



SECTORS OF SOCIAL IMPACT

Exploring the needs of charities and NPOs in Namibia,
A study by ChariTTree
November 2022.

INTRODUCTION

Charities are crucial in building healthy communities by providing critical services that contribute to economic stability and social mobility"

Naomi Camper, Forbes, 2019

As a social enterprise that uplifts communities through fundraising and CSR facilitation, ChariTree compiled this study to better understand the needs of the NPOs and charities that benefit from our social programmes. This report also explores how we can deliver maximum social impact through collaborative Corporate Social Responsibility (CSR) initiatives.

**Respondents to
this study:**

**32 registered Namibian
charities**

Nonprofit organizations or charities provide critical services that contribute to economic stability and mobility and consist of international organisations, national NGO bodies, grassroots institutions, home care centres and small community support groups, amongst others . All of these organisations do the essential work needed to provide care and opportunities for vulnerable people.

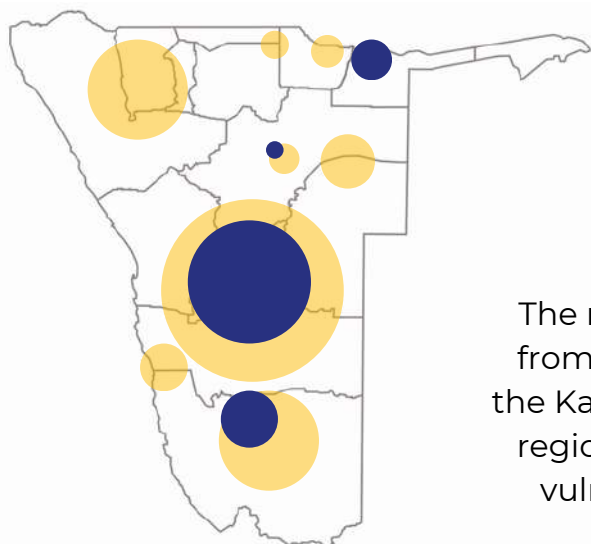
Through this study, we found that despite countless initiatives to support and grow Namibian charities, these organisations face similar challenges and have similar needs to the vulnerable communities they serve. The majority of respondents called upon all sectors of society to collaborate as the solution for sustainable giving, particularly in the form of food and goods donations, provision of educational support and healthcare services that can not be the burden of government alone.

ABOUT CHARITREE

ChariTree is a social enterprise that aims to uplift communities through effective collaborations. We facilitate corporate social responsibility (CSR) campaigns, raise funds and develop outreach programmes that have benefited 27 800 vulnerable communities since April 2021. Having access to 62 charitable organisations, we conduct and share research that could provide a better understanding of how to improve the operations and reach of Namibian NPOs.

ABOUT THE RESPONDENTS

This survey was completed by representatives from 32 registered charities and community-led NPOs who offer an array of services to vulnerable people. These organisations compete for limited international funding and/or national government support and their basic needs, much like the communities they serve, remain unmet.



- Location of respondents
- Location of vulnerable people reached by respondents

The majority of the respondents (26) operate from the Khomas region, two are situated in the Kavango East region and four in the Hardap region. Over a third of the respondents assist vulnerable people across Namibia despite having their offices in Windhoek.

Main services offered by responding organisations:

