



Strategic Framework



Table of Contents

Who We Are

Background

Corporate Social Investment (CSI) in Kenya

Local Philanthropy in Kenya

Forum Objectives

Expected Results

*Who
We Are*



Impact Philanthropy Africa

Impact Philanthropy Africa is a new forum of self-funded corporate and private charitable foundations working in Kenya to create social impact.

Impact Philanthropy Africa members are committed to the public benefit and to their philanthropic purposes and are working to build a culture of corporate social investment (CSI) and influence policy through advocacy and thought leadership.

The Children's Investment Fund Foundation (CIFF) and the M-Pesa Foundation are the co-conveners of the Forum.

The Forum's Vision

Impact Philanthropy Africa's vision is to increase the societal impact of corporate and private giving in Kenya, with a view to transforming lives by improving the social and economic status of Kenyans.

Members of Impact Philanthropy Africa Forum

Forum members have the following common denominators:

- Member Foundations/ CSI/ Philanthropy actors are self-funded and/ or endowed financially and not seeking support.
- Members are looking to influence thought leadership and policy.
- Members are committed to working together to achieve a common goal

Background



Rationale for establishing the Forum

Since 2014, there has been a wide and deep consensus on *the need for professionalization of the Kenya CSI sector*, and leading actors have taken important steps to share their experiences, network and build alliances to deliver collective impact.

Despite a plethora of philanthropy networks, many were led by grant seeking organizations and brought together a wide ranging group of actors involved in a diversity of philanthropic conversations and activities that rendered a *focused discussion on CSI in Kenya difficult*.

M-pesa Foundation and CIFF quickly recognized the need for a separate, smaller and more formal forum of *self-funded* corporate charitable foundations.

It was this smaller formation that constituted the embryonic Corporate Entities Forum (CEF) that is the current *Impact Philanthropy Africa*



Role of the Secretariat

1. Advising on and elaborating the vision, mission, structure, governance and working modalities of the Forum through a consultative process.
2. Planning, organizing, and facilitating the quarterly Forum meetings, documenting agreed actions and ensuring follow-up.
3. Coordinating the generation and sharing of knowledge on good practice in CSI;
4. Identifying and advancing opportunities for thought leadership and advocacy on burning and emerging issues of relevance to CSI in Kenya.
5. Developing advocacy and communication strategy, including the elaboration of tactics, channels, key messages and products to advance the Forum's shared agenda

Impact Philanthropy Africa's Secretariat is headed up by Fit for Purpose.



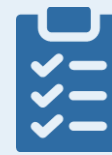
Fit for Purpose is an Africa-focused strategic and technical advisory firm dedicated to helping leaders in global development magnify the impact of their work. They provide right-sized, on-the-ground support for effective partnerships across the public, private, and philanthropic sectors.



