

African Resource Mobilization Webinar Series

Transcript of 26th March 2021 webinar on

Affinity-Based Partnerships:

How to Attract and Engage African & Diaspora Donors

Speakers:

Dr. James Mwangi, Group Managing Director & CEO of Equity Group Holdings

Bradford K. Smith, President of Candid

Moderator: Liz Ngonzi, Founder & CEO of The International Social Impact Institute

Organizer: Hafeeza Rashed, Senior Advisor, Communications & Outreach at the King Baudouin Foundation U.S.

00:00:11 - 00:04:08: HAFEEZA RASHED: Welcome to those that are coming into the room. We'll start in one to two minutes as more people come in. Thank you for your patience. We'll be starting very shortly. More people will be coming into the room, but as we welcome in people, I'll just provide a quick introduction. Hello and welcome.

I am Hafeeza Rashed, the Senior Advisor, Communications and Outreach at the King Baudouin Foundation United States. It's great to be here and thank you for taking the time today to attend the webinar in the African Resource Mobilization Webinars Series. There are some familiar names in the attendee list but for those who aren't familiar with KBFUS, please allow me a brief word.

The King Baudouin Foundation United States facilitates thoughtful, effective giving to Europe and Africa. We enable US donors to support their favorite causes overseas. We also provide European and African nonprofits with cost-effective solutions to raise funds in the United States through a service we call an American Friends Fund. We have over 450 American Friends Funds including The University of Nairobi, the Harare International Festival of Arts, and the Magdi Yacoub Heart Foundation, among many others.

These funds save African nonprofits the trouble and expense of setting up their own US public charity. KBFUS handles all back-office administration including tax receipts and donor support. So, if you have donors in the US, feel free to reach out to me, we'll be happy to assist. And by the way, if you have donors in Canada, in Europe, or in Asia, feel free to reach out as well as we have partners that can help with your donors in these countries and regions.

My contact email will be made available following this webinar. There are a few additional points I'd like to share. All participants who have entered this webinar are in listen-only mode. The session is being recorded. Our moderator, Liz Ngonzi will address questions at specific points throughout the conversation. But I encourage use of the Q&A feature to submit your questions throughout. Thank you.

00:04:08- 00:09:20: LIZ NGONZI: Thank you, Hafeeza. This is wonderful, here we are. I've enjoyed collaborating with you and the rest of the King Baudouin Foundation US team to develop a series over the last few months. Thank you so much for the opportunity to do so. Welcome everyone and thank you for taking the time to learn with us.

For those of you joining us again, we're very happy to have you with us and please feel free to share your questions in the Q&A. For those of you who I am yet to meet, I'm the Founder and CEO of the International Social Impact Institute which I founded last year, recognizing that the unprecedented challenges currently facing the social impact sector, highlighted the need for focused creative and well-

networked change makers and social impact trading leaders to help guide the sector forward. Through initiatives with the King Baudouin Foundation United States (KBFUS), Nelson Mandela University in South Africa, Arcus Foundation in the US, and Hunter College of City University of New York. The institute aims to amplify the voices of social impact leaders from historically marginalized communities in the US and around the world, facilitate interactions among them, and assist in the training of more of them.

The African Resource Mobilization Webinars Series is very special to me because it enables us to bring together many stakeholders including all of you and our incredible partners. They are Candid, CIVICUS Global Alliance, Equity Group Holdings, the Issroff Family Foundation, the Kenya Association of Fundraising Professionals, the Nigeria Network of NGOs, and the Tri-State Area Africa Funders Network.

I encourage you to learn about all of them as they support the social impact sector in many of the countries in which your organizations operate offering research, educational content, networking opportunities, and of course, funding. In researching today's topic, *Affinity-based Partnerships: How to Attract and Engage African and Diasporan Donors*, we spoke with our Africa-based partners, Equity Group Holdings, Kenya Association of Fundraising Professionals, and Nigeria Network of NGOs. And we learned that the challenges organizations face when seeking to engage with donors in Africa and the African diaspora include accessing information that explains the local donor landscape in Africa and the donor landscape in the African diaspora and determining the unique priorities of African and African diaspora donors and how to align one's organization's mission with those priorities.

Against that broad drop, today's webinar is designed to shed light on how to effectively and attract African and African diaspora donors to access the funding and other resources offered by them. I should note that in the chat, you can access a link to resources that our partners have compiled for you relating to today's topic.

I'd now like to introduce our distinguished guest speaker whom I'm very excited to have with us.

Our first distinguished speaker is Brad Smith. And he is the President of Candid, an organization for which since 2015, I have had the very good fortune to develop training to assist the nonprofits that it serves. Many of you, whether in Kenya, South Africa, Uganda, or online who have attended any of my talks have probably seen me demonstrating the use of Candid's excellent databases containing crucial information about donors. Brad who speaks fluent Portuguese has lived and worked outside of the US for a large part of his career, including in Costa Rica, Brazil, and Switzerland. From 1996 to 2005, Brad developed and led the Ford Foundation's largest program area, the Peace and Social Justice program, which is critical because most people are talking about social justice. I've been doing so for the last year or so, but he was really in the forefront of this movement. During that time, he oversaw the distribution of hundreds of millions of dollars to organizations working on human rights, international cooperation, governance, and civil society in the US and globally. Thank you, Brad, for joining us today.

Our second distinguished speaker is Dr. James Mwangi, Group Managing Director and CEO of Equity Group Holdings, PLC and Executive Chairman of Equity Group Foundation. As a fellow East African, I'm very proud to have this opportunity to speak with him particularly given that he is one of Africa's most renowned thought leaders, a disruptive entrepreneur, and of course, philanthropist. Among the things I admire the most about him is that he is a champion of social economic transformation who believes that individuals and societies have the potential to solve their own socioeconomic challenges if they're given

the opportunity and access to resources, very, very important. His motto is that profit is purposeful, and purpose is profitable which I absolutely love. A lifelong philanthropist, Dr. Mwangi has put both his family resources and professional assets in service of the betterment of society. Particularly last year when his family contributed \$4 million in donations to support the COVID-19 response in Kenya, Rwanda, and the Democratic Republic of Congo.

I will now have each of them introduce themselves briefly. Dr. Mwangi James, please go first.

00:09:20- 00:10:45: DR. JAMES MWANGI: Thank you very much. I think that Liz, you have really done justice to the introduction. But let me add that a significant part of my philanthropy is supporting courses and one of our studies to course is that really support is the role of the United Nations. So, I served in about six over the last 18 years in United Nations. I also champion financial inclusion and I'm on the advisory board of IFC and the World Bank Group. And I champion the course of women in innovation and technology. And I'm a global ambassador for that course. And last but not least is the power of entrepreneurship and I really evangelize the role of entrepreneurship particularly in distributing opportunities. And of course, without leaving the role that corporates can play with the corporate philanthropy and how big it could be if corporates used their dead capital or sunk capital to do good and how much then they could be able to bridge the gap of trust between corporates and communities and consequently building greater peace in the world.