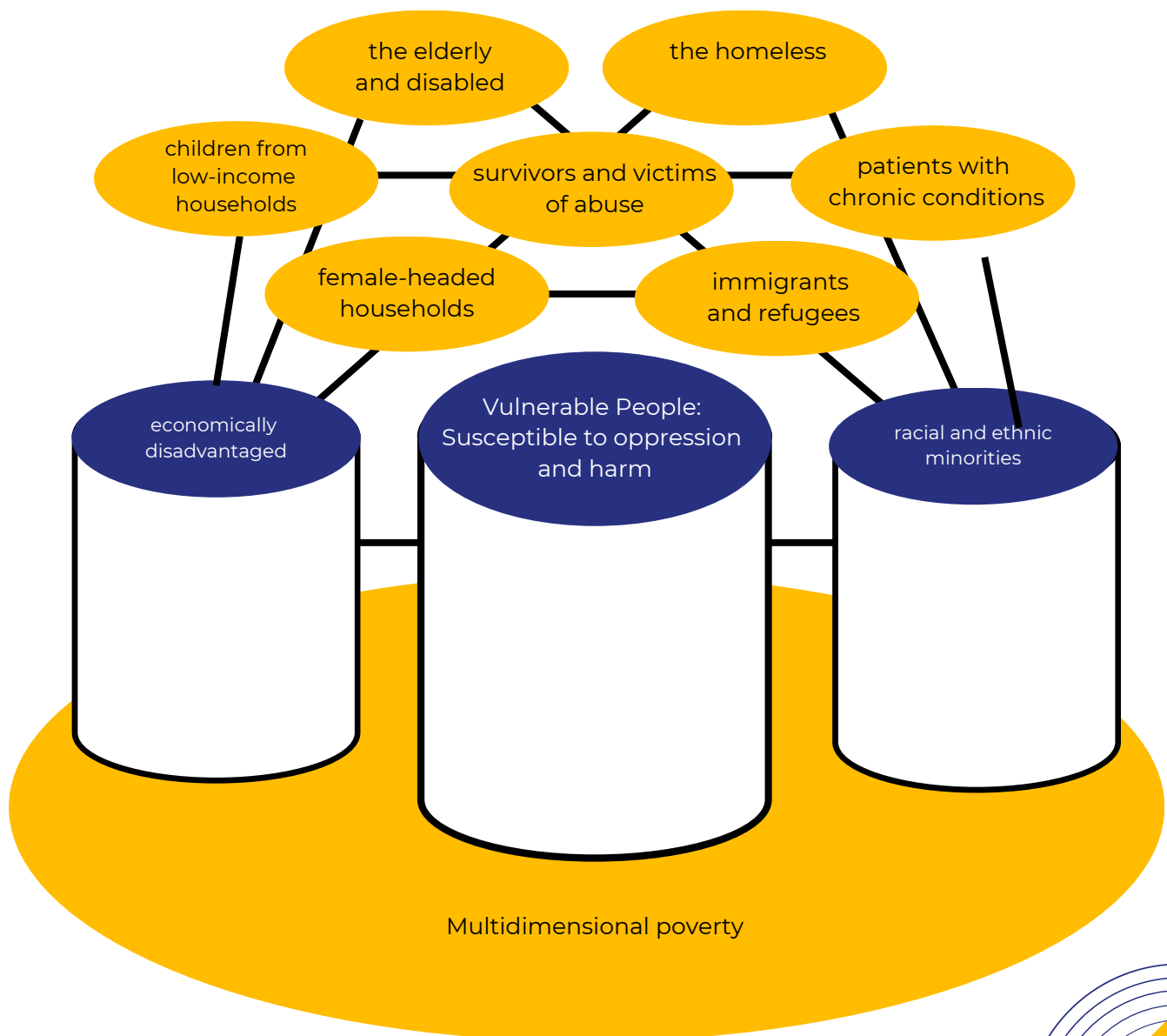
The responding organisations offer a range of services to vulnerable communities. Most of these services involve education and childcare, early childhood development, provision of nutrition and healthcare, counselling services, training and community development, care and shelter for the elderly and emergency medical responses as well as responses to domestic violence, gender-based violence and attempted suicide calls



ABOUT VULNERABLE PEOPLE

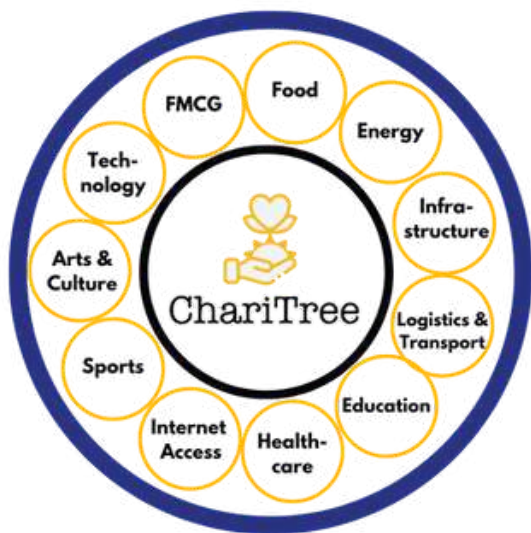
Multidimensional poverty encompasses the various deprivations experienced by poor people in their daily lives – such as poor health, lack of education, inadequate living standards, dis-empowerment, poor quality of work, the threat of violence, and living in areas that are environmentally hazardous, among others (1).