Advise



Assist



Deliver



Connect

*Corporate Social
Investment in Kenya*

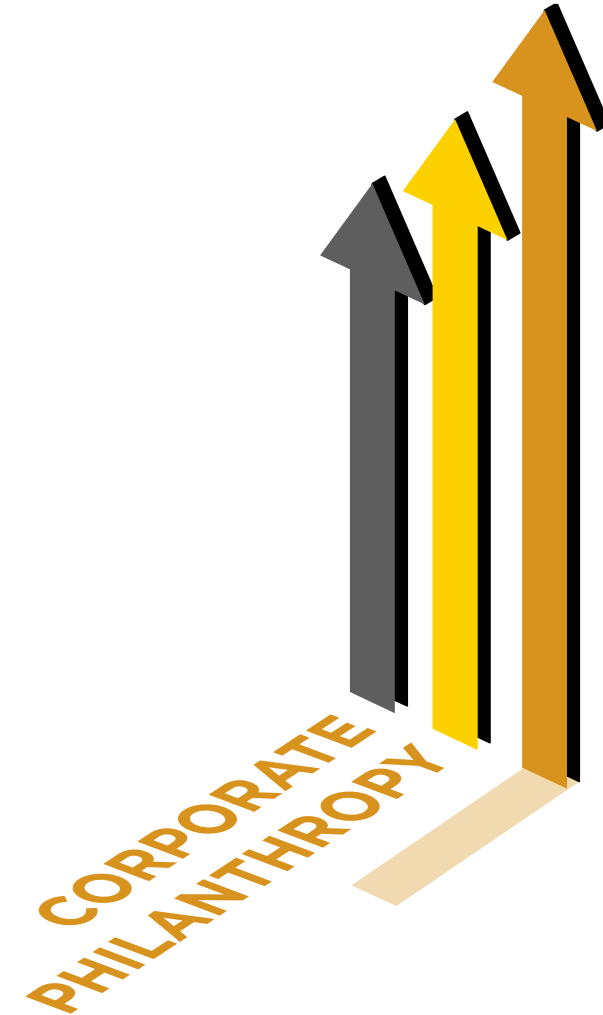


CSI in Kenya

Corporate giving is growing, but is still at a nascent stage in Kenya.

There is a long-standing culture of giving among Kenyans, and a desire to deepen the impact of corporate and private philanthropy for public good.

This impulse, manifested by the growing number of actors in the Kenyan philanthropic space, is however hampered by a number of *challenges*.



Challenges to CSI in Kenya

Some of these challenges include:



Lack of a common purpose and agenda to rally around.



Lack of coordination, coherence, structure or framework to philanthropy, including lack of an effective space for like-minded players.



Suboptimal policy and regulatory environment.



Largely small scale, one-off CSR initiatives. Many initiatives are short-term, disjointed and fragmented.



Lack of accurate, relevant data and information on corporate giving trends in Kenya

Growing Local Philanthropy in Kenya

Kenya has the potential to be one of **Africa's success stories** from its growing youthful population, a dynamic private sector, highly skilled workforce, improved infrastructure, a new constitution, and its pivotal role in East Africa.

The power of corporate partnership, supporting public goals such as education, maternal health, child health, economic empowerment, peace and justice **can be transformational for Kenya and the region.**

Corporate philanthropies should **develop strategies that are aligned to key development areas** and aim to create lasting social, economic and environmental transformation for communities in Kenya.

Alignment with Development Goals

Kenyan Corporate Foundations and CSI entities play a complimentary role in supporting development agendas such as the SDGs and Vision 2030.

