**Action for Children**

**in Kenya**

**A feasibility study into an Action for Children program in Kenya**

Conducted for: Wilde Ganzen

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Date: May, 2009

**Action for Children in Kenya**

**If starting an Action for Children program in Kenya will be feasible.**

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**Executive summary**

The research presented in this report has been carried out to answer the question: ***Is it feasible to set up an*** *Action for children* ***program in Kenya****?* The field research has taken place in Nairobi, Kenya and was conducted by order of the Dutch NGO “Wilde Ganzen” the executor of the Action for Children program.

Kenya is chosen as a possible location for starting an Action for Children program in the near future because it has the most successful business environment in eastern Africa and a growing upper and middle class who could be seen as possible local donors.

The research methods used were primary as well as secondary and quantitative as well as qualitative.

Although Kenya seems at first sight to be a good candidate for the Action for Children program, closer research revealed many difficulties and pitfalls to be faced when starting the program in Kenya at present time.

The Kenyan culture is an extended family culture implicating that it is a very social culture wherein people take care for each other and donate and contribute to many different good causes. However, for several cultural as well as monetary reasons, this does not include NGO’s. Kenyan people commonly donate to family, community and church. Tribalism also plays an important role in individual giving in each level of the community. People prefer to give to their own tribe.

Research has shown that local fundraising is not a common part of the fundraising culture of Kenyan NGO’s. None of the NGO’s is actively involved in local fundraising; the local funds that were raised can be considered as incidental funds and are not received on a consistent basis. The strongest local donor is the corporate sector but even then, funds are often incidental and small. In-kind donations also play a large part in company donations. Other potential donors include: individuals, foundations, social clubs, schools, and government.

The media in Kenya are quite actively involved in social items and willing to cooperate with NGO’s; however, air-time is not made available for free. The media have improved significantly since 2002 and have become reasonable reliable.

It is concluded that, in the coming years, initiating an Action for Children program in its current setting is not advisable for several reasons. The economical situation in Kenya at this moment is due to internal (corruption and tribalism) and external (economical crisis) reasons far from ideal. In addition, local fundraising is still a relatively new concept in Kenya, donating to NGO’s is not common and many local funds are used for emergency relief. Therefore, the current situation is far from ideal to start an Action for Children program.

It is recommended to adapt the program to meet the Kenyan culture (see recommendations) in order to reduce and limit risk of failure and to re-analyze the situation in five years (after the next elections) in Kenya.

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**Introduction**

The purpose of this study is to assess whether the economical, business and cultural environment in Kenya is suitable for starting up and running an Action for Children program.

**The** Action for Children (= AfC) program, **executed by the Dutch foundation “Wilde Ganzen”, focuses on training local NGO’s, operating on national level, in local fundraising for (child) poverty alleviation. In order to raise funds for development projects in their own country, the local organisation is trained in the use of radio, television, internet, events and corporate sponsoring. The program has so far successfully started in three countries: Brazil, India and South Africa.**

The research conducted in this report is focused on answering the question: ***Is it feasible to set up an A****ction for children* ***program in Kenya****?* The field research has taken place in Nairobi, Kenya and was conducted by order of the Dutch NGO “Wilde Ganzen”.

Kenya is chosen as a possible location for starting an Action for Children program in the near future because it has the most successful business environment in eastern Africa and a growing upper and middle class who could be seen as possible local donors. On the other hand the gap between rich and poor in Kenya continues to grow and the majority of the population lives in extreme poverty, which makes the need for initiatives to support this poor majority of the population necessary.

In order to assess the feasibility of implementing the AfC program research was done on different topics: local fundraising, potential donors, media and external factors.

Local fundraising is essential for making the AfC program successful. Therefore the main focus of the research is on the different potential donors and their attitude towards local fundraising as well as the attitude of the local NGO’s towards local fundraising.

Media will play a significant role in the AfC as an important tool to reach potential donors. Media are also used to create awareness for the program and the need for local fundraising. Important players in the media will be identified, as well as their attitude and involvement in social responsibility.

The success of the AfC program will also be decided by the current economical crisis as well as the effects of the post election violence on the Kenyan economy, therefore these issues will be taken into consideration.

Each chapter of this report starts with a short explanation of the methodology, followed by the results of the research and a conclusion. Finally, the overall conclusion discussion and recommendations will be presented.

**General information about the AfC program and Wilde Ganzen**

Wilde Ganzen is a Dutch foundation that supports disadvantaged people all over the world through their Dutch partners. Wilde Ganzen supports small-scale and specific projects of, for and by the people themselves over the whole world. They try to achieve this aim by raising funds for the projects together with the Dutch partners. Besides this, they have been raising funds by a weekly radio and television appeal. These appeals have been broadcasted since their formation in 1957

Fundraising is done together with the Dutch partner of the project they support. Wilde Ganzen supports around 500 projects annually. They only support projects, through the “Dutch partners” for which schools, foundations or private persons in the Netherlands raise funds, the so-called private initiative.

Every project that Wilde Ganzen supports requires a private initiative in the Netherlands that makes an effort to raise the necessary funds for the project. Wilde Ganzen increases the funds raised by adding a bonus of 70% to the net result of the campaign, after which the project can be executed. Through their donation, endowment or inheritance, the donors enable Wilde Ganzen to support hundreds of campaigns year after year[[1]](#footnote-1).

Action for Children is one of the sub-programs of the Change for children partnership that was formed between five Dutch NGO’s in 2006 called “Change for Children”.

The “Change for Children” program has received a grant of over € 23 million from the Dutch Ministry for Development Co-operation to set up a child centred development program in several countries, for the period 2007-2010. Of which € 6.595.000 is used for the AfC program.

Wilde Ganzen is responsible for executing the AfC program. It supports the partners in different countries by training employees of local organisations and by financial support for a period of 10 years after which they start operating independently.

**The goals of the AfC program are:**

* **To strengthen the capacity of national operating NGO’s to raise local funds independently and in a sustainable way for direct poverty alleviation, through one existing, nationally operating NGO’s per country.**
* **To encourage around 100 local initiatives per year through the NGO’s that are chosen as partner organisations.** These initiatives raise funds for projects for children at the target group level and provide public support for development projects in their own countries.
* Double these funds with donations raised at a local level.
* To create awareness on the Millennium development goals and Children’s rights[[2]](#footnote-2).

At this moment, the AfC program is being implemented in three different countries: Brazil, South Africa and India. All three countries have in common that they have a successful business environment, a large middle class and a rich upper class of the society. The countries that start the AfC program should have enough money inside the country to contribute to the improvement of the situation of the poor and there should be a base of a giving attitude. This is an important requirement since the fundraising is going to happen locally and should become available in the long run.

Kenya complies to the criteria set by Wilde Ganzen to determine where an AfC program can be started (see appendix 9).

Wilde Ganzen supports and monitors the programs very closely in the first years and so far, in the two countries (India and Brazil) where the program has started, the concept has been successful. The AfC program in South Africa started at the end of 2008 end it is therefore too early to tell if the project will be successful in the long run, but short term results are promising.

**General information Kenya**

**1.1 General country statistics**

In order to create an overview of the fundraising environment of Kenya some basic date about the population and basic country statistics are included. Since the Action for Children program is focussed on children some basic facts about the Kenyan youth have been included in this report.

**Figure 1.1 General country statistics**

**Capital**: Nairobi

**Language**: Kiswahili, English and tribal languages

**Inhabitants**: 37, 9 million

**Surface**: 580,400 km2

**Poverty**: (people living on less than a $2 a day): 50%

**GNI per person:** $ 530

**Life expectancy at birth**: 53 years

**Child mortality (<5)**: 120/1000

**Total adult Literacy rate**: 74%

**Youth literacy rate**: 80 %[[3]](#footnote-3)

**Primary school enrolment rate (net)**: 76%

*Sources: CIA world fact book & UNICEF country statistics*

*Water and sanitation*

62 % of the people in Kenya have access to safe water, 43 % of the people uses adequate sanitation facilities.

*Orphans in Kenya*

5 % of the Kenyan children have lost their fathers 1.2 % lost both parents. Double orphan hood is the highest in Nyanza region[[4]](#footnote-4). 6% of the children live without parents it is suggested that they live with guardians.

**1.2 Education**

Primary education in Kenya is for free, that means that the government pays for the teacher and school materials; however this only applies to schools that have been recognised by the government. Although this has increased attendance rate over the last years, it still has many pitfalls. Teachers get paid very poorly, the amount of money schools receive for school materials is not enough to buy books and stationary for every student and classrooms are extremely overcrowded, with sometimes more than a 100 children in one classroom.

6, 2 % of Kenyan children between 6 and 17 never attend school[[5]](#footnote-5). The two biggest reasons for not attending school are: “parents did not let me” (29%) and “had to work or help at home” (22%)[[6]](#footnote-6).

Completion rate of primary schools in Kenya is 93%, which means that the overall drop-out rate is 7% (measured by the World Bank in 2005).

 The region with the highest percentage of children who never attended school is north eastern where 42% of the children never go to school. For more information see table 1.1.

Secondary school is not for free and that means that the secondary school attendance rate is a lot lower, only 25 % of the children finishes secondary school.