In 2021, interdimensional poverty affected 43% of the Namibian population. A large majority of these Namibians are considered as vulnerable. The respondents to this survey are organisations that not only alleviate the burdens of vulnerable people, but represent their interests as well.



(1) Multidimensional Poverty Peer Network (MPPN). 2022. <https://mppn.org/multidimensional-poverty/what-is-multidimensional-poverty/>

SECTORS OF SOCIAL IMPACT



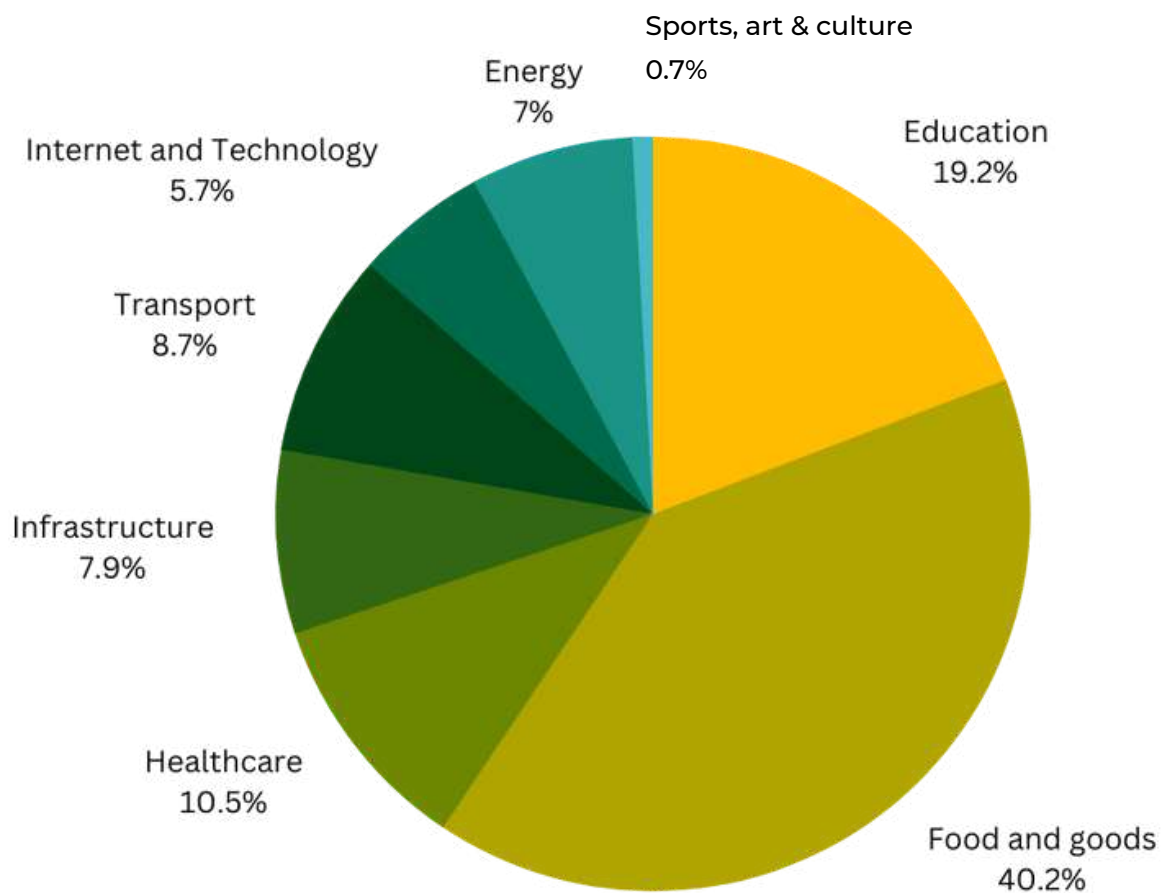
Based on ongoing conversations with our beneficiaries, we established 10 areas or “sectors” of need. These sectors play a large role in how effective they are at developing and supporting vulnerable communities. Our beneficiaries were asked to complete an online survey whereby they explain to us what their greatest needs were by rating and discussing the four most important sectors of need for their organisation.

