

Challenges in donor-NPO relationships in the context of corporate social investment

AUTHORS

Louise van Dyk

Department of Communication Science, UNISA

vdykli@unisa.ac.za

(012) 429 2148

Lynnette Fourie

School of Communication Studies, NWU

Lynnette.Fourie@nwu.ac.za

(018) 299 1651

ABSTRACT

The purpose of this article is to highlight challenges in the relationship between corporate donors and recipient NPOs within the context of corporate social investment (CSI) in South Africa and to link the relational challenges to problems NPOs face in general. It is theoretically argued that CSI forms an important part of sustainable development and NPOs in turn form an integral part of many organisations' social investment. The challenges faced by them need addressing for the sake of the NPOs, the donors and society on the whole. It was found that although the stakeholder relationship generally shows both positive and negative perceptions of the parties involved, the challenges that exist can be traced to challenges in the everyday functioning of NPOs. These everyday challenges include resource limitations and dependence, staffing problems and strategy, management and environmental challenges. These challenges faced by NPOs manifest in their relationship with donors and can be seen in the power imbalance in the relationship that favours donors, the lack of transparency by NPOs, divergent views on commitment, questioned competence of NPOs, time constraints in the execution of activities, a perceived incomprehension by NPOs of the realities of the business world and an unwillingness from donors to allow NPOs some decision-making power. Understanding the link between contextual challenges and problems in the donor relations could assist donors in making their CSI practices, expectations and evaluation more effective.

KEYWORDS

Corporate social investment, Corporate social Responsibility, NPO-management, Participatory development, Development communication, Stakeholder relationships

INTRODUCTION

As an integral part of corporate governance and citizenship, corporate social investment (CSI) forms part of both the business and social development landscapes of South Africa. In a developing society, like South Africa, this manifestation of the responsibility of the private sector in the fight against social ills and for sustainable development is increasingly important (Skinner and Mersham 2008, 239). One of the groups on the receiving end of CSI funding is non-profit organisations (NPOs) that often act as catalysts, partners and implementation agents for resources from donors (Lewis 2003, 333-334; Rossouw 2010).

NPOs are well positioned to act as a link between donors and recipient communities because they have grassroots contact and understand the community's needs and realities better than the donor ever could. Hence, NPOs are one of the main implementers of CSI funding (Shumate and O'Connor 2010, 578). When CSI funding is channelled through NPOs to recipient communities, a relationship between the corporate donor and the NPO is imminent – a relationship that represents the corporate donors' responsibility towards their community and survival for the NPOs (Padaki 2007, 70).

In an exploration of the relationship between corporate donors and recipient NPOs it became clear that this relationship is fraught with challenges that could be traced to the complexities in the environment and management of NPOs (Van Dyk & Fourie 2012a, 210). This article further highlights challenges in this unique stakeholder relationship that emerged from the perceptions the corporate donors and NPOs have of each other, as revealed in the research.

The research presented in this article will be introduced by outlining CSI as an expression of business towards the society in which it operates, followed by a discussion on the role of NPOs in the CSI landscape, the challenges they face and the relationship indicators used to describe the resulting challenges in the relationship. A selection of the results from two corresponding surveys will be presented to illuminate relational challenges that can be related to the challenges faced by NPOs.

BUSINESS AND SOCIETY

In the effort to make the planet more sustainable, the three functions of sustainable development (economic, social and environmental) are interdependent and reinforce one another (UN 2005). The relationship between the three pillars was modelled by Pearce and Atkinson (1993, 106; 1998, 253) to represent a weak and a strong view on sustainability. Weak sustainability views economic development, social development and environmental protection as overlapping functions of sustainability while strong sustainability sees business as embedded within society which is in turn part of the bigger ecology (Grossman 2011; PCE 2002, 7; Pearce and Atkinson 1998, 254). Figure 1 illustrates the place of business, society and the environment from the perspective of strong sustainability.

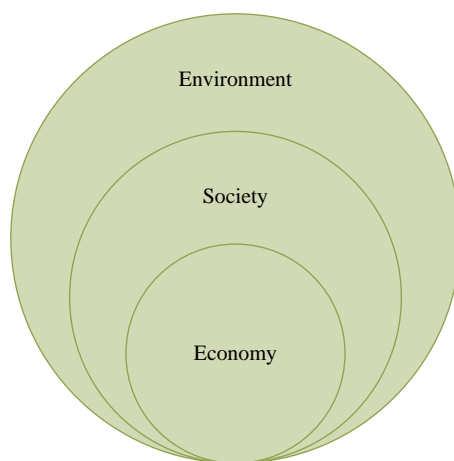


Figure 1: Strong sustainability (Grossman 2011)

When considering business-society relationships from the side of business, strong sustainability resonates with the reflective paradigm of organisational communication and ecological business-society relationships (Burger 2009, 114). The reflective paradigm and ecological business-society relations imply open, harmonious and cooperative communication where parties mutually adjust to each other as part of the larger system (Grunig and White 1992, 44; Littlejohn and Foss 2008, 40). The view further implies that some social and environmental issues could be important without holding economic opportunity or threat to the organisation, but that the importance lies in the intertwined nature of business, society and the environment.

One such social issue that is important because it represents a business-society link is CSI where business funds the development of the community in which they operate.

THE CORPORATE SOCIAL INVESTMENT LANDSCAPE

Corporate social responsibility forms part of the bigger movement of corporate governance and corporate citizenship that broadly implies that business takes responsibility for all its actions and policies, shows respect for all stakeholders, and treats all stakeholders and society fairly (Cooke 2010, 72; Phillips 2006, 34; Steyn and Niemann 2010, 117). In developing societies the above-mentioned responsibilities are necessary and expected as business has much to offer in the fight against poverty and other societal ills (Catalyst Consortium 2002, 1; Skinner and Mersham 2008, 239).

CSI is the manifestation of corporate social responsibility towards the society and environment in which an organisation operates (IoDSA 2009, 9). If business and society relations are viewed from a strong sustainability stance, a symmetrical view, namely corporate social investment represents this link between business and its stakeholders. Because business could bring financial resources to the relationship, CSI creates the opportunity for mutually beneficial relationships between business and societal stakeholders (Catalyst Consortium 2002, 2).

