

Research Report

Mapping the African Philanthropic Landscape: A Review of HNWI's (High Net Worth Individuals) Interventions in Three French-Speaking Countries: Côte d'Ivoire, Gabon, and Mali

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CAPSI wishes to thank the following partners for their support both financially and technically, Carnegie Corporation of New York, the Ford Foundation, the Charles Stewart Mott Foundation, Africa Philanthropy Forum, TrustAfrica, Africa Philanthropy Network, and East Africa Philanthropy Network.

Keywords: HNWI, Philanthropy, Philanthropist, Donation, Philanthropic instruments, Causes supported by philanthropists, Côte d'Ivoire, Gabon, Mali

INTRODUCTION

In its broadest sense, philanthropy refers to the altruistic actions of individuals and organisations. Philanthropy is therefore an act of generosity found in all societies in one way or another. Aid to others is, moreover, a moral requirement found in almost all societies; it is even a prescription in many religions. In this sense, it is quite common that the notion of philanthropy, reflecting a deeply humanist image, is associated or even confused, rightly or wrongly, with charity. Yet where charity is a spontaneous, emotional, and more short-term intervention, philanthropy has a much more structured and structuring vocation, based on organised actions leading to a long-term vision of change and restructuring of society. This approach of philanthropy, anchored in the shared, strong will to help, tends to be slightly different from one country to another, especially considering legal provisions concerning this concept across Africa.

Philanthropy has played an important role not only in alleviating human suffering but also in socio-economic development, in the evolution of science, in the development of culture and the arts, and so on. Philanthropy has emerged as an indispensable practice alongside the action of public authorities and private companies for the general interest. If the practice of philanthropy is generalised, its expressions; however, vary considerably and its forms can differ decidedly from one society to another. As a phenomenon of society, the modes of expression and organisation of philanthropy are profoundly marked by the cultures of the societies in which they unfold.

Research object

Philanthropy as a social phenomenon emanates from individuals as well as organisations, working either separately or together. This paper focuses on philanthropy by high net worth individuals (HNWIs). As an attempt of the institutionalisation of philanthropic activities, HNWI's interventions and foundations' work constitute one of the best entry points for the explanation of the dynamics of philanthropy in French-speaking countries, namely Côte d'Ivoire, Gabon, and Mali. The philanthropy landscape in French-speaking black Africa is relatively steep concerning the accessibility of clear data. In this context, the three selected countries identified in this review are the best information providers and provide a better global vision of the state of philanthropy both in Central Africa and in West Africa.

Research objectives

The main purpose of this global study was to examine the African philanthropy landscape. More specifically, the study

aimed to uncover the current state of philanthropy performed by wealthy people in French-speaking Africa. Therefore, it would help to profile HNWIs throughout the identified countries, in order to highlight their level and area of involvement, the investments they mobilise, and their impact on society. Finally, it strives to unpack the strengths and limits of HNWI philanthropy in the three countries of study.

Key research questions

From this perspective, the main research question that this study strived to address was formulated as follows: What is the current state of philanthropic interventions of HNWIs in the three countries of French-speaking Africa: Côte d'Ivoire, Gabon, and Mali? Subsequently, this study also addressed the following questions: Who are African philanthropists? How much money do the HNWIs have and how much do they invest? What are their sources of money? What are their decision-making processes? What are their giving strategies? What are the trends, interests? Who are the recipients and beneficiaries of HNWI's actions? Finally, what are the influences and impact of HNWIs?

Methodology used

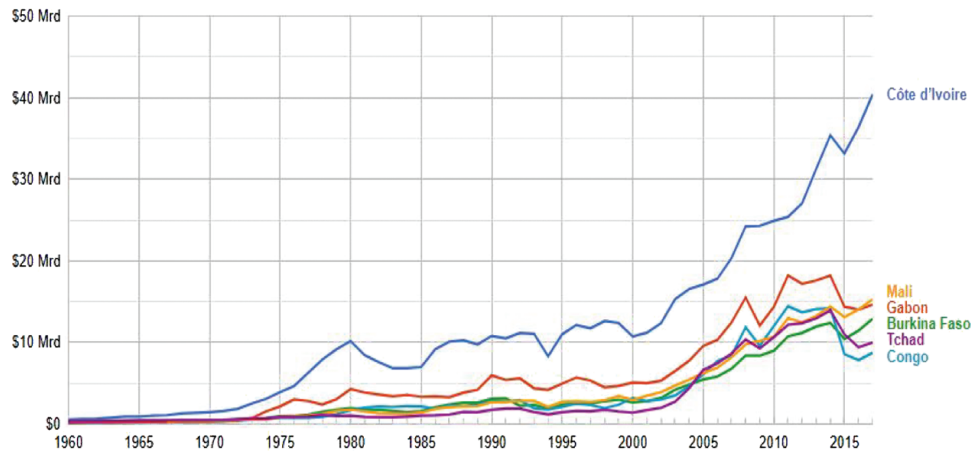
This study comprised an extensive literature review on HNWIs in general and more specifically on their philanthropic actions in the selected three countries. In order to carry out this research, it was necessary to establish criteria for identifying HNWIs in a specific context within the identified countries. Thus in this review, HNWIs were those with a net worth exceeding \$ 1 million, or those whose reputation, income and property could classify them in this category.

In a context where the French-speaking black African philanthropy landscape shows a crucial lack of data at the regional level, it was important to corroborate the hypotheses made during the theoretical phase of the study with a field phase. In this sense, the study also used descriptive statistics in order to present the data collected on HNWIs in each selected country.

The results of the literature review and namely the problems raised during this theoretical phase were essential to identify in the transition to a more empirical approach, making it possible to distinguish the gaps to fill by both researchers and policy-makers for a better comprehension of the dynamics of HNWI philanthropic actions

Outline of the paper

This paper begins by highlighting a set of criteria that helped to profile HNWIs in the three studied countries. This first part identifies those who are actually, or who could be considered, HNWIs, their source of money, their net worth and how



Graph 1: GDPs from 1960 to 2020.

much they invest as philanthropists. The second part focuses on HNWI's actions as philanthropy main actors. This includes discussion on their decision-making process, their giving strategies, the channel they use to convey their philanthropic actions, and their favourite trends. The paper concludes by pointing out the impact of HNWI's actions.

