



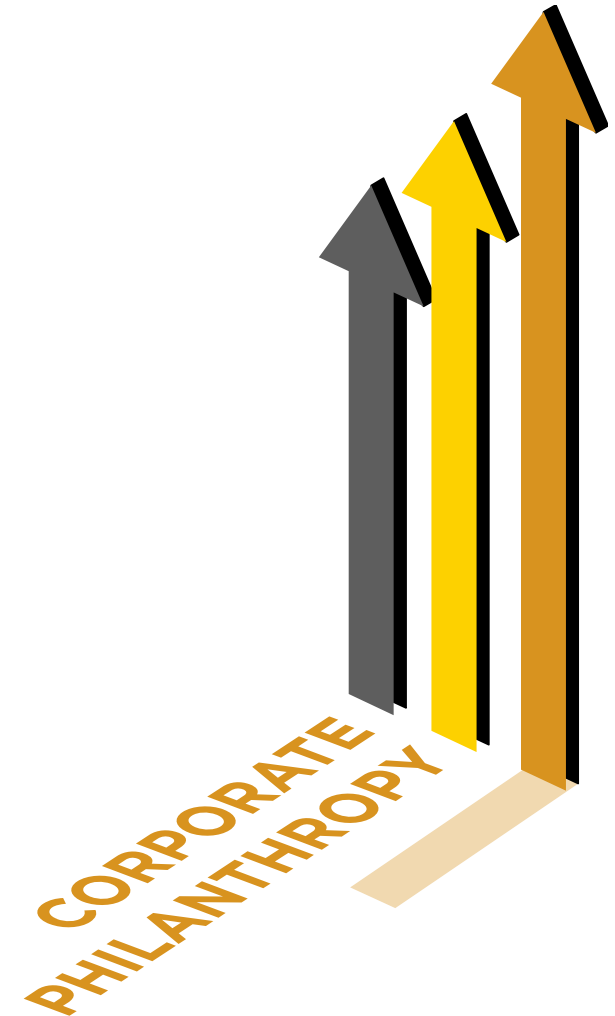
The Strategic Research into the State of Philanthropy In Kenya.





CSI in Kenya

- There is a growing recognition across the globe that the private sector plays an important role in promoting sustainable development
- Corporate Social Investment (CSI) is an essential contribution used by companies to reach communities that fall outside of their operational footprints and value chains
- Corporate and private 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 Growing Philanthropy 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 and private giving trends in Kenya

Commissioning a Strategic Research on Philanthropy in Kenya



Strategic Research on Philanthropy – The Game Changer

The purpose of producing a State of Philanthropy in Kenya Publication is to develop a knowledge platform that provides research and insights on the trends and state of corporate and private giving in Kenya. This research can be leveraged to influence behaviour by:

- Building commitment and interest in philanthropy
- Advancing thought leadership on corporate and private giving
- Providing examples and case studies of strategic corporate and private giving
- Drawing on the content and feedback processes to advocate for change, including regulatory change that would incentivise philanthropy
- Facilitating learning and sharing of best practice
- Driving Thought Leadership

Research and Analysis

State of Philanthropy in Kenya Publication

Launch and Advocacy

Strategic Research on Philanthropy – The Game Changer

The vision is to generate a publication that will be self-sustaining. It is anticipated that to achieve this, a funding model that supports this publication for a minimum of three years will be required.

By pursuing this broader purpose, we aim to use the research and publication to influence behaviour and advance the strategic nature of corporate and private giving in Kenya.

The proposed ‘State of Philanthropy In Kenya’ Research and Publication directly contributes towards the objectives of Impact Philanthropy Africa and is viewed as a key part of the journey to influence and change the behaviour of corporate and private giving in Kenya

Proposed Research and Analysis

The **field research** process would like to target 200 companies and foundations listed on the Nairobi Securities Exchange; KEPSA and Impact Philanthropy Africa Forum members.



Benchmarking

The research questions will be aligned with the Global Philanthropy Report; the CECP Global Exchange survey and other similar country research (like South Africa) to enable country benchmarking.



Global Philanthropy Report



The Chief Executives for Corporate Purpose (CECP) Survey



The 2021 South Africa CSI Report by Trialogue

Illustrative Content of the 'State of Philanthropy in Kenya' Publication

1. Scale, age, and classification

- Size of the philanthropic sector
- Number of philanthropic institutions in Kenya
- Foundation sector composition
- The age of foundations/philanthropic institutions
- The classification of philanthropic institutions (independent; corporate; government-linked; religious, family, community)
- Assets as a proportion of GDP
- Comparison across markets/countries

2. Priorities and purposes

- Development sector investments/CSI funding of development sectors
- Breakdown of development sector interventions being funded
- Nature of grant-making and to whom/Types of organizations supported by CSI
- Alignment with government priorities/Government collaboration
- Alignment of CSI to SDGs
- Impact of SDGs on CSI strategy
- Impact of Covid-19 on corporate/private giving
- Feature Articles by various Change Agents/Leaders/Foundations.

Illustrative Content of the 'State of Philanthropy in Kenya' Publication

4. Financial Resources and Expenditures

- Company/Foundation size
- Company/Foundation turnover
- Number of Employees
- CSI/Philanthropic expenditures
- Average expenditure per foundation/CSI program
- Changes in CSI Expenditure
- Method used to determine CSI budget
- Geographic distribution of funding
- Comparison across markets/countries

5. Operational strategies and approaches

- CSI Governance Structure/Nature of operations for philanthropic programs and activities
- Oversight of CSI function
- Fundraising models for philanthropic capital
- Nature of social investment strategies
- Evaluating and measuring program outcomes
- Incidence of M&E processes for main projects
- Type of M&E process
- Person responsible for the implementation
- of M&E processes
- Use of M&E data
- Collaboration and Partnerships
- CSI communication and reporting channels