Various theoretical principles are associated with CSI. Garriga and Melé (2004, 51) differentiate between four groups of theories: the instrumental theories, political theories, integrative theories and ethical theories. Instrumental theories are those theories in which the organisation is focused on profit-making and social investment is intended to yield economic results. The political theories are concerned with the power of organisations in society and how they use their power politically. The integrative theories centre on satisfying the demands of society, and ethical theories are about the responsibilities of business in society.

In order to be in line with strong sustainability and symmetrical stakeholder relations, the integrative and ethical theoretical perspectives are preferable. The integrative approach regards business as part of society just like the strong sustainability model according to which business also depends on society for survival, and the ethical approaches which view CSI as an ethical obligation to the society in which the organisation operates (Garriga and Melé 2004, 51).

For some industries their responsibilities towards society and their communities are paramount to their business strategies. For example, pharmaceutical organisations cannot evade their responsibility towards the larger population, and mining organisations cannot get away without being responsible for the communities around their operations (Smith 2003, 7). For most

organisations, however, these responsibilities manifest in various ways including cause-related marketing, HIV/Aids prevention, community development and outreach, employee volunteerism and tripartite alliances which also involve government (Catalyst Consortium 2002, 5; Lichtenstein, Drumwright and Braig 2004, 16).

A large part of CSI activities is implemented by funding non-profit organisations (Lichtenstein et al. 2004, 16). Catalyst Consortium (2002, 1) argues that realising the potential of the private sector and civil society together is fundamental to sustainability. In South Africa, corporate organisations are estimated to have invested R6.9 billion in CSI projects during 2011/12 (Dialogue 2012).

In this regard authors such as Lantos (2001, 619) and Skinner and Mersham (2008, 241) emphasise the importance of thinking strategically about the impact and sustainability of CSI. One such strategic consideration is the management and maintenance of a relationship between a corporate donor and a recipient non-profit organisation. The importance of the relationship between business and their societal stakeholders is accentuated by researchers such as Hall (2006, 7) who emphasises the business value; Skinner and Mersham (2008, 249) who note the possibilities of partnerships between business and community to contribute to social development; and Bruning and Ledingham (1999, 165) who argue that social as well as economic aspects stand to benefit from community relationships with stakeholders.

NPOs IN CORPORATE SOCIAL INVESTMENT

The focus of this article is on one societal stakeholder central to implementing CSI initiatives: the NPOs. Lewis (2003, 326-327) attributed the rise of NPOs to four reasons, the first being that activists in the 1980s pushed for a more people-centred development and NPOs were regarded as ideal to fulfil such a mandate. The second reason was a realisation that development funding that flowed between governments opened the door to high levels of corruption and NPOs were seen as ideal non-state actors to transfer international aid. The third reason for the rise of NPOs in the development sector was the growing concern for social and environmental issues and the movements that drove these concerns. Lastly, governments' realisation that they cannot deal with development issues without the support of other sectors also turned the attention to NPOs as a possible solution. For South Africa specifically, all of these reasons seem plausible, but the inability of government to address social problems alone is central, as locally supported social development and the fight against poverty in South Africa only really started after 1994 (Aliber 2003, 473; Fourie and Meyer 2010, 8). This inability of government makes the private sector and civil society very important role-players in filling the void (Rossouw 2010).

NPOs fulfil various roles within social development, from being a catalyst for development, a partner of business and government to being an implementation agent for resources from donors (Lewis 2003, 333-334; Rossouw 2010). From these roles it is clear that NPOs link donors to recipient communities and the other way around as they are close to the grassroots realities of their community. From a CSI perspective this ability of NPOs to link communities with donors and implement CSI initiatives makes them one of the main mobilisers for CSI expenditure (Shumate and O'Connor 2010, 578).

NPOs have a complex nature as they span different disciplines as well as a distinctive and challenging environment (Helmig, Jegers and Lapsley 2004, 101). The effectiveness of NPOs is multidimensional and cannot be measured using universal requirements (Herman and Renz 2008, 399). Despite their diversity and complexity, many NPOs face similar and distinctive management challenges (Lewis 2003, 329).

Challenges generally faced by NPOs include the ever-present limitations in resources (Boafo 2006; Connely and York 2002, 33; Hailey 2006, 1). Due to the non-market nature of NPOs they cannot generate funds using the standard economic model (Helmig et al. 2004, 101). Linked to the limitations, many NPOs experience regarding resources are their dependence on others for those resources (Byrne and Sahay 2007, 71; Hodge and Piccolo 2005, 175). This dependence is usually on donors for funding (Lewis 2003, 332; Helmig, et al. 2004, 107). Also related to resource limitations are the consequential staffing problems (Coffman 2005). NPOs find it difficult to obtain and retain competent staff and board members (Coffman 2005; Van Dyk & Fourie 2012a, 211), most possibly because they cannot afford to pay competitive salaries and because staff members are culturally diverse (Kaplan 2001, 358; Lewis 2003, 330). Partly due to staffing challenges, another dominant challenge cited by researchers and NPOs themselves are difficulties in defining a clear strategy and managing the process to attain those goals (Helmig et al. 2004, 102; Kaplan 2001, 358). These difficulties challenge NPOs to stay accountable to and to manage expectations from those stakeholders (Coffman 2005; Connely and York 2002, 33). The volatile environment in which numerous NPOs function is another issue that hinder their success (Connely and York 2002, 33). Environmental concerns include isolated geographical environments, rapid changes and duality in the funding environment, and unstable and conflict-prone political environments (Lewis 2003, 330).

When considering the challenges faced by NPOs that work in social development, it is only fair to assume that it will lead to challenges in their relationships with stakeholders. For the purpose of this article, the unique and important relationship between social development NPOs and their corporate donors is of interest and the challenges faced by NPOs might allude to some relational challenges.

DONOR-NPO RELATIONSHIPS IN CORPORATE SOCIAL INVESTMENT

Relationships are usually described based on the extensive literature on the stakeholder theory. Since the main premise of the stakeholder theory is that organisations should be attentive to the needs of all their stakeholders (Freeman et al. 2010, 50) it seems a suitable starting point for the context of business-society relationships. The management and maintenance of stakeholder relationships, when viewed as ecological relationships, are about balancing the interests of the parties, using two-way communication in order to create value for both (Freeman, Wicks and Parmar 2004, 364; Ledingham 2003, 181; Steyn and Puth 2000, 210).