PROFILING INDIVIDUALS PERFORMING PHILANTHROPY IN CÔTE D'IVOIRE, GABON, AND MALI

HNWIs can be considered one of the essential links in the philanthropy chain. Their nature, as well as their actions, are numerous and varied. The last wealth report of 2019 announced impressive figures: from 2013 to 2019, the number of African millionaires in dollars rose from 164 000 to 177 265, an increase of more than eight per cent. Moreover, the forecasts are very optimistic and predict that by 2023, 208 713 Africans will have a fortune exceeding one million dollars and 2 450 will have at least 30 million dollars of net worth, giving them the status of ultra-high net worth individuals (UHNWIs)¹. These are all people who will have the financial capacity to have an impact on both economic and human development on the continent. It is therefore obvious that they must be considered a real asset and a force for change and improvement of the overall living conditions of Africans. One of the tools available to HNWIs is undoubtedly philanthropy.

However, on the one hand, not all wealthy people are philanthropists and on the other hand, not all philanthropists necessarily meet the set up criteria to claim HNWI status. The emergence of philanthropy is justified by the convergence of several factors, which arise from either a desire to give back to society what has been given to them through a redistribution of their wealth, or a will to help and improve things around them. These factors are numerous and can be summed up in these points: the desire for better social justice, altruism,

personal pride, religious duty, the desire to help the poor², and finally the desire to include a perspective of corporate responsibility and ethics. Obviously, it might happen that the factors favouring the will for the wealthy to give may exist in some and be lacking in other HNWIs. This justifies why some are not involved in any social commitment while others tend to consolidate a real image of high net worth philanthropists. The first category does not directly concern this review; it will only serve as a useful source of information for comparison.

PROFILING HNWI IN CÔTE D'IVOIRE, GABON, AND MALI

In order to establish the profile of HNWIs in the designated countries, it was necessary to identify and classify the wealthy based on criteria such as their country of origin, their original profession and activity, their fortune, the areas of intervention they favour or the intervention tools they use as a priority. Carrying out this inventory required investigation on the web and through search engines, so as to cross-reference the search results bearing on specific terms such as "fortunes", "philanthropists", "social actions", "acts of charity" or "influence". Therefore, considering the identification of the HNWI in the context of this literature review, the method used was a preliminary quantitative analysis carried out on a reasoned sample. The results of this part made it possible to put forward hypotheses that were verified by the field inquiry.

HNWIs: who are they?

HNWI identification and classification

Sub-Saharan Africa is in a financial and economic upturn that benefits several groups of Africans. In West Africa, Côte d'Ivoire embodies this economic boom by showing a GDP (Graph 1) that has quadrupled in less than two

¹Knight Frank, "The Wealth Report – 2019;" p. 87; available at: <https://www.knightfrank.com/publications/the-wealth-report-2019-6214.aspx>; accessed on March 22, 2020.

²TUTU, Desmond, "Who we are: Human uniqueness and the African spirit of Ubuntu" Templeton Prize 2013, available at: <https://www.youtube.com/watch?v=0wZtfqZ271w>; accessed on March 22, 2020.

decades.³ The butterfly effect induced by this growth, and verified through this study, shows increasing individual fortunes that exceeded the symbolic bar \$ 1 million dollars. However, the question remains, who are these HNWI's?

In general, when analysing the continent's economic landscape, it gives pride of place to entrepreneurs flourishing in sub-Saharan Africa. The success stories of entrepreneurs or local families are a major source of enrichment, telling of a desire to redistribute their "success" to the less fortunate.

Nevertheless, it should be noted that several sectors were good providers of HNWI philanthropists and other activists. A first overview of the philanthropy landscape revealed the predominance of key sectors such as corporate business, finance, politics, sports, and entertainment.

A closer look at the landscape of corporate philanthropists in French-speaking Africa showed that the food industry, the real estate business, banking and finance, communication, the oil industry, distribution, and the retail industry are in vogue. When the field of politicians is integrated, a difficulty emerges in distinguishing philanthropic actions from acts of political campaign intended to obtain a bigger electorate. In political affairs, it is difficult to talk about non-profit actions. Indeed, in the political sphere everything remains a question of interests, influence, and popularity. It is for this reason that politics and philanthropy tend to exclude each other despite undeniably interacting⁴. As an illustration of this paradox, there is a case of an "astonishing obsession, which spans the entire century until today: that of legislators, civil servants, and philanthropists themselves to maintain an impossible watertight barrier between philanthropy and politics" (Zunz, 2012, p. 90).

However, in Central and West Africa, politicians developed a culture of appropriation of philanthropy, whether for political reasons or not, the fact remains that names like Sylvia Bongo Ondimba, Keita Aminata Maïga, Dominique Ouattara, and Henriette Bédié invariably remain attached to the idea of charity and philanthropy. One could justify this by their stature of First Lady but often their philanthropic actions started before or lasted even after the electoral mandates of their spouses.

Besides these flagship areas, the great contributions of the sports and entertainment sectors were noted. Renowned athletes, coming often from underprivileged sectors of the population, make a point of helping their people. Athletes, especially football players, are in a prime position in the field of philanthropy. Through foundations or directly, they use their notoriety, their celebrity, and their fortune in the service of social causes. Actors in the world of entertainment, art, music, and cinema are also central in the march towards better involvement of HNWI's in the

redistribution of wealth through philanthropy. Closely in touch with their audiences, their sphere of influence gives them a place of choice and allows them to mount actions with greater scope. The case of the Mandingo music monument, Salif Keita, illustrates this reality perfectly.

After this global summary, in order to classify the HNWI's and their commitments in each of the studied countries, it was necessary to present them separately.

Côte d'Ivoire

In Côte d'Ivoire, the philanthropic space is mainly occupied by businesspersons, and then, with nominal engagement, by politicians and sportspeople. HNWI's of the entertainment world represent a small portion of philanthropic activity (Graph 2). This evaluation is based on the workforce not on the invested amount.

Gabon

Gabon displays a more or less homogeneous landscape where HNWI's intervene in philanthropy regardless of their area of origin. Nevertheless, the business world is particularly distinguished through good coverage of the philanthropic space (Graph 3).

Mali

The case of Mali highlights a strong involvement of entertainment players whose philanthropic actions outclass HNWI's from other sectors.

Identification problems

This review focused on the French-speaking black Africa context, which has particular difficulty in identifying HNWI's. This difficulty stems from two main interrelated reasons: the first being the absence of these states' declaration of fortunes policies, and the second being the failure of research to determine the net worth of individuals in these countries.