**Table 1.1 Children who never attended school per region[[7]](#footnote-7)**

|  |  |
| --- | --- |
| **Region** | **%**  |
| **Nairobi** | **1.6 %** |
| **Central**  | **0.9 %** |
| **Coast** | **9.0 %** |
| **Eastern** | **3.8 %** |
| **North eastern** | **42.4 %** |
| **Nyanza** | **2.2%** |
| **Rift Valley** | **8.3 %** |
| **Western** | **3.3 %** |

**1.3 AIDS**

HIV/AIDS in Africa has been a major threat and cause of death in Africa for the last 20 years. Kenya is no exception to this. It affects daily life and economics of Kenya and therefore it is important to know the numbers as background information about Kenya. According to statistics published by the United Nations in 2007 1.300.000 people are currently living with AIDS. The number of AIDS orphans in Kenya, which means that one or both parents died of the consequences of AIDS is 1.100.000. See table 1.2.

**Table 1.2 AIDS in Kenya**

|  |  |
| --- | --- |
| People living with AIDS | 1.300.000 |
| Adult HIV prevalence | 6,1% |
| AIDS deaths  | 140.000/year |
| AIDS orphans | 1.100.000 |

*People living with aids according to the United Nations statistics department of economic and social affairs population division, Population and HIV/AIDS 2007 United Nations publication sales, no E 08.XIII.09*

**1.4 Ethnic groups**

Tribalism is a very important aspect of the Kenyan culture. Every tribe has its own culture, traditions and languages. Tribalism is present in everyday life and can affect major decisions in politics.

A general believe is that politicians favour their own tribes or constituencies with grants they have available. This is also visible on community level, people will favour donating to their own tribe or ethnic group, and this was confirmed in primary as well as secondary research.

Because of this, it is very important to know and understand the major tribes in Kenya. Since it will affect the local fundraising possibilities in Kenya.

**Figure 1.2 Major tribes in Kenya**

**1.5 Religion**

Religion is another important aspect of the Kenyan population. The majority of Kenyans is very religious and church attendance is often daily or weekly.

**Figure 1.3 Major religions in Kenya**

Christians tend to be concentrated in the west and central sections of the country while Muslims cluster in the eastern coastal regions. Most Kenyans interweave native beliefs into one of the world religions.

Donating to church for charity is very common and even tithing, where you donate 10% of you income to the church, is practiced by a large part of the Kenyan Christians.

**1.6 Political system and parties**

Before the introduction of the political parties act in 2008 Kenya had 160 registered political parties. Nowadays there are 38 registered political parties in Kenya. In the parliament are 212 seats to be divided Underneath are the four most important ones, the people that lead them and the amount of seats:

* Party of national unity 43 seats President Mr. Kibaki
* Orange Democratic movement party of Kenya 99 seats Prime minister Mr. Odinga
* Orange Democratic movement Kenya 16 seats Vice president Mr. Kalonzo
* Kenya African National union 4 seats Mr. U. Kenyatta[[8]](#footnote-8)

Since the 4 major parties have more 162 seats in parliament the opposition is not of significant importance.

**1.7 Administrative divisions**

**Fig 1.4 Provinces of Kenya**

Kenya is divided into 7 provinces and 1 area these areas are:

1.Central province, 2. Coast province, 3. Eastern province, 4. Nairobi Area, 5. North Eastern province, 6. Nyanza province, 7. Rift Valley province, 8. Western province.

Besides the provinces, the country is divided into 210 constituencies. Each of these constituencies receives funds from the government called Community Development fund allocation[[9]](#footnote-9) . A report was released end 2008 called the “wellbeing of Kenya” In this report the poorest and richest regions of the country were listed. The poorer the region the more money they will receive from the government.

 In appendix 3 you will find a list of the 10 poorest and richest regions.

**1.8 Child rights in Kenya**

Kenya is ranked among the most child friendly governments in Africa[[10]](#footnote-10).The UN Conventions on the Rights of the Child (UN CRC) was adopted as a UN treaty in 1989. The Kenyan government ratified the convention in 1990 and was among the first African governments to do so. In 1990 the Kenyan government signed the African charter on the Rights and Welfare of the Child (ARWC). This treaty that challenges the traditional African views that conflict children’s right and was adopted in 1990.

The most important Children’s protection law in Kenya is the Children Act, which was enacted in 2001 (ACT No. 8 of 2001 – Children’s act) and gives effect to the two above-mentioned treaties under domestic law. This law states: **“** to make provision for parental responsibility, fostering, adoption, custody, maintenance, guardianship, care and protection of children; to make provision for the administration of children's institutions; to give effect to the principles of the Convention on the Rights of the Child and the African Charter on the Rights and Welfare of the Child and for connected purposes”**[[11]](#footnote-11)**

The Child protective system in Kenya has been developing since independence in the 1960’s. Legislation for children’s issues has been in place since those days and these statues remained in force until the new Children’s act of 2001 was enacted[[12]](#endnote-1)[[13]](#footnote-12). For the last 40 years there has been a Children’s department solely dealing with implementation of childcare and protection of juvenile justice[[14]](#footnote-13). Although Kenya has been very progressive with implementing child protection laws it still is lagging behind on some points concerning child and women’s rights. For example: Children that are not born in wedlock do not have any rights regarding their father. The Cradle sued the attorney general on the grounds of discrimination this case is still in court at the moment[[15]](#footnote-14).

There are a few well established and recognized NGO’s in Kenya such as the Cradle that are continuously trying to improve existing laws, implement new ones and start lawsuits over public issues that require improvement and change.

The Cradle has been one of the organizations assisting in designing the 2001 Children’s act and is constantly lobbying for improvements for children’s and women’s rights in Kenya.

From the Kenyan government there is the National Children’s Council established to oversee the welfare of children and at the community level, the council is decentralized into Area Advisory Councils (AAC). Kenya has separate courts for children but only in Nairobi this is a physically separate court. Despite of this in Kenya most of the legal representation for children is done voluntarily by organizations like The Cradle and the African Network for the Protection and Prevention Against Child Abuse and Neglect (ANPPCAN).

**1.9 Income**

Since the AfC program will for an important part rely on donations from individuals it is important to know the size the group of potential donors*.*

Research from 1994 showed a very small upper income group of 1.5% in Nairobi who had an expenditure of more than Kshs 40.000 (fl 1600,-) per month.

The Household budget survey done in 1997 by the Kenyan bureau of statistics showed that there were two income groups in Kenya: the lower and middle-income group. The higher income group was too small and therefore was not listed separately. At this time, the lower income group made less than Kshs 10.000 per month and the middle and upper income group in Kenya is the group of people that made more than Kshs 10.000 per month. In terms of percentage: 80% lower income and 20% middle/high income.

A lot has changed in the last decade and research done in 2005/2006 shows a significant increase in wealth. It also shows that a substantial percentage of the Kenyan people have become significantly better off. See table 1.3

**Table 1.3 Income groups in Kenya 2008[[16]](#footnote-15)**

|  |  |  |
| --- | --- | --- |
| Income groups | Income per month | Percentage |
| Lower  | Up to Kshs 23.670 ( € 236,70) | 72,1 % |
| Middle  | Kshs 23.671 ( € 236,70) to Kshs 120.000 ( € 1200,-) | 24,1 % |
| High  | Higher then Kshs 120.000 ( € 1200,-) |  3,8% |

The high/middle income groups live in Nairobi: in Westland’s, South c, city centre and Karin.[[17]](#footnote-16)

**Fig. 1.5 Distribution of income in Kenya[[18]](#footnote-17)**

Although a large group of Kenyans became a lot richer, the distribution of income is still very unequally divided and the gap between rich and poor has only widened. For example: The percentage of income earned by the richest 20% of the population is 51.2%, whereas the percentage of income earned by the poorest 20% of the population 5.6% (see figure 1.5). The percentage of population living on less than $ 1 a day is 26.5%. Where the percent of population on less than $ 2 a day is 62, 3%[[19]](#footnote-18).

**Methodology**

Since data on the attitude towards local fundraising in Kenya were not available, primary research methods, qualitative as well as quantitative, were used to investigate this. The snowball method was used to find new participants for the primary research. In addition, secondary research was done (literature, internet).

*Primary Qualitative research*

Primary Qualitative research was done in the form of conducting and analysing in-depth interviews with different stakeholders in Kenyan local fundraising and NGO world. A semi-structured interview method was chosen, wherein the interviewer promotes elaboration on the answers of the interviewee on each question, in order to get more information and also to increase accuracy and reliability. The questions used for the interviews can be found in appendix 3.

The interviewees were divided into three categories, see table 1.4. These different participants were chosen to create an accurate and complete overview of Kenyan local fundraising from different perspectives. The interviews of NGO’s were focussed on their experiences with local fundraising, media and general situation in Kenya. The interview with possible donors was conducted to establish their involvement in local fundraising and their willingness to support charity. The interviews with other participants were used as background information in the report. A complete list of participants can be found in the sources.

**Table 1.4: List of participants.**

|  |  |  |
| --- | --- | --- |
| **NGO’s** | **Possible donors** | **Other sources** |
| Kenyan registered NGO’sKenyan foundations International NGO | Companies Social clubs, Schools, Moi university students Churches  | International aid organisationsDutch embassyProfessional fundraisers  |

*Primary Quantitative research*

Primary Quantitative research was done in the form of 2 questionnaires and was used to support the conclusions based on the primary qualitative research and the secondary research. The questionnaires used can be found in appendix 4 and 5.