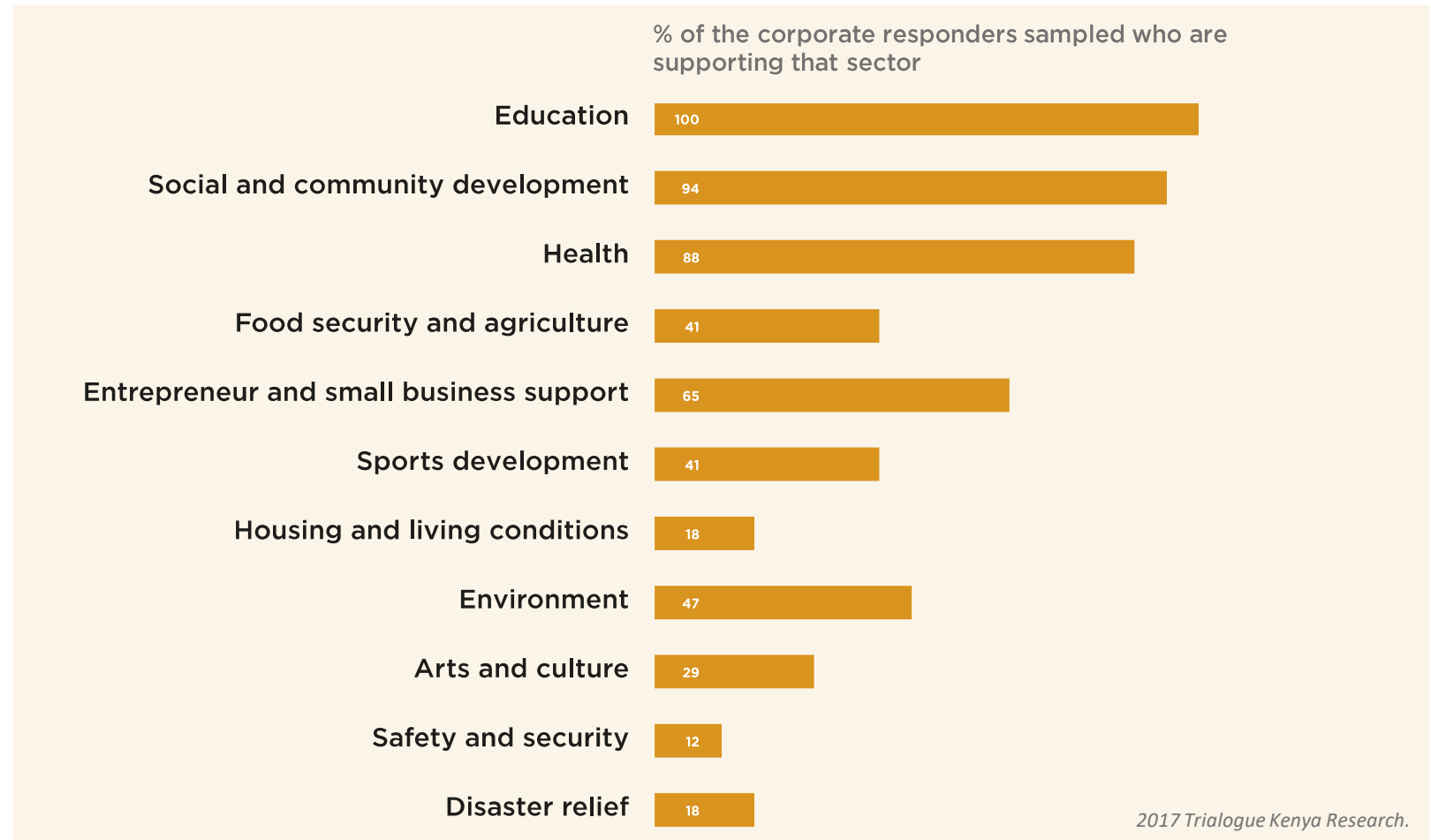
Kenya's Vision 2030 acknowledges the need for more private sector participation in order to realize the vision to transform Kenya into a newly industrialized country by 2030.



| Vision 2030 | Aim/ Objective | Millennium Development Goal |
|------------------|---|---|
| Economic Pillar | To maintain a 10% economic growth rate annually | 1. To eradicate extreme poverty and hunger 2. To achieve gender equality and empower women 8. To build global partnerships for development |
| Social Pillar | To build a just and cohesive society that enjoys equitable social development in a clean and secure environment | 2. Achieve universal primary education 4. Reduce child mortality 5. Improve maternal health 6. Combat HIV/ AIDS malaria and other diseases 7. Ensure environmental sustainability |
| Political Pillar | To strengthen rule of law and ensure good governance in the country | Millennium declaration that developing countries will spare no effort to promote democracy and strengthen the rule of law, respect internationally recognized human rights and fundamental freedoms, including right to development |

CSI Funding of Development sectors in Kenya

3 areas – Education, Health; Social and community development receive the most support from Corporate Philanthropy.



Alignment of CSI programmes with SDGs

SUSTAINABLE DEVELOPMENT GOALS



| | % of the corporate responses |
|--|------------------------------|
|  Quality education | 59 |
|  No poverty | 18 |
|  Decent work and economic growth | 53 |
|  Zero hunger | 18 |
|  Good health and wellbeing | 47 |
|  Gender equality | 24 |
|  Clean water and sanitation | 12 |
|  Industry, innovation and infrastructure | 12 |
|  Sustainable cities and communities | 6 |
|  Reduced inequalities | 12 |
|  Partnerships for the goals | 12 |
|  Affordable and clean energy | 18 |
|  Peace, justice and strong institutions | 12 |
|  Responsible consumption and production | 12 |
|  Climate action | 24 |
|  Life below water | 12 |
|  Life on land | 29 |

Our Members

Impact Philanthropy Africa is well positioned to galvanize corporate foundations/ CSI/ Philanthropy actors. What all these players and more have in common is that individually and as Impact Philanthropy Africa members, they are committed to the public benefit and to their philanthropic purposes and are working to build a culture of corporate social investment (CSI) and influence policy through advocacy and thought leadership.