As reasons for this lack of information at this level, several factors should be noted. A statement of net worth needs to include a justification of its origins, something that is often problematic especially when the activities are not always lawful (corruption, embezzlement, conflicts of interest, etc.). The declaration of capital could imply greater taxation of the HNWI, a discouraging point.

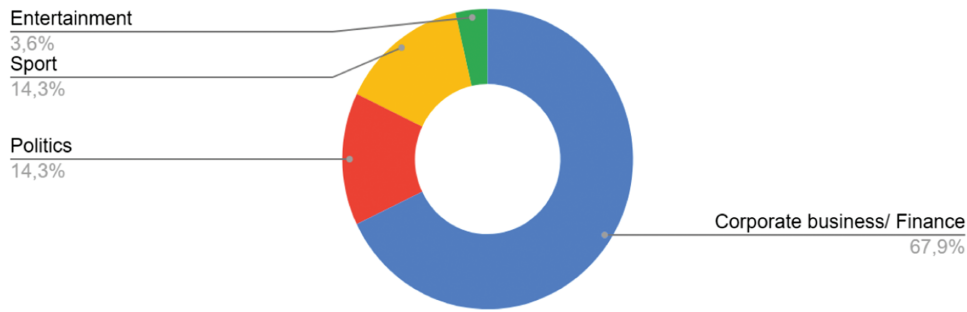
This problem has been questioned in 2015 by the Ivorian⁵ State services setting up a wealth declaration form. Mali⁶

³World bank data for 2019

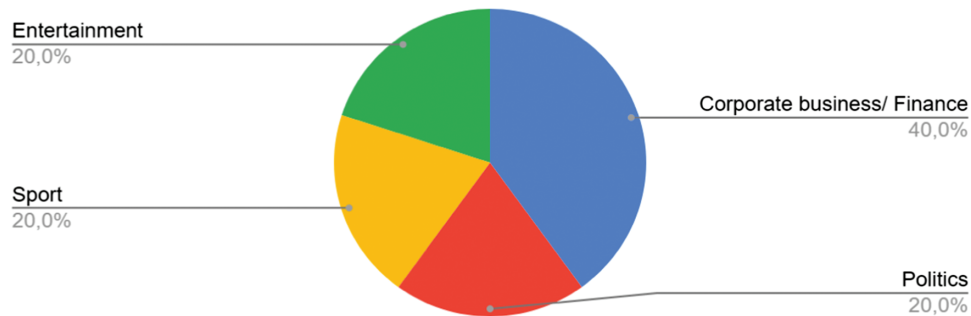
⁴ELSON, Peter and Sara Hall, "System Change Agents: A Profile of Grantmaking Foundations Focused on Public Policy," published on May 23, 2016; available at: <https://thephilanthropist.ca/2016/05/system-change-agents-a-profile-of-grantmaking-foundations-focused-on-public-policy/>; accessed on March 22, 2020.

⁵Gouvernement de Côte d'Ivoire, « Bonne gouvernance : Le formulaire de déclaration de patrimoine remis au ministre Abdourahmane Cisse »; available at :<http://budget.gouv.ci/article/16/bonne-gouvernance-le-formulaire-de-daeclaration-de-patrimoine-remis-au-ministre-abdourahmane-cisse>; accessed on March 19, 2020.

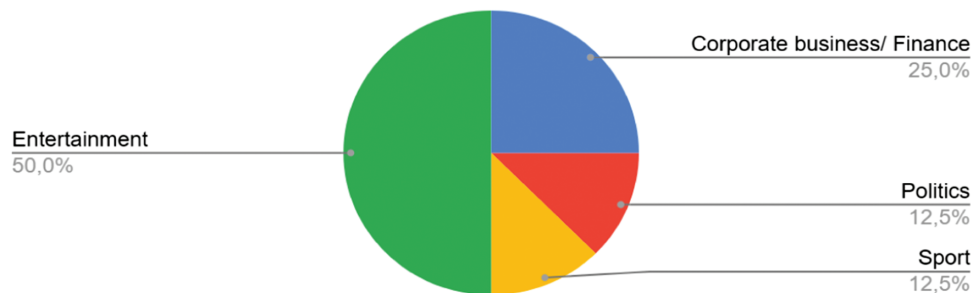
⁶RFI, « Lutte anticorruption: les fonctionnaires maliens devront déclarer leurs biens », Published on June 13, 2017; available at : <https://www.rfi.fr/fr/>



Graph 2: Côte d'Ivoire HNWI activity.



Graph 3: Gabon HNWI activity.



Graph 4: Mali HNWI activity.

in 2018 as well as Gabon⁷ in 2019 followed the same initiative. Unfortunately, the results of this initiative leave something to be desired since it only concerns members of the public service and those who hold public power. It is also to be deplored that the non-publication of the collected data remains the prerogative of the government services.

afrique/20170613-lutte-anticorruption-tous-fonctionnaires-maliens-devront-declarer-leurs-biens, accessed on March 19, 2020.

⁷La Rédaction, « Déclaration des biens: Mode, procédés et sanctions », *Gabon Media Time*, published on November 25, 2019; available at: <https://www.gabonmediatime.com/declaration-des-biens-mode-procedes-et-sanctions/>, accessed on March 19, 2020.

Sources of the wealth funding HNWI's philanthropic actions

HNWI involved in philanthropy need to mobilise the substantial funds necessary to set up, organise, and implement their activities. These funds generally come from three sources, which often add up to each other.

The first encountered source is obviously that of the donors' own fortune. HNWI status implies having a fortune exceeding \$ 1 million dollars. In a sub-Saharan context, such an amount for an individual would allow philanthropic actions. What about UHNWI? In the studied countries, only the wealthiest have their net worth available. In Côte d'Ivoire the businessperson who owns the bank and the NSIA insurance house has a fortune of \$ 405 million. The Billion family, from the same country, who built his fortune in the agricultural industry, has a net

worth amounting to \$ 410 million⁸. Although such families are not numerous, their fortunes exceed 30 million dollars, which gives them real potential for action.

The second recurring funding source among philanthropists is the use of fundraising activities, which is about organising gala dinners or charitable ceremonies in order to raise funds.

The third encountered means used as a reliable source of funding concerns donations. In general it is not rare that HNWI work through foundations set up to serve the cause they support.

The evaluation of the invested funds and the cult of secrecy myth

The relationship with the fortune existing in French-speaking Africa is very particular. There is a kind of *omertà* on this issue, which makes this issue baffling. The problem of the cult of secrecy maintained by the HNWI remains one of the biggest issues to be corrected, which relates to the extent of the net worth and funds available, and to some of the actions carried out. This leads to the discussion of the consequences of this situation.

