



REPORT ON THE DIASPORA PHILANTHROPY STUDY

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Acknowledgement

This research conducted by ZGF in partnership with two interns from Cornell University in the United States, Lexi Farina and Manav Lamichhane. Under a memorandum of understanding with the Southern African Institute of Policy Research (SAIPAR), ZGF hosts two students every year for six weeks who conduct a research that contributes to the foundation's work. Manav is a 4th year student studying Human Biology, Health and Society with a minor in Health Policy and Business. Lexi is a third year student studying Global and Public Health Sciences.

1. Introduction

ZGF was established in July 2009 to contribute towards the promotion of government accountability and transparency in the implementation of pro-poor policies through the provision of grants and capacity development support to CSOs. However, ZGF's mandate has over time shifted from being donor driven to being an organisation dedicated to also use the power of local philanthropy in mobilising resources. In March 2018, ZGF launched its local philanthropy work after having received two grants from Global Fund for Community Foundations (GFCF) that supported the carrying out of a research on local philanthropy in Zambia and the establishment of a community endowment fund.

The initial research conducted by ZGF titled, *Beyond Giving: A study of local philanthropy in Zambia*, helped to ascertain the trends of giving in Zambia. Overall, the results of the study highlighted the existence of some form of giving, but also the potential that exists for the growth of local philanthropy. Currently, ZGF is piloting its local philanthropy work in Namanongo community, Rufunsa District. The community has since started making small contributions to go towards their community endowment fund. However, more still needs to be done in terms of raising funds locally and mobilising other kinds of support externally.

Given the above, the goal of this study was to provide ZGF with the knowledge to enhance its efforts of linking members of the diaspora to development initiatives in Zambia.

Migration has played a key role in making Zambia the diverse country it is today. However, migration can often be perceived negatively as it leads to the loss of human resources for a country. This report argues that migration must not be seen as a loss, but rather an opportunity for Zambia to reach out to those living abroad and utilise them as a resource. This can be attained through diaspora engagements. The diaspora is broadly defined by the International Organisation for Migration (IOM) as "*members of ethnic and national communities, who have left, but maintain links with, their homelands*" (Aikins & White, 2011). More specifically, diaspora engagement efforts involve finding and communicating with members of the diaspora through policy initiatives to use their resources for development.

One specific form of diaspora engagement is diaspora philanthropy. This engagement involves charitable giving from individuals residing outside of Zambia to hosts or organisations in Zambia (Johnson, 2007). This form of giving encourages Zambians to help other Zambians. Along with monetary benefits, engagement with diaspora members can also result in knowledge transfers and social benefits.

Currently, there is no formal diaspora policy in Zambia. This means the majority of engagement efforts are conducted informally and are not well documented. Additionally, limited data is available on the demographics of Zambians living abroad.

This report highlights the findings of ZGF's study on diaspora philanthropy. The report will first provide background information about diaspora engagement in Zambia followed by the problem statement, objectives of the study, and the methods used. The next section will provide an analysis of the results of the study, which will provide insights about the diaspora members and their interests in local philanthropy in Zambia. Finally, the report will state the key messages learned from the study.

2. Background

Zambia has about 231,000 migrants, which makes up 1.5 percent of the population (World Bank, 2016). The top destinations for migrants include South Africa, Malawi, United Kingdom, Zimbabwe, Botswana, Tanzania and The United States of America (World Bank, 2016). While the rate of emigration is low in Zambia compared to other African countries, Zambia's emigration of tertiary educated individuals is very high. Tertiary level of education is defined as completing a post-secondary education at a university, trade school, or college (World Bank, 2016). In 2011 alone, 54 percent of all emigrants leaving Zambia were tertiary educated (World Bank, 2016), which is detrimental to Zambia as valuable human resources are lost through migration.

In order to remedy this loss of human resources through emigration, Zambia can gain various benefits through diaspora engagements. The benefits of diaspora engagement can be grouped into three main categories: financial, social, and population (Kaunda, 2013). Financial benefits consist of money being put into the Zambian economy. The influx of funds happens through several channels including investments, tourism, and remittances. Social benefits include both knowledge transfers and international influences. Knowledge transfers are important for research and new technology. Additionally, international influences can help to build global connections as well as spread Zambian culture. Migration and circulatory migration can increase the number of skilled professionals returning to Zambia as well as circulate Zambian workers through the global labor market.