The first inquiry was conducted at Moi University, Eldoret to get an idea of the youth’s involvement in local fundraising and their attitude towards NGO’s and charity. Moi university, the second best university of Kenya, is a public university which is accessible for all layers of the society and for students from all over the country. The majority of students are middle class and upper class Kenyan. Well-educated students are possible future donors as well as private initiative takers and therefore possibly an important source of local fundraising in the future. This questionnaire had a respondent rate of 300 out of 300.

One of the criteria set by Wilde Ganzen to which countries where the AfC possibly can be started have to comply is: *“The existence of a rich upper class and a relatively large middle class, which could do something for the lower class”[[20]](#footnote-19).*

From the interviews done in this study the conclusion was drawn that, although middle and upper class Kenyans are extensively involved in donating to charity, donations are mainly made to family, friends and churches and not to NGO’s. The second inquiry was conducted to support this conclusion.

The second inquiry was conducted semi-randomly amongst middle and upper class Kenyans which were selected by means of the snowball sampling method[[21]](#footnote-20), which relies on referrals from initial subjects to generate additional subjects. This inquiry had a respondent rate of 100 out of 125.

Besides these primary research methods the findings are based on secondary research methods from the following sources:

* Internet sources
* Literature sources
* Case studies

*Limitations*

For the second questionnaire as well as the interviews the “snowball” approach was used to find participants, this technique introduces bias, because this technique itself reduces the likelihood that the sample will represent a good cross-section of the population. However, using a randomized sampling method was not well possible due to lack of an extensive network, sufficient financial means and time limitations.

 **Results**

**1. Kenyan culture with regard to fundraising.**

Kenya’s culture is a group-orientated culture. It is viewed as an extended family culture. The extended family is the basis of social structure of the Kenyans life. This includes relatives on both sides of the family and close friends. Older people are for example taken into the family and taken care of instead of put in retirement homes. This often extends to the community they live in and they will help each other with all different aspects in day to day life.

**1.1 Harambee**

Harambee is a Kenyan tradition of community self-help events, e.g. fundraising or community development activities. After independence in 1963, Jomo Kenyatta adopted Harambee and it became the official motto of Kenya, appearing on the coat of arms.

Harambee literally means "working together for a common purpose". Kenyatta introduced Harambee in 1963 in order to build a new nation and pull the country together after independence. He encouraged the community to work together and to raise funds for all sort of local community projects to improve the standard of life. In return the government would provide the start-up cost for these projects.

The problem with this system, the way it was introduced again by Kenyatta, was that wealthy individuals could (and did) abuse Harambee to gain political power in the government. It was abused for bribery of civil servants amongst other things and the money for the projects would often never actually reach them but end up in their pockets. The Public offices act banned Harambee for civil servants. Nowadays it is illegal for MP’s to get involved with Harambee in order to avoid corruption.

The Kibaki government banned Harambee completely from government level and is not used anymore. It is however still very active in the communities as it has always been in Kenya.

Although the term Harambee became famous after independence in 1963 it has always been a traditional principal existing in traditional society in Kenya. Each society had self-help or co-operative work groups and it has different names in different communities. Kenya is not unique with this and you will find similar concepts being used in other countries such as Ujumaa in Tanzania and Humanism in Zambia[[22]](#footnote-21) They all have in common that they represent ideas of mutual assistance, joint effort, mutual social responsibility and community self - reliance. It is therefore an informal development strategy of the people, by the people (with assistance from external sources, including the government) for the people[[23]](#footnote-22). It can be seen as an effort or co-operative of the people, government and NGO’s to speed up development.

Harambee shows that the Kenyan culture is familiar with charity and fundraising and that it was part of the culture long before independence. Although Harambee is not used anymore in the way that Jomo Kenyatta introduced it still seems to be active in normal day-to-day life and the changes in the law are making sure that it cannot be abused for gaining political power.

For more detailed information about the functioning of Harambee see appendix 3

**1.2 Individuals attitude towards donating to charity and difficulties faced.**

In order to support the findings of this research quantitative and qualitative research regarding student’s attitude towards fundraising was conducted at Moi University, Eldoret, with a respondent rate of 300. In addition two in-depth interviews with two groups of 20 students were conducted. The questionnaire was focused on analyzing the student’s attitude towards donating to charity and involvement in charity activities but also on their opinion about local fundraising. For results see table 1.5 and 1.6 and the rest of the chapter. Students were chosen for this questionnaire because they are the future of Kenya and are a good representation of the Kenyan society since they come from all over the country and from all layers of the society.

**Table 1.5 Attitude of university students towards charity and donating to charity**

|  |  |
| --- | --- |
| Donating to charity | 59,6 % |
| Not donating to charity | 40,4 % |

**Table 1.6 Involvement in charity activities**

|  |  |
| --- | --- |
| Involved in charity activities not donating to charity | 21,6 % |
| Not involved in any form of charity | 18,8 % |
| Involved in charity and donating to charity | 46,4 % |
| Donating to charity not involved in charity activities | 13,2 % |

Fundraising activities are activities to raise money or goods for a charity organized by the students, student organizations, schools, churches or NGO’s. For 46 % this was a one time occasion and can be linked to the emergency aid that was needed in Eldoret last year. The high involvement in fundraising activities is important for the AfC program since 50 % of the funds needs to be raised by the projects themselves or by organizations that raise funds for them.

Although the Kenyan culture is a very caring one and people donate and contribute to many different causes it is important to realize that there is a difference between traditional fundraising in the way that we know it and Harambee. Besides this reason there are several cultural reasons why people do not commonly donate to NGO’s. These will be listed below.

First of all traditional fundraising is less direct and therefore less transparent. For example, if money is donated via a NGO to a project the result is less visible, where if people give money to build a school in their community or help to pay a medical bill from their neighbour with Harambee, they can see the immediate result of their donation. The Kenyan culture is very mistrusting and therefore it is often not very appealing for people to let their donations go via an NGO to a project because then the transparency disappears and they cannot see the results of their expenditure.

There is a lot of mistrust from local people towards NGO’s and CBO’s, (community based projects) especially local ones. NGO’s have a bad reputation in Kenya, which also makes it not very attractive for local people to donate their money to it. From the questionnaire conducted 80% of the respondents gave Kenyan NGO’s a grade lower than five. Corruption and misuse of funds are the main reason for this mistrust. People have been confronted too often with the so-called “brief case” NGO’s. These are NGO’s that only exist for collecting funds and are often nothing more than post-box numbers. Especially in the past, funds were often misused or due to bad management funds were lost and projects remained unfinished. Nowadays, according to the overall response of the research, local NGO’s improved their methods of working a lot but donors should still be aware of this risk as it is not entirely eradicated. Unlike misuse of funds, bad management does not necessarily mean that people want to do wrong, it is often caused by a lack of structure and/or capacity and therefore capacity building is very important for local NGO’s and CBO’s.

Besides lack of trust a second reason why people are reluctant to donate to NGO’s is because of the believe that NGO’s have loads of funds and that they should give money to people instead of the other way around.

Third of all it is also important to realize that, although Kenya is a very giving culture, donating to “strangers” is not part of the culture and rather uncommon.

Research has shown that although 59.6 % of the students donate to charity the largest percentage goes to the family, community and church. Of the percentage of funds that was donated to local charity only a small part went to local NGO’s (table 1.7),Only 5.7% of the Moi university students donate to local NGO’s. This is a small percentage when compared of the overall number of donations. The average amount of donations is also very low between 800 and 1400 Kshs.

**Table 1.7 Local Organizations that students volunteered and/or donated to**

|  |  |
| --- | --- |
| Community initiatives and university | 90,4% |
| Donating to Kenyan NGO’s |  9,6 % |

There is an exception in which situation Kenyans do donate to NGO’s and international organizations. This is under extraordinary circumstances. The most recent example of this is the post election violence in Kenya and the necessity for funds and aid it created. The research conducted at Moi University showed that of the students that donate to charity almost half was raised for international organizations (see table 1.8). Almost 75 % of these donations to international organizations were for emergency relief for the IDP’s and was donated to organizations like the Red Cross Kenya and UNICEF (table 1.9). The high percentage of donations to emergency aid shows that the questionnaire has been influenced by last years post election violence. It does show a dedication to charity and caring about each other but did influence the amount of students that are involved with charity activities.

**Table 1.8 Difference between national and international organizations**

|  |  |
| --- | --- |
| Donating and or doing charity work for international organizations | 44,3 % |
| Donating and/ or doing charity work for national organizations | 55,7 % |

**Table 1.9 international Organizations that students volunteered and/or donated to**

|  |  |
| --- | --- |
| Emergency aid | 74,2 % |
| Other international organizations | 25,8 %  |

And fourth of all, tribalism often causes problems for raising funds. In majority of conducted interviews, the aspect of tribalism repeatedly came back into the conversation. Politian’s often seem to favour their own tribe for government grants and as described earlier in this report local people would rather donate to their own community, friend’s relatives or church instead of donating to a National NGO of which they are not familiar with.