Hon and Grunig (1999) identified a set of relationship outcomes that could be used to measure and describe stakeholder relationships. Based on the perceptions of the parties in a relationship, the indicators are used to distinguish positive stakeholder relationships from negative ones, thereby also indicating management problems in the relationship (Broom, Casey and Ritchey 2000, 17; Hon and Grunig 1999, 38).

The relationship indicators defined by Hon and Grunig (1999) are control mutuality, trust, commitment and satisfaction. The two types of relationships they refer to are exchange relationships and communal relationships. Using these relationship indicators, van Dyk and Fourie (2012a; 2012b) explored donor-NPO relationships and ultimately contextualised the indicators to describe this specific relationship more accurately. The relevant and contextual relationship indicators are subsequently summarised:

Hon and Grunig (1999, 3) refer to control mutuality as representing the balance of power in the relationship. Perceptions on power and control are important to describe stakeholder relationships (cf. Jahansoozi 2002, 8). The context of donor-NPO relationships only focusing on power sharing as in other relationships will give an incomplete picture of this relationship as donors are always in the more powerful position (Van Dyk & Fourie 2012b, 360). The responsible use of power and attempting to secure sustainability for NPOs are part of donors' definition of control while the possibility of being independent in the future also fit the NPOs' definition (Van Dyk 2014).

The relational indicator trust is complex and can be operationalised as consisting of a combination of integrity, dependability and competence (Hon and Grunig 1999, 3). In donor-NPO relationships trust was seen to include perceptions about the intention of the other party, consideration of the other, and a willingness to allow the other some decision-making power (Van Dyk 2014).

Hon and Grunig (1999, 3) define commitment as the extent to which parties believe their relationship is worth spending time and energy on. In the donor-NPO relationship no single redefinition of commitment exists as the indicator is viewed differently by the two parties involved; while NPOs define commitment as a combination of affection and desire they perceive from the donors, the donors view the combination of loyalty and the perceived importance of the relationship as commitment. Both parties include the obligation to relate as part commitment to this relationship. NPOs also view cause commitment, here meaning the degree to which they believe their donors are committed to social causes (Van Dyk 2014).

Satisfaction is seen by Hon and Grunig (1999, 3) as the extent to which parties perceive the relationship as positive. Van Dyk & Fourie (2012b, 358) claim that satisfaction as an indicator is less applicable to the context of this relationship based on the initial exploration. In the interviews participants made it clear that they viewed feelings of positivity and fulfilment as part of other relational dimensions and not as a stand-alone indicator of the relationship.

The two types of relationships, exchange and communal relationships, were also considered unsuitable for describing donor-NPO relationships. Van Dyk & Fourie (2012b, 358) argue that the context dictates that elements of both communality and exchange found in donor-NPO relationships, but that the type of relationship (donor-NPO) is implied and the differentiation is unnecessary.

To further explicate the relationship, Van Dyk (2014) identified context-specific relational realities experienced by the parties in this relationship that should be considered in a description of the state of the relationship. These realities include the specific importance of transparency, accommodation for the other, understanding of the differences between the parties, the requirements of reporting and a grasp on the insatiable needs that come from communities served by this relationship.

These redefined relationship indicators were used to describe the stakeholder relationship between corporate donors and recipient NPOs and highlight the challenges that emerged from the data.

RESEARCH PROCESS

The research for this article fell within the interpretative paradigm and aimed to provide a description of the relationship challenges as perceived by both parties in the donor-NPO relationship. An understanding of the relationship from the point of view of both the donors and NPOs was mainly based on the results from two corresponding survey questionnaires and supplemented by partially structured interviews conducted in the exploratory phase of the study.

For the initial exploration partially structured interviews, using an adapted version of the Grunig (2002) interview schedule, were conducted with six key informants who shared their insight and experience regarding donor-NPO relationships. Two major findings came from the interviews: (1) the relationship between donors and NPOs is challenging and (2) the relationship indicators used to measure and describe stakeholder relationships should be contextualised to make them more suited for measuring in context. The findings of the partially structured interviews are not discussed in full in this article, but have been published in Van Dyk & Fourie (2012a and 2012b).

Questionnaire development

The development of the survey questionnaire was based on a review of literature on stakeholder relationships in the context of CSI and the link between corporate donors and recipient NPOs, as well as the findings of the partially structured interviews. Informed by the literature and qualitative findings, preliminary relationship indicators were defined, operationalised and Likert-scale items formulated to represent those preliminary constructs. The well-known Hon and Grunig (1999) relationship questionnaire served as the basis for the compilation of two separate questionnaires (one for each party in the relationship) with adaptation and to which newly formulated items were added. The term ‘corresponding surveys’ is used because the two surveys were intended to measure the same relationship from two sides by using corresponding items, some of which were identical and some similar (specifically where contextual differences made it impossible to use identical items). After review by an expert panel consisting of communication researchers, and pilot-testing among five donor respondents and five NPO respondents, the questionnaires were considered ready for administration.

Sampling

Separate samples were drawn for the two populations; managers of South African NPOs that receive corporate funding and CSI representatives of organisations operating in South Africa that interact with NPOs that receive funding. The NPO sample was drawn with a simple random sampling method from the Prodder NGO Directory of 2008. The Prodder NGO Directory was regarded as suited, firstly because it was available to the researcher and secondly because all of the NPOs listed provide e-mail addresses and were presumed to have internet access. Of the 413 questionnaires sent to e-mail addresses, and after various follow-ups (both via e-mail and telephonically where possible), 106 questionnaires were completed and returned. The sample intending to select CSI representatives of donor organisations proved to be challenging due to the relative inaccessibility of the population. The researcher reverted to various non-probability sampling methods including conveniently accessing contact details from the Trialogue CSI Handbook and a client list from a Black Economic Empowerment consultant firm. A combination of purposive and snowball sampling techniques (Du Plooy 2009, 123-124; Babbie and Mouton 2001, 166) was applied in internet searches focused on obtaining contact details for CSI representatives of South African organisations listed on the Johannesburg Stock Exchange. Of the total of 137 survey questionnaires that were distributed, 67 donor respondents responded.

Research procedure

The data collected from the corresponding surveys was analysed with IBM SPSS with two aims in mind. The first was to identify relationship indicators as perceived by the respondents in these surveys as being important for describing this specific stakeholder relationship, and the second was to conduct a descriptive analysis of the relationship.