While diaspora engagement can be extremely beneficial, there are various barriers, which can prevent such initiatives. These barriers include time and money restrictions as well as lack of communication channels. The majority of diaspora engagement projects are currently conducted on a voluntary basis and are usually self-funded. Members of the diaspora have commitments to both their careers and families, which means they cannot always dedicate their time and resources to engagement projects. Additionally, they might not have the funds to cover the travel expenses or missed workdays while participating in projects in Zambia. Another issue for members of the diaspora is finding the right communication channels required to lead their projects to fruition. A lack of formalised channels and communication can discourage diaspora members from being proactive and taking further initiatives.

It is also to be noted that many members of the diaspora are eager to return home. However, the working conditions, lack of jobs and poor salary all deter most from relocating back to Zambia. Even when members of the diaspora do return home, they can have unrealistic expectations of the work environment, which leads them to become frustrated quickly. Members of the diaspora must be willing to adapt to these conditions if they are to successfully contribute to Zambia.

While Zambia currently has no formalised policy for diaspora engagement, over the last decade, the country has taken steps to tap into the potential benefits of the diaspora. In 2008, the Zambian government hosted a national consultative meeting with diaspora members to find ways of engagement between the Zambian government and members of the diaspora. Two years later, a survey was launched by the Zambian government in conjunction with the IOM to understand the interests and concerns of diaspora members in playing a role in the national development of Zambia. In 2012, an African Union (AU) meeting on diaspora engagement mandated all AU member states to formulate diaspora policies (Mukanga, 2015). In working towards the AU mandate, a constitutional amendment allowing for dual citizenship was passed in 2016, and a draft diaspora policy.

3. Objectives of the study

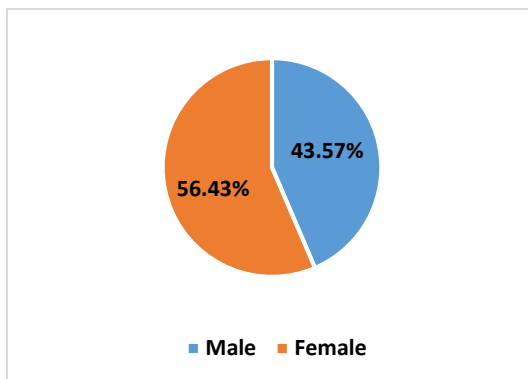
The overall goal of the study was to learn more about the Zambian diaspora. More specifically, the study had the following objectives:

1. To identify the demographics of Zambian diaspora members including where they are currently living, where they are from in Zambia, and their current occupations;
2. To gain insights into the giving trends of diaspora members as well as their motivations for giving;
3. To understand the interests of Zambians abroad in participating in future development projects; and
4. To gather insights into diaspora associations and the best methods of communication with these associations.

4. Methodology

This study utilised a SurveyMonkey, an online survey tool, to identify diaspora members and their interests in engaging in development projects in Zambia. The online survey comprised of 22 questions, and the link was distributed through Emails, Facebook messages and ZGF's social media platforms and weekly newsletter. The recipients were found through various sources including Facebook pages of Zambian associations around the world, stakeholder interviews, and ZGF's partner organisations. In total, 140 responses were received across all the different platforms used to distribute the survey. The identity of the respondents was kept anonymous. The data from the survey was analysed using SurveyMonkey and interpreted through charts and graphs.

5. Findings of the study



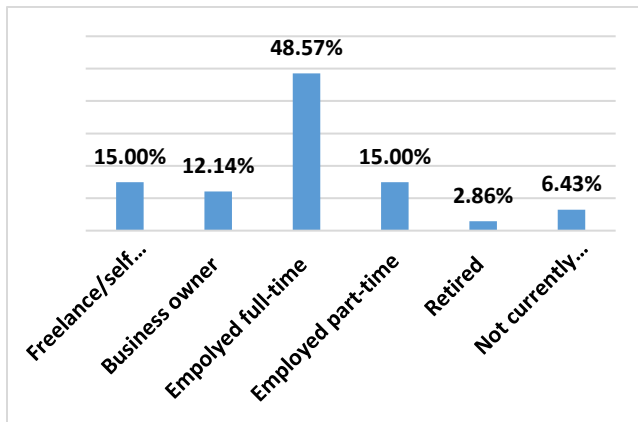
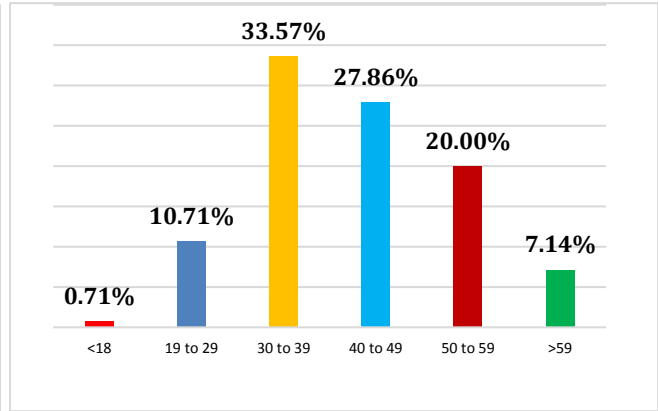
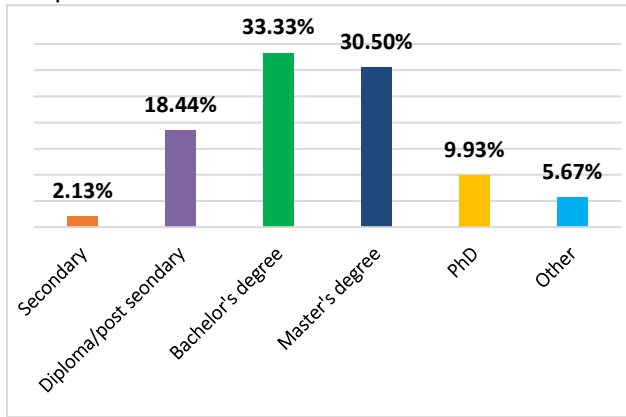
6.1. Demographic characteristics

