



#GIVINGTUESDAY KENYA 2015 REPORT



www.givingtuesdaykenya.org

@GivingTuesdayKe #GivingTuesday #GivingTuesdayKe

BACKGROUND

About #GivingTuesday

Anually, #GivingTuesday kicks off the December holiday giving season with a global day dedicated to charitable giving, following after the widely recognized shopping events Black Friday and Cyber Monday. The worldwide movement harnesses the power of social media and the generosity of people around the world to bring about real change in their communities and celebrates the power of giving in all its forms.

Launched by New York's 92nd Street Y, in partnership with the UN Foundation in 2012, #GivingTuesday first brought together 2,500+ organizations from all 50 U.S. states in its first year, when it was covered by major media and local outlets throughout the U.S. In 2013 #GivingTuesday continued to gain momentum, with 10,000 partners in the US and 46 countries around the world.

"When we launched #GivingTuesday in 2012, we had a big ambition. We wanted to create, in the words of one of our early advisers and supporters, 'an opening day for the giving season,'" says Henry Timms, Executive Director of 92nd Street Y. Giving Tuesday has since its launch in the US in 2012 moved to 11 other countries in 2015 through partnerships with different organizations worldwide. "We think this is just the start for #GivingTuesday. Every year we are seeing more creative and impactful campaigns and collaborations; #GivingTuesday has grown because so many people seized the idea and found approaches to make it meaningful for their organizations, their communities, or their businesses," he adds.

In a nutshell really, #GivingTuesday is an opportunity for one to find ways in which his family, community, company or organization can come together to celebrate generosity and to give, and then widely and loudly, sharing the experience with everyone.



#GivingTuesday Kenya

The East Africa Association of Grantmakers partnered with #GivingTuesday to bring to Kenya the first ever edition of the movement in 2015. As the host organization, EAAG is now more than ever, being a regional organization, keen to grow the movement in to the wider East Africa in 2016.

New approaches and innovations continue to define new thinking and improvements in different sectors of the economy globally. The new thinking in many instances is driven by advancements made in technology and science and the interaction of society with these advancements generally.

The Philanthropy sector in these advancements has not been left behind. Worldwide there has been an adoption of new technology backed approaches towards the promotion and enhancement of the sectors' practices. The adoption of technology has come with an infusion of interestingly crafted financial solutions that not only provide the necessary support towards fulfilling philanthropic promises/initiatives, but that have also opened up the sector to wider crowds that are willing to engage. Some of these new approaches and technologies include online & mobile fundraising, venture philanthropy, matching grants and open challenges. Sometimes, for these new approaches to work, innovative partnerships built around concepts such as #GivingTuesday are needed.

Through the partnership with #GivingTuesday, EAAG is keen to achieve the following objectives.

- I. To annually, lead the celebration of the Global day of giving in East Africa

- II. To grow and nurture partnerships across the divide with as many businesses, NPO's & individuals to collectively add to the voice and impact of their giving.
- III. To collectively apply technology and the new philanthropy approaches to rally local resource mobilization efforts in support of different causes.
- IV. To create better visibility of the culture & practice of community giving in East Africa with a strong focus on its value.

Ultimately, EAAG seeks to derive from the movement networks (local, regional and global), programs and activities that would increase the knowledge, partnerships and experiences relating to philanthropic giving in the region. By harnessing the power of new media, we look to re-energize the giving spirit at all levels in East Africa and thus provide a strong anchor for the celebration of giving In East Africa.

2015 #GIVINGTUESDAY KENYA EXPERIENCE

“...setting up our first event was very exciting & the amount of learning that came with it is second to none. It was absolutely refreshing ...”

Anonymous ;-)

By hosting the first ever giving celebration event in Kenya, EAAG set out with two goals in mind

1. To engage as many people online on #GivingTuesday, and
2. To have giving discussions, talks and pictures trending online on Dec 1st.

All these was to be achieved by first having in place a website that would not only speak of our intentions, but also draw out as many partners as it possibly could. Through the support of The Chandaria Foundation we had our website up and running in September 2015.

A vigorous online and offline campaign thereafter followed, with EAAG reaching out to its members, partners and the general public to sign up as partners.