As part of the consequences of the cult of secrecy initiated in the philanthropy universe, a lack of transparency in the three studied countries was noted. This lack of transparency certainly allows the moral and religious values of discretion to be preserved, but still poses problems, the first of which is a tracking difficulty for the invested funds. This situation is all the more visible in the context of the francophone countries being studied. The wealth declaration culture is almost non-existent; the same goes for the actions carried out, which is exacerbated by the absence of incentive measures taken by the State and highlights the absence of real collaboration between the philanthropic sphere and the state authorities. The butterfly effect induced by the problem of traceability exacerbates the risk of diverting philanthropic actions for personal purposes. In a tense sub-Saharan politico-security context, the secrecy maintained in the spheres of philanthropy is an obstacle, which prevents it from reaching its full potential and increases the risk of abuse.

Finally, in Côte d'Ivoire, Gabon, and Mali the blur maintained around the activities of the HNWI contributes to fuelling the impossibility of appreciating the content of the donations and the real weight of the HNWI as a serious development actor. In short, displaying greater ambition means moving out of the grey area surrounding the activities of HNWI.

THE STRATEGIES OF HNWI'S PERFORMING PHILANTHROPY

The number of HNWI is soaring in Africa. Historically, the northern and the southern regions were the ones hosting roughly the entire community of millionaires living on the continent. Over the last two decades, this reality has begun to change with a growing number of HNWI in other parts of the continent, namely in Western and Central Africa. Aside from their central role in the economy of the countries, this category of people is playing a great role in the field of philanthropy.

The HNWI doing philanthropy is not a new phenomenon⁹. Acts of giving from wealthy individuals are observed throughout the history of humanity. In the African context, there are many stories and tales about the generosity of wealthy kings like Mansa Musa or Samory Toure. In a world with new and different challenges, several African HNWI perpetuate the tradition of giving. Yet, in most cases, the act of giving comes out of a will not only to help the recipient, but also to contribute to a better world.

African HNWI are investing money through various channels, and in different fields, aiming to tackle the major problems affecting the continent. Aware of the capacity of philanthropy to improve situations radically, it is crucial to understand and conceptualise the philanthropic actions of African HNWI.

The following subsections introduce such concepts in the three selected countries, namely Côte d'Ivoire, Gabon, and Mali. Based on desktop research, the trends of HNWI's philanthropic actions in the cases studied are designed.

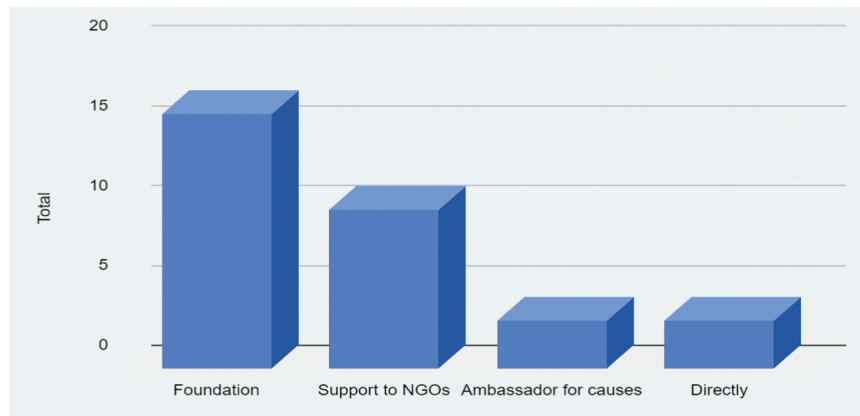
Côte d'Ivoire

The number of HNWI in Côte d'Ivoire, according to the 2017 Knight Frank report, is estimated at approximately 2 500 and predicted to steadily grow in the upcoming years. Yet, it was difficult to put names and faces to most of the HNWI, beyond the two reported leading fortunes of the country. To overcome the secrecy of wealth, results were cross-referenced with different information related to the main businesspersons, athletes, and politicians of the country. This resulted in a short list of 32 persons, who could arguably be millionaires.

Most of the people featured on this list are philanthropic activists; 23 of the 32 ran philanthropic activities over the last five years. It was difficult to identify the exact time and reason for intervening to change the living conditions of others. Yet in the literature, common reasons found were giving back to the community or simply trying to impact people's lives. There is an African-originated theory that proclaims the naturalness of giving.

⁸La Rédaction, « Top 30 des riches francophones », *Forbes*, available at <https://forbesafrique.com/top-30-des-riches-francophone/>, accessed on September 21, 2020.

⁹GARDNER, John, "A History of Modern Philanthropy", *National Philanthropic Trust*, available at: <https://www.historyof-giving.org>, accessed on September 21, 2020.



Graph 5: Côte d'Ivoire instruments used to perform philanthropy.

The trends on instruments used to perform philanthropy in Côte d'Ivoire

Once the HNWI had made a choice, different means were used to address the main problems of the society surrounding them. They could act through owned foundations, support NGOs, back a cause by bearing the title of ambassador, or run philanthropic activities in their own names with their own funds without using a foundation.

Seven persons ran their philanthropic activities using at least two channels, while 16 others organised all of their philanthropic actions through one channel. In 10 cases, the channels were foundations, used in a unique way of doing philanthropy.

The analysis of the collected data revealed trends on the most commonly used instruments to do philanthropy. Notwithstanding, if it was via a unique means or not, 16 HNWI were running philanthropic activities through foundations, 10 through support to NGOs, three were investing directly, and three were representing a cause as ambassador (Graph 5).

It was clear that foundations constituted the favourite means used by Ivorian HNWI to perform philanthropy. Foundations are not specific to HNWI in Côte d'Ivoire, but are the main and most effective vehicle of philanthropy as they allow donors to structure their actions, think long-term, and assess the impact of their deeds. Having a great number of HNWI leading foundations and supporting NGOs constitutes a real opportunity to tackle poverty and stimulate changes.

The great number of HNWI owning foundations should not hide the difficulty linked to the laws framing the sector of philanthropy. As of 2021, Côte d'Ivoire did not possess a law dealing specifically with philanthropy and related organisations. The activities of foundations are covered by Law n°60-315 of September 21, 1960, which regulates associations. This law does not contain incentives or provisions on philanthropy or even a definition. One implication for HNWI is that it could discourage these individuals from giving through foundations.