One of the interviewed organisations: The Kenya development foundation, who is very actively involved in local fundraising in Kenya, has been confronted with this in their efforts to raise funds from individuals. This was written after a series of unsuccessful fundraising activities organised by the foundation: “*curiously when the same individuals where asked to raise money for their ethnic community efforts, they would go the extra mile to mobilize funds from friends, family, church and colleagues and contribute large sums”[[24]](#footnote-23).* This re-confirms the finding of the primary research that individuals prefer to donate to causes that are closer related to them such as their own tribe.

Although Harambee might not be a good indicator for the behaviour of the local people towards donating to charity it does give an indication of the involvement of local community in fundraising for their own communities and projects. This is important Since 50% of the funds for the projects financed by the “Action for Children” program need to be raised by the local communities, social clubs such as Lions and Rotary clubs, other organisations and clubs and the projects themselves Therefore the Harambee principal and the fact that is still being practiced on local level is very important for the research. What should be taken into account however is that donations done by local people, especially in the poorer communities, is that around 70 %of the donations done by individuals are donations in- kind.[[25]](#footnote-24) Since these are not included in the program it is to be expected that most funds will be raised by a third party like for example a social club or school for a private initiative executed by a Kenyan NGO or CBO.

Another important aspect that is shown by Harambee and the local people’s involvement in emergency relief and raising funds is that there is a right attitude towards charity. It shows a commitment to charity and caring about each other which is essential for local fundraising and charity and of course what charity really is about.

Besides these four cultural issues often simple a lack of money is an issue and the believe that donations need to be big amounts prevents people from donating to NGO’s. The willingness to donate is present but to a certain extent. People donate to family, communities and churches. It will take a lot of education and creating awareness to make people aware of the importance of donating to charity and the impact of each single shilling.

*Indian community*

An important source of funding for as well individual as corporate donors could be the Indian community. Although the Indians make up only 1 % of the population they are very important for the Kenyan corporate sector, they own almost all business in Kenya[[26]](#footnote-25) and are part of the Kenyan Middle and High population classes. Indian companies and people often seem to be very much involved in charity in Kenya. A lot of the charity is done via social clubs, such as the Lions and Rotary clubs in Kenya and by individuals. There are a few well-known family foundations in Kenya such as the Chandaria foundation. The Chandaria foundation supports projects involving health and education as well as individual cases. It does not have partnerships with NGO’s but according to Mr. A. Chandaria there is no policy that vetoes this. Indians in general are reluctant about donating to NGO’s because of a lack of trust in NGO’s[[27]](#footnote-26).

**1.3. To what causes do middle class Kenyan people donate?**

As noted earlier in the report, the Kenyan culture is a very caring one but does not donate commonly to NGO’s for several reasons mentioned earlier. This was confirmed in the quantitative research of 100 respondents that was conducted amongst middle class Kenyans as the qualitative research. 43 % of the middle class Kenyans, in this case defined as Kenyans with an income higher than 40.000 Kshs (€ 400) a month, donates to charity. This means that 57 % of Kenyans does not donate to charity. In this chapter the good causes are presented that most Kenyans donate to on a regular basis. For percentages see table 1.10

**Table 1.10 Good causes to which Kenyan people donate.**

|  |  |
| --- | --- |
| Children’s homes | 35,2 % |
| Church | 29,0 % |
| CBO’s | 23,5 % |
| Local NGO |  5,8 % |
| International NGO |  5,8 % |

*Extended family culture*

The group of middleclass Kenyans is relatively small, 24.1 % of the Kenyan community. These people often have many family members that are not so well of and often depend on the charity of their “wealthy” family members. Especially in the extended family culture of Kenya it is important to take care of your family and the money that is left over will therefore for a large part be spend on the family. 100 respondents were asked to fill out the questionnaire.

*Church*

Religion is very important in Kenya; see also chapter general information 1.5 religions. Many Kenyans donate on a regular basis to church.

*Community/ CBO’s*

Inside a community like inside a family it is normal and even expected to help each other. If for example, somebody will be in hospital and have a large bill; his friends will organize a fundraiser to help him. This is how the Harambee principal is still used nowadays, helping community, family and friends.

*Children’s home*

Research has shown that local communities are involved with donation to Children’s homes. More than 35 % of the donations spent to charity by middleclass Kenyans are for Children’s homes.

Although it is easy to conclude that Kenyan people have the right attitude towards donating to charity, because it is a very giving culture and the fact that there have been done some successful fundraisings by for example UNICEF and the Kenyan Red Cross, there are many threats and difficulties one will face when starting individual fundraising in Kenya which should not be overlooked. Of all the donations done by individuals only 11.6 % is donated to local and international NGO’s. Most of them are given to causes that are closer to the people (community, family, and friends, church). As explained in the chapter before, this is for a different range of reasons some of the them deeply integrated in the culture. It will need a lot of effort, time and money to change this attitude towards donating to charity.

**1.4 Local fundraising done by NGO’s and foundations**

In order to analyse the local fundraising culture done in Kenya, qualitative research, in-depth semi-structured interviews with 16 local registered NGO’s and foundations were conducted. The questions used for the interviews can be found in appendix 5. The percentages in the tables are concluded from this research.

Research has shown that local fundraising is not a common part of the fundraising culture of Kenyan NGO’s. None of the NGO’s is actively involved in local fundraising; the local funds that were raised can be seen as incidental funds and are not received on a consistent basis. For more information see table 1.11 a and b. Only 13.3 % of the NGO’s is actively involved in local fundraising. This is small percentage and shows that local fundraising still needs to develop significantly in Kenya.

**Table 1.11.a Local fundraising done by Kenyan NGO’s and foundations**

|  |  |
| --- | --- |
| International funding | More than 90 % |
| Local funding | Less than 10 % |

**Table 1.11.b Local fundraising done by Kenyan NGO’s and foundations**

|  |  |
| --- | --- |
| Passively involved in local fundraising | 66,7 % |
| Not involved in local fundraising  | 20 % |
| Actively involved in local fundraising | 13,3 % |

The reasons that local fundraising is of little benefit as suggested by the 16 NGO’s interviewed are:

* The local funds are very difficult to get hold of 16/16
* Local fundraising is too time consuming 5/16
* The results you get from local fundraising are very limited (number of donations) 5/16
* Local funds given out are very incidental and cannot account to stable income 5/16
* The amounts you receive are very small 3/5
* Companies want a lot in return 2/16
* People like to give directly to the charity1/16

Companies are in general perceived as the strongest local donors. Also government funds were mentioned but these are extremely hard to get and will require a lot of lobbying. Another disadvantage of these funds is that a lot of politics are involved with them.

The two foundations that participated in this research are active in local fundraising and are relatively successful in it. The amounts they raise are as compared to, for example a Dutch foundation, very small. Most of the funds raised come from companies and a small amount from individuals. The Palmhouse foundation is the only participant in the research who is relying solely on local funding. More than 80 % of their funds are donated by companies the other 20 % by individuals. The donations from individuals are, according to Mr. Kimani, chairman of the foundation, always one-time donations whereas companies often donated several times. The fundraising is done via the networks of different trustees have and by throwing big fundraising dinners. Mr. Kimani believes that they can thank their success to the fact that they are very transparent and honest as an organisation.

The Kenyan community development foundation also found great difficulty finding individual donors. Fundraisers have been organized and all of them are successful in terms of turn up but not in creating donations. They did however receive some stable funds from other sources over the last years mostly companies. The KCDF was very interested in participating in the AfC program and they could be considered as a potential partner if the program is started in Kenya.

In Table 1.12 the methods of fundraising used by the NGO’s and foundations are presented. These are the traditional fundraising methods used in the non-profit world.

The most often used method for fundraising is grant application or proposal writing. Proposal writing is used for long term funding and the largest amounts will also be raised this way.

In addition, fundraisers are often successful in turnout of people but the actual raised funds are often relatively low. There are several famous fundraisers campaigns organized by corporations in Kenya such as: Rhino charge and Standard charter marathon. These events are very successful both in turn up as financially but that is mainly caused by the status these events have and therefore people want to been seen there.

Where Proposals are most often written for a specific purpose, appeals are used to apply for more general funds (overhead cost) and emergency funds. These are often donations in kind and one-time donations. Fundraising for emergency situations is a lot easier and most often practiced by the NGO’s, this is often successful. Fundraising by appeal will raise more incidental funds and one time sponsoring where with proposal writing you will have more chance of starting a long-term partnership with the donor.

**Table 1.12 Different ways of local fundraising done by NGO’s**

|  |  |
| --- | --- |
| Local fundraising done via grant application  | 46% |
| Local fundraising done via appeals | 27% |
| Local fundraising done via fundraising | 27 % |

Although almost 67 % want to become more involved with local fundraising all the respondents agreed that local fundraising is extremely difficult and time consuming and that they did not expect it to replace their international funds. The general opinion about a project solely relying on local fundraising was that it would be extremely difficult to be successful at this point in time. What is important to keep in mind is that the AfC will not be operating independently for the first 10 years and a lot can be done by this time in terms of creating awareness and building up a name and trust.