Out of the 140 responses received, 61 were male representing 43.57 percent, while 79 were female representing 56.43 percent. In terms of age, the 30-39 years category had the highest number of responses with 33.57 percent, followed by 40-49 years category with 27.86 percent and 50-59 years category accounting for 20 percent. The category of 30 years and below and the over 60 age range were both below 15 percent, which seems to suggest the study respondents were largely those in the age range generally believed to be the most economically productive. The research showed that 27

percent of the respondents come from the Copperbelt province, 22 percent hail from Lusaka province and 13 percent come from Southern Province. With regard to level of education, around 33 percent of the respondents said they had a bachelor's degree while 30 percent had masters' degrees. The findings with regard to level of education appear to agree with previous studies that showed that the majority of Zambians migrate for purposes of furthering their education.

The full demographic details of the survey respondents are depicted in **Figure 1** below, which also includes

the pie chart above.



Looking at the professional background of the respondents, the majority of the respondents constituting 49 percent said they were employed full-time, 15 percent were employed part-time and again another portion constituting 15 percent said they were self employed. The remaining 13 percent said they owned businesses, 6 percent were not employed and 3 percent were retired.

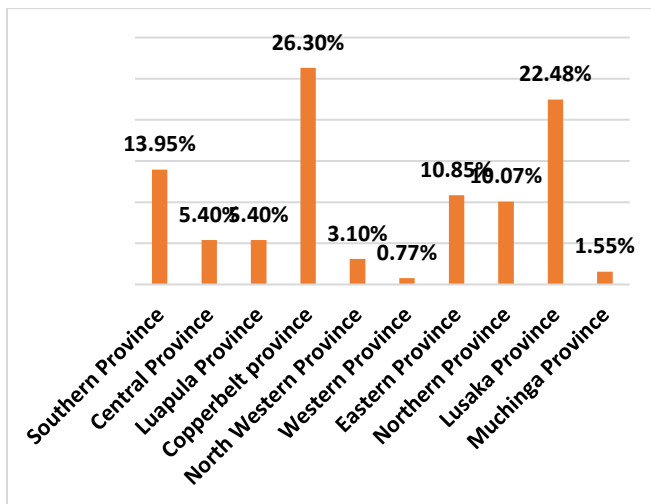
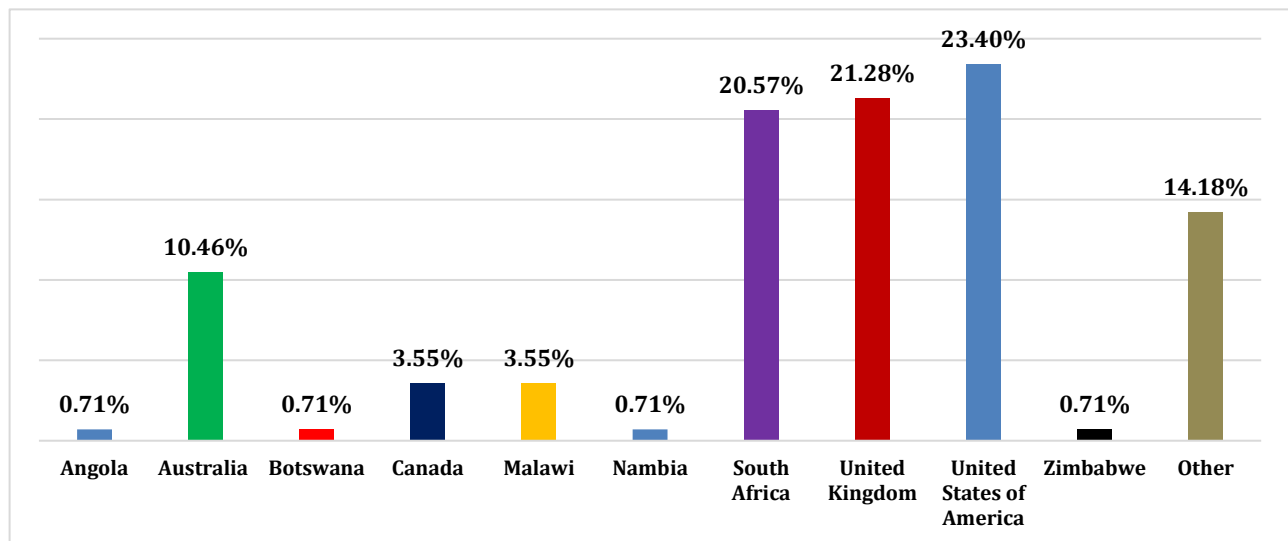