00:10:45- 00:10:51: LIZ NGONZI: Fantastic, thank you very much. And, Brad, can you please introduce yourself as well?

00:10:51- 00:12:20: BRAD SMITH: Sure, Dr. Mwangi used a very important word at the end of his introduction: Trust. And actually, the name of the organization that I now lead, Candid, was developed with that in mind. Candid was created by the merger of two organizations that quite a few people know the Foundation Center which historically attract the flow of resources from foundations, particularly in the US but increasingly around the world to nonprofits anywhere in the world. And GuideStar, which was doing the same by tracking information on nonprofits so that donors could research them and make better choices. When we merged and we were looking for a new name, we came up with Candid or better, yet our consultants came up with it. And the idea being that the most important thing when you're an information provider in today's world is trust. People have to be able to trust the information. And we felt that the name, Candid, really communicated that spirit of portraying the social sector, the social impact sector how it is, how it works without judgment, without advocacy so that donors and recipients and non-profits of all persuasions could find their niche and find the resources they need. Thank you.

00:12:20- 00:13:18: LIZ NGONZI: Thanks, fantastic. Well, so let's go ahead and jump in because I'm sure we've got a lot of ground to cover. Brad, I'll start with you:

One of the challenges that we've identified when thinking about fundraising by African NGOs is access to information at all, and more specifically access to reliable and affordable information. Of course, that trust factor is key, like you mentioned. Candid definitely has the most comprehensive information and insights for those looking to learn about funders and even nonprofits and NGOs across the world.

- Can you explain some of the resources that Candid makes available?

- And can you share with us insights into the changing landscape of philanthropic giving, specifically looking at, if there has been a shift in the assumption that philanthropy invariably flows from the global North to the global South, and then is there a growing recognition of the economic power of African and African diaspora philanthropy?
- And finally, we'd love for you to show us some of Candid's resources.

00:13:18- 00:16:03: BRAD SMITH: Okay, well the short answer to all your questions is yes but I assume you want a slightly longer answer! Let me dive in. When we're looking at philanthropy for Africa, we can sort of look at three concentric circles of information. We have a lot of information about what American US-based foundations are doing in Africa in terms of grants and programs that they're funding. And that is for two reasons. One is because all registered foundations in the United States have to file a tax return in which they detail all of the grants they make. And this tax return is public information. Now something I'll show you in a second, we take that information, and we clean it, we process it, we structure it so it's searchable. So, people can find information about foundation grants.

The second reason, there's a lot of information about what US foundations spend, is because of US, the legal framework under which foundations work makes it relatively easy for American foundations to make grants overseas. This is not near as easy in many parts of the world where there's a lot of restrictions on cross border resource flows for philanthropy. The second concentric circle that we have is a fair amount of information about what European foundations are spending in Africa. That is also because of increasingly open databases in countries like the UK, voluntary contribution of information from European foundations to our organization, Candid, and through other techniques, I'll get into a second.

The third area, which is probably of most interest, the third concentric circle and the smallest, which is the most interest for this group is what we know about African philanthropy in Africa. That is much less for a number of reasons. One is because there isn't the same kind of Africa-wide transparency requirement which requires foundations to actually report what they're doing and report in detail. The second is because of some of these problems with sort of cross border resource flows. And then the third is a big trust factor. Many times, when we talked to African organizations about making your data available and making it public, there's a lot of suspicion. There's suspicion about government there's suspicion if they're working on controversial issues that they could suffer reprisals.

But that said, I want to share my screen and show you just a few resources. All right, let's, just one second, one second, sorry.

00:16:03- 00:16:17: LIZ NGONZI: No problem. And I also want to note that Lindsay has just shared a link to a lot of the [resources we've compiled for you](#) including what Brad's going to be sharing.

00:16:18- 00:19:20: BRAD SMITH: Right, so this is one sort of interesting example which is a public facing site that was developed in partnership with the East Africa Philanthropy Network. This was preceded by several years of workshops and training with East Africa-based philanthropies about the importance of contributing data about their activities so that they could see each other's information and organizations that were looking to access resources from these philanthropies could find that information. So, if we go into a country like Kenya, we're going to see grant making activity, numbers of grants, numbers of funders, and the recipients that are getting those grants.

And as we dive into the information, we can begin to see who some of these funders are. The Alliance for a Green Revolution. I won't try to pronounce this, but a very interesting fund are based in Kenya. The Urgent Action Fund in Africa, Nairobi Resource Center, a long list of philanthropies. And you can begin to see if you dive into it. There are grants. The grants are quite interesting as you dive into them. Here's a good example of a grant from the Akiba Uhaki Foundation to the Center for Rights, Education, Governance, and Development. And the goal being the project to strengthen youth resilience, enhance equitable social-economic empowerment that breaks the cycle of poverty and dependency for youth in Siaya County. Now this is information that is voluntarily being contributed to a partner organization in East Africa. Candid is doing the cleaning and coding of that information. So, you can see here, economic justice, social rights whose population is benefiting the strategy just being used.

So, these are all ways that both funders and social impact organizations, nonprofits can search the information to try to figure out a funder whose priorities match the work of your organization. This is a project which is still in its early phases. More and more foundations are beginning to contribute data and build the trust and the value proposition for seeing each other's information and having that be more of a public good.

00:19:21- 00:19:46: LIZ NGONZI: Brad, can I just interject for one second? With another thing that's important about this database is that one can see the specific grant recipients. And so, if I'm an organization, I'm trying to figure out whether I qualify or my organization is appropriate, I can look through and see the organizations that received funding from a particular funder, conduct research, and then really determine that there's an alignment because that's really, critical, right, Brad?

00:19:46- 00:20:17: BRAD SMITH: Right, right, exactly. That's the whole reason the data is structured in this way. Not so that you can just get a name of a foundation and a post office box, but you can see exactly what they fund whether they're funding organizations like yours. And you can search that information for a specific foundation or across many foundations by subject area, by strategy, by geography, by different criteria so that you're not wasting the foundation's time and you're not wasting your own time by doing a lot of sort of useless searches.

00:20:17- 00:20:18: LIZ NGONZI: Exactly, thank you.