The definition of contextual relationship indicators was done by means of an exploratory factor analysis at construct level, and reliability testing of the factor groupings for both sets of survey results. The factor groupings were named and described as contextual relationship indicators for both parties in the relationship (Van Dyk 2014). The relationship was subsequently described using the contextual relationship indicators and the items that measured the perceptions of the survey respondents on those items (Van Dyk 2014). For the purpose of this article, the description of the relationship by both parties is used to identify challenges in the relationship that could possibly relate to challenges faced by NPOs in the execution of their development work. Only the selection of results that focus on these challenges will be presented in this article.

DISCUSSION OF RESULTS

Although all the findings of the surveys are not reported below and even though this article focuses on the problematic aspects of the donor-NPO relationship, on the whole the parties did not perceive the relationship as being greatly negative. The perceptions of both parties include both positive and negative reflections about the donor-NPO relationship's dimensions of control/power, trust, commitment and contextual realities. A summary of the results of the corresponding surveys is provided in Figure 2. Figure 2 indicates the mean scores for each indicator as well as the contextual elements.

For the purpose of this article, the focus is on those survey results that indicate possible relational difficulties. Reference is also made to some of the findings of the partially structured interviews as published in Van Dyk & Fourie (2012a; 2012b) as they suggest links between the relational problems and managerial and environmental challenges reportedly faced by NPOs.

The findings all relate to the relationship indicators discussed above, but arranged as they link to the challenges generally faced by NPOs, namely resource limitations and dependence; problems with staffing; strategy; and management and the realities of working in a volatile environment. In the presentation of findings, the respondents who selected the Agree/Strongly agree and Disagree/Strongly disagree options will be discussed together by referring to being in agreement or being in disagreement. Furthermore, in the tables the options selected by respondents are indicated with the following key: SD (Strongly disagree), D (Disagree), N (Neutral), A (Agree) and SA (Strongly agree).

When considering the overall mean scores for the relationship indicators for both donors and NPOs (as set out in Figure 2), it is evident that the relationship is generally positive with all mean scores higher than 3. A closer look at the mean scores of the contextual elements indicates some problem areas that are further explored in this article.

Result summary from donor survey

Result summary from NPO survey

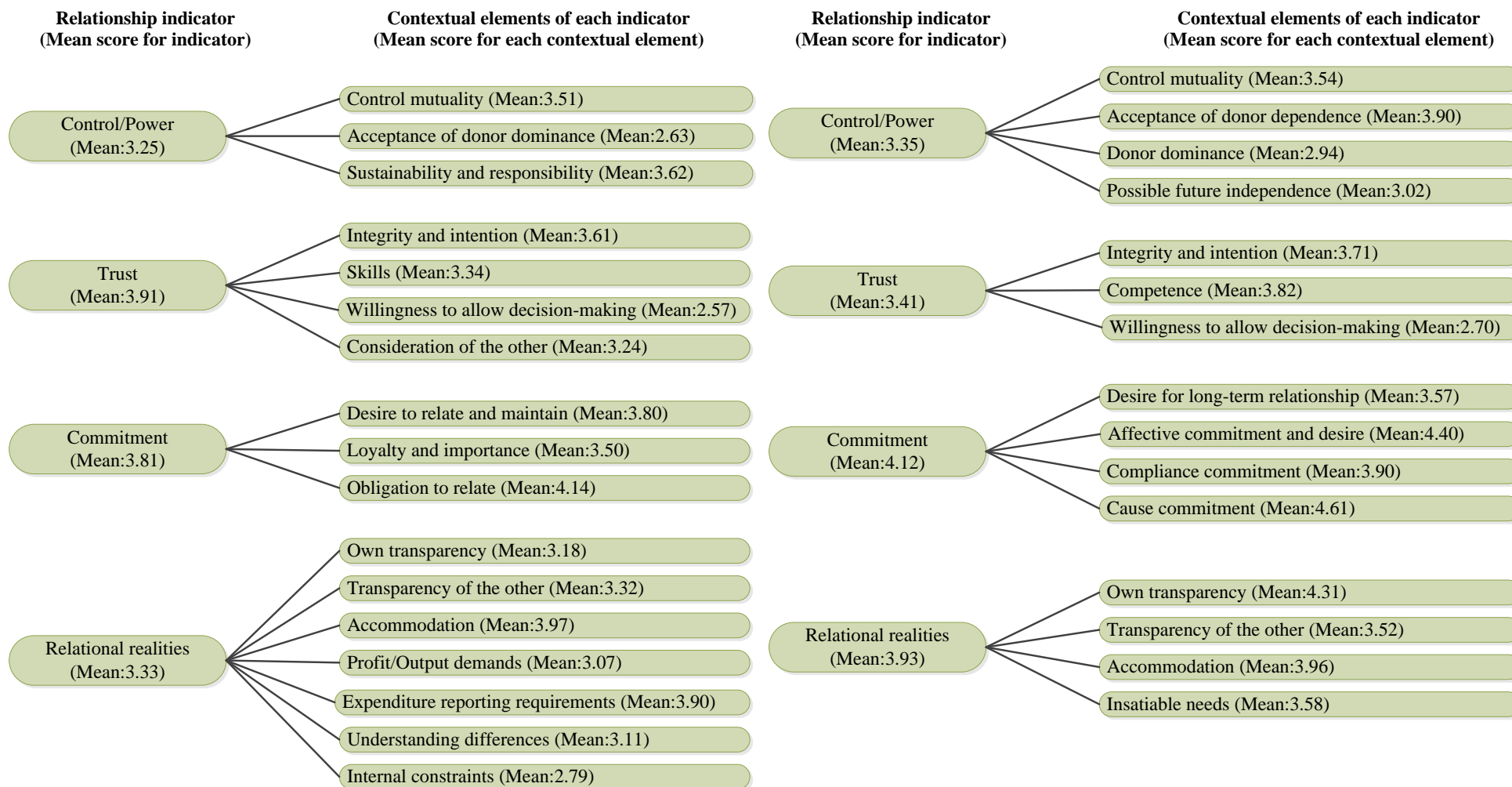


Figure 2: Summary of results from both donor and NPO surveys

For the donor survey lower mean scores are indicated for the contextual elements named “Acceptance of donor dominance” (Mean: 2.63), “Willingness to allow decision-making power” (Mean: 2.57), “Profit/output demands” (Mean: 3.07), “Understanding differences” (Mean: 3.11) and “Internal constraints of NPOs” (Mean: 2.79). These lower mean scores allude to problems in the relationship from the perception of the donors.