Figure 1 - Demographic characteristics of respondents

6.2. Migration profile

The majority of the respondents constituting 85 percent were born in Zambia, while 15 percent were born in other countries like Australia, Malawi, Mozambique, South Africa, United Kingdom, United States of America and Zimbabwe. However, the respondents who were not born in Zambia are still considered to be members of the diaspora if they have strong ties to Zambia such as through family connections. Further, these respondents could be second or third generation diaspora members. On average the majority of the respondents constituting of 36 percent indicated that they return home once a year, 23 percent said they return once every two years and 15 percent said once every three years.

In terms of current country of residence, the top three countries where Zambians abroad reside are the United States of America with 23 percent, the United Kingdom with 21 percent, and South Africa with 21 percent. Other respondents said they reside in Angola, Botswana, Australia, Canada, Namibia, Malawi and Zimbabwe. This is depicted in **Figure 2**



The most apparent reason respondents left Zambia was for education and employment. Those who left for education account for 36 percent of the respondents while 35 percent represents those who left for purposes of employment. Additionally, respondents constituting 25 percent said they moved with family, 6 percent left for marriage, while less than a percent never lived in Zambia. **Figure 3** below shows the reasons for leaving Zambia provided by the respondents living outside Zambia.

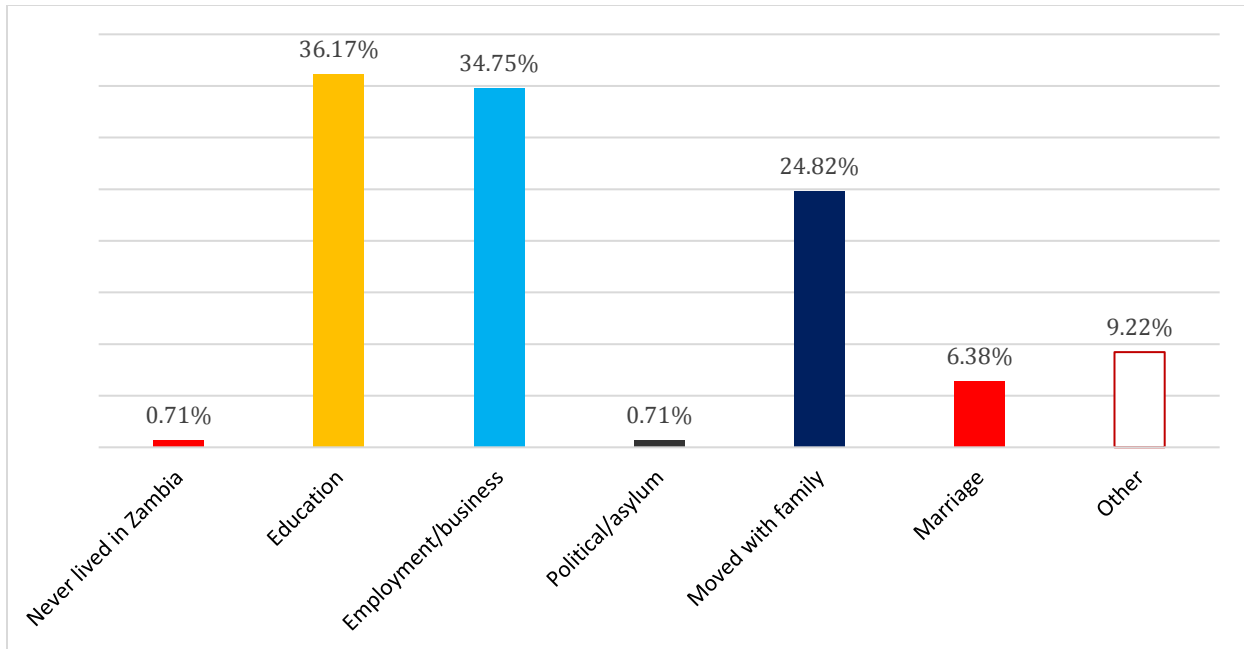


Figure 3 - Reasons for leaving Zambia

6.3. Diaspora philanthropy