SECTORS OF SOCIAL IMPACT / NEED

- **ARTS AND CULTURE:** hosting and planning of events, art exhibitions, tutors, art classes and awareness of national history
- **EDUCATION:** volunteer teachers, stationary and book supplies, school clothes etc.
- **ENERGY:** supply of non-renewable and renewable energy, settling of power bills, erecting solar panels etc
- **FOOD AND GOODS:** Donations of dry and fresh food, personal hygiene products, household cleaning supplies and other disposable household items
- **HEALTHCARE:** Doctor/clinic visits, vaccinations for children, first aid kits, special medication, health and wellness management or any medical-related needs
- **INFRASTRUCTURE:** renovating buildings, new buildings, new equipment, new furniture, roads, sewage and access to water etc.
- **INTERNET AND TECHNOLOGY:** Affordable access to internet and technology
- **TRANSPORT:** vehicles, drivers, vehicle maintenance and insurance etc.
- **SPORT:** athlete development, kits, skills transfer, sports equipment and uniforms, maintenance of terrains etc.

FINDINGS

Respondents had varying needs, but there was an overwhelming call for support relating to basic needs such as food, sanitation, education and healthcare. Although not the first priority, eight respondents called for assistance to fix and service vehicle or fuel to reach rural communities and five respondents needed help with renovations. Most of the energy and technology needs of respondents related to provision of education to children and disabled people.



FOOD AND GOODS

40% of respondents explained that food and goods are the greatest need faced by organisations. Whether it is providing education, vocational training or employment initiatives, our charities suggest that they cannot do any meaningful community development because vulnerable people are hungry and often malnourished. Comments suggested that the staff and volunteers of these organisations also have a need for food and goods.

Most learners did not have the luxury of more than one meal per day.

Nicholaas Draaghoender,
Tsumis Primary School

The communities that we serve are not able to afford nutritious meals on a daily basis. They also don't have the means to take care of their personal hygiene.

Adonia
Amelia's Lighthouse

We work with different age groups of people and the biggest need is currently food and domestic items. Healthcare is second on our list, but people need to feed themselves before anything else can happen.

Wimpie Vernooy
Hope for Life Foundation

The government pension is not enough to cover all the basic needs of our elderly.

Joe Oosthuizen,
Association for Senior Citizens

"Full tummies stimulate creative minds"

Richard Hoff, Co- founder, of ChariTree

EDUCATION

19.2% of respondents said they need support with delivering education. This includes a need for more volunteer teachers, paying teacher salaries, buying school supplies, buying school uniforms, and offering learners extra-mural activities to stimulate their minds and bodies.

Many of these respondents are Early Childhood Development Centres (ECDs). In 2019, in Namibia, 87% (or 256,000) of children aged 0-4 did not attend integrated ECD programmes and 60% (or 74,000) of children of pre-primary school age were not in preschool. With regard to the quality of teaching, 37% of the ECD centres did not employ any trained caregivers. UNICEF Namibia research further shows that regions with the lowest coverage of Early Childhood Development (ECD) services received the poorest scores in standardised achievement tests and have the most over-aged learners in the school system, the highest dropout rates as well as the highest poverty rates (2).

We provide a wide range of services to children, centred around education, but also including healthcare, nutrition and computer training. A staff component of 22 people deliver these services to 400 children. The staff members are mostly educators, whose salaries can't be paid by the marginalised or unemployed families. These educators and other staff need payment.

Henk Olwage
Light for Children Foundation

It's always challenging to pay our caregivers/ teachers monthly salaries which is N\$2600 and education is our core business.

Ester Indongo
B&A Kindergarten and Daycare

Our school is a rural school with very marginalised learners. Parents contribute very little to the needs of the school.