**2. Different types of available funds**

**2.1 Private sector consisting of national and international companies**

The research of this part is based on a combination of qualitative primary as well as secondary research. Semi-structured interviews were conducted with 9 Kenyan companies, a combination of floating and private companies, also the 16 interviews conducted with the NGO’s and interviews with other participants are used as information base in this chapter. A secondary research was done by a website analysis of the 46 companies that are registered on the Nairobi stock exchange. The results of this research are presented in this chapter.

The private sector is previewed as the most important source of local funding in Kenya. Kenya has 14.000 registered companies with the chamber of commerce and another 8000 that are not registered[[28]](#footnote-27). The private sector however does not have a very good reputation as a stable local fundraiser. The funds that are donated are very incidental, difficult to get and often used as a marketing tool by the company.

Corporate Social Responsibility (CSR) is a relatively new concept in Kenya, which is gaining popularity at the moment. Companies realize that nowadays it is a requirement for their stakeholders. Many are recognizing the importance of CSR and many of the international and large national companies are making it a part of their official policy. There is no law in Kenya that makes CSR mandatory for a company and there are tax advantages for the companies at this moment in theory but in practice it is very difficult for a company to use this advantage. Some of the very large corporations have their own social corporate responsibility department or foundation. The companies most actively involved in CSR are local branches of multinationals. The companies with a separate CSR department or foundation are the most stable donors and the most likely to start a long-term partnership with.

For the smaller corporations having a special department or foundation is often too costly and therefore it is often part of the marketing and PR department of a company. The marketing department in that case makes the decisions for CSR and for these companies exposure is important when they involve themselves in CSR activities.

Companies that do not have a special department often do one-time donations during holiday periods or sponsor events. These are the occasional donations mentioned earlier in the report. Very important for these organizations is of course name recognition. The CSR budget in most of these companies is part of the marketing budget. Therefore, if corporations sponsor projects their names will have to be displayed very clearly, since it is used as a form of marketing and they want media coverage. If there is not enough media coverage or name recognition it is not very likely that they will donate again.

The AfC program will depend a lot on media and on the long term and will therefore be quite attractive for companies to sponsor, once it has established its name. It can be appealing for companies that use CSR as part of their marketing to sponsor the program since they can receive good media coverage over it.

It will need time before such a name is established and in the first years realistically should not be depended on this, however in the future this could be an important source of income.

Qualitative research on Kenyan corporations involvement in (CSR) showed the following results, see table 1.13.

**Table 1.13 Kenyan corporation’s involvement in CSR**

|  |  |
| --- | --- |
| Companies with concrete CSR activities | 40 % |
| No CSR activity  | 20% |
| Companies with CSR department  | 17% |
| Companies which have mentioning of CSR on their website but no concrete activities listed | 14% |
| Companies having a foundation |  9% |

The companies that are involved with CSR in almost all cases specified the fields they support projects in. Popular fields are: health, education, and environment. Being registered as a local NGO is essential for fundraising. Most often companies only support local registered NGO’s and by presenting a project proposal you can apply for a grant of these organizations.

**Table 1.14 Partnerships of companies involved in CSR**

|  |  |
| --- | --- |
| Not Clear  | 34% |
| Partnership with NGO  | 30 % |
| No partnership NGO  | 20% |
| Own projects | 10% |
| Partnerships with CBO’s | 6% |

The majority of companies that were involved in CSR had partnerships with NGO’s as shown in table 1.14. 40 % seems a big percentage of companies involved in concrete CSR activities but it is important to note that first of all this research is based on the biggest companies in Kenya, listed on the Nairobi stock exchange. These companies are often a branch of a multinational company and often have universal guidelines for CSR, set out by the parent branch. Second of all partnerships with NGO’s includes companies that donate once a year to one or two partners, these amounts are often small amounts or in-kind. The percentage of companies that have a separate CSR department or foundation are a lot smaller and these are the companies that can be seen as the most reliable source of income.

The AfC project will also need to start partnerships with companies in order to be successful and raise sufficient funds. To attract these partners it will need to have a good stable reputation. This can be build up over the years, but in order for the AfC to become an established name it will need to use the media. Since the media does not give out free airtime it will take up a lot of the AfC budget. This is not covered by the Wilde Ganzen budget and therefore a partner needs to be found in the corporate sector in Kenya to cover the cost when the project starts. This will be very challenging because it can not rely on an established name or reputation which will not make it very attractive for companies to donate big amounts of money too.

In conclusion: companies that have a separate CSR department are the best source for local fundraising, because they donate on a more stable basis and their donations are bigger, less incidental and start partnerships with multiple NGO’s for a longer period of time.

**2.1.1 Initiatives to improve and encourage funding from the corporate sector.**

The national council of NGO’s in Kenya has been active in to establishing local fundraising coming from the private sector.

The first step in this program has been to legalize tax deduction for a company when it donates to charity. This has been approved by the Kenyan government and implemented. This makes donating to charity for companies more attractive but this also has its pitfalls.

Since January 1, 2007, individuals and corporations can deduct any cash donation from their income tax to a charitable organization if the charitable organization is: *registered or exempt from registration under the societies act or the Non-governmental Coordination act 1990[[29]](#footnote-28)*

You can find this listed back under Income Tax Act, sec. 15(2) (w) .The same applies to: any project approved by the minister of finance as well as expenditure by a person on the construction of a public school, hospital, road or any other similar social infrastructure[[30]](#footnote-29).

**2.1.2 Difficulties with Kenyan law**

There are still some difficulties and like many other laws it is more present on paper and in theory than it is used in practice because of the time consuming and costly process to get it implemented.

Important aspect in local fundraising is the legal aspect and processes affecting fundraising. According to Mr. Chikati, professional fundraiser and author of many books on this topic, NGO’s cannot get funding from companies over 0, 5 million Kshs (€ 5.000) without applying to the permanent secretary in the ministry of finance for approval. This approval may take up to 6 months and discourages mobilization of funds[[31]](#footnote-30).

An exemption of the above is if a company has a foundation registered or in the case of a trust, legacy or estate. These can invest directly into the community and have no limitations to the amounts they donate to charity. Examples of foundations from companies are Safaricom foundation, EABL foundation, Google.org, Chandaria trust.

Another issue one is trying to solve now is the mistrust between companies and charity organizations. Companies are often afraid that their money will be abused and does not end up at the right places. The Kenyan community development foundation is also trying to create a link between the NGO/CBO world and the corporate world. KCDF is the first endowment foundation in Kenya and promotes organized giving in Kenya through collaborating with the corporate sector and setting up endowment funds[[32]](#footnote-31).

**2.2 Government funds**

There are different funds available from the government. A problem with these funds is that due to the tribally bias, and often corruptible, nature of politics it can be difficult to obtain funds through the correct channels as projects are decided by parliament. Organizations are lobbying to change this and let the dividing of these funds be done by independent organizations.

The funds that are available are:

1. CDF stands for Constituency development fund. This is one of the biggest government funds 60 Million KSH for 5 years per constituency and a major source of funding by the government. The 210 constituencies in Kenya receive funds based on population, geographical extend, climate factor.
2. LTF, which stands for Local transfer fund. These funds are being received by local authorities and used for establishing infrastructure and schools in collaboration with local community.
3. Ministry of social services and culture fund. This fund is focused on women’s groups and children. The ministry of education has a funding desk together with UNICEF. These are only emergency funds.
4. Office of president funds. These funds are used for rehabilitation of stalled projects and for example to help replaced people to get home after violence.

**3. Potential private initiatives and sources of funding**

Fundraising by communities themselves will in most cases be very difficult due to the high level of poverty in Kenya. Funds can also be raised by a third party, called the private initiative. This private initiative is than responsible for raising the other 50% of the project that they do not receive from the AfC program for a local NGO or CBO project. These funds are than raised via fundraiser campaigns organized by the private initiative for the community projects. In this chapter are potential organisations mentioned who could function as a potential private initiatives. All these organisations could also function as potential donor for the AfC program although some are more suited than others.

**3.1 Churches**

Religion is an important aspect of daily life in Kenya and many people donate to their local church. Tithing is still quite common in Kenya, which means that people donate 10% of their income to the church. For example the Holy family basilica in Nairobi: they determine needs in communities and then ask the church members to donate to this project. They do not support NGO’s and by exception a church will support a children’s home but more often, they solely focus on their own project. Therefore it is not likely to receive donations from them since they are used for their own projects and are therefore not suitable as potential donor but only as potential private initiative.

**4.2 Social clubs**

Social welfare sector could be a valuable source of funding such as: Local Rotary club, Lions club, Hash house harriers, East African Women’s league, Dentist association, house association etc. There are more then 100 associations in Kenya. These are good sources for funding. Al these social clubs are involved with fundraising activities and donating to charity. They do not only donate to NGO’s and charity but also set up their own projects. They could be seen as a potential private initiative and potential donor.

**4.3 Local foundations**

Local trust foundations. For example: Chandaria family foundation. There are more then 50 of these local foundations. Other potential donors could be trusts , Legacies and Endowment estates – who are going to be converted into a foundation. An example of an endowment foundation is the Kenya community development foundation. They could be seen as a potential private initiative and a potential donor.

**4.4 Schools**

Private schools such as: Brookhouse and Nairobi international. There are more then 500 in Nairobi. These schools have a budget for local community and are very actively involve in fundraising activities. They could be seen as a potential private initiative and potential donor.