To understand current participation in philanthropy, respondents were asked if they are involved in any philanthropy efforts in Zambia. The results showed that 51 percent were not involved in philanthropy activities back home, while 49 percent said they were involved. The study further shows that despite having relocated to other countries, 80 percent of the respondents have family based in Zambia. The majority of the support by people living in diaspora is rendered to the immediate family members and extended family members back home, as was also found in the *Beyond Giving Study of Local Philanthropy in Zambia* (2018). This suggests that the trend of remittances coming from the diaspora to family members back home is likely to continue.

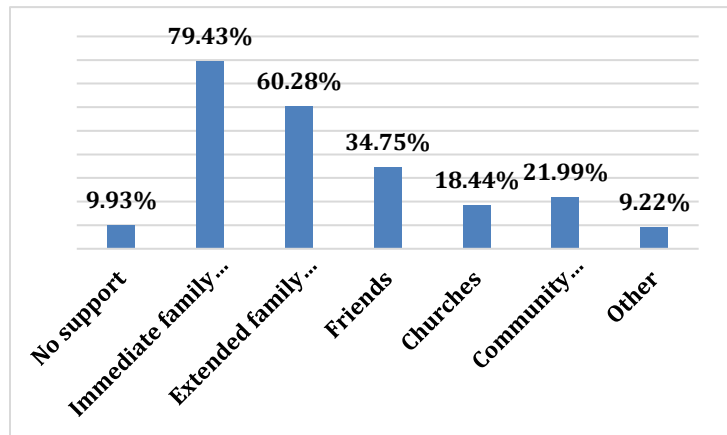


Figure 4 - Where remittances are sent

Respondents were also asked to rank the factors they deem important when considering participation in philanthropy efforts. These rankings provide a better understanding of why people might either choose to donate or not. The most important factors include transparency and trust, appropriate use of funds and clear communication channels. Interestingly, 17 percent of respondents deemed donor appreciation as not being an important factor in their decision of whether to give or not. All this suggests that people in the diaspora are keen to support initiatives back home that demonstrate accountability and results.

	Very important	Important	Not important
Appropriate use of funds	95%	5%	0%
Clear communication channels	91%	9%	0%
Donor appreciation	47%	36%	17%
Tangible results	90%	10%	0%
Transparency and trust	99%	1%	0%

Table 1 - Factors taken into consideration when giving

To further understand giving patterns among Zambia’s diaspora, the study asked about the development causes respondents were most interested in supporting. The top three priority causes were education, healthcare provision, and women’s associations.