Partner Recruitment

For the Inaugural edition of #GivingTuesday in Kenya we were privileged to have a total of 31 official partners with many other organisations taking part independently and joining the campaign online. The following were our official partners – The Family Group Foundation, Kengen Foundation, Jomo Kenyatta Foundation, Africa Cancer Foundation, Turning Point Trust, HAKI Foundation, NairobiBits Trust, Conflicts Dynamics International, PAD, Bethany Kids, Moving the Goalposts–Kilifi, Vision Africa, FARM Africa, KCDM, Carolina For Kibera, Safe Haven Children’s Home, Nyota for Africa, Ndoto Africa, AGT, Kilele Foundation, The Bouncing Ball Trust, AIESEC–Kenya, Mafanikio, Mfariji Africa, Asante Africa, PACE and #StoryForChela campaign hosted on www.yetu.org which is the first crowdfunding–for–social–development platform in Kenya.

#GivingTuesdayKe Highlights

On December 1st our partners were fundraising and sharing messages targeted at creating public and online awareness about their activities and impact. Below are snapshots of some of the best #GivingTuesdayKe moments

1. Our partners hosted different events and posted them online, including having some of their backers share their reasons for supporting them





EphantusMuhunyoMaina @EphantusMuhunyo · Dec 1
Great taks @agt #GivingTuesdayKe@ hakifoundation



← 3 ❤️ ...



kungu wanjiku @shikungu · Dec 1
Volunteers @CFK prepping to go out for door to door HIV testing @WorldAIDSDay #GivingTuesday #GivingTuesdayKe



← 1 ❤️ ...



Dorcas Didi @DorcasRaelione · Dec 1
#GivingTuesdayKe #GivingTuesday #UON Uon @AIESEC_Kenya
The world should know that giving is a blessing



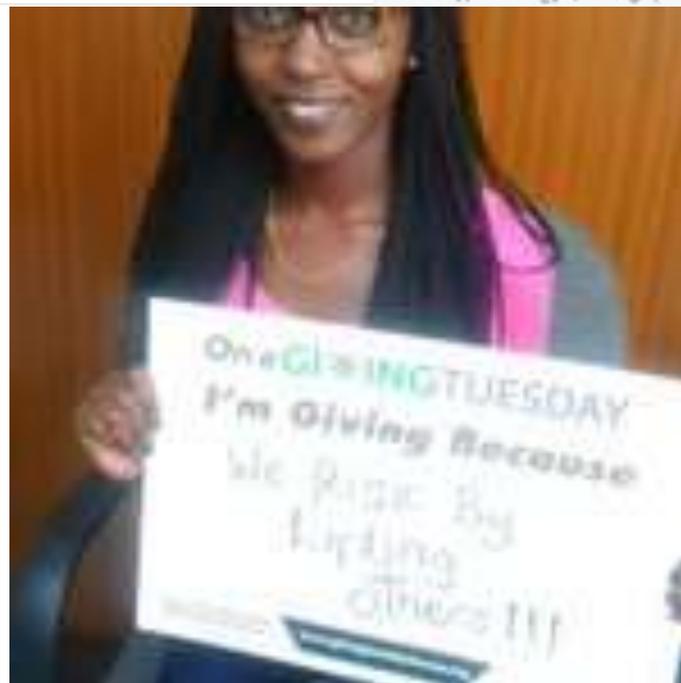
← 3 ❤️ ...



LSESU RAG @llesurag · Dec 1
Happy #GivingTuesday! We're bucket collecting at Bond Street for @FarmAfrica with a primary school choir! #noRAGrets



← 1 ❤️ 2 ...





Kennedy Schools @Kennedy_Schools · Dec 2

"Reading is cool" Chris Karinge, Carol Timla n Ms Njeri #GivingTuesdayKe #StoryForChela @startalibrary



Retweet 3, Like

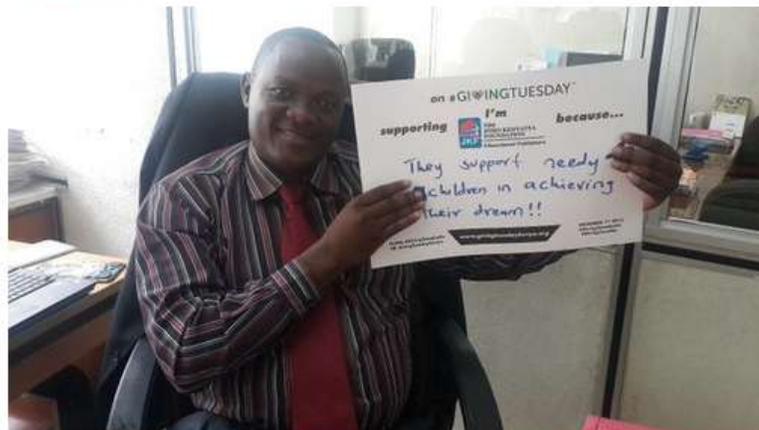
2. We were trending for 6 hours from 11:00 a.m. until 5:00 p.m. on Dec 1st in Kenya, marking a very successful online-based #GivingTuesday campaign for us.