From the NPO survey the following contextual elements have lower mean scores: “Donor dominance” (Mean: 2.94), “Possible future independence” (Mean: 3.02) and “Willingness to allow decision-making power” (Mean: 2.70). The lower mean scores indicate problem areas in the relationship that need further investigation.

The lower-scoring contextual elements and the way the contextual elements were grouped by the respondents indicated the relationship challenges and their possible root causes as summarised in Table 1. They are subsequently further explored.

Table 1: Summary of relationship challenges and possible link to NPO challenges

Relational challenges	Possible link to challenges of NPOs
Power imbalance in favour of corporate donors	Dependence on and limitations of resources such as funding and infrastructure
Lack of transparency on the side of the NPOs	
Divergent views on commitment in the relationship	
Questionable competence of NPOs	Problems with recruiting and retaining of competent staff
Time constraints in project execution	
Perceived incomprehension of NPOs of the business world	Strategy, management and environmental challenges regularly associated with NPO management
Unwillingness from donors to allow NPOs decision-making power	

RESOURCE LIMITATIONS AND DEPENDENCE

NPOs do not generate funds in the same way as organisations in the private sector and limited resources and lacking infrastructure is a reality they face in their daily operations. Together with the limitations of NPOs in terms of access to limited resources, it also implies that they are dependent on others, usually donors, for their resources. Resource limitations and donor dependence is the root of many relational challenges between donor and recipient and these

challenges include an imbalance in power between the parties, a lack of transparency on the side of the donors and divergent views on commitment in the relationship.

Power imbalance in favour of corporate donors

From the partially structured interviews it emerged that NPOs settle for a position of powerlessness in their relationship with their donors because they believe it can help them secure funding for the future (Van Dyk & Fourie 2012b, 354). This belief links their dependence on their donors for funding and the sensitivity that comes with resource limitations, with power in their relationship with their donors.

The NPO survey supported the qualitative findings as reflected by the responses to the selection of items reported in Table 2.

Table 2: Perceptions on power and control in the relationship (NPO survey)

Item	N		SD	D	N	A	SA
We are dependent on our donors for survival	88	n	2	6	7	45	28
		%	2.3	6.8	8.0	51.1	31.8
Our donors hold a powerful position in our relationship	87	n	—	6	19	47	15
		%	—	6.9	21.8	54	17.2
We cooperate with our donors because we want to secure future funding	88	n	—	10	15	43	20
		%	—	11.4	17	48.9	22.7
In the future, we will be able to survive without our donors	86	n	13	36	23	11	3
		%	15.1	41.9	26.7	12.8	3.5
Independence from donors is an important long-term goal for us	88	n	4	15	18	30	21
		%	4.5	17	20.5	34.1	23.9

The vast majority of NPOs (82.9% / N = 88) believed that they depend on their donors for survival and the majority (71.2% / N = 87) were in agreement that their donors hold a powerful position in their relationship with them. The dependence on donors and perceived power of donors in the relationship with those they fund are also reflected in the 71.6% (N = 88) of NPOs that cooperate with their donors in order to secure future funding. As a further expression of control in the relationship, NPOs grouped together responses depicting their perception on the future and possible independence from donors. Although the reactions from respondents were varied, large proportions of respondents disagreed that they would be able

to survive without donors in the future (57% / N = 86), while 58% (N =88) agreed that donor independence is a long-term goal. The antithesis in the responses to these two statements shows that while NPOs seem to want to be independent they do not believe that independence is a possibility.

The survey showed that the NPOs perceived their donors as being powerful and they knew that they are dependent on their donors for survival. They reported that independence from donors is important, but unlikely. On considering these survey results together with the responses from participants in the partially structured interviews, a more complex picture emerges. NPO participants in the interviews reported that CSI is a donor-driven process where donors control all decisions and processes. The NPOs feel that they must perform at every demand of their corporate donors and that they do not even attempt to gain control of certain situations in their relationship with their donors. When citing their reasons, they said that they adhere to donor demands because they are dependent on their funding.

Lack of transparency on the side of the NPOs

Issues of transparency also seem to burden the relationship between the two parties. The participants in the partially structured interviews emphasised the transparency of NPOs more than that of the corporate donors (Van Dyk & Fourie 2012a, 209). Similarly, the survey results show that NPOs perceive themselves as being more transparent and open than their donors perceive them to be.

The NPO survey supported the qualitative findings as reflected by the responses to the selection of items reported in Table 3.

Table 3: Perceptions on their own transparency (NPO survey)

Item	N	SD	D	N	A	SA	
Our donors are free to access our financial reports	78	n	—	—	—	29	49
		%	—	—	—	37.2	62.8
Our donors require us to be transparent regarding our operational expenses	78	n	—	—	2	43	33
		%	—	—	2.6	55.1	42.3
We openly share information with our donors	77	n	—	2	2	38	35
		%	—	2.6	2.6	49.4	45.5
We are financially transparent to the donors	78	n	—	2	5	39	32
		%	—	2.6	6.4	50	41

As reported in Table 3, when questioned about their own transparency in their relationship with their donors, the vast majority of NPO respondents, 97.4% (N = 78), indicated that they believe they are financially transparent; 94.9% (N = 77) reported that they share information openly with their donors; 100% (N = 78) indicated that their donors are free to access their financial reports; and 91% (N = 78) believed that they are open about their situation when interacting with their donors.

Regarding the transparency of recipient NPOs as perceived by their donors, the majority were neutral when asked to respond to the statement “The [NPOs] are truthful about funding issues”, while only 39.3% agreed with the statement. Almost the same proportion as for the above statement (45.9% / N = 61) reacted neutrally about the openness of recipient NPOs about their real situation and whether they felt the NPOs share information openly (44.3%). The responses of the donors reflect that they were generally unconvinced that the NPOs are open and truthful and they could possibly be regarded as suspicious in this regard.

The donor survey responses are reflected in the selection of items reported in Table 4.