00:20:18- 00:22:49: BRAD SMITH: The other thing I just wanted to show you quickly is something I'm sure we'll be talking about that's changed the philanthropic landscape tremendously. And that is the coronavirus pandemic. When the coronavirus pandemic really sorts of became a global issue early last year, we started to try to track all the pledges that were being made and all the grants anywhere in the world for a coronavirus relief. And we put up this site, which is a free public site. All these links are going to be made available to you, which tracks coronavirus funding around the world. And if we go into that map and we look, this shows all the funding around the world that we've been able to track but there is funding that we have been able to track in Africa. So, if we look at Africa, this is a lot of funding that is coming into Africa from other countries for coronavirus relief, but it's also funding from within Africa itself. So, if we really want to look at only funders in Africa, this is the information that we've been able to derive. There's much more funding going on from African corporations and foundations and private community and corporate foundations. But this will just give you an idea for what some of the funders are and what their funding looks like. And what we're capturing in most places is pledges.

So, here's a good example, Royal Holding Al Mada in Morocco actually. And they're announcing a contribution of two billion in local currency to a fund for infrastructure and to mitigate the economic and social repercussions from Coronavirus. This information actually is not contributed to us. We're actually getting it by scraping the web. Essentially, we downloaded several hundred thousand news stories per day and then we go through those with machine learning to extract grant amounts subjects. And we've been able to capture the majority of the coronavirus funding in real time, which is as befits a pandemic.

00:22:49- 00:24:02: LIZ NGONZI: Okay, no, this is great. And I think it's important to emphasize that this information isn't available elsewhere. Like you are the ones who have this information and have really taken the time to compile it. And this makes the difference between writing to a foundation or to a funder who's not interested in what you're doing and success. So, it's important that people are armed with the right information, the right time to be able to apply to the right organization. With your social justice background, I really want to hear from you about your thoughts around the views of philanthropy or African philanthropy, African diaspora philanthropy. What are you seeing out there? Is there a shift towards that? How are people looking at philanthropists in terms of, typically we've thought about philanthropy coming from the global North and flowing to the global South. But what I'm starting to see is that there's a shift. And especially when we recognize the fact that \$46 billion in 2018 flowed from African diaspora to the continent. That's significant, right? So, I'm just curious from where you sit, what you've seen.

00:24:02- 00:25:23: BRAD SMITH: Yeah, I think it's an undeniable trend that there is more and more sort of South-South philanthropy, and more and more diaspora philanthropy. Actually, one of the kinds of fascinating data sources that we've tapped into is the Indian government has an FCRA database which is run by the Central Bank and attracts all foreign currency contributions coming into India for charitable purposes but also going elsewhere. So, when we're looking at African philanthropy, we see money from the Indian diaspora around the world coming into Africa. So, my strong conviction is that the flows of these resources are far in excess of the availability of information. There's a two-part problem here, right? A lot of the information we have is survey information. But the actual tracking of flows really depends more and more on the available databases and the work of more and more philanthropies to volunteer their information so it can be added to databases. But there's a lot more of this giving going on as there should be. Because as we know, there are huge resource concentrations and huge resource inequality in the global South just as there is in the global North.

00:25:23- 00:26:31: LIZ NGONZI: Right, okay, great. Thank you very much. Okay, James, we're going to come to you. My understanding is that you are of the belief that while remittances from diaspora communities are hugely important, amount, like I said, to \$46 billion in 2018. African economic growth would benefit if diaspora communities were to reallocate some of those funds in the form of investments in social donations. Can you speak to that issue, please? And then I'd also like to hear from you about the opportunities that you see for collaboration between the global North in Africa with specific emphasis on the African diaspora and then what opportunities do you see for the diaspora and other global North communities in assisting Africa's recovery from COVID-19? I know that's a lot, but I want to just pack it in because I would also want to be able to get to the audience's questions as well. I feel that this will help organizations identify their roles or potential roles and opportunities for them to collaborate with the African diaspora and African philanthropist like you.

00:26:31- 00:35:15: DR. JAMES MWANGI: I thank Liz and one, let me really appreciate and recognize the great weed of support that Africa is receiving from the diaspora. Numbers indicate that for the last two years, the diaspora remittances to the African continent have almost doubled, 22% increase consistently. And that may be speaking to two things.

One, the African culture of the extended family. And whether you are in diaspora, you feel connected to your family. It also then speaks to the challenges back in the continent that needs to be dealt with. I think there's a greater appreciation particularly by the exposed African diaspora that education and good health are imperatives for the transformation of the continent. And we are seeing the African diaspora taking really responsibility to ensure their siblings and family members access education and access good health. And so, most of the remittances are of a social nature and I would really then re categorized social interventions. And increasingly that's why remittance is becoming larger than national exports of any commodity.

Speaking for instance about Kenya, our largest foreign exchange earner has been tourism and tea. But diaspora remittances are by far now higher than either tea or tourism on its own. So, it is a significant portion. And this direct intervention in the populations compliments what governments are doing in Africa in terms of education, in terms of health, in terms of nutrition, and food security for the family, which truly, then we are addressing the core of abject poverty in the African continent because poverty is really best defined by exclusion in basics of food, security, nutrition, and health and once that's solved. So that then means that essentially with this intervention, Africa is quickly moving away from the basics or what you could call the hygiene factors. And that there's then propelled the continent to be ready maybe for our fast-tracked transformation because with the right education, with the right health of the population, with the right nutrition, then you are building a better human capital for the continent for purpose of development.

However, having said that, I feel that maybe the diaspora has two more contribution it can make. The first one is transfer of knowledge. Transfer of knowledge is not purely the skills but also technological knowledge that it has acquired. The advantage of diaspora is the experience in an environment that is many steps ahead of Africa. And so, they can, with their knowledge, with their experience, with their exposure, they can help us leapfrog the transformation of the continent and don't have to follow the traditional path because they have walked that path. So, if there is a way diaspora could think, contributing in terms of knowledge, in terms of transfer of skills, in terms of particularly entrepreneurial risk-taking catch up such that they bring back the innovations and setting up on the African continent, that will have two dimensions. The first dimension is that it then creates opportunities for the family members who have access to good education to have opportunities for employment. The African continent is not going to be developed by governments. Governments are no longer big employers. It's the private sector that requires. But the trained skills that are acquired in the continent are very academic. They are just knowledge. We lack experience and exposure because we are on the ground. So, by coming back, there will be exporting to the African continent skills and knowledge of different, raise the standards. And in the process, we could be quick build huge opportunities not just for labor, but for markets of our products. Because they will be using raw materials. And essentially that would leave to the GDPs of the continent much faster.

The second aspect is while I support supporting families to deal with what you could call hygiene and needs; we need also to allocate resources for savings and investment. The African continent needs to

increase significantly its investment fundings or savings to GDP as apportion for investment. And that is what has been the biggest challenge. How do we, with the poverty levels in Africa, where resources are used to meet the basics? When do we save sufficiently so that we can invest and start creating opportunities for wealth creation in the continent? That window is now ripe. The global infrastructure has become interconnectedness. So, with the things they have they can help Africa to start transforming it through materials, through value additions, add value to their products. And in the process, Africa starts to be an active participant in the global.