Nikodemus Draaghoender
Tsumis School

(2) UNESCO EFA Country Profile, 2014; McCusker, Andrew: Financing Early Childhood Education in Namibia: How Microfinance & Education Quality Can Help, Wikipedia: Namibia 2021

HEALTHCARE

Despite being a basic right enshrined in the Namibian Constitution, many do not have access to healthcare services due to factors such as transportation costs, congested public hospitals and clinics, lack of access to sanitation or lack of household support (3). Our respondents echoed this need and called for very specific needs to be met ranging from annual vaccination drives for children in rural areas, to healthcare support for new mothers to care for newborn babies.

Our main objective is to provide free evidence-based primary healthcare to underprivileged communities and we need support to boost the nutritional status for underprivileged communities and travel to remote areas to provide healthcare.

Dr. Julia Penehafo Kamati, Paulia Caring Foundation

We want to get Automated External Defibrillators into shopping malls.

Mike Chart, EMA Rescue

Our marginalised communities are in desperate need of regular blood pressure and cholesterol checks.

Ester Indongo
B&A Kindergarten and Daycare

Mothers with newborn babies or the "unwanted" babies need nappies, infant milk and other healthcare items for day to day living.

Wimpie Vernooy,
Hope For Life Foundation

We need first aid materials and therapy equipment for disabled children.

Henk Olwage,
Light for the Children Foundation

(3) Amadhila, Elina, March, 2012. Barriers to accessing healthcare for the physically impaired population in Namibia, University of Namibia.

TRANSPORT

Whether it's delivering food relief, responding to calls of domestic violence or taking vulnerable children to school, transport is an essential part of the day-to-day running of most charities who responded to this survey.

Where some organisations have one or two vehicles that need fuel and are costly to maintain, other organisations rely on the goodwill of their communities. A third of respondents expressed having difficulty reaching vulnerable people in the Kunene, Zambezi Otjozondjupa and Hardap regions.

For more than 18 years we have been struggling with the transportation of goods from our donors to us and to distribute those goods around the country but that did not stop us. In the past we have been asking for help from good Samaritans. Through the grace of God there has been someone to lend us their cars or sometimes bakkies. But we will love to have our own vehicles suitable to transport food and goods that are available for the charity's use at any time.

Marleen Swartz
Let's Join Hands

Due to the fact that our beneficiaries are located in Rehoboth and in the southern rural areas. We are currently in the process of building a classroom on the 3 Hectare plot for an Early Childhood Development Center to host children whose parents cannot afford to place them in a kindergarten school. We require transport for our learners on a daily basis

Martha McNab
Step Up Ark Community Organisation

In order to boost the nutritional status of underprivileged rural communities, we need a reliable way to reach them often!

Dr. Julia Penehafo Kamati, Paulia Caring Foundation

INFRASTRUCTURE

Most of the responding organisations work in informal settlements. Many of them operate from shacks and make-shift buildings. All of the home-based daycares, ECD centres and shelters are growing and in need of better infrastructure or renovations to existing buildings. These buildings are essential in providing safety for the vulnerable people they serve.

Currently we have only one classroom that we are sharing with all the kids and we need an extra classroom for example 2 classrooms and the toilet just to separate the kids due to viruses and infections.

Anna Gowases, Twinkle Star Day Care Centre

We would like to set up a Stay in Welfare and Disability Centre in Otjiwarongo to address the root cause of poverty... We have identified a piece of land and saved up some funds since our establishment in 2018.

Eddy Kgobetsi, Omake Charity Organisation

We've moved to a new place, and re-used building material and it does not look good.

Violetha Sindimba, Dr. Ngurare School

Infrastructure is of great importance to us, because we want to be able to create a conducive learning environment for the children we serve, so that they are able to do research for school activities, but also have a place that feels like a safe space for them, where they can sit and enjoy a nutritious meal.

Adonia, Amalia's Lighthouse- Eleven

ENERGY AND TECHNOLOGY

Operating mostly from and in informal settlements, respondents have great difficulty with electrical and digital connection. Many of them have a desire to increase their efforts in technology-based education, but do not even have a reliable power source or stable internet connection.