The data show that some HNWI are performing philanthropic actions as ambassadors for specific causes. HNWI use their wealth, image, and popularity to support a cause. In all the cases identified, these HNWI were athletes, specifically Ivorian football players playing overseas.

Moreover, many of the HNWI owning foundations are not the only ones financing their activities. They collect funds from donors, sometimes other HNWI, to finance their activities. For example, the Kalou brothers, who own a foundation that aims to help people suffering from kidney diseases, used to raise funds at the annual gala of their foundation.

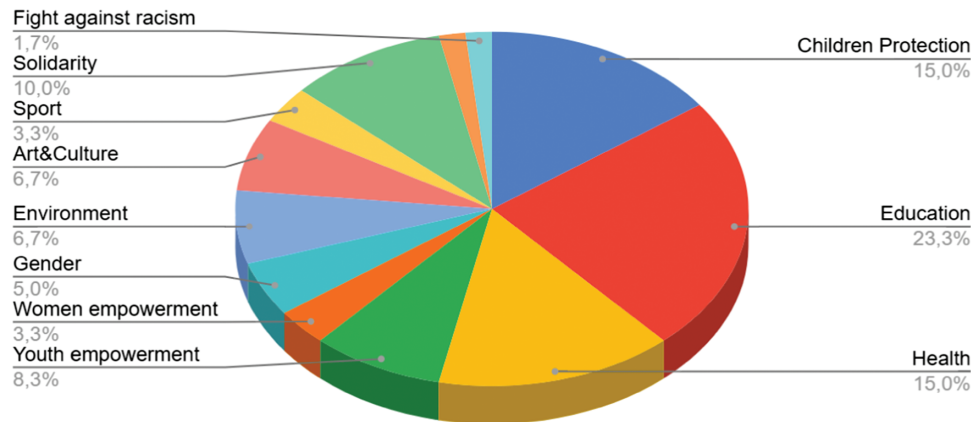
The trends on Ivorian HNWI philanthropists' domains of intervention

Since the end of the war in 2011, HNWI in Côte d'Ivoire have undertaken numerous philanthropic actions. According to the desk research 11 domains were identified (Graph 6).

The graph shows that Ivorian HNWI philanthropists invest principally in education, health, and child protection. The important percentage of investment in education and health can be explained by the Côte d'Ivoire's lack of basic infrastructure like schools and hospitals. According to the National Institute of Statistics, more than one third of men and over half of women, from 15 to 49 years old, are illiterate¹⁰. To change this reality, several HNWI contributed directly, through foundations, and to NGOs for the construction and equipping of schools.

Furthermore, a significant number of Ivorian HNWI performing philanthropy invest in child protection and support. This is explained on one hand by the natural perception of children's vulnerabilities, and on the other hand

¹⁰See Institut National de la Statistique, Abidjan, Côte d'Ivoire : http://www.ins.ci/n/index.php?option=com_content&view=article&id=85:indicateurs-sociaux-qualite-de-vie-et-pauvrete&catid=49:is. Accessed on July 23, 2021.



Graph 6: Côte d'Ivoire HNWI domains of intervention.

by the fight against child labour in the cocoa culture.¹¹ Ivorian HNWIs have made, and continue to make a concerted effort to ameliorate people's poor living conditions, especially those of children.

On the contrary, the number of actions undertaken by HNWI to promote Africa's cultural heritage, encourage entrepreneurship, and empower youth appears less important. It is possible that Ivorian HNWIs consider investing in education an effective means of tackling poverty in the long-term. Yet, on a short-term and mid-term basis, this approach has some limits; the lack of investment in professional training, and promotion of entrepreneurship make an effective reduction of poverty difficult.

GABON

Gabon is a small state of central Africa, with a population of around 2 million people, according to the World Bank's database. In 2021, 34 per cent of the population was living below the poverty line. Some HNWI philanthropists are running activities through different channels to alleviate the burdens of their compatriots. These are discussed below.

The trends on instruments used to perform philanthropy in Gabon

The trends (Graph 7) on instruments used by Gabonese HNWI philanthropists to perform philanthropy were very similar to the ones observed in Côte d'Ivoire. Using foundations comes as the first choice of instrument, followed by supporting NGOs, representing a cause, and acting directly.

The trends on Gabonese HNWI philanthropists domains

Health, education, youth empowerment, female empowerment, and child protection are the only fields in which

Gabonese HNWI philanthropists are investing. It marks an important difference between Gabon and the others countries, where the HNWI philanthropists are investing in more domains.

Yet, the domains in which Gabonese HNWI philanthropists are investing are the same top chosen domains in which Malian and Ivorian HNWI philanthropists are investing. One explanation for the trend of investing in health and education is the lack of basic infrastructure in these developing countries.

MALI

The data on Malian HNWIs and their philanthropic activities is very scant. Ten individuals, who can be considered HNWIs, were identified. Their names were associated with the following keywords 'philanthropy', 'social actions', 'donations', 'foundations', and 'charity'. The results were used to identify the philanthropic activities, instruments, and domains.

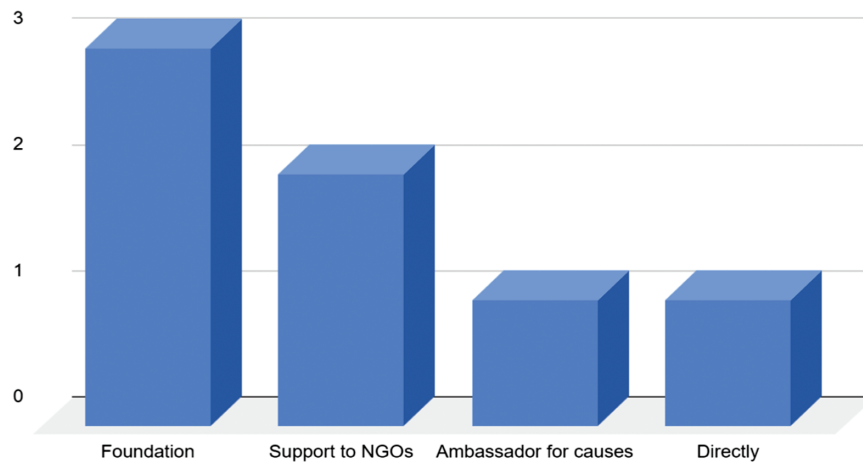
The trends on instruments used to perform philanthropy in Mali

Most of the identified Malian HNWI philanthropists used foundations to perform philanthropy, while others invest directly or contribute to supporting NGOs. Graph 9 provides insight on the number of HNWI philanthropists using each instrument.