I think time has come for us to increase our contribution to global trade above 2%. We have almost 13, 14% of the global population but only take only 2% of trade. And it's simply because we don't have experience. We don't have exposure, is a fast and second degeneration of getting an education. And we have not been brought in an environment of manufacturing, an environment of trading, an environment, we have been brought principally in peasantry sort of environment. So, it is capital and skills and ability to take risk. Risk Catcher needs to be introduced to Africa. And the last one is to bring in innovations, a culture of innovation within the continent. And innovation that is geared to solving our problems. The West has done very well but look at the topical diseases. The West is not in the tropics and consequently has not focused on the tropical diseases for research or for innovations. And consequently, we are living with the basic diseases that essentially science and medicine could have solved a long time if we had elaborate innovation research on the African continent, and that would be a huge diaspora.

And lastly, is that diaspora willingness to come and provide leadership. Africa's biggest challenge is the quality of its leadership. And the quality of the current leadership sometimes doesn't realize there are big impediments in the continent. Because they know nothing better. So essentially that's why, which is exposed to strong governance institutions are an evolved world where leadership is held to account should be encouraged to come back and play a leadership role. And leadership doesn't only mean political leadership. It can play private sector leadership, differentiate and create centers of excellence and models in governance. But if they could also help us to stimulate leadership on a wider public sector form, I think we could do better.

00:35:15- 00:36:03: LIZ NGONZI: Okay, that's great. I think that you've really covered so many of the issues we need to think about. Many in our audience are working for NGOs, right, so across the continent. What are the implications for them? So, you've just really done a great job of laying out the priorities that the African diaspora should sort of consider helping the continent grow. So now, if I'm an NGO sitting in Nairobi or sitting in Lagos, how do I align myself with that? How do I make sure that the organization that I'm running or if I'm even thinking about starting one, that I'm really aligning with what the needs really are and what maybe the diaspora maybe thinking about and what someone like you, philanthropists on the African continent could be thinking about?

00:36:03- 00:39:27: DR. JAMES MWANGI: I think, let me recognize the role civil society has played and have used a wider term including all the NGOs in. They have played a very significant role in transforming governance on the African continent. If there's anybody who could be credited for making the greatest transformation in the changes that we are seeing in the continent is civil society. But having given them that credit, I think they need to go a little further other than advocating. We need to see them becoming models of demonstration. They need to do it themselves, not just talk from the

periphery, not just point, but to jump into the ring and hopefully then create the change that they have been advocating. I would really recommend they stop being shy.

The second role civil society and NGOs can play is to help recalibrate who Africa is and who Africa is not. When I work allowed the perception and the reality of Africa are two different things. And they can do that through storytelling and helping us change the narrative about Africa. The international community would never be able to help us if they don't understand us. And essentially that there's too many misconceptions about Africa, not starting just with the basic one, that Africa is a country, but also what truly, there's a lot of misrepresentation. So that is an area that they could help us, to paint the right picture so that our friends who we are partnering with understand what our needs are and what would work for Africa. And that while for instance runs have been appreciated in Africa, trade would be a better vehicle of transforming Africa. It's a question of the world embracing Africa and removing the bad structural barriers that has been placed in front of Africa to cripple Africa. Whether it is agricultural subsidies, that will be a big topic. So, it should not be a one way.

The second thing is the issue of feedback. I think the civil society and NGOs can play a very significant role of giving the collect feedback. Not skewed so as to continue to get grants, but an honest feedback both to the recipients in African continent and to the donor on what works and what doesn't work. If you look, I think, for over 60 years of independence, we have received billions of donor grants. But if you look at the impact they have had in the continent, it's not anything to talk about. There has been too much waste, experiments that has not been followed up, there has never been skill, there has never been sustainability of all these programs. So essentially, we couldn't have wasted 60 years with the good feedback.

00:39:27- 00:39:45: LIZ NGONZI: No, I agree 100% with you. And I think that one of the shifts we're seeing is a better alignment between the funder and the organizations, right, making sure that there's a true partnership. But, Brad, I'd love for you to jump in and share your insights because you've been in this for a very long time.

00:39:45- 00:43:02: BRAD SMITH: Well, yeah, you introduced me with the social justice label. So let me just talk a little bit about social justice. Anywhere in the world where we capture data about philanthropy, the two biggest areas of investment for philanthropy are education and health. That's true anywhere in the world and for all the good reasons that Dr. Mwangi talked about. But I think especially as Dr. Mwangi was talking about sort of government accountability, feedback, and I would add to that issues of rights and freedoms, particularly for groups in the society that are highly discriminated.

Non-profits and philanthropy have an incredibly important role to play. One, because philanthropy has more flexible resources than government. And sometimes even a corporation has because of its bottom-line pressure. And two, because philanthropy and nonprofits can reach parts of the population the government can't. So, there is a growing body of work that we can see in Africa, for example, around LGBTQ rights. Now, this is where the issue of trust really sort of comes in, right? So, a lot of these groups are operating in country context or city context where it can be dangerous that people know their address. They have threats to both the population they serve and to their own staff. In those cases, we actually anonymize the data. So, if we're working with a group like the East Africa Philanthropy Network and they have members who are working on controversial issues, government corruption, LGBTQ rights, other issues like that, at the request of the partner and the donor, we will actually find ways to

anonymize the data. So, you can see the fact that money is being spent for say LGBTQ issues but you can't identify the exact recipient.

In some cases, you can't identify the donor which is tremendously important. So, these are some of the measures we take to kind of protect, sort of strike the balance between transparency and what is going on the ground. The other thing I think it's interesting about the advent of coronavirus and particularly what we've seen in the US and some other parts of the world after the murder of George Floyd is we're seeing a new stance on the part of corporations. Corporations traditionally were somewhat "conservative." I don't mean politically, but just sort of resistant to doing very daring things with their philanthropy, because they were worried about their brand. But in a vacuum where government is not doing what it should do, there's long unresolved society problems. We have seen corporations step forward and say, "We're going to make a statement." That could be looked at as a kind of brand activism, but the association of social activism with brand, I think is something particularly powerful in the corporate sector.

00:43:02- 00:43:15: LIZ NGONZI: I agree 100% with that. So, we have a lot of questions that were shared with us. And I'd love to just go ahead and jump into that before we continue with mine.