**4.5 Local embassies**

The embassies of UK and US raise funds locally by doing fundraisers these are called ambassador’s funds. Other embassies that have these funds are (Austria, Israel, Egypt and Saudi Arabia). They could be seen as a potential private initiative and potential donor.

**4. Media in Kenya**

Media is of great importance for the Action for Children program. A large part of the fundraising will be done via television programs radio and internet.

Kenya has several big media houses. Only KBC is owned by the government but is nowadays seen as a relatively independent media house. Different Shareholders own the other media houses. More detailed information is shown below.

 Only one third of the Kenyan people own a television, 97 % of the people have access to a radio and this shows how important radio will also be for the AfC program.[[33]](#footnote-32)

**4.1 Biggest media houses**

*KBC Kenya broadcasting corporation*

 The largest broadcasting organization in Kenya and the only one that is operating nationwide. It is a public broadcaster controlled by the state and is owned by the government. Nowadays it earns revenue through advertising. The aim of this organization is to: inform, educate and entertain. Its work also includes increasing understanding of government strategies. In the past it was known for its government agenda this has changed in the last years and now has a more balanced approach although it is still viewed as very political. People still have the perception that it has a government agenda because the government owns it[[34]](#footnote-33). They have good responsible programming and are aware of their social responsibility towards their viewers/ listeners. They have been participating in charity initiatives by for example the “other side of the street exhibition” organized by the Childlifetrust. KBC is involved with several charity initiatives and is willing to work together with NGO’s. It does not give out free airtime but will give discounted rates to NGO’s. It does not have a separate CSR department, their activities fall under marketing. Owns Newspapers, Radio, TV (Swahili and English)

*KTN Kenya television network*

First private TV station in Kenya and started broadcasting in 1989. It is owned by a group of businesspersons who also own The Standard newspaper. Owns Newspapers, Radio, TV (Swahili and English)

*Nation media group*

Was founded in 1959 by his Highness Aga Khan and is currently the largest media house in eastern Africa. It owns Daily Nation, which is one of the most read newspapers in Kenya. The broadcasting division including: Nation TV and easy FM have been started in 1999. Both focus on news, music, movies, comedies and talk shows, this shows that this channel is more focused on entertainment then on social responsible programs and will therefore most likely be less involved with community projects and charity. Owns Newspapers, Radio, TV (Swahili and English)

*Royal media services*

Stretches social responsibility and is very in touch with local context. They have local radio stations in Ethnic languages as well as in English and Kiswahili. The Types of program they broadcast are local based infused with education and health issues. Corporate responsibility is the bottom line[[35]](#footnote-34)

For more detailed overview of the available media see appendix 6

**4.2 Recent developments and the media today**

The government, for a very long time, has heavily regulated the media. The changes expected after the election of the NARC in 2002 did not come true and the government introduced criticized media bills in 2002 and 2006. The bill in 2006 which was called the Media council of Kenya Bill was heavenly criticized all over the world for several reasons. Most important argument was that it interfered with freedom of speech. One of the measures of this bill would have obliged a journalist to reveal sources and also that journalist would need a specific license to practice journalism. Political interference was feared because of the introduction of a Media council of Kenya, a board where the minister of information would have appointed the chairperson. This council would have introduced a complaints committee with the power to remove a journalist of a registration list and deny accreditation[[36]](#footnote-35). Improvements in press freedom started in 2007 when president Kibaki refused to sign the 2006 media council of Kenya bill. Because of it being an "obstacle to press freedom" and "undermines the (country’s) democratic strides." This was a major breakthrough for Kenyan journalist and press.

These improvements are very recent and are still continuously changing and therefore will need to be followed closely. In December 2007, the government’s improved standpoint towards press freedom was soured when the minister of security announced a live broadcast blackout shortly after president Kibaki was announced to be re-elected. Almost all media stopped broadcasting of news out of fear at being raided by the police[[37]](#footnote-36). In December 2008 uproar and protest was starting when a new media bill “the Communications Amendment Bill, 2008” was signed by president Kibaki ignoring protest from the media. This protest was mainly related to Section 88 of the Kenya Communications Act, 1998[[38]](#footnote-37) which gives the government power to restrict media operations during a state of emergency,” and this according to media houses and journalist interferes with press freedom

Media in Kenya used to be very political but this started to change in the last year because of the improved press freedom. KBC, the major TV station and only national one, is government owned, but under the last government has become a lot more independent, although as mentioned before the perception of many Kenyan people is still that it has a government agenda. Despite this the Kenyan media is been viewed to have a reasonable independent press and has a quite diverse media landscape due to large advertising revenues from the Kenyan middle class.

Tensions between the government and the Standard newspaper, one of the major newspapers in Kenya do show that, political interference is not something that completely belongs to the past. For over a year, the government has been advising public sector groups not to advertise because of, according to the government, sensation articles published to badmouth the government. Some newspapers are known to publish sensation stories, which are not well researched and backed up with sources. Therefore, some people feel that there should be a regulatory council for media but independent from the government. It is very difficult to find out which one is publishing sensation stories because the opinion amongst the public is also much divided over this matter.

**4.3 Advertising in the media**

The media does not give out free airtime to foundations or NGO’s. They do start and have partnerships with several NGO’s and offer them discounts on airtime but never for free. Most of the respondents of the qualitative research were of the opinion that using the media actively for creating awareness and getting attention for their projects is too expensive and are not involved in media via buying air time but via press release (see table 1.15). The success rate of receiving media attention via press release often depends on the people there and name of the NGO. Name recognition is very important in these press releases. For example: The Greenbelt movement has a big advantage in media since their organization is set up by Professor Wangari Maathai, who has won the Nobel price for peace in 2004. Since that time they are getting a lot more media coverage since she is seen as a role model and a Kenyan celebrity [[39]](#footnote-38)

Another way of media involvement in charity is that media houses will sometimes decide to dedicate airtime to certain causes, for instance in time of emergency or certain individual cases that require immediate funds. Fundraisings done like this is often very successful and many funds are raised like this. Normally NGO’s will not be chosen to assist in broadcasting these messages because their own agenda interferes with the message of the cause. [[40]](#footnote-39)

**Table 1.15 NGO’s involvement in media activities**

|  |  |
| --- | --- |
| Actively involved in media activities | 2/16 |
| Media involvement via press releases  | 6/16 |
| Media involvement via opinion programs | 2/16 |
| Not involved | 6/16 |

Getting media attention is, like in every country, difficult and expensive. The Kenyan media seem to be involved and supportive towards charity initiatives and involve themselves in emergency organizations. Organizations with a more famous name or if famous persons get linked to the event get portrayed in the media on a quite regular basis. Being portrayed in local media on radio is easier but will of course reach a smaller target group. This however could still be very attractive for the AfC program since Kenyan people are strongly affiliated with their communities and it will be important to make sure that you appeal to them on a more local instead of on a national level. It is important to make communities feel involved and focus on problems per region rather than that of the whole country, because people cannot identify themselves with national problems and will most likely not support it.

Therefore, a combination between local radio in local languages and national campaign on television in English/Kiswahili could be a good approach to create awareness for the AfC program in Kenya. By local radio, awareness could be created by the target group the AfC program is helping and who would be responsible for setting up and sustaining the actual project in their communities. Using national television would appeal to higher educated people and companies for donations[[41]](#footnote-40).

Since free air time will not be available it will be important for the partner organisation of the AfC program to find a sponsor to cover this cost. These costs are not part of the Wilde Ganzen Budget for the AfC program. Media will be extremely important for the program in order to be successful. Since the cost of the air-time will not be covered by Wilde Ganzen one of the most crucial jobs of the Kenyan executor of AfC will be finding a sponsor for this. Working together with established media organisations such as media focus Africa could be helpful with finding a partner.

**Discussion & Recommendations**

**1.1 Discussion**

Although the need for an Action for Children program in Kenya is obvious and Kenya does comply to all the criteria set by Wilde Ganzen (see appendix 7), Kenya faces five main issues that will make the succeeding of the AfC program at this moment very risky.

Firstly, local fundraising is still very undeveloped, in its infancy so to speak. The funds that are received from companies, which are most often perceived as the strongest donors, are often incidental and not reliable as a source of income. Also, although the Kenyan culture is a giving culture, donating to NGO’s by individuals is not very commonly done and it will take time and energy to educate and create awareness for the need of donating money to local NGO’s. In addition Kenyan NGO’s have a bad reputation which makes people and companies even more reluctant to donate to NGO’s. Managing of the projects is often done poorly, funds are abused and many NGO’s are not transparent. A lot of money is wasted and projects remain unfinished due to bad management and abused funds. This makes working with and donating to NGO’s unattractive and risky. So, although there are numerous CBO and small NGO projects in Kenya, the problem will be picking out the projects that are thrustworthy.

Secondly, Kenyan economy is still recovering from the post election violence last year, which affects the profit of companies and the income of people. In addition, on a macroeconomic scale, the recession the world is facing at the moment is also affecting the profits of the most powerful donors in Kenya, the corporations and will increase unemployment. At the time this research started the complete impact of the crisis was (and still is) not clear. Many of the companies in Kenya are local branches from international companies and these, as well as the local companies, will most likely be affected by the recession that has been hitting hard all around the world. This will affect the already difficult reachable funds used for donating to charity, because if there is less profit less money will be used for charity and this will create an additional risk for the program.

