

Disruptive Philanthropists in Africa

A summary of the Key Points from each of the three
webinars in the series



Strategy and Structure



Philanthropy in Africa



Creagh Sudding
Family Office and Private
Client Lead
KPMG in South Africa



Nicola Harris
CEO
Click Learning
South Africa



Ona Ike
Senior Manager
Global Private Enterprise
PMO Lead
KPMG International



Zemmy Momoh
Director: CSR, Channel
Media Group and JSM
Foundation
Nigeria

Key Points : Strategy and Structure

- Strategy and governance ensures focus on the identified philanthropic activity – this provides clear boundaries to not try and support every cause, and to manage the emotion.
- The less complex the structure the better, with the ability to adapt as the organisation grows.
- The strategy must be actionable - compassion identifies the need and tenacity is probably the most important characteristic to drive the strategy.
- Regular strategic and operational reviews to ensure continual refinement and to hold the team accountable.
- Corporate learnings are important but some may need to be unlearned to allow for more flexibility/agility akin to the entrepreneurial mindset behind a start-up.
- Qualitative performance metrics outweigh the quantitative metrics, which are often difficult to measure.
- Support of advisors is important, to assist in identifying blind-spots and they must share the passion for the cause.
- In the end the strategy and structure assist with the fiduciary responsibility to be good custodians of the funds and to make a difference in the community.



Power of Collaboration



Philanthropy in Africa



Olanike Olakunri
Associate Director
Family Office and Private
Client, KPMG in Nigeria



Kathy Ackerman - Robins
Philanthropist
South Africa



Richard Adjei
CEO
Kasapreko Company
ARTX Collective Limited,
Ghana



Ofovwe Aig-Imoukhuede
Founder
Aig-Imoukhuede Foundation
Nigeria



**Mukesh Pratulchandra
Desai**
Philanthropist
Giants Group Twiga &
Vanik Vashnav Mahajan
Kenya

Key Points : Power of Collaboration

- In philanthropy, collaboration is one of the greatest ways to create impact in the community.
- Collaborating with third parties enables pooling of funds which help to upscale philanthropic impact.
- In public sector collaborations, they could be provided with technical assistance in a particular field to make a difference and in turn enhance growth in the economy.
- Always have a written contract when collaborating with different partners.
- Ensure to have the right structures and advisors in place to operationalise the organisation.
- Philanthropy is not only for the rich and famous – it can be done within the family, workplace, etc.
- It's important to not impose one's ideas or views into philanthropy strategy, instead, listening and responding to the community's needs are keys to philanthropy.
- Have a long term vision and engage other family businesses for collaboration which will increase efficiency and networking opportunities
- Practising philanthropy is not an obligation for corporates alone, leading it from a personal side will drive autonomy and purpose
- The government cannot do it all ,hence philanthropy. Giving encourages others to give.
- Being strategically hands-on in the process makes it easier to detect issues in philanthropy





Philanthropy in Africa



Sandeep Main
Associate Director and
Head of Enterprise and
Family Office KPMG EA
KPMG in Kenya



Tsitsi Mutendi
Co-founder
Africa Family Firms
South Africa



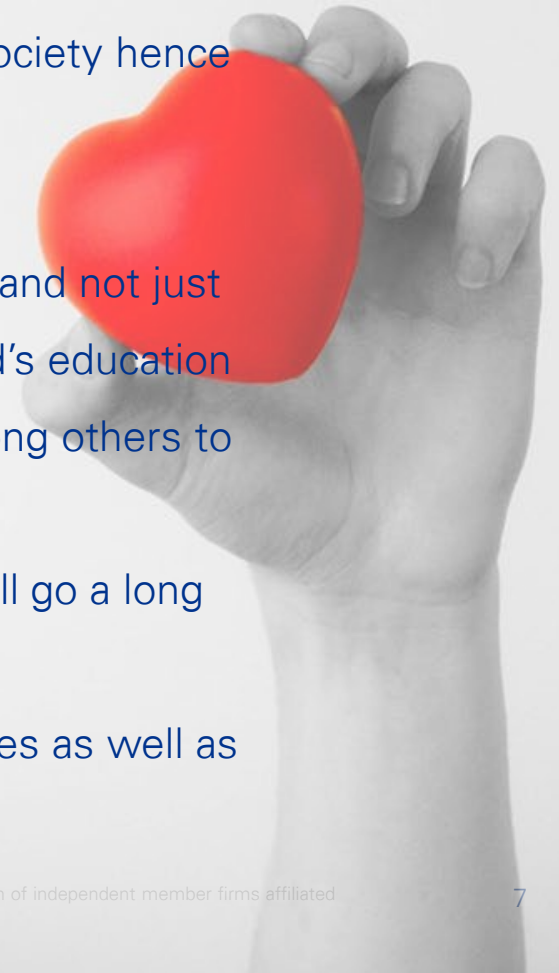
Patience Attah Prempeh
CEO
BlackPark
Ghana



Asantewaa Prempeh
COO
BlackPark
Ghana

Key Points : Scalability

- There is an appreciation that giving starts from a local perspective but in our developing nations there is need to scale the giving to align with national needs and complement our governments.
- It is important that as one scales their activities, there is proper monitoring which is a result of effective controls and structures that need to be set up to ensure the benefit reaches the intended recipient.
- As you scale your operations, it is important to align the activities with the needs of the society hence for scaling to happen research on what the requirements of the beneficiaries can be through townhalls
- When exploring scalability, it is important to take into consideration the entire value chain and not just the ultimate beneficiary. Putting this into perspective for example when sponsoring a child's education one must also consider other factors such as learning materials, quality of education among others to create an impact.
- Scaling up is challenging but one needs to build trust, ensure quality and add value this will go a long way in enhancing the process.
- Scaling is underpinned by having proper strategy and structure of the philanthropic activities as well as collaborating with other stakeholders.



Contact



Creagh Sudding
KPMG in South Africa
E: creagh.sudding@kpmg.co.za



Joyceline Coleman
KPMG in Ghana
E: joycelinecoleman@kpmg.com



Sandeep Main
KPMG East Africa
E: sandeepmain@kpmg.co.ke



Key Links:

- [KPMG Global Disruptive Philanthropists](#)
- [Private Enterprise in South Africa](#)
- [Private Enterprise in Ghana](#)
- [Private Enterprise East Africa](#)