00:43:15- 00:44:20: DR. JAMES MWANGI: Please allow me. And I think Smith has brought quite a very powerful thing. I think corporates have realized that they have to place purpose first simply because the under belly that has been exposed by COVID demonstrated the world is not serious. And consequently, the business has become a champion of peace and peace can only be achieved if the world itself is resilient enough and that disparities, whether it's of gender, whether it's incomes, whether it's on digital access, are somehow narrowed. And I think corporates have woken up to that reality. And we can only see more. I think as maybe Smith, you can help corporates appreciate how much they can do with very little, because they have already invested in the infrastructure that can be used for doing good while still doing well. Thank you.

00:44:20- 00:44:50: LIZ NGONZI: Okay, thank you very much. So, Brad, this question is for you, and this is related to the East Africa Philanthropy database. Question was, "What are the two biggest takeaways that Candid knows about African philanthropy, that African NGO should know about based on this database that you've created and these initiatives that you've worked on?" And I think it's also helpful to see maybe some insights from India because I know that you just had that database that you just developed as well.

00:44:50- 00:46:47: BRAD SMITH: And there's another database on Central Africa, that covers the DRC, Rwanda, and Burundi that was commissioned by the Bloomberg Philanthropies. I think the two biggest takeaways are one is that philanthropy sort of institutionalized philanthropy, I'm not talking about people giving directly to their community or individual, but that's taking place through corporate structures, through foundations, through community foundations is definitely growing. It is not limited to sort of traditional or more safe kinds of things like education and health. It is particularly responsive in sectors of the population that are poorly served by government programs and/or suffer discrimination. And I think it's been incredibly important even through relatively small efforts, in peace building and peace keeping in conflict situations. These are all things that we're seeing. The frustrating thing is that the level of information and level of transparency, for lots of reasons, is still not such that we can get a comprehensive view. I sort of dare anyone to give me the exact amount of philanthropy going on in the African continent. It's very hard to get at that just because, it's getting better, and I think

it's getting better because organizations realized that sharing information leads to effectiveness and impact. And I think it's also getting better because the technology for capturing information is getting much faster and much stronger.

00:44:50- 00:48:25: LIZ NGONZI: No, I agree with you a 100% with that on that, Brad. We should also be mindful, and you of all people know this is it, in the US, only 10% of foundations have websites. So, it's not like we have full transparency in terms of just like your online presence. They may be sharing information with you but even just to find that, right, it's really hard to find out who they are and what they're doing. So, I think that it's just a matter, of foundations in general really don't want to be that transparent. But it is in their best interest to do so. And I wrote a piece for Candid about this where I talked about the fact that the more transparent a foundation is, the more likely it is for them to help their grantee partners to access other funders, right, by sharing who they're funding. That's one. The other, it opens up opportunities for them to collaborate with other foundations, right? And so, they can thus amplify their impact by doing so. So, there are a lot of benefits for them doing so. I've got one more question for you, Brad, before we kind of go ahead and go back to Dr. Mwangi. So, this question comes from Angela Wachuka in Kenya. She says, "The data's shared by you on philanthropy "in East Africa." And I want to mention to everybody that that database is free. So, when you have the link, you'll be able to access it. But so, she says that information was very useful. And she says, "Are there platforms or databases tracking in-country or regional giving trends to highlight platforms like M-Changa in Kenya, for instance, that can offer insights about giving trends specific to Kenya? Is there a network of such local platform sharing data from across the continent?"

00:44:50- 00:50:26: BRAD SMITH: To be perfectly honest, I don't know the exact answer to that question. I think we're seeing growing examples of this. One thing, and we see this all over the world actually, there's a lot of sort of startups to get into this space. Sometimes some sort of hip tech people says, "Oh, we're going to create a database, right, about X," and then they throw it up on the screen. The problem is really not coming up with something that looks good on a screen, the problem is feeding it with the data. And this is what I think is beginning to be developed. And I think the more these efforts in different countries are networked and begin to talk to each other and really see data as sort of lifeblood rather than as an end product that circulates throughout these networks, I think we'll just get a lot more information and I think there'll be an exponential increase in the impact and effectiveness both on the part of non-profits who are looking for funding and receiving funding, but also foundations. Foundations are actually pretty bad when it comes to knowledge management. And there was a very wealthy Silicon Valley donor. One of these people who, at the age of 30, had \$15 billion and she was asking questions and she was starting her own foundation. And she asked me the simplest question which is so powerful. She goes, "How can I know what other foundations know?" That's a classic knowledge management project. If Dr. Mwangi foundation has learned a tremendous amount about economic development, how do the rest of foundations in Africa build on the lessons that they've learned rather than reinvent the wheel? So, there's a knowledge loss and there's a resource loss because of this lack of information subtract.

00:50:26- 00:51:47: LIZ NGONZI: I agree a 100% on that. So, the next question I would like to sort of ask, and this combined some questions from the audience but also something I prepared for James. James, please share with us more about your focus on transforming lives, giving dignity and expanding opportunities for wealth creation for Africans and the implications for organizations that are seeking partnerships. Obviously, you are one of Africa's greatest philanthropists. You're one of the greatest

philanthropists, period. And so, everyone wants to hear why do you do this? What is it that, obviously I know a bit of your backstory having read about you. I probably have been kind of stalking you too but knowing that your mother raised you after your father passed away with seven siblings; there were seven of you. You actually know what it means to be in need. So, it's a personal experience that you've had but I think it's unique the way that you've shaped Equity and then the foundation to really be around purpose, to be really focused on giving back. But then you, yourself with your family have done so much. So, we just want to hear your story, right? Because it's rare that we get to hear from someone like that.

00:51:47:- 01:02:28: DR. JAMES MWANGI: Thank you very much, Liz. I think you have told the story. Having been born on the eve of independence, demand we were the first generation of Africans to go to school. And for that reason, then the burden of educating children without community being involved in the commercial world was quite difficult because it was a peasantry community. And then suddenly, they are drifted into a monetary world, and they have no source of money. They have no cash crops. It's purely labor to the white settlers for that matter. And so, when my dad died at toddler my mom will start a day job for 36, was left with seven children. Of course, then the burden of educating us. But for whatever reason, she had never gone to a formal school, but she felt that the best gift she could give her children was education to the highest level. My mother produced the first teachers in a village three of our firstborn daughters became teachers. And a firstborn son managed to get into government. And I and my last-born sibling, we were able to navigate, and we became the first lot in almost entire community, administrative area to make it to university.

But that journey required the community to support us. So, when I look back, I see the bridges that were built for me. And the reason why I've turned into a philanthropist is to keep those bridges alive. I want, when I look at young boys, I see myself, James Mwangi and say, I will give them the bridge. And those who knows now under the Wings to Fly Program, we have 36,000 kids who have managed to get education and who would never have made it to high school. Then out of that, we have 17,000 kids in university, we have 800 now in leading global universities with 36 being in Harvard, 28 in Stanford, and on and on and on. We have 186 in Ivy League School, so out of the 800. And essentially for me is to not just to pay a debt but to do what is right, recognizing the world is best transformed by human capital. And the human capital is enhanced through education and health. So, if you look at my philanthropy, it has a bias towards education. Nyagatugu Secondary School in my village and has managed to get half a million dollars from me to transform it. It's one of the best, I think for two years, the best performing district school in the country. The second thing is too I hope I'm the largest personal donor to African Leadership Academy, because again it's all about giving opportunities to young people.