Table 4: Perceptions on the transparency of NPOs (donor survey)

Item	N	SD	D	N	A	SA	
The [NPOs] share information openly with us	61	n	—	6	27	27	1
		%	—	9.8	44.3	44.3	1.6
The [NPOs] are open about their real situation	61	n	—	7	28	24	2
		%	—	11.5	45.9	39.3	3.3
The [NPOs] are truthful about funding issues	61	n	1	7	29	24	—
		%	1.6	11.5	47.5	39.3	—

When comparing the survey results in Table 4 with the views of participants in the partially structured interviews, it is clear that donors experienced NPOs as sometimes untruthful about funding issues with anecdotes of embezzled funds and double-funding for projects. The reasons for this perceived lack of truthfulness and transparency lie in the challenges of managing an NPO; participants defended the actions of NPOs by saying they understood that being transparent is not always in the best interest of the NPO because transparency would pose risks to their funding or could cause them to forfeit the money they need.

Divergent views on commitment in the relationship

Regarding commitment, the survey results show that 51.4% (N = 85) of the NPO respondents were in disagreement with the statement about their donors committing to funding for longer than three years while the largest proportion (37.7% / N = 61) of donors were of the opinion (agreed) that they do commit to long-term funding, while a lesser 27.9% disagreed and 18% responded neutrally when questioned about long-term funding.

The qualitative findings show that the participants criticised the practice of using 12-month financial cycles for CSI funding, as the needs of NPOs generally call for a longer-term commitment. Commitment is not only perceived differently by the two parties in the relationship, but (from both quantitative and qualitative stances) the limited resources to fulfil their mission could also be linked to their need for a longer-term commitment, plus their critique of organisations that do not commit on a long-term basis.

STAFFING PROBLEMS

Challenges regarding skilled staff and board members are evident from the literature on NPO management. These challenges can be related to the limitations in resources discussed in the section above. These challenges can also be seen in the qualitative inquiry's focus on the perceptions of the competence of NPOs and frustrations linked to time constraints in the execution of CSI-funded projects.

Questionable competence of NPOs

In the interview phase of the research, the participants generally indicated that they regard NPOs as incompetent and the donors as generally competent. Challenges in attracting and retaining skilled staff and a dependency on volunteers were given as reasons for the perceived incompetence of NPOs by the participants in the partially structured interviews.

The competence of NPOs was further explored in the survey and although the perceptions were not as strongly expressed as in the interviews, it is still apparent that the donors are not convinced of the competence of the NPOs.

A selection of the donor survey results pertaining to NPO competence is reflected in Table 5.

Table 5: Perceptions on the competence of NPOs (donor survey)

Item	N		SD	D	N	A	SA
The [NPOs] can be left to work unsupervised	67	n	2	17	18	27	3
		%	3	25.4	26.9	40.3	4.5
I feel confident about the skills of the [NPOs]	67	n	1	12	31	30	3
		%	1.5	17.9	31.3	44.8	4.5
The [NPOs] are known to be successful at the things they try to do	67	n	—	5	25	34	3
		%	—	7.5	37.3	50.7	4.5

Although, the majority of donors perceived the NPOs to be competent and skilful, a large proportion was undecided on issues of competence. Of the donor respondents 26.9% (N = 67) were undecided whether NPOs can be left to work unsupervised, 31.3% (N = 67) neither agreed nor disagreed that they are confident about the skills of NPOs and 37.3% (N = 67) were neutral about a statement pertaining to the known successfulness of NPOs. Thus, while few respondents strongly disagreed, some ambivalence is clear in the responses; large proportions of respondents reacted neutrally or negatively to statements pertaining to the skills or the NPOs.

The ambiguity in the survey results supported the qualitative findings that donors sometimes question the competence and dependability of NPOs and confirmed literature that cites issues of lacking infrastructure and human resources as part of their constraints (cf. Boafu 2006).

Time constraints in project execution

Time constraints in the execution of CSI-funded activities could also be blamed on the challenges faced by NPOs due to limited resources. The idea that NPOs themselves cause many of their operational problems emerged from the qualitative data.

The responses to the surveys were not as strong as the views of participants in the partially structured interviews, but the responses nonetheless expanded the exploration of the relationship. A selection of the results from the donor survey is shown in Table 6.

Table 6: Perceptions on time constraints in the relationship (donor survey)

Item	N		SD	D	N	A	SA
The [NPOs] are slow when acting on promises made to us	61	n	2	23	27	8	1
		%	3.3	37.7	44.3	13.1	1.6
The [NPOs] themselves are the main cause of time constraints when it comes to implementing funded projects	61	n	4	14	27	15	—
		%	6.7	23.3	45	25	—

The survey responses indicate divergent views, with the largest proportion of donors (45% / N = 61) reacting neutrally to the statement about the recipient NPOs being the main cause of time constraints when it comes to implementing funded projects, whereas 25% (N = 15) of donors agreed that they are the main cause of time constraints. Similarly, the largest proportion (44.3% / N = 61) of donors responded neutrally when indicating whether they perceive NPOs as being slow when acting on promises made to them. Yet, a large proportion of donors do not experience the NPOs as being slow when acting on promises.

The NPO survey further revealed that 60.2% (N = 78) of respondents believed their needs were greater than what donors could satisfy and 59.8% (N = 77) perceived their needs to be never-ending. During the partially structured interviews the donor participants cited the reason for NPOs not being able to honour commitments timeously was that they overpromise on funding applications to project an image of sufficiency, but are then not able to deliver. The many neutral responses could mean that donors are generally not convinced of the real cause of time constraints, but when put into perspective with the qualitative responses and the NPOs' perceptions of their insatiable needs it seems possible that time constraints in the donor-NPO relationship are linked to the challenges and needs of the NPOs.

STRATEGY, MANAGEMENT AND ENVIRONMENTAL CHALLENGES

Associated with both resource limitations and staffing problems, the strategic and management difficulties experienced by many NPOs and the volatile environment in which they work also have a bearing on their relationship with their donors. Furthermore, the isolated, politically unstable and conflict-ridden environments are the environments where NPOs are most needed and where they are expected to be operating. The environmental

pressures, which are reported in the literature as one of the predominant challenges for NPO management, also have a negative impact on their relationship with corporate donors.

Although no direct questions about strategy, management or environmental pressures were put to the donors and NPOs in the surveys, a substantial proportion of the donors were not certain that NPOs understood the business world and it was also clear that donors are not willing to entrust NPOs with decision-making power in the relationship. Both of these perceptions could be indicative of relational challenges caused by management and environmental challenges faced by the NPOs.

Perceived incomprehension of the business world

Survey responses regarding the comprehension the parties show for each other's realities could further clarify the perception of the relationship in terms of the challenges faced by NPOs in the execution of their work.

A selection of results from the donor survey about their perceptions about NPOs' understanding of the business environment is illustrated in Table 7.