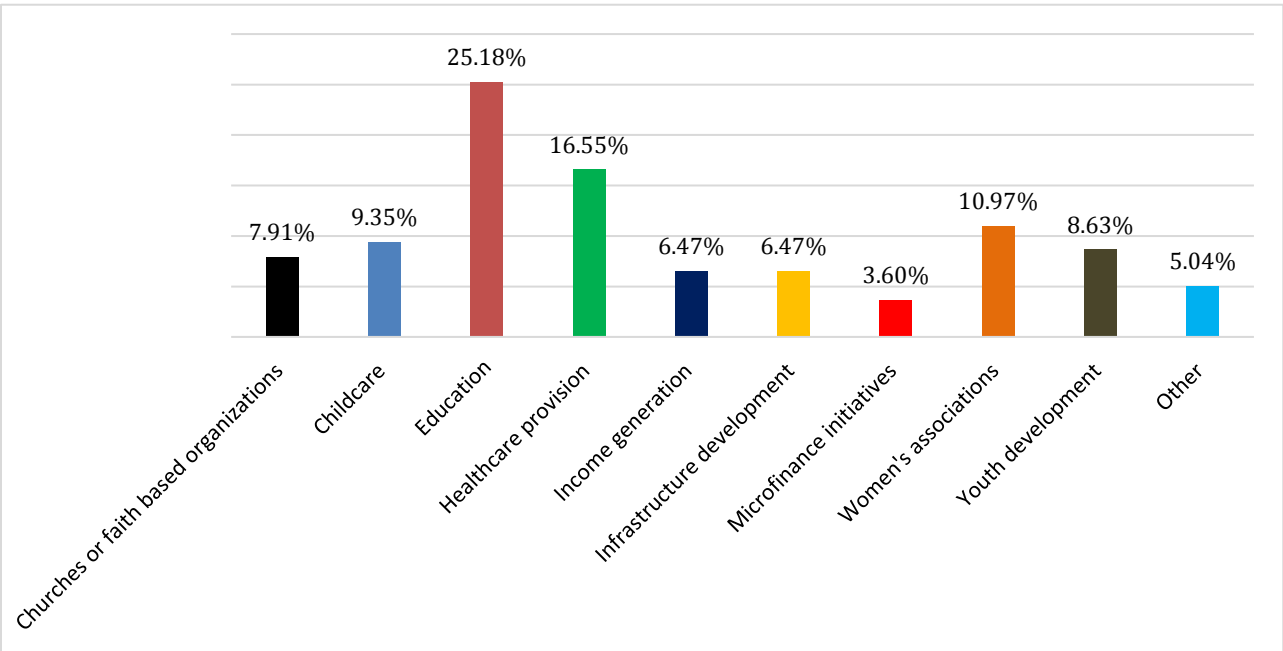


Figure 5 - Causes that respondents are most interested in supporting

Respondents interested in supporting development projects in Zambia said they preferred to channel their support through a number of means, including financial, material, skills transfer, and virtual support. As shown in **Figure 6**, most respondents chose skills transfer as their preferred means of providing support. As shown earlier, most members of the diaspora left the country for purposes of furthering their education, which seemingly explains why they would prefer a transfer of the skills they acquired as their preferred means of providing support.

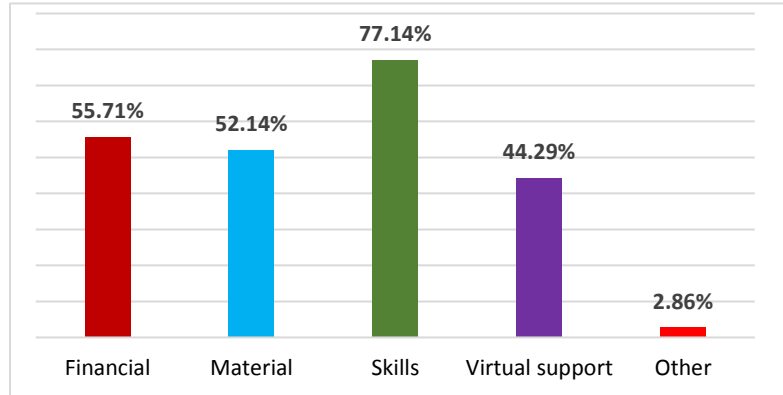


Figure 6 - Preferred means of support

6.4. Diaspora associations and engagement

The study also sought to understand diaspora engagement activities beyond philanthropy actions. Respondents were thus asked if they were in a diaspora association and if they participated in any projects with members of those associations. Diaspora associations provide a community for Zambians abroad to connect with other Zambians in their destination country as well as act as a channel for people in Zambia to locate diaspora members. The majority of respondents (75 percent) said they belonged to a diaspora network, with about 44 percent belonging to an association in their country of residence, and 39 percent belonging to online social network groups. However, as part of these associations only 40 percent of respondents reported they jointly support development initiatives with other members of the diaspora.

