

NAVIGATING THE 12TH EDITION

Over the past 12 years, The CSI Handbook has established itself as the authoritative guide to corporate social investment in South Africa, with a track record of delivering up-to-date primary research, cutting-edge analysis and thought leadership. This 12th edition builds on our solid research base, examining the corporate contribution to society through a number of lenses, making it a valuable resource for all who operate in the CSI sector and broader development arena.

Our annual primary field research with the country's leading companies underpins every edition, enabling us to benchmark CSI funding and to identifying emerging trends and evolving CSI practice. During April and May this year, we conducted interviews with CSI practitioners from 105 leading companies from 13 industry sectors, the findings of which are presented in Chapter One and Chapter Two.

This year, for the first time, we conducted an online NPO survey, canvassing the views of 123 non-profit organisations from around the country. The results of our NPO survey are presented in Chapter Four. For this edition, we also assessed the quality of CSI reporting by those companies listed on the JSE's 2008 Socially Responsible Investment (SRI) Index and present our analysis in Chapter Seven – our new CSI reporting barometer.

Supplementing our in-depth commentary in every chapter, eight special features highlight a number of important topics. Four of these special features focus on children – our theme for the 12th edition – and are included in Chapter Five. Once again, we engaged leading thinkers in the development field in discussions on a broad range of topical issues, and include their Viewpoint articles throughout the book.

The CSI Handbook is also a reputable platform for companies to showcase their CSI contributions, and we present their Programme Overviews and Case Studies in two dedicated chapters.

A brief summary of each chapter follows.

Chapter One: The Corporate Contribution

In this opening chapter, we consider the parameters of CSI in the context of regulations and other pressures pushing companies to contribute towards social upliftment and development, particularly within their stakeholder communities. We also present our analysis of CSI funding during the 2008/09 financial year, turning the lens onto the range of factors driving CSI expenditure and broadening the spectrum of social giving.

Chapter Two: Development Sector Funding

Based on our primary research findings, this chapter gives a detailed account of the distribution of CSI funding between and within 11 development sectors, including education; health and HIV/Aids; social and community development; enterprise development; environment; training and capacity-building; food security and agriculture; sports development; arts and culture; safety and security; and housing and living conditions.

Chapter Three: CSI Programmes in South Africa

Chapter Three presents a selection of the country's leading CSI programmes. Thirteen Programme Overviews illustrate differing approaches to CSI and describe CSI practice across a number of industry sectors, regions and development focus areas. Included in this chapter is our CSI Profiles feature, which provides a listing of CSI budgets and focus areas of 80 companies.

Chapter Four: NPO Outlook

This chapter considers corporate funding flows to the non-profit sector and the relationship between companies and non-profit service providers, with observations supported by Trialogue's NPO survey. In presenting our findings, we hope to bring an empirical lens to bear on media and anecdotal accounts of a sector in crisis.

Chapter Five: Children Close-up

The global recession has cast long shadows over the social welfare sector, with society's most vulnerable citizens gravely affected by both deepening poverty and cutbacks to the services and projects they depend on. Among those most severely affected are children. In Chapter Five, we examine the critical issues facing South Africa's vulnerable children and the organisations that support them. In our Children's Voices feature, we tell the stories of four children from different provinces, highlighting their challenges and remarkable resilience in the face of adversity.

Chapter Six: Case Study Showcase

This chapter showcases 23 case studies, providing in-depth examples of CSI projects in every corner of the country. As an introduction, we have analysed current CSI practice across five development focus areas that receive significant corporate support. Drawing from this collective body of experience, we share best-practice lessons for each of these focus areas.

Chapter Seven: CSI Reporting Barometer

In Chapter Seven we present our analysis of the extent and quality of CSI reporting by the 60 companies listed on the JSE SRI Index. An assessment of companies' CSI reporting is one of many important lenses through which to view corporate performance on social issues. Our CSI reporting barometer is also a valuable benchmark for corporates to follow progress and track changes from one year to the next.