But Wings to Fly is then what took me away from the village to a national level. And I'm glad that with the support of Mastercard Foundation, when I was starting Wings to Fly in DRC, in Rwanda, and Uganda, I got about 25,000 new scholarships because we have demonstrated. The reason why our scholarship has grown very quickly is when we reached 18,000 scholarships, the World Bank, through an application we wrote through the government, decided to give us a grant to double the scholarships from 18,000 to 36,000. A scholarship for every scholarship we had got. And so, we now have 12 years behind us of giving education at secondary level. And then I realized that the best way I can scale myself and sustain this program is to intertwine myself with Equity Group and make these programs not attribute them to me but attribute them to Equity Group. And that was a basis of creating a home for these programs in

the bank. And that was the genesis of Equity Group Foundation. And essentially then I realized the brand of Equity Group as a large corporate brings trust, create sustainability.

And then I realized that for instance to give out 3000 scholarships countrywide in Kenya where we have 200 branches and they are done in three days because we have centralized this, we don't pay the managers of the branches. They are allocated three free days and then they're able to do that. So, you can see, you can scale, and you can really sustain. And then I pushed back to Equity. And so, you see this program, why don't you give these kids internship and pay for the internship? They work to earn the scholarship. And in the process, we now have 17,000 kids who are educated by Equity. This time around not in secondary but to university. They join and for one year, they are paid enough money to pay for their public university education of four years. And so that can be sustained into perpetuity.

But I think the real gift came when COVID hit home, and you felt hopeless and helpless the world looked like. And it's that as as you like to assert us that maybe we could create a demonstration by giving everything we could be able to do for a course of humanity. And I'm glad we did, because that then made the entire country allow, we did from the COVID fund, out of the \$14 million that the fund has been using, \$11 million came from Equity Group Foundation. So, we're able to influence how it is done. And that is why I realized the power of corporate. Then Equity has been very kind. Everything I ever do with my family, they always match. And that then brings skill to whatever we do. We give them \$4.5 million as a family, Equity gives \$4.5 million. So, you get quickly \$9 million and Mastercard then comes with \$5 million. And off we are with almost \$14 million. So that is the power of collaboration and partnerships.

I've realized philanthropy is best done through collaboration because then we're able to achieve skill, we're able to bring not just money, but the competencies and the capabilities of the partners. I see Equity Group always bring its infrastructure. It brings its brand. It brings its 8,000 staff. And for the staff to devote to just a week in giving back to society, this queues from the highest MD to the lowest officers in the bank, that capability is what is bigger than the money it does give. So that's what inspired me. And lastly, now I've realized that philanthropy and particularly corporate philanthropy can remodel, retool, and repurpose the world. And I'm now more championing corporate philanthropy. And I'm a signatory to the global rallying call of purpose first. And hopefully, if the private sector itself reform to create a more equitable world by demonstration, giving the opportunities itself, supporting through shared prosperity with the communities in which it works, then the world could transform much faster because we have corporates everywhere. And corporates cover all the facets of human lives and human endeavors. And so, it will be a multi-dimensional transformation. Another is why then, and hopefully, Smith said, then we would have more trust between communities and corporates, which are mistrusted because of using community's resources without giving back anything and particularly extractive industry.

So beyond giving money, I think my philanthropy now is most standing up and championing courses like Business for Peace, Purpose First, but also giving myself and I'm glad I gave Kenya 17 years of my leadership on Kenya Vision 2030, the strategic plan of the country from 2003 to 2019. And during that period, sustained leadership, focused leadership on only what matters, the country managed to move from a \$10 billion economy to \$100 billion dollar economy. I'm not saying I did it, but I provided focus in leadership. And that is what again, private sector can do. I've seen I became a chancellor of Meru University of Science and Technology is now increasingly becoming a leading university of science and

technology in the region because you are appointed, you are sharply focused, and you want to create a legacy. So that's what my philanthropy is, skilling myself, making myself relevant, but also making a contribution to make the necessary change without looking others to bring the change, doing what I advocate for and being a catalyst of change.

01:02:28:- 01:03:19: LIZ NGONZI: That was fantastic. Thank you so very much. I know that we've run out of time, but I want to assure everybody that we have all of your questions and Brad and James have been generous enough to stay behind with me. We're going to record some of the responses to your remaining questions and we'll send them to you later on. So please be assured that we're going to answer your questions and thank you so much for joining us today. Brad and James, this was wonderful. I'm going to go ahead and let Hafeeza go ahead and wrap us all up. Thank you so much for joining us. Hafeeza? I think she wants us to keep going.

01:03:19:- 01:04:36: HAFEEZA RASHED: Okay, as we were trying to figure out video which will be pulled up shortly, I just wanted to share a couple of closing comments. Thank you so much both to you, Dr. James Mwangi and to Brad Smith for joining us today. And of course, I extend my gratitude to Liz. This was an incredible conversation and I appreciate that you all shared your expertise and a very special thank you to the audience who took time out of your busy schedules today. There are a couple more webinars in our African Resource Mobilization Webinar Series. The next will take place on April 7th called *Boost Your Impact: Leveraging Honors and Recognitions to Enhance Your Brand and Fundraising*. So, I hope you can join us. Following this conversation, we will send you a link for the full webinar series and schedule along with a brief survey. The survey will take fewer than 30 seconds to complete and that helps us provide useful content to you in the future. Please click the Leave button at the bottom of your screen. The screen saver will pop up. We're going to extend the conversation a few more moments but by all means, get on with your busy days. Thank you so much.

01:08:05:- 01:09:01: LIZ NGONZI: Lindsay, I think we can go ahead and start again. If you can please remove the screen because I want to be mindful of both of their time. So, let's just go ahead and jump into the next question. So, Brad, I'm going to come to you, but I want to kind of touch upon something that James spoke about. James, so you gave us your perspective as an African philanthropist, both in your private capacity, but also through the foundation and through Equity, through the company. My question for you is coming from one of the audience members. And it's really about what do you see other African philanthropists prioritizing? What is driving their giving? What are their interests? Because I'm sure you must speak with your peers. So just get a sense for what are some of them prioritizing. What is it that is driving their giving?