Table 7: Perceptions on the NPOs' understanding of the corporate context (donor survey)

Item	N		SD	D	N	A	SA
Both parties in a corporate [NPO] relationship understand the difference in organisational goals between them	61	n	—	12	22	25	2
		%	—	19.7	36.1	41	3.3
The [NPOs] understand the realities of the corporate world	61	n	1	17	30	10	3
		%	1.6	27.9	49.2	16.4	4.9

Close to half of the donors (49.2% / N = 61) responded neutrally to the statement “The [NPOs] understand the realities of the corporate world”, with a substantial 29.5% disagreeing. The largest proportion of donors at least agreed that both parties in the donor-NPO relationship reported that they understand the difference in organisational goals between them. A large proportion (36.1% / N = 61) also reacted neutrally.

From these responses it is clear that the donors were not convinced that the NPOs understand their reality and neither were they confident about their own understanding of the realities of

NPOs. The survey responses could be linked to perceptions of both parties during the partially structured interviews, where NPOs claimed to understand what their donors expected of them, but indicated that they are constrained by their day-to-day realities.

Unwillingness to allow NPOs decision-making power

Another relational constraint that could be linked to problems of environment and management of NPOs is the unwillingness of donors to trust their recipient NPOs with the power to make decisions within the relationship.

A selection of the results from the donor survey is presented in Table 8.

Table 8: Perceptions on the willingness of donors to share decision-making power (donor survey)

Item	N		SD	D	N	A	SA
I am willing to let the [NPOs], make decisions for us	66	n	8	26	19	11	2
		%	12.1	39.4	28.8	16.7	3
We are willing to allow the [NPOs] to take decisions that could affect us	66	n	5	32	17	12	—
		%	7.6	48.5	25.8	18.2	—

The survey responses clearly illustrate that donor respondents were not willing to allow recipient NPOs decision-making power, with 56.1% (N = 66) disagreeing that they are willing to let NPOs make decisions that could affect them and 51.5% (N = 66) disagreeing that they are willing to let NPOs make decisions on their behalf. Large proportions of respondents (25.8% and 28.8% respectively) responded neutrally to the statements, but generally the donors indicated that they are not willing to let NPOs take important decisions in the relationship.

CONCLUSION

The research on which this article is based, together with the qualitative results published as Van Dyk & Fourie (2012a; 2012b), shows that some relational difficulties between corporate donors and recipient NPOs within the context of CSI could be linked to management and environmental challenges of the NPO. Understanding the relationship challenges experienced in the donor-NPO relationship in the context of CSI can assist donors' understanding of the

NPOs which they fund. It can also enable them to better deal with the challenges that are involved when funding NPOs.

The relational difficulties experienced by the participants and respondents in the study reported on in this article revealed the following:

- Power imbalances in the relationship, a lack of transparency on the part of the NPO and differing views on commitment are part of the relationship because NPOs are generally tight on resources and dependent on others for those resources.
- Questions about the competence of NPOs and time constraints in project execution are linked to staffing problems experienced by many NPOs.
- The perceived incomprehension of NPOs about the realities of the business environment and the reluctance of donors to allow NPOs to make decisions in their relationship are associated with management and environmental difficulties sometimes experienced by NPOs.

Bearing in mind these relational challenges and their probable roots, donors could ultimately enhance the quality of their CSI practices and the evaluation thereof and in so doing make them more accountable for their responsibility towards their society. With the almost R7 billion invested in CSI in 2011/12 a more effective and accountable CSI is not something to be taken lightly, but to be seriously considered as a vehicle for sustainable change in South Africa.

REFERENCES

- Aliber, M. 2003. Chronic poverty in South Africa: incidence, causes and policies. *World Development* 31(3):473-490.
- Babbie, E.R. and J. Mouton. 2001. *The practice of social research*. Cape Town: Oxford.
- Boafo, K.S.T. 2006. Participatory development communication: an African perspective. In *People, land and water: participatory development communication for natural resource management*, ed. G. Besette, 41-48. IDRC. <http://www.idrc.ca/EN/Resources/Publications/Pages/IDRCBookDetails.aspx?PublicationID=112> (Accessed on 13 July 2009).
- Broom, G.M., S. Casey, and J. Ritchey. 2000. Concept and theory of organization-public relationships. In *Public relations as relationship management: a relational approach to the study and practice of public relations*, ed. J.A. Ledingham and S.D. Bruning, 3-22. Mahwah, NJ: Lawrence Erlbaum.
- Bruning, S.D. and J.A. Ledingham. 1999. Relationships between organisations and publics: Development of a multi-dimensional organisation-public relationship scale. *Public Relations Review* 25(2):157-170.
- Burger, K.M. 2009. Businesses' social engagement, public relations and social development: A beyond modernist conceptual model. Doctoral dissertation, University of South Africa, Pretoria.
- Byrne, E. and S. Sahay. 2007. Participatory design for social development: A South African case study on community-based health information systems. *Information Technology for Development* 13(1): 71-94.
- Catalyst Consortium 2002. *Corporate Social Responsibility in Practice Casebook*. Pathfinder International. <http://www.pathfinder.org/publications-tools/pdfs/CATALYST-Corporate-Social-Responsibility-in-Practice-Casebook.pdf> (Accessed on 2 July 2013).
- Coffman, S.E. 2005. Nonprofits' three greatest challenges. <http://www.guidestar.org/rxa/news/articles/2005/nonprofits-three-greatest-challenges.aspx> (Accessed on 12 July 2013).
- Connolly, P. and P. York. 2002. Evaluating capacity-building efforts for nonprofit organizations. *OD Practitioner* 34(4): 33-39.
- Cooke, D. 2010. Building social capital through corporate social investment. *Asia-Pacific Journal of Business Administration* 2(1): 71-87.
- Du Plooy, G.M. 2009. *Communication research: techniques, methods and applications*. 2nd ed. Cape Town: Juta.
- Fourie, P. and M. Meyer. 2010. *The politics of Aids denialism*. Surrey: Ashgate.

Freeman, R.E., J.S. Harrison, A.C. Wicks, B.L. Parmar and S. De Colle. 2010. *Stakeholder theory: The state of the art*. Cambridge: Cambridge.

Freeman, R.E., A.C. Wicks and B. Parma. 2004. Stakeholder theory and “the corporate objective revisited”. *Organization Science* 15(3): 364-369.