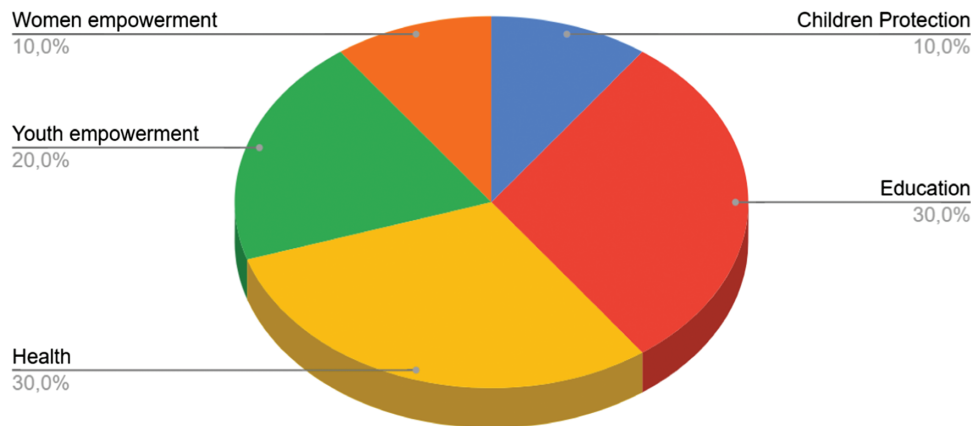
As in Côte d'Ivoire, the identified Malian HNWI philanthropists use foundations as their principal instrument to perform philanthropy. This could be because of the poor infrastructure in Mali and is linked to the effectiveness of foundations in performing philanthropy.

Moreover, few Malian HNWI philanthropists support NGOs, the reasons for which are unclear although might be linked to scarcity of information on HNWI philanthropists and NGOs in Mali. Additional reasons might include a lack of confidence in the abilities of NGOs to reach goals effectively and the risk of misuse of funds.

¹¹Buono, C. & Babo, A. (2013). Travail des enfants dans les exploitations de cacao en Côte d'Ivoire. Pour une réconciliation entre normes locales et normes internationales autour du «bic», du balai et de la machette. *Mondes en développement*, 163(3), 69-84. doi:10.3917/med.163.0069.



Graph 7: Gabon instruments used to perform philanthropy.



Graph 8: Gabon HNWI domains of intervention.

The trends on Malian HNWI philanthropists domains of intervention

The diagram on domains (Graph 10) in which Malian philanthropists are investing shows many similarities with the one on Côte d'Ivoire. A large proportion of HNWI philanthropists invest in education and health, while very few invest in arts and culture, sport, or gender issues.

However, one main difference in the trending domains in which Malian and Ivorian HNWI philanthropists are investing is in youth empowerment where a good proportion of Malian HNWI philanthropists invest in youth empowerment but the proportion of Ivorian investment is negligible. Further to this, while the proportion of Ivorian HNWI philanthropists investing in child protection is considerable, the Malian investment is insignificant.

Verification of these facts would be valuable.

A REVIEW OF THE ACTIONS OF HNWIS THROUGH THE PRISM OF FINANCIAL ISSUES

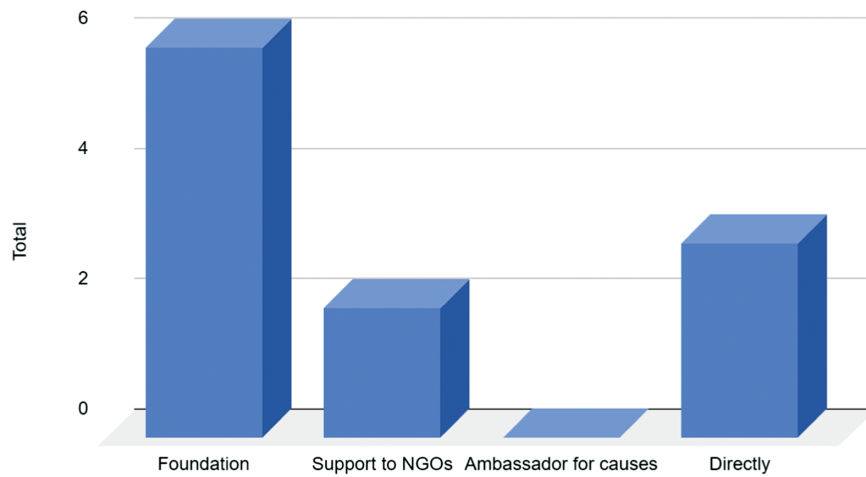
Addressing the financial subject with HNWIs is a fundamental step in building a solid analysis; however, this process remains by far the most complicated to undertake.

The spectrum of action of HNWIs operating in the countries covered by this study is broad. The important areas such as health and education remain, but increasing interests in certain fields are much more in tune with the times. These include human development, arts and culture, and environmental dynamics.

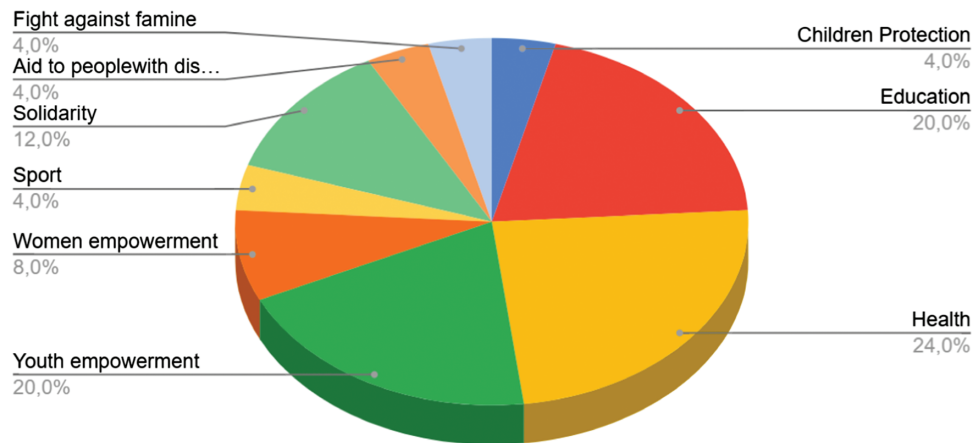
Nevertheless, the prevalence of some factors, both exogenous and endogenous to the world of philanthropy, complicates the strengthening and formalisation of philanthropy by an individual. The issue of the provision, management, and control of funds features prominently among these factors and requires development.