01:09:01:- 01:14:01: DR. JAMES MWANGI: Two aspects, and these I've observed from my family. I think essentially there's emerging generation that recognizes what is enough and feeling the need then to manage their greed and share the rest with others. There's also a conscious and deliberate effort to hold ourselves to account. While it is important to look upon others to help, I would feel embarrassed when I have means and capability to do fundraising for the foundation when I have no skin on the game. So that element of accountability and responsibility, taking responsibility and accountability. And I think this may sound stereotype, there's increasing recognition that Africa holds itself responsibility before going to others. And as a generation of Africans, we take it our responsibility to develop the continent. And whatever it takes to develop the continent, the theory is that no other civilization owes duty or responsibility to transform ourselves. We have to do it ourselves. And I hope hopefully this will gain

greater sort of traction. We're not saying we'll have no need, transforming Africa on ourselves will take a long while and we are a pain to the rest of the international community. And it's only fair for the rest of the international community to play a helping hand. But we should be helped when we are doing what is best for ourselves.

And I think the level of education and exposure is also changing us to really realize the E of primitive accumulation. And hopefully this will then be able to deal with the corruption because you can't go to steel to go and give. It's centrally the psychology within the continent then we'll start quickly changing when people see others giving and then why are you primitively accumulating? Then we can be able to make a... So, it's a generation of leaders that is emerging. But hopefully I would then act as a catalyst and role models to others to support. I strongly believe there's a couple of great rich families and welfare people who if they give even in their village, and I would say I've seen the transformative impact of my family giving in my village of Nyagatugu. They've transformed an entire village.

But I think the last one is the giving in terms of shared prosperity. And the question, particularly corporates, how can you share the prosperity of using resources? And that's what Equity has, the realization that we are using human capital to develop using public funds, and then say, "What are we doing to develop the next generation "of human capital?" And that is why we are obsessed with education. But we also realized education is not enough. The balance of those kids that we are educating needs to take the responsibility of giving them good nutrition and securing their food security. So, we support agriculture, not as a grant but through commercial relationships of availing the markets and plugging them into existing value chains so that they have markets that are sustainable, and they can be helped in quality. And lastly is the pain of observing the situation. You are in the continent. You can see your neighbor's children are not going to school and you can understand the need in that family. The fact that you are emotionally then connected, we are seeing a lot of people saying, "Let's do something," and that's the same spirit I'm seeing in churches. I'm seeing in the professional team saying, "I can see the pain and I feel I can do a little bit, "who will my children be playing with "if these ones don't go to school "and we have brought to them together." That being immersed in the pain itself, feeling it, recognizing it, I think it's what is causing a soul search, there's a soul search that is triggering a wave of generosity.

01:14:01:- 01:15:08: LIZ NGONZI: Right, I agree with you. I also have seen, if you think about like when there're weddings, when there're funerals, people come together, right? So, people are giving. So, it doesn't necessarily take just a very wealthy philanthropist to give people, ordinary people support, right? How many people's school fees have been paid by others? I've paid other people's school fees myself from here in New York. And so, there is this misconception that people are just receiving but there's quite a lot of giving us, it's just not institutionalized. And so how do we bring that together? How do we bring a structure around it so that it's actually much more effective and has greater impact? Because I can educate one child but imagine if we pool our resources together, we can educate a whole community. sort of a structured entity that can then, we can, because you said like you partnered with Mastercard for your personal philanthropy, then you bring in the bank and then you bring in Mastercard. That then it really amplifies that giving.

01:15:08:- 01:17:56: DR. JAMES MWANGI: I think that has given us a huge challenge and we're asking ourselves, can we create and maybe here, Elizabeth, you can really help us and Brad and also Rashed. How can we create, now that we have won the trust of the international community, how can we use

that trust to create a platform that allows the diaspora to participate in the seven, eight years for our forecast, the same, same platform that Mastercard uses? Mastercard may sponsor 5,000 or 10,000 kids. An individual like Liz can say Equity Group Foundation "Give me one child," and then we are accountable. And we could do that, Liz. That's an area that we would deeply appreciate if we can be supported such that then the entire diaspora, like I think in Kenya we have 3 million Kenyans in the diaspora. If just half of them adopted a child, then all the needy children will be dealt with. So, I think I'm challenged, and I hear you. But I think going beyond Equity Group Foundation, I think as a continent, we need to create forums. We've gone a little bit ahead as Equity to register Equity Group Foundation international in America, so that it enables them to make contributions even to that one child. But that becomes allowable tax expense because of the legal structure that we have put. I think these are the vehicles that we need to create more.

We need them to speak more of what is being done. One of the things I'm condemned about is we do so much in Equity, but we have never publicized, we have never spoken about it. We need to speak about it. And again, that's why I make sure that today I was very challenged to use the infrastructure that Candid has created. I checked when Smith went through down scrolled it down. And I didn't see Equity. This is a corporate infrastructure and I'm glad my colleague, Joy, is with me. And we'll be putting our application next week. So, I think the area you could help us to achieve some visibility. I think part of introductions and then we could use that partnership to try and create a vehicle that would allow mission. And given that we are in six countries, this Equity Group Foundation platform is in the six countries. So, we could solve, through that to vehicle, infrastructure for six countries.

01:17:56- 01:18:30: LIZ NGONZI: I think that's a really great point. And I think one of the things I'd like to think about, Brad, I know just because I have some inside information that your 2030 vision places broad emphasis on international with a specific focus on Africa. And I'm just wondering if you could speak a little bit about what are some of the kinds of plans that Candid has to sort of engage with the African continent more closely? And then I'm going to go into a question that was asked by the audience.

01:18:30- 01:22:18: BRAD SMITH: Yes, yeah, you're right. Our 2030 long-term vision does, there's a very important part of that which is being global. And I think it's important to be clear about how we see the global role of Candid by virtue of the fact that combined Foundation Center and GuideStar pulled together to create Candid have 80 years of combined experience in tracking information, categorizing information, making it available. A long time ago, it was made available in print directories like the old Dun & Bradstreet's print directory of corporations, then it was made available through this new technology that had been developed, a CD-ROM, imagine that, right? Then it became, GuideStar created it first. It put the tax returns of US non-profits online in 1994 which was only two or three years after John Berners-Lee created the first website in the world. Foundation Center also put all its resources available as an online search tool in the 90s. So, there's this sort of history of innovation around information. So, by virtue of the fact that we have so much experience collecting information on a pretty diverse and idiosyncratic sector which is the philanthropic and social impact sector, we see that as sort of a resource that we need to make available to the world, so people don't have to reinvent the wheel. It's quite difficult to break that kind of infrastructure but we're 230 people, this is all we do. We basically collect this information, we clean it, we code it. So, we're making it available.