Thirdly, Kenya is facing other problems, which negatively affect the economy and local fundraising for the AfC program. At this point a famine in Kenya is affecting millions of people and many local funds are used for emergency relief. Competing for these funds will be very difficult because it is part of the Kenyan culture to donate to emergency relief, which will reduce the funds available for other good causes. Kenya has been facing different disasters for many years and this is not likely to change in the near future. Emergency relief will always be an important competitor for local funds and it is important to realise that it will not be easy for the AfC program to compete with this.

Fourthly, the post-election violence showed how easy a country, that was considered one of the more stable countries in Africa, could become unstable. Post election violence highlighted certain problems in Kenya especially tribalism. Western Kenya, where Eldoret is located and Nairobi area, have been affected severely by the violence and this explains why so many of the respondents pointed out tribalism as a serious threat for the AfC program. It also affected the outcome of the questionnaire conducted at Moi University, since it concealed the involvement in volunteerism in a more stable situation. For example, although many students were involved in volunteerism, almost 75% of this was for emergency relief.

Finally, on political level, besides corruption, bad governance is another issue that will negatively affect the implementation of the AfC program. Politicians in Kenya have a bad reputation and although corruption has lowered, it is still affecting the country. The government is difficult and time consuming to deal with and is not known for a cooperative attitude towards NGO’s.

All five factors are important to take into consideration if the AfC program will be set up in Kenya since it will affect the implementation and success on different levels.

On the other hand, when analysing the risks of the program, it should be taken into account that the AfC program will be supported by Wilde Ganzen for 10 years. This will give the executor of the AfC program a significant amount of time to build up local fundraising activities and a reputation and name for the AfC program. So, if Wilde Ganzen is willing to adapt the program to Kenyan needs and wants and is willing to carry a certain risk, than starting the program at this time could also have an advantage. The pioneer function of the program will give it a head start over other organisations in terms of local fundraising and establishing the program and the reputation. Possibly, over some years this can create an advantage over other organisations, when local fundraising will start to gain popularity, because by that time the AfC program will have an established reputation and proven itself to the public, which will make it an attractive organisation to donate money to.

**1.2 Recommendations**

Based on the findings presented in this report two recommendations are given and will be discussed:

* re-analyze the situation in five years time (after the next elections) in Kenya
* adapt the AfC program to the Kenyan needs and wants

*Re-analyze the situation in five years time*

Waiting for five years will give Wilde Ganzen the opportunity to see if Kenya will stabilize again and will give the local economy as well as the world economy time to rebuild itself. It also creates the opportunity to see what happens after the next elections.

*Adapt the program to the Kenyan needs and wants*

When considering implementing the AfC program in Kenya, the program should be adapted to the Kenyan situation. The following points illustrate possible adaptations to the AfC program that will limit the risk when starting an AfC program in Kenya.

*Local partner*

The local partner executing the program should be very experienced in order to be able to successfully execute the program in Kenya. The name and reputation of the organisation will be essential for local fundraising since the overall attitude towards NGO’s is mistrusting and sceptical. Being transparent and established as an organisation is therefore very important. Although, among the interviewed NGO’s there were very strong and well-known Kenyan organisations, in comparison to the partners of the AfC program in the other 3 countries, none of the interviewed organisations were working nationwide nor did they have a similar established network. Therefore, it will be necessary to start a partnership with a smaller organisation with a good established reputation and assist them in expanding their presence in Kenya and implementing the AfC program over the first 10 years.

*Media*

A combination between local radio in local languages and national campaign on television in English/Kiswahili could be a good approach to create awareness for the AfC program in order to reach as many people and tribes as possible. By using local radio as a media tool, you will be able to reach low income and lesser educated target groups who would be responsible for setting up and sustaining the actual project in their communities. By using national television as a media tool higher educated people and companies for donations are reached. Partnering with established media organisations such as media focus Africa who has experience with Kenyan media and creating programs for Kenyan television could be advisable to achieve this.

*Local fundraising*

One of the goals of the AfC program is changing the attitude and creating awareness of local people towards donating and giving to charity. This can be achieved by starting media campaigns and for example linking a famous organisation or person, as spokesperson to the campaign, with an established reputation in Kenya. UNICEF and the Red Cross both have done successful fundraisings. By linking the AfC program to one of these organisations you could gain trust and increase individual giving.

Mistrust will only disappear if you can prove that the organisation is trustworthy. Asking the other AfC executors to assist in this might be a way to speed up this process. For example: Indians, own a large percentage of businesses and are very actively involved in charity in Kenya. One of the AfC programs is currently running in India and this project is very successful. What could be considered is discussing with the executors of the Indian AfC program whether they would be interested in lobbying for the Kenyan version of the AfC by the Indian business community. This way trusts could be building up quicker and maybe donors can be found especially in the beginning stage when big funds are necessary to set up the media campaign.

Including emergency projects and raising emergency funds can be a way to get hold of the funds that could otherwise be lost to competitors that are involved with emergency relief.

*Tribalism*

Kenyan people are strongly affiliated with their communities and it will be important to take this into account when starting media campaigns. Almost each region and tribe is facing its own unique problems and situations and it is therefore necessary to appeal to people on local level. It is important to make communities feel involved and focus on problems per region rather than that of the whole country, because, if people cannot identify themselves with national problems they will most likely not support it.

For the AfC program it is important that projects have a good geographical spreading and that they benefit the different tribes in Kenya.

It is important to work together with an organisation that works nationwide and understands the needs and wants of the different tribes and areas[[42]](#footnote-41). Working together with an established media organisation, like Media focus Africa, could be advisable.

*Private initiatives*

In order to limit the risk of selecting fake or bad managed projects, working with a third partner, the so called private initiative, is advisable. Private initiatives are for example: established social clubs such as the Rotary and Lions clubs. These clubs are familiar with local fundraising and have the right networks. Also schools and churched have experience with this and can be seen as private initiatives and potential partners. These private initiatives can pick out projects in the communities they work with all over the country and monitor them.

*Politics*

The government is often accused of corruption and bad governance and therefore it might be advisable to stay independent from governmental organisations.

**Conclusion**

Although at first sight Kenya seems to be a good candidate for the Action for Children program, closer research revealed many difficulties and pitfalls to be faced when starting the program in Kenya at present time.

Kenya faces five main issues that will make the succeeding of the AfC program at this moment very uncertain:

* Local fundraising is still very undeveloped.
* Kenyan economy, still recovering from the post election violence, is now affected by the worldwide recession.
* The great need for emergency relief, will negatively affect successful local fundraising for the AfC program.
* Tribalism will affect a successful implementation of the AfC program in different ways.
* Corruption and bad governance will also negatively affect a succesful implementation of the AfC program.

The economical situation in Kenya at this moment is due to internal (corruption and tribalism) and external (economical crisis) reasons far from ideal. In addition, local fundraising is still a relatively new concept in Kenya, donating to NGO’s is not common and many local funds are used for emergency relief. Therefore, the current situation is far from ideal to start an Action for Children program.

It is recommended to adapt the program to meet the Kenyan needs and wants (see recommendations) in order to reduce the risk of failure and to re-analyze the situation in five years (after the next elections) in Kenya.

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Green belt movement Mrs. L. Muchungi PR officer www.greenbeltmovement.org

Lifeskills Mrs. Emma Wachira (Executive director)

ICS Mrs. Beatrice Ogutu www.icsafrica.com

Nairobits Mrs. Anne Ikiara [www.nairobits.com](http://www.nairobits.com)

SNV Mrs. Mary Njuguna ( portfolio coordinatior)

COVUC Mrs. Consolata K.Kiara [www.covuc.org](http://www.covuc.org)

Cordaid Mrs. Annie. Lefevre [www.cordaid.com](http://www.cordaid.com)

The Cradle Brian Weke (Program Manager) [www.thecradle.or.ke](http://www.thecradle.or.ke/)

African youth trust Robert Njogre www.africayouthtrust.org

Imani Dhr. H. Oostrom www. Imani.nl/www.imani.org

Association of media women Kenya Mrs. M. Nyambala www.amwik .org

Seads of Peace Africa Mr. Imoite [www.sopa.co.ke/](http://www.sopa.co.ke/) Mr. M. Korevaar

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MYSLA Mr. P. Karanja Director. www.mysakenya.org

Sarakasi Mrs. M. van Dijck Director www.sarakasi.org

Uptoyou Miss. N. Nauta www.uptoyou.org

Health and water foundation

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Companies

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Unilever Mrs. M. Kyalo

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Professional fundraiser/ writer Mr. Chikati

Dutch embassy Mr. Vermeer

Lecturer Media and communication studies at Moi University, Eldoret, Kenya Mr. John Oluoch

founder of Moi university foundation former rector Moi University Eng. Prof. D. Kimutai Some

UNICEF project officer Water & environmental sanitation Mr. M Worth

Rotary club Muthaiga, Nairobi

Association of fundraising professionals Mr Chege

**Appendix 1 SWOT**

**Strengths**

Wild Geese has Experience with setting up the ACF program

The AFC program has proven to be successful

Wild Geese is experienced in local funding and supports the project for 10 years

There are numerous amounts of potential projects that could be supported

There is a need for an AfC organisation

**Weaknesses**

Have not found NGO that operates nationwide

Finding a suitable executor for the AfC program

Finding funding for a media Campaign

**Opportunities**

Not much competition in local fundraising

Many untouched funds

Giving culture

There is a need for a project like ACF

Local fundraising inside communities is part of the culture see. Harambee

Change to be pioneer in local fundraising initiatives.

