

PAMOJA TUUNGANE CAMPAIGN

Short Term Emergency Response Fact Sheet

1. Objectives of Pamoja Tuungane

- Provide emergency relief to Kenyans in areas hard hit by famine and provide food (their immediate need).

2. Short- term Goals/Targets

- Amount to be raised by partners/Kenyans: Kes 100 million
- Cost of 1 month Food Hamper: Kes 5,000
- Number of Food Hampers: Kes 60,000
- **Impact**
- Households to benefit: 60,000 (6 people per household)
- One food hamper to cater for 1 household for 1 month.

3. Duration of the Pamoja Tuungane Campaign

- 3 months: April – June 2022

4. Counties where the short-term relief food will be distributed

- All 23 counties identified by the Government and humanitarian agencies
- Special focus on all the Arid and Semi-Arid (ASAL) counties hardest hit.

5. Contents and Cost of a Food Hamper

Item	Total
Pure wimbi 10kg	1,240.00
Basmati rice 10kg	1,150.00
Beans/green gram 5kg	965.00
Maize meal 10kg	575.00
Vegetable oil 2ltr pet	410.00
Local sugar 2kg	245.00
4 packsmaxi thick sanitary pads 10's	236.00
Branding cost estimate	150.00
Salt 1kg	32.00
Total	5,003.00

6. How to take Action Now and be part of the Pamoja Tuungane Campaign

There are several ways to be part of the famine response campaign:

1. **Empathize:** Tell and encourage others to donate.
 - *Simply dial *126# to donate.*

2. **Donate Bonga Points:** This can be in two ways:
 - **Individual Bonga Points:** Mobilize staff and your corporate networks to donate bonga points.
 - **Corporate Bonga Points:** Donate your collective company/corporate bonga points. These bonga points can be converted to their cash value, and corporates present that during the pledging conference. To find out your organizations corporate bonga points, contact Sophie Onyango at SZONYANGO@safaricom.co.ke

3. **Donate Food Hampers/food items:**
 - *Food Hampers can be purchased at any Naivas Supermarket nationwide.*
 - *One Food Hamper costs Kes 5000 and can feed 1 household for 1 month*
 - *Campaign target: 60,000 food hampers.*

4. **Donate Cash:**
 - *Simply dial *126# to donate.*
 - *Corporate cheques can be presented at the next pledging meeting and the next Caravan flag-off event.*

5. **Join the caravan!**
 - *Participate in the distribution*

6. **Key Dates for the Campaign**
 - *Partners Meeting – Tuesday 26th April, 2022*

7. **Branding and Media Coverage**
 - *Partners are welcome and encouraged to brand and have media cover their giving and participation as needed.*