Garriga, E. and D. Melé. 2004. Corporate social responsibility theories: mapping the territory. *Journal of Business Ethics* 53(1-2): 51-71.

Grossman, M. 2011. Redefining the relationship between the environment, society and economy. <http://www.environmentalleader.com/2011/11/14/defining-the-relationship-between-the-environment-society-and-the-economy/> (Accessed on 12 June 2013).

Grunig, J.E. 2002. Qualitative methods for assessing relationships between organizations and publics. The Institute for Public Relations. http://www.instituteforpr.org/research_single/qualitative_methods_assessing/ (accessed 12 November 2013).

Grunig, J.E. and J.White. 1992. The effect of worldviews on public relations theory and practice. In *Excellence in public relations and communication management*, eds. J.E. Grunig and D.M Dozier, 31-64. Mahwah, NJ: Lawrence Erlbaum.

Hailey, J. 2006. NGO leadership development. <http://dspace.cigilibrary.org/jspui/handle/123456789/21770> (Accessed on 11 July 2013).

Hall, M.R. 2007. Corporate philanthropy and corporate community relations: Measuring relationship-building results. *Journal of Public Relations Research* 18(1):1-21.

Helmig, B., M. Jegers and I. Lapsley. 2004. Challenges in managing non-profit organizations: A research overview. *International Journal of Voluntary and Non-profit Organizations* 15(2): 101–116.

Herman, R.D. and D.O. Renz. 2008. Advancing nonprofit organizational effectiveness research and theory: Nine theses. *Nonprofit Management and Leadership* 18(4):399-415.

Hodge, M.M. and R.F. Piccolo. 2005. Funding source, board involvement techniques, and financial vulnerability in non-profit organizations: A test of resource dependence. *Non-profit Management and Leadership* 16(2): 171–190.

Hon, L. and J.E. Grunig. 1999. Guidelines for measuring relationship in public relations. The Institute for Public Relations. http://www.instituteforpr.org/research_single/ (accessed 28 October 2013).

Institute of Directors Southern Africa (IoDSA). 2009. *King report on governance for South Africa 2009*. Johannesburg: IoDSA.

Jahansoozi, J. 2002. Public relations and the relational perspective – an exploration of relationship characteristics: Researching an appropriate framework for evaluating the relationships between publics and organisations. Proceedings from the 9th International Public Relations Research Symposium, 4–7 July, Lake Bled, Slovenia.

Kaplan, R.S. 2001. Strategic performance measurement and management in nonprofit organizations. *Nonprofit management and Leadership* 11(3):353-370.

Ledingham J.A. 2003. Explicating relationship management as a general theory of public relations. *Journal of Public Relations Research* 15(2): 181–198.

Lewis, D. 2003. Theorizing the organization and management of non-governmental development organizations: Towards a composite approach. *Public Management Review* 5(3):325-344.

Lichtenstein, D.R., M.E. Drumwright. And B.M. Braig. 2004. The effect of corporate social responsibility on customer donations to corporate-supported nonprofits. *Journal of Marketing* 68(4):16-32.

Littlejohn, S.W. and K.A. Foss. 2008. *Theories of human communication*. 9th ed. Belmont, CA: Wadsworth.

Padaki, V. 2007. The human organisation: Challenges in NGOs and development programmes. *Development in Practice* 17(1):65-77.

PCE (Parliamentary Commissioner for the Environment). 2002. *Creating our future: sustainable development for New Zealand*. Parliamentary Commissioner for the Environment. <http://www.pce.parliament.nz/publications/all-publications/creating-our-future-sustainable-development-for-new-zealand-3> (Accessed on 13 July 2013).

Pearce, D. and G. Atkinson. 1998. The concept of sustainable development: An evaluation of its usefulness ten years after Brundtland. *Revue Suisse d'Économie et de Statistique* 134 :251-270.

Pearce, D.W. and G.D. Atkinson. 1993. Capital theory and the measurement of sustainable development: an indicator of “weak” sustainability. *Ecological Economics* 8(2):103-108.

Phillips, D. 2006. Relationships are the core value for organisations: A practitioner perspective. *Corporate Communications: An International Journal* 11(1):34-42.

Rossouw, R. 2010. (Personal communication). E-mail correspondence. 12 - 16 September 2010. Information on corporate social investment in South Africa.

Shumate, M. and A. O'Connor. 2010. The symbiotic sustainability model: conceptualizing NGO–corporate alliance communication. *Journal of Communication* 60(3):577-609.

Skinner, J.C. and G. Mersham. 2008. Corporate social responsibility in South Africa: emerging trends. *Society and Business Review* 3(3):239-255.

Smith, N.C. 2003. *Corporate social responsibility: Not whether, but how*. Centre for Marketing Working Paper. <http://www.london.edu/facultyandresearch/research/docs/03-701.pdf> (Accessed on 13 October 2013).

Steyn, B. and L. Niemann. 2010. Enterprise strategy: A concept that explicates corporate communication's strategic contribution at the macro-organisational level. *Journal of Communication Management* 14(2):106-126.

Steyn, B. and G. Puth. 2000. *Corporate communication strategy*. Sandton: Heinemann.

Dialogue 2012. Dialogue launches its 2012 corporate social investment research. <http://www.corporatecitizenship.co.za/assets/pdf/The%20CSI%20Handbook%20Launch%20Presentation%20-%2015th%20edition.pdf> (Accessed on 2 September 2013).

UN (United Nations). 2005. *World Summit Outcome*. United Nations General Assembly. http://www.un.org/depts/dhl/resguide/r60_en.shtml (Accessed on 19 February 2009).

Van Dyk, L. I. 2014. 'Participatory Communication and Social Change and Stakeholder Relationships: Challenges faced by Social Development NPOs and their Corporate Donors in South Africa.' Doctoral dissertation, North-West University, Potchefstroom.

Van Dyk, L. I. and L. M. Fourie. 2012a. 'Exploring the Communication Relationship between Corporate Donors and Social Development NPO Recipients.' *Communitas* 17(1): 199–221.

Van Dyk, L. I. and L. M. Fourie. 2012b. 'Towards Contextualising Stakeholder Relationship Indicators for Corporate–Community Relationships.' *Communicatio* 38(3): 349–364.

Wood, J. T. 2004. *Communication Theories in Action: An Introduction*. 3rd ed. Canada: Thomson Wadsworth.