donors

Strategic alignment

Philanthropy has shifted from large organisations toward grassroots ones — meaning either no funds or smaller ticket sizes for established recipients.

Funding continuity

Movement funding is hard to raise. Longer-horizon projects raise more, because the cause and the commitment both read as durable.

Capacity and credibility

Donors often believe their own institutions can address the problem more effectively, drawing on networks they already control.

Familiarity and bias

Bias operates as a pervasive barrier to which organisations get funded and recognised, compounded by a broader trust deficit.

Wealth is concentrated where growth has already happened; growth is fastest where it has not. Relationships in the emerging markets are cheaper to build now than they will be later.

Source: DaySeven Consulting. Figures as captured in the study and not restated to 2026. Commissioning organisations, respondents and named market participants have been removed. Major giving data covers 2010–2019; wealth forecasts are ten-year projections made in 2022; programme spend is 2020. | consulting@dayseven.africa · www.dayseven.africa