6.5. Communication channels

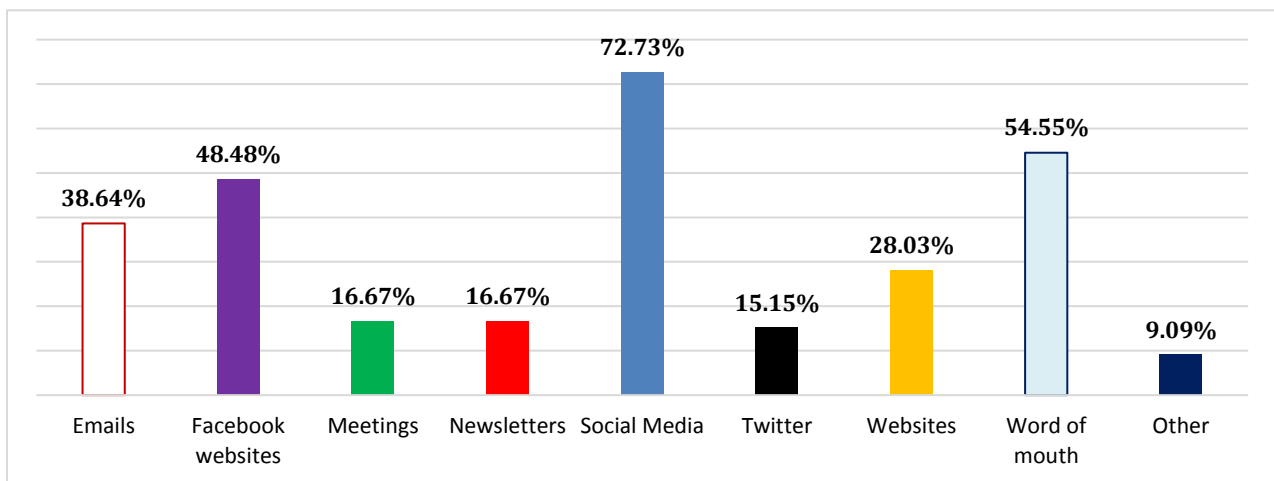


Figure 7 - Methods of receiving information on diaspora engagement

The survey set out to gain a better understanding of the best ways to communicate with members of the diaspora in order to engage them in future projects. Participants were asked to choose the methods of communication through which they receive information about diaspora engagement projects. **Figure 8** above shows the most common channels for receiving information, which include social media, word of mouth and emails.

6. Key messages from the study

The main objectives of the study were to identify the demographics of the diaspora members, understand their current participation in philanthropy, and learn more about their interests in supporting future development projects in Zambia.

The **first key message** to consider is that there is underlying interest and willingness by Zambians in the diaspora to contribute support back home. This is evident from the fact that a large proportion of Zambians in the diaspora are already involved in philanthropy activities in Zambia, such as giving their time, skills, financial and other resources to charitable causes in Zambia. This suggests that if there are formalized ways through which this giving can be channeled, the potential for it to contribute to long-term development prospects in Zambia can be realised.

Secondly, it is evident from the study that the vast majority of Zambians in the diaspora are highly educated and have bachelors, master or doctoral degrees. This could be the reason why most Zambians in the diaspora appear to have a desire to support education causes in Zambia as they value education, with many of them having left the country in pursuit of the same. This could entail that while other causes should also be explored, it seems apparent that the education sector provides the most appealing avenue for the success of philanthropy efforts in Zambia.

The **third key message** to consider is that members of the diaspora are mindful of certain factors when choosing to be involved in philanthropy initiatives. They value appropriate usage of funds as well as communication and transparency from the organisation. This suggests that diaspora philanthropy work can succeed when the entities involved are seen to have credibility and legitimacy to work on the issues they work on. There is a general lack of trust and lack of confidence in institutions or “strangers” which seemingly encourages direct giving to individuals-particularly family and friends as they provide built-in social accountability mechanisms.

Given the above, it is apparent that diaspora philanthropy is characterised by a wide variety of actors with different motivations, objectives, capacities and impacts. Much of the financial support provided by Zambians abroad is directed towards immediate and extended family. This is consistent with ZGF’s previous finding that giving takes place mostly within families which goes to show that philanthropy is part of the cultural fabric of many communities.

Despite its potential, diaspora philanthropy remains untapped as there has not been much effort to push beyond the diaspora financial support that goes to families. It is ZGF’s hope that philanthropic resources flow from diaspora communities are not only perceived in monetary form but in-kind contributions, human resources and technical expertise. Members of the diaspora can visit home to teach or apply their skills. ZGF hopes to provide accessible avenues for Zambians in the diaspora to channel their donations back home and support developmental projects.

This study is part of ZGF’s ongoing approach to move away from traditional donor models and find sustainable avenues to build engaged communities. Through analyzing the survey results, we believe an organized model for diaspora philanthropy has the potential to be a success. We hope these key messages can provide a good starting point for ZGF to create an action plan for encouraging engagement with Zambians abroad. We also want to recognize the important role of the government in making diaspora engagement possible. The government must create an environment which facilitates and motivates the diaspora members to give back to Zambia. This can be done through the publishing and implementing of the new diaspora policy. Together, ZGF’s initiatives in combination with the soon-to-be released diaspora policy has the potential to harness the resources of Zambians abroad in order to create sustainable initiatives in Zambia.

7. References

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5. Annex: Survey questionnaire

The Zambian Governance Foundation (ZGF), an organization that provides grants, supports capacity development and promotes local philanthropy in Zambia <http://www.zgf.org.zm/> is carrying out a survey to better understand the various ways Zambians in the diaspora have been supporting or can support philanthropy activities in Zambia. The survey will give insights into key giving trends including information on priority causes, donation sizes and motivations for giving. The survey also presents an opportunity to ask some important questions that will help our organization and the Zambian diaspora to work more effectively in supporting philanthropic causes in the future. The survey is open to Zambians currently living abroad.