sammy and 10 others follow



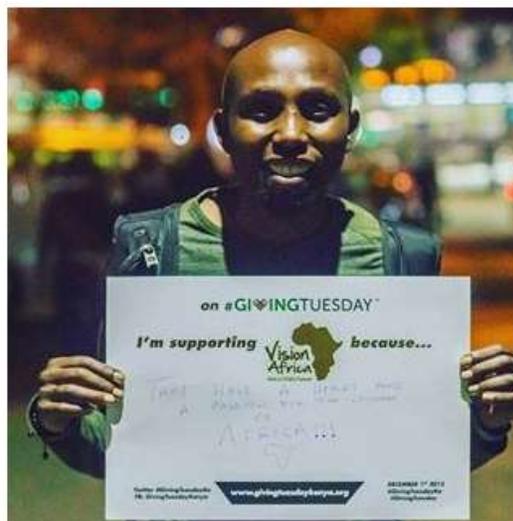
KenyaTrending @KenyasTrending · Dec 1

#GivingTuesdayKE is at top! Know the hourly TOP trends. Visit hashgurus.com/Place/Kenya



Retweet 1, Like 1

3. And we even got a few celebrities take part courtesy of @nicanorsabula and @visionafrica



#givingtuesdayke | support Vision Africa. They have a heart and passion for the children of Africa. [instagram.com/p/-wz_CGwDA0/](https://www.instagram.com/p/-wz_CGwDA0/)

DJ MOZ KUBAMBA @MOZDJ @GivingTuesdayKe · TUE, DEC 01 2015 23:31:16

4. Our potential reach on the day was **1,291,239** with @visionafrica @YetuOrg, @EAAG-Africa, @FamilyFDN, @ChaddyMission, @onward254, @want2volunteer, @GivingTues, @the_toney, & @HAKIFoundation being the most active users of #givingtuesdayke. View our more comprehensive social report [here](#)

What Next?

With the online success of the inaugural campaign, EAAG being a regional body will now be looking to achieve the following in 2016

- i. Increase the number of partners from 31 to 100+ in Kenya
- ii. Launch #GivingTuesday in Uganda & Tanzania
- iii. Develop tools to assist partners in telling their stories in more diverse ways using online tools
- iv. To open up the Yetu platform to more local partners so that they can use it to fundraise in future campaigns
- v. Create stronger links with international #GivingTuesday partners so that we can wholly empower our local partners through affiliated organizations' tools and networks.

Acknowledgements

Our inaugural campaign could not have been possible without the support of several persons and bodies. We appreciate **Chandaria Foundation** for the financial support through which we were able to set up our website and other social outreach tools; Lots of gratitude to the global #GivingTuesday family and in particular **Melissa Cronin & Kait Sheridan** of 92Y for the awesome “light-bulb” moments; EAAG’s former CEO, **Nicanor Sabula** for guiding our approach towards an effective campaign; **Catherine Mwendwa & Evans Okinyi** of EAAG for ensuring that we were at all times realistic in our approaches and strategies; **Ephantus Maina** for the wonderful graphics that we used on the website; our members, partners and friends without who, a successful #GivingTuesday Kenya campaign would have been impossible and lastly to **Antonny Otieno** for conceptualizing and executing the various elements of the #GivingTuesday Kenya 2015 campaign plan.

About EAAG

The East Africa Association of Grantmakers (EAAG) is a regional membership organization that brings together Trusts and Foundations with the aim of promoting philanthropy in East Africa. The Association envisions a region with vibrant and organized philanthropy promoting sustainable development and social justice. EAAG’s objective is to nurture and enhance a culture of local giving and resource mobilization through effective grant making, advocacy and networking. For more information go to

www.eaag.org

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