Various actions requiring significant funds

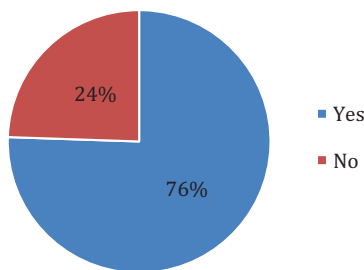
The study revealed the immensity of the field of competence covered by HNWIs. It is rare to identify philanthropists focusing on only one area, and the assumption of relative inefficiency due to the vagaries of too much diversification, is incorrect from HNWIs' point of view. This view, admittedly subjective, reveals a rather positive perception of HNWIs' effectiveness concerning the macroeconomic environment (Graph 11).



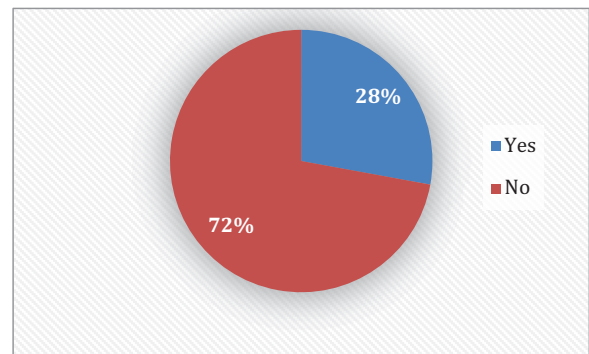
Graph 9: Mali instruments used to perform philanthropy.



Graph 10: Mali HNWI domains of intervention.



Graph 11: Significant impact.



Graph 12: Existence of evaluation method for effectiveness, efficiency and impact of donation / philanthropic activities.

However, an edifying contrast appears, the overwhelming majority of HNWIs admit that they have no strategy for evaluating their impact and therefore the effectiveness of their actions (Graph 12). The subjectivity of the perception of efficiency previously mentioned is therefore unsuitable with the material tools for assessing the impact of the activities of the HNWIs.

Moreover, this paradox could be the reflection of a reality that should be developed. It is perceived that HNWIs working in philanthropy in Côte d'Ivoire, Gabon, and Mali

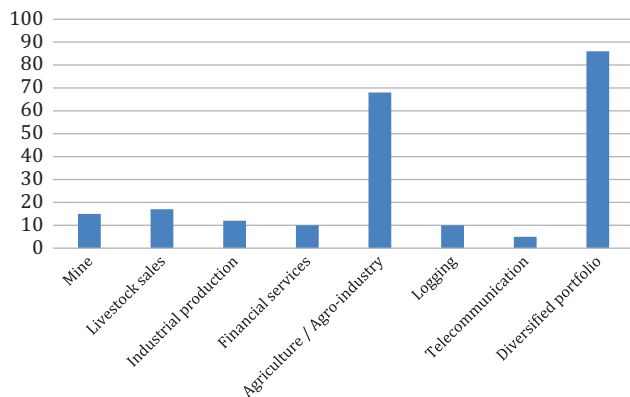
have a capacity for action, as evidenced by their multiple commitments. However, the absence of post-action monitoring would reveal the lack of resolve to keep track of the invested financial flows.

This structural problem is directly linked to the financial aspect, both upstream of the expenses incurred by HNWI's and downstream thereof. First, it limits the possibilities of assessing the real financial needs for the implementation of philanthropic activities. Second, it appears difficult to estimate the requirements to convert invested funds into real benefits for the targeted people.

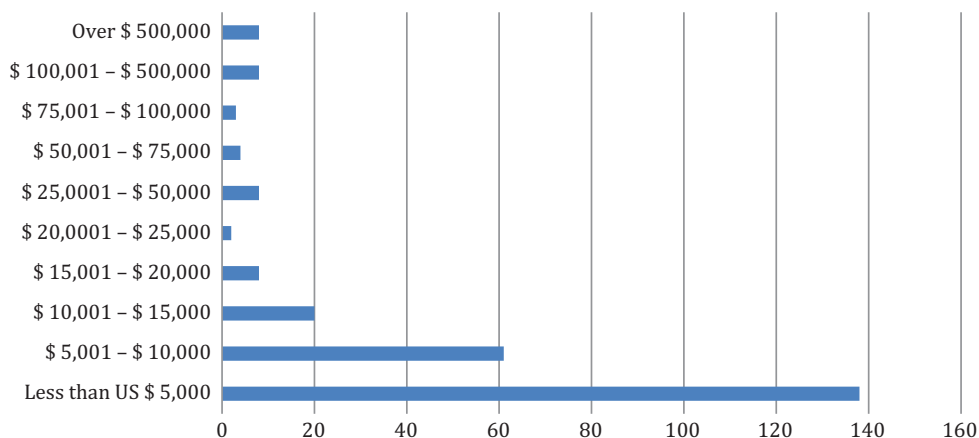
A vague perception of the used income sources and fortunes

From the structural problems mentioned above, arises a relative vagueness on the traceability of funds invested through philanthropy in the selected countries. This study attempted to constitute a contribution to a better perception of the funds utilised for philanthropy implemented by the HNWI's.

To begin with, it is important to appraise the sources of funds for the philanthropic activities of HNWI's. The



Graph 13: Fields of investment / activity.



Graph 14: Donation value.

perennial problem of the cult of secrecy surrounding wealth in French-speaking Africa constitutes a pitfall that this study has tried to transcend. Financing of philanthropy in Côte d'Ivoire, Gabon, and Mali comes from various sources, and given the nature of the economies of these countries, it was expected that the agro-industries would be among the top fields of investment (Graph 13).

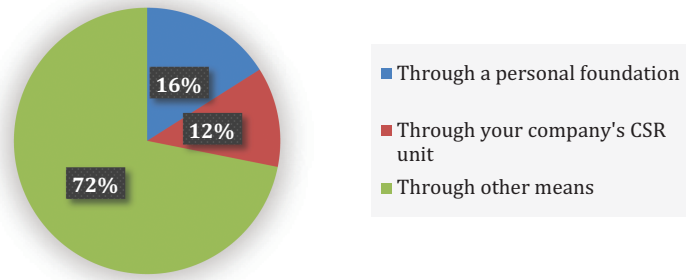
Silence persists on the extent of net income of HNWI's who fund philanthropic activities; however, information on the funds actually invested is generally more accessible. Hence, those interviewed revealed that the majority of them spent less than \$ 5 000 on philanthropic endeavours. This means that philanthropy is deployed mainly on a small scale, but there are major players who do not skimp on resources and go so far as to invest sums exceeding \$ 1 million (Graph 14).