We are located 25 km outside Windhoek towards Brakwater and signal & data is one of our challenges. We need to be able to communicate with clients and sponsors.

Albertus Andrews, Gihon Trust

We need internet and technology cause sometimes we don't have enough data do send emails and we also don't have a copy machine just to make copies for the kids for the school work.

Anna Gowases, Twinkle Star Daycare

We have a centre where we do training up to ICDL level. We need sponsorships for marginalised students.

Henk Olwage, Light for the Children Foundation

We have a 3 Hectare Plot located 60 km South of Windhoek. We would like to make use of this land and develop a Community Garden for the impoverished community. We have tried planting in the past, harvest was fruitful. There is a borehole, but we don't have the resources to continuously purchase fuel for the generator every week. The generator has also broken down recently. We thus require solar system and drip irrigation in order to achieve success of the garden and feed over 50 households.

Martha McNab, Step Up Ark Community Organisation

RECOMMENDATIONS

MAXIMISE SOCIAL IMPACT THROUGH CSR COLLABORATION

Our Sectors of Social Impact report shows that NPOs and charities face immense difficulty in meeting the most basic needs of their beneficiaries, employees and volunteers. Gaining an understanding of these needs offers Namibian businesses an opportunity to collaborate and maximise the social impact they might have in the communities where they do business.



CSR IS GOOD FOR THE ECONOMY

Corporate social responsibility (CSR) refers to strategies that companies put into action as part of corporate governance that are designed to ensure the company's operations are ethical and beneficial for society. CSR improves staff morale and boosts customer loyalty (4). Above all, it has positive effects on social development, showing real results in supporting charities and the communities they serve.

A 2022 study (5) assessed the economic effects of CSR activities by the Indian banking sector (worth USD 2.67 Trillion). The research showed a strong correlation between increased CSR (corporate social responsibility) activities and economic growth in India, Their findings concluded :

- CSR activities positively impact the economic growth rate of Indian states and the economy as a whole
- CSR spending on rural development projects leads to an increase in the income index of a nation
- CSR spending on education and skill development lead to an increase in the education index of a nation
- CSR spending on livelihood enhancement projects reduced the nation's unemployment rate
- CSR spending on healthcare lead to a rise in the life expectancy rate of a nation
- CSR spending on women empowerment leads to a rise in the gender development index of a nation
- CSR spending on women empowerment leads to a rise in a nation's human development index
- CSR spending on community development leads to a rise in the human development index of a nation
- CSR spending on environment sustainability leads to a reduction in natural resources depletion rate

(4) The Corporate Financial Institute. March 2022. <https://corporatefinanceinstitute.com/resources/esg/corporate-social-responsibility-csr/>

(5) Eliza Sharma and M. Sathish. March 2022. [CSR leads to economic growth or not": an evidence-based study to link corporate social responsibility \(CSR\) activities of the Indian banking sector with economic growth. National Library of Medicine. https://www.ncbi.nlm.nih.gov/pmc/articles/PMC8886699/](https://www.ncbi.nlm.nih.gov/pmc/articles/PMC8886699/)

COLLABORATION IS A WIN-WIN

CSR initiatives are a proven way of improving the plight of charities, NPOs and the vulnerable communities they serve. However, in a large country with a small population such as Namibia, CSR can become costly and tedious. Collaborating with responsible stakeholders is an effective way of executing large-scale CSR activities that will have a maximum impact on economies.

Collaborations can enhance a company's image and increase value by creating solutions that better serve the local community. Such collaborative approaches involve a wide range of stakeholders working together to achieve a shared outcome with the added benefit of inspiring and motivating employees. When people experience deep meaning and purpose through their work, they become valuable brand ambassadors for their company.

Kunal Sood, Founder of WeThePlanet

In 2022 alone, ChariTree reached 27 800 vulnerable people, assisting them with food and goods donations and outreach programmes. These initiatives were successful due to collaboration with industry partners and registered charities. With a network of 62 (and growing), registered and vetted charities, ChariTree offers businesses the opportunity to have the maximum social impact through tailor-made facilitation of CSR programmes.

We urge businesses to partner with us in order to alleviate poverty and grow and support the work that NPOs and charities do.



ChariTree