Part of our strategy is through partnerships particularly in Africa, there is a longstanding legitimate issue around trust. People's trust in corporations, as Dr. Mwangi said, people's trust in government. There's sort of a sense that, you first to exploit our people, then you exploit our resources. Now you want to exploit our data. So, we're looking for partnerships where organizations on the ground in the region can help build a culture of information sharing and we can sort of provide the technical resources for it. We're not creating field offices. It's not a colonial approach to information gathering. So, we see it in a way almost as an obligation. And the other thing that's going on is we live in a world where it's getting increasingly difficult to draw our borders around problems.

COVID is a great example and climate change is another one. You can't solve climate change in Nairobi. You can do things in Nairobi which contribute to lowering carbon emissions, but you can't fix the climate just in Nairobi. So, there's a growing demand, not only within countries and continents, for information about local philanthropy. There's a growing demand for trans-border philanthropy. A lot of times being US donors or being European donors say we want to do something in China and do something in Africa, who can we partner with? And if we don't have visibility into that information, you can't answer that question. So, it's a big part of our future plan going forward. And we actually have a number of members of our board who come from outside the US including from Africa.

01:22:18:- 01:22:37: LIZ NGONZI: No, that's great. So, I think either one of you can answer this. How do local NGOs prepare for the competitive nature of funding even if there's a strong alignment with a particular funder, given the limit of funding relative to scope of systemic challenges?

01:22:37:- 01:24:52: BRAD SMITH: Yeah, let me say quickly, we teach, also we have an online curriculum for fundraising and proposal writing. We have a very popular thing which is the proposal writing bootcamp. People come for three days and intensive on hands workshop, working with peers and other nonprofits. And you leave that with a proposal, your first proposal. And we teach two important things about fundraising. One is that a grant or a fundraising opportunity begins with the relationship. This is a highly networked endeavor. And the second, which will sound kind of funny, but it's true, if you want money, ask for advice, if you want advice, ask for money. A lot of times when you go to a philanthropist and you ask them for money, they'll start dispensing free advice. But if you go basically saying, "We had this idea, "we're trying to work on youth empowerment, "Dr. Mwangi or corporation X, United Bank, "or whatever, what advice do you have for us? "What can you tell us about what some of the most effective approaches are?" You begin a relationship.

And I think the hardest thing for people who are looking for resources to understand about foundations and corporations that are providing them is that they are also people, they're not just ATM machines. They have experience, they have ideas, and they really want to contribute to help people solve problems. And I think the most underutilized resource of foundations and corporations is what they've learned about the problems they're working on. I think Dr. Mwangi replied to it: how do people know what the corporation does? And if the corporation doesn't tell the story, if it doesn't share its lessons learned, the successes and failures, it doesn't share its data, in a way it's that kind of the old philosophical thing about if a tree falls in forest, how will we know who will hear it? So, there's just a tremendous amount of know how that needs to be transferred together with resources.

01:24:52:- 01:25:04: LIZ NGONZI: I agree a 100% with that. And then one question is, "What should CSOs do to get support for innovation and research and development, especially under declining funding from traditional donors?"

01:25:04:- 01:27:09: BRAD SMITH: I think, first of all, I'm not sure the assumption is a 100% correct that there's declining support, but I think this is where these kinds of data and research tools become important. And Liz said something important is that it's surprising how many foundations don't have websites. In a country like the Netherlands, if you have a foundation, you're required to have a website. But in many parts of the world, you're not and sometimes the websites, you go to them, there's really nothing on them. There's a bias with self-promotion. You're lucky if you find an address or the name of a person or an email address. It's like a billboard. But I think using data tools and research tools is your best bet where you can kind of focus in on who are those funders that are supporting basic science research, who were there supporting the things I'm interested in and focus on those.

And I do want to make a plug for KBFUS and what they do because this is a tremendously important and viable way to raise money for African-based organizations is by creating either a donor advised fund through the KBF or creating a sort of "friends of organization." It sounds easy to diaspora giving but it's hard actually to for that money across all the international boundaries and all sorts of things like that. So, you can create basically a way that the diaspora can give in their own country, whether it be Belgium where the KBF headquarters, or the US, the diaspora can give to Africa through a US funding vehicle and receive a US tax incentive for doing so while they're filing taxes. So that's tremendously important.

01:27:09:- 01:27:31: LIZ NGONZI: Thank you, thank you. I really appreciate that, Brad. And I'm mindful of the fact that you have to jump off, so thank you for joining us and hopefully I'll see you sometime soon across the street.

And, James, would you like to leave us with any words of wisdom that you'd like to share?

01:27:31:- 01:29:03: DR. JAMES MWANGI: I think what Brad has said is really resonated with the lessons I've learned. One I've been told repeatedly that which is never said, and it has never been done. So, the second thing I've heard repeatedly is the power of co-creating. Donors want to achieve objectives. Don't just go with your proposal. And now I understand how to frame the issue is to seek advice and the advice leads into a co-creation. And then what I would say have also worked for Equity Group Foundation is execution, execution, execution. And lastly strong governance structures that hold us to account and give assurance to our partners. And we take pride that we have worked a lot with the USA, and then they've done about five audits on us. And every audit they do, we get 4.99 out of five. And they say those are the best, nobody else in the African continent has ever achieved that. And we take a lot of pride in such governance rating. And so, it is important that as we go out to there, we win and sustain trust. And that can be only done if we institutionalize through governance structures. Thank you.

01:29:03:- 01:30:24: LIZ NGONZI: Yeah, this was wonderful. And of course, you both spoke about the story, the power of story to transform the way people view Africa, the way Africans view themselves, and even organizations attract that funding. So, it's important that we had this opportunity to tell multiple stories that can help transform the way that organizations on the African continent can receive the much-needed support they need to be able to rebound from this COVID nightmare that we just experienced. And first to just transform Africans lives. So, I really thank the two of you very much for being part of this conversation with us. Brad, I'm really hoping that folks take advantage of the myriad of

resources that Candid has to offer because I really think it's going to make a very big difference in terms of how there, as organizations can engage prospective funders and just how they operate their operations. So, thank you for that. And Dr. Mwangi, very much, this was very, very inspiring. It was wonderful to hear from an African philanthropist, both in your private capacity, as well as in your capacity leading a major foundation and Equity Group Holdings. And so, it's wonderful to have you with us. Hafeeza, thank you to you and King Baudouin Foundation US for providing this platform for us to get together. Thank you.

Click [here](#) for other webinars in the African Resource Mobilization Webinar Series.

The King Baudouin Foundation United States (KBFUS) is the leading resource for philanthropic giving to Europe and Africa – a trusted advisor for U.S. donors seeking to support their favorite causes and non-profits overseas.

To learn more about our [American friends funds](#), [donor-advised funds](#), [legacy funds](#) and [KBFUS ART](#), please visit kbfus.org. Or contact us at (212) 713-7660 or info@kbfus.org.