A dynamic bridging activity between different social spheres

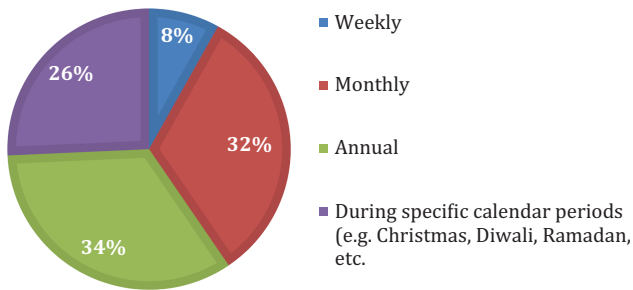
Philanthropy set in motion by HNWI's is useful as part of the wealth transferring process. It promotes, to a certain extent, the concept of HNWI's liability towards society; deploying a series of particular techniques that make it possible to reach targets within various segments of the population. Philanthropy thereby constitutes a bridge that could guarantee social connection.

In terms of strategies for deploying their philanthropic activities, three variables were identified: first, the mode of action favoured by HNWI's; second, the frequency of their philanthropic actions, and third, the geographic coverage of the actions.

There is great diversity in the intervention modes used by HNWI's (Graph 15). Only 16 per cent of the individuals questioned admitted to intervening through a personal foundation. It, therefore, emerges that the HNWI's working in Côte d'Ivoire, Gabon, and Mali develop direct strategies, often oriented towards spontaneous actions.



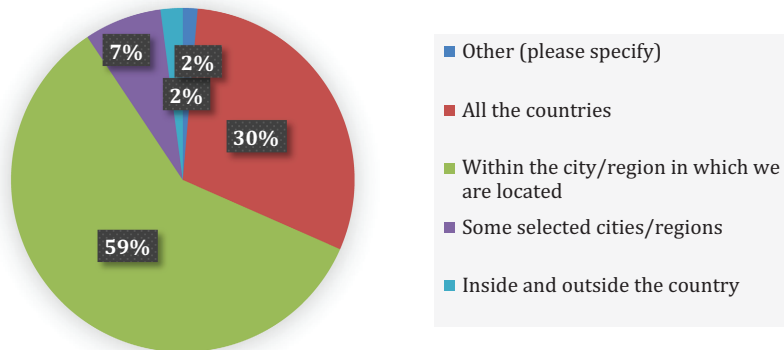
Graph 15: Methods of giving.



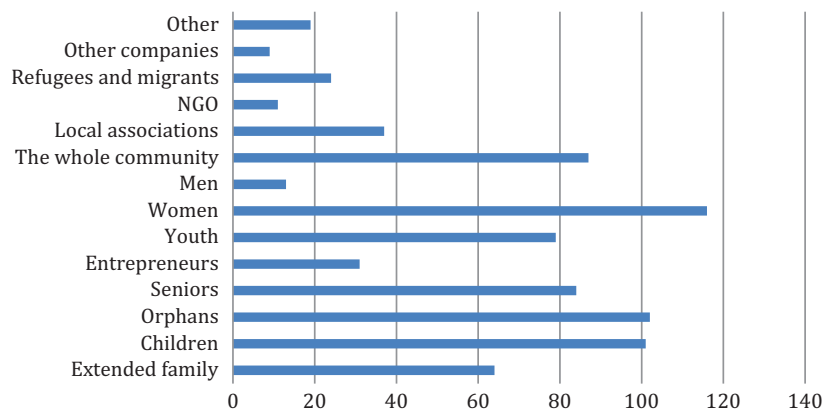
Graph 16: Frequency of donations.

In the same vein, the activities of HNWI's are not limited to a specific period of the year (Graph 16). Eight per cent of HNWI's make weekly philanthropic contributions, while 32 per cent favour actions coordinated every month. A similar percentage (34 per cent), carry out actions on an annual basis, while 26 per cent of HNWI's focus on philanthropic activities around the festive periods of the year.

The propensity of HNWI's is to focus on the capitals and other large cities of the countries in which they are established. This suggests that operating in the highest



Graph 17: Geographic coverage of philanthropic activities.



Graph 18: Groups receiving majority of donations.

demographic densities reaches the greatest number of people in difficulty, and those with living standards much higher than in peripheral towns or in the interior of the country. It is common to see HNWI philanthropically active in their own country or even transcending their borders to intervene within the sub-region (Graph 17).

To gain a perception of the effectiveness of the actions carried out by the HNWI necessitated a focus on the primary concern: the beneficiaries. A synoptic look at the activities of the HNWI shows that women, children, and orphans were the largest recipient groups of philanthropic activities (Graph 18).

CONCLUSION

This literature review made it possible to highlight some general aspects of philanthropy in French-speaking Africa, specifically in the selected countries. Philanthropy implemented by HNWI has enormous potential; however, it is not sufficiently exploited. Philanthropy appears to be a growing sector, which is increasingly positioned as a variable to be taken into account in the development of the continent. The Millennium Development Challenge rightly considers it a proponent for radical change.

This potential nevertheless contrasts with the levels of investment as well as the lack of transparency and institutionalisation in the field of philanthropy. Thus, at all levels the cult of secrecy preached by HNWI should be deplored. Indeed, from the identification of HNWI, to the determination of the extent of their fortune through the identification of the actions they carry out; the weight of silence makes philanthropic and research work extremely complicated. In reality, this disclosure failure can be attributed not only to the very actors of the world of philanthropy, but also to the research sector. The lack of collaboration between the governmental bodies and HNWI confines their actions. To make matters worse, the absence of a specific legal framework for foundations (the preferred tool for HNWI) contributes to weakening the philanthropic sector. In the same vein, the research report on the selected countries is deplorable with no macro-level data available. All these shortcomings converge on the need for a better structuring effort for the philanthropic sector.

The opportunity to conduct an introductory study of the philanthropic landscape provided important information; its relevance will need to be verified during the next stages of research. Global trends were identified, particularly in the areas of intervention favoured by HNWI. These areas

are more or less homogeneous between countries; the most important being the fields of health, education, and the empowerment of both young people and women.

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