Your responses will help us better understand your priorities when it comes to charitable giving. The survey takes a maximum of 5 minutes to complete.

1. Please indicate your Gender

- Male
- Female

2. Please indicate your Age

- <18
- 19-29
- 30-39
- 40-49
- 50-59
- >59

3. Which part of Zambia would you identify as your origin? Specify both province and district.

- Province
- District

4. In which country do you currently live?

- Angola
- Australia
- Botswana
- Canada
- Malawi
- Mozambique
- Namibia
- South Africa
- Tanzania

- United Kingdom
- United States of America
- Zimbabwe
- Other (please specify)

5. In which country were you born?

- Angola
- Australia
- Botswana
- Canada
- Malawi
- Mozambique
- Namibia
- South Africa
- Tanzania
- United Kingdom
- United States of America
- Zambia
- Zimbabwe
- Other (please specify)

6. What is the highest level of education you have reached?

- Secondary
- Certificate of diploma (post-secondary)
- Bachelor's degree
- Master's degree
- PhD
- Other (please specify)

7. Please indicate your employment status.

- Freelance/self employed
- Business owner
- Employed- full time
- Employed-part time
- Retired
- Not currently employed

8. What was your primary reason for leaving Zambia?

- Never lived in Zambia
- Education
- Employment/ business
- Political/ asylum
- Moved with family
- Marriage
- Other (please specify)

9. Are any of your immediate family members (spouse, children, parents) living in Zambia?

- Yes
- No

10. On average, how often do you return to Zambia?

- More than once every 6 months
- Once a year
- Once every two years
- Once every three years
- Less than every three years
- Never

11. Are you currently involved in any philanthropy activity (i.e. to give time, money, and/or resources to charitable causes) in Zambia?

- Yes
- No
- If yes, please specify. (open type box)

12. Do you provide any financial support to any of the following groups in Zambia? You can choose more than one option.

- No
- Immediate Family (i.e. mother, father, siblings, spouse)
- Extended family members (i.e. aunts, uncles, cousins, grandmother, grandfather)
- Friends
- Churches
- Community organizations
- Other (please specify)

13. Which development projects are you most interested in supporting?

- Churches or faith based organizations
- Childcare
- Education
- Healthcare provision
- Income generation
- Infrastructure development
- Microfinance initiatives
- Women's associations
- Youth development
- Other (please specify)

14. Please rank all the following development projects in terms of how likely you are to support them.

	Very likely	Likely	Not likely
Churches or faith based organizations			
Childcare			
Education			
Healthcare provision			
Income generation			
Infrastructure development			
Microfinance initiatives			
Women's associations			
Youth empowerment			

Other (please specify)

15. In which ways do you prefer to support communities in Zambia? You can choose more than one option.

- Financial
- Material
- Skills
- Virtual support
- Other (please specify)

16. Which parts of Zambia would you be interested in developing? You can choose more than one option.

- All
- Central Province
- Copperbelt Province
- Eastern Province

- Luapula Province
- Lusaka Province
- Muchinga Province
- Northern Province
- North-Western Province
- Southern Province
- Western Province
- Not sure

17. Please rank all the following items in terms of the most important factors when deciding to participate in philanthropy.

	Very important	Important	Not important
Appropriate use of funds			
Clear communication channels			
Donor appreciation			
Tangible results			
Transparency and trust			

18. Do you currently belong to any of the following diaspora networks (formal or informal)? Please indicate the type.

- No
- Academic
- Association of Zambians in current country of residence
- Work-based
- Government
- Internet based social networking groups
- Other (please specify)

19. If you do belong to a diaspora group, could you kindly provide the name of the network.

20. If you are part of a diaspora network, do you jointly support development initiatives in Zambia with other members of the diaspora ?

Yes

No

If yes, could you specify the development initiative(s)

21. How are you receiving information about current developments and/or new development projects in Zambia? You can choose more than one option.

- Emails
- Facebook Websites
- Meetings
- Newsletters
- Social media
- Twitter
- Websites
- Word of mouth
- Other (please specify)

22. We would like to stay in contact to inform you about projects in Zambia that you can potentially support in the future. If you are interested, please provide your email address.

- Not interested
- Interested, please indicate email address here.

Thank you for taking the time to complete this survey, we appreciate the time you have given towards this research. Please share the link below with others who may be interested in contributing to this research.

<https://www.surveymonkey.com/r/zgfdiasporasurvey>