Forum Objectives



Forum Goals

1 *Learning and Sharing*



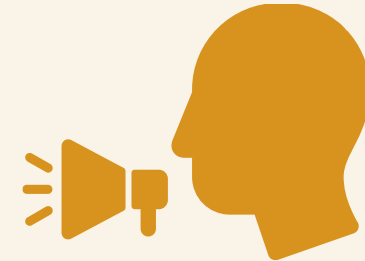
A space for mutual *learning and sharing* of CSI innovations that have the potential for wider impact on society.

2 *Thought Leadership*



A platform for *thought leadership* to drive the growth of the corporate social investment (CSI) sector in Kenya and optimize the conditions for impact

3 *Advocacy*



A platform for identifying and pursuing key *advocacy* issues to influence policy and practice impacting CSI.

The Forum's Strategic Focus Areas

**Building Appetite
and Interest**

**Advocacy
for Change**

**Advancing Thought
Leadership**

**Facilitating Learning
and Knowledge sharing**

The Forum's Strategic Focus Areas

Building Appetite and Interest

Increase commitment to Corporate Social Investing (CSI) and scale the involvement of captains of industry.

Advocacy for Change

Engage the Government of Kenya, the Private Sector and Civil Society/ NGOs on concerns pivotal to local philanthropy.

Advancing Thought Leadership

Harness the collective voice of corporate entities to engage the media and wider public policy sphere with an agenda for social change. This will include commissioning research to generate accurate and relevant data on the CSI sector in Kenya to inform advocacy and thought leadership efforts.

Facilitating Learning and Knowledge sharing

Create a platform to exchange insights and best practices across relevant initiatives in philanthropy, CSR and CSI in Kenya and beyond.

Impact Philanthropy Africa's Unique Value Proposition

The Forum's unique *core values* are:



1.
*Exclusive
Membership*



2.
*Leadership &
Commitment*



3.
Influence



4.
*Facilitating
Learning*

Our Unique Value Proposition

The Forum's unique *core values* are:



1. Exclusive Membership

Started by corporate philanthropies to bring like-minded grant making foundations together around a shared purpose.



2. Leadership & Commitment

Leadership at the highest level – Captains of Industry to be involved and committed in the forum.



3. Influence

Advocating and engaging government at the highest level around policy impacting local philanthropy.



4. Facilitating Learning

Promoting best practices through knowledge-sharing and thought leadership.

*Expected
Results*



Measures of Success

YEAR 1

- Establishment of Impact Philanthropy Africa Forum.
- Building interesting and commitment in Membership.
- Key Policy priorities/Advocacy Agenda established.
- Commissioning of Strategic Research to inform advocacy.
- Engagement with Government and partnerships with other key stakeholders underway.

YEAR 2

- Galvanizing increased commitment in membership and involvement by corporate leaders.
- Generation of accurate and relevant data on the CSI sector in Kenya.
- Advocacy Campaigns on key thematic priorities.
- Platforms for mutual Learning and knowledge -sharing.

YEAR 3

- Catalysing an increase in Corporate Giving.
- Championing a shift to more strategic CSI in Kenya.
- Fostering an improved regulatory environment.
- Generating Evidence and Knowledge on Best Practices.

Long-term Results



*An increase in
Corporate Giving*

More local corporates giving and giving greater amounts.



*A shift to more
strategic CSI in Kenya*

More tried and tested models of effective, impactful corporate giving.



*An improved regulatory
environment*

Policy and regulatory changes with greater incentives for corporate giving.



*Knowledge on
Best Practices*

More information, data, research and insights on the trends and state of corporate giving in Kenya.



Thank You