Insight into the spending patterns of corporates investing in social development.
CSI expenditure in 2014/15
- Total estimated CSI expenditure in 2014/2015 was R8.1 billion
- R8.1 billion represents a 1% decline in nominal growth from 2013/2014 and a real decline of 6% (when taking inflation into consideration)
- Giving among the research sample of corporates continued to grow. The median giving amount was R16.6 million (up from R14.4 million in 2014)
- Direct project expenditure continued to receive the lion’s share of corporate funding (87%)
- The rise of non-cash giving (e.g. product and service donations) may be tailing off; approximately one-third (34%) of corporate respondents reported non-cash giving, down from a peak of 40% in 2014
- Just 15 companies account for close to half (48%) of the total amount spent by top 100 companies (by CSI spend), while 30 companies accounted for more than two-thirds (68%)
- CSI spend across sectors: the mining, retail and financial services sector together accounted for just over 70% of the total R8.1 billion of the CSI expenditure

Geographic distribution of CSI funding and development focus areas
- Corporates are most likely to be involved in Gauteng (70%) but gave the greatest proportion of CSI funding to national causes (34%)
- Education continues to be supported by most corporates (92%) and received the greatest share of corporate funding; followed by social and community development (74%) and health (58%)
- Social and community development overtook education as the most common development sector among NPOs

Monitoring and evaluation
- NPOs are increasing their measurement at all levels of the programme logic model. More than half (53%) of the sample claimed to track impacts
- Companies also increased measurement across all fronts, with more than two-thirds measuring outputs, outcomes and impacts
- M&E data is most commonly used for reporting purposes. Nearly all (93%) corporates were reporting findings to their boards, and two-thirds (66%) were reporting to other stakeholders
Corporate relationships with NPOs

- The majority of corporate respondents (90% of the sample), channelled a significant proportion of CSI funding (52%) to NPOs.
- While NPOs are most likely to have corporate donors (66% of the sample), government surpassed companies as the largest source of funding to NPOs.
- NPOs are accessing funding allocated to BBBEE Scorecard requirements, most commonly socio-economic development (cited by 82% of the respondents).
- Companies are giving multiple grants (70% gave more than 20 grants during the year) to many organisations (58% gave to more than 20 organisations).
- Companies prioritise the strengthening of grantee organisations (80% rated ‘providing support that will strengthen grantee organisations’ as ‘very important’). Nearly as critical was selecting the right partner, or ‘funding projects that have a high probability of success (79% rated ‘very important’).
- The greatest proportion of NPO respondents’ income grew as a result of increased self-generated income and funds from corporates.
- NPOs hold modest reserves: 72% held funds in reserve with most having 3-6 months of reserve funds (27%). 18% reported less than 3 months.
- More than half of NPOs respondents included overhead costs in project budgets (77%) and used general donations to cover these costs (63%).

Governance and structures

- Companies can manage CSI through a number of structures.
- The most common approach among the respondents is to situate CSI as a separate department within the company (55%). 28% managed CSI through a registered trust.
- NPOs were most often registered with the Department of Social Development (83%).

“We live in an era in which it is imperative for individuals to fulfil their responsibility of helping to foster a more equitable society.”

Yusuf Abramjee