**Threats**

Tribalism

Corruption

Bad Governance

Economical challenges

Macro economical challenges

Difficult accessible local funds

Difficult to get stable income from local fundraising

**Appendix 2 overview poorest and richest regions**

|  |  |  |  |
| --- | --- | --- | --- |
| Poorest regions  |  | Richest regions |  |
| Constituency | Poor people % | Constituency | Poor people % |
| Turkana central | 97 | Kajiado North | 11 |
| Turkana South | 96 | Kajiado Central | 13 |
| North Horr | 95 | Kajiado South | 14 |
| Saku | 94 | Westlands | 15 |
| Wajir North | 93 | Kabete | 16 |
| Wajir South | 90 | Kiambaa | 19 |
| Mandera central | 90 | Ntonyiri | 20 |
| Turkana North | 88 | Lang’ata | 20 |
| Kinango | 87 | Embakasi | 21 |
| Mandera East | 85 | Starehe | 21 |

Source: Daily nation Nairobi Nov 19th 2008 “Revealed the richest and poorest nations” by Samuel Siringi

**Appendix 3 Interview NGO’s**

What is your function within the NGO?

Do you work full time for the NGO?

Are there many different nationalities working here?

Are you active nationwide?

Are you active internationally?

What kind of project are you specialized in?

How many projects do you start a year?

Where do the financial funds come from for the projects?

If any what % of funds is from inside Kenya?

If none of your funds is local do you know why this?

How are these local funds raised?

If this is done through fundraisers what kind of fundraisers?

From how do you receive funds? (companies, individuals, charities, government etc)

If you receive funds from individuals are they repetitive donations?

If any of the national funds come from companies are these national or international companies or both?

Do you use the Kenyan media the raise funds or create awareness?

If yes what kind of media?

If not do you know NGO’s that use media for fundraising?

**Appendix 4 Questionnaire Moi university, Eldoret**

1. **What is your community affiliation?**

A Indigenous Kenyan

B Kenyan Indian

C Kenyan Arabic

D other……………….

1. **What is your age?**…………………………………………………..
2. **What are you studying?**…………………………………………………….
3. **Are you interested in the work of NGO’s and/or charity organizations?**

A yes (please continue to question 6)

B no

C no opinion (please continue to question 8)

1. **If not why are you not interested in the work of NGO’s and/ charity organizations? (after answering the question please continue to question 12)**

A I do not like the way they work

B I do not think it is useful or helping people

C Other……………………

1. **If yes**

**What kind of grade would you give international NGO’s in your country 1= lowest**

**10=best**

………………..

1. **How would you grade Kenya’s national NGO’s on a scale of 1= lowest 10=best**

………………

1. **Are you presently or in the past been involved in fundraising activities for charity or non profit organizations?**

A Yes

B No (please continue to question 12)

1. **If yes how often have you been involved in fundraising activities?**

A It was a one time event

B Once a year

C Twice a year

D Three times a year or more

If your answer is yes,

Please note the name of the charity and

by whom this was organized.

**The name of the charity/NGO was**:………………………………………………

1. **It was organized by:**

A The university

B I organized the fundraising activity

C The Charity organization/NGO

D Other (please specify) ………………

1. **If so what type of fundraising activities?**………………………………………………………..
2. **Do you donate money to charities?**

A No ( thank you for participating in this questionnaire)

B Yes

1. **If yes how often?**

A Regularly

B Monthly

C Yearly

D Ad-hoc

E When you have spare cash

1. **How much do you donate?**

A 100 – 700 Kshs

B 800 – 1400 Kshs

C 1500 – 2100 Kshs

D More………..

1. **Are you in any other way involved with charity organizations/NGO?**

A Yes

B No

1. **If yes how?**

A I work as a volunteer

B I have my own NGO

C Other……………………

**Appendix 5 Questionnaire individuals**

**1. What is your community affiliation?**

A Indigenous Kenyan

B Kenyan Indian

C Kenyan Arabic

D other……………….

**2. What is your sex?**

A male

B female

**3. What is your income?**

A less then 20.000 Kshs

B between 20.000 and 40.000 Kshs

C between 40.000 and 60.000 Kshs

D higher

**4. do you personally donate money to NGO’s, foundations or any other non profit organizations?**

A No *(please continue to question 7)*

B Yes

**5. What kind of organization is this?**

A Church

B Children’s home

C Local NGO

D CBO

E international NGO

F Other…………………………..

**6. If yes how often?**

A Regularly

B Monthly

C Yearly

D Ad-hoc

E When you have spare cash

**7. How much do you donate?**

A 100 – 700 Kshs

B 800 – 1400 Kshs

C 1500 – 2100 Kshs

D More……….. Kshs

**8. do you donate goods to NGO’s, foundations or any other none profit organization? (Donations in kind)**

A Yes

B No

**9. What kind of organization is this?**

A Church

B Children’s home

C Local NGO

D CBO

E international NGO

F Other…………………………..

Thank you for participating in this questionnaire.

**Appendix 6 Overview of the most important media**

**Newspapers**

The Daily nation is the leading paper in East and central Africa.

The standard biggest competition of the Daily nation

People daily

Kenya Times

Financial standard

**TV**

KBC Channel 1, channel 2, entertainment metro television channel 31

Nation TV

Is being broadcasted in a radius of 60 km around Nairobi it currently reaches around 13.5 million Kenyans and is mainly focusing on entertainment. They do also cover news and informative programs and broadcast local made programs discussing political, environmental and social issues.

Kenya television network

**Appendix 7 criteria Wilde Ganzen**

*Criteria set by Wilde Ganzen to which countries where the AfC can be started have to comply*

* *Countries on the OECD DAC-1 list*
* *Large gap between poor and rich*
* *The existence of the rich upper class and a relatively large middle class, which could do something for the lower class.*
* *The existence of a certain volunteers culture, where some fundraising actions at local level are already implemented in some form of the other*
* *The presence of a working banking system, so that gifts can be transferred quickly and effectively*
* *Size of the population[[43]](#footnote-42)*

**Abbreviations**

*AfC= Action for Children*

*CBO = Community based organisation*

*GNI = Gross National Income*

*KBC = Kenyan Broadcasting Corporation*

*NGO = Non Governmental Organisation*

*CSR = Corporate Social Responsibility*

*UN = United Nations*

*UNICEF = United Nations Children’s fund*

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22. Source: <http://boleswa97.tripod.com/chieni.htm> accessed 8th of Nov 2008 [↑](#footnote-ref-21)
23. Source: Akong’a 1989 [↑](#footnote-ref-22)
24. Source: Rose Lukalo-Owino. In trust for tomorrow Kenyan community development Foundation, Publication date 2008 page 63 first paragraph. [↑](#footnote-ref-23)
25. Source: Interview professional fundraiser and writer Mr. Chikati [↑](#footnote-ref-24)
26. Source: William Easterly The white man’s burden ( page 83 ) [↑](#footnote-ref-25)
27. Source: Mr. A. Chandaria Board member of Chandaria foundation and member of Lions club Nairobi [↑](#footnote-ref-26)
28. Source: Interview Mr. Chikati author and professional fundraiser [↑](#footnote-ref-27)
29. Source: <http://www.usig.org/countryinfo/kenya.asp> page 8 deductibility of Charitable contributions accessed Jan 9 ‘09 [↑](#footnote-ref-28)
30. Source: <http://www.kenyalaw.org/kenyalaw/klr_app/frames.php> accessed 9th of Jan ‘09 [↑](#footnote-ref-29)
31. Source: Interview professional fundraiser and writer Mr. Chikati [↑](#footnote-ref-30)
32. Source: Interview KCDF [↑](#footnote-ref-31)
33. Source: Media focus Africa Mr. F. Klein Executive director [↑](#footnote-ref-32)
34. Source: Interview John Oluoch Lecturer Media and communication studies at Moi university [↑](#footnote-ref-33)
35. Source: Mr. Oluoch Lecturer Media and communication studies at Moi University, Eldoret, Kenya [↑](#footnote-ref-34)
36. Source: <http://www.freemedia.at/cms/freedom> accessed 21th dec ‘ 08 [↑](#footnote-ref-35)
37. Source: <http://www.freemedia.at/cms/freedom> accessed 21th dec ‘ 08 [↑](#footnote-ref-36)
38. Source: http://www.eastandard.net/archives/InsidePage.php?id=1144003108&cid=4& accessed 21st dec ‘o8 [↑](#footnote-ref-37)
39. Source: PR officer Mrs. Lilian Muchungi Greenbelt movement [↑](#footnote-ref-38)
40. Source: Interview KBC marketing executive [↑](#footnote-ref-39)
41. Source: Interviews university students Eldoret and several NGO’s [↑](#footnote-ref-40)
42. Interviews university students Eldoret and several NGO’s [↑](#footnote-ref-41)
43. Program C Young Geese+ by Wilde Ganzen [↑](#footnote-ref-42)