FIRST EAST AFRICA GRANT MAKERS CONFERENCE:

Theme: Expanding Frontiers for Philanthropy in East Africa: Strengthening Partnerships

Cover photo: Conference participants for the first East African Grant Makers Conference

June 29th-30th 2010, Red Court Hotel, Nairobi
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<tr>
<td>ABDC:</td>
<td>Asset Based Approach to Development</td>
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<td>AKDN:</td>
<td>Aga Khan Development Network</td>
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<td>AKF:</td>
<td>Aga Khan Foundation</td>
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<td>AKFED:</td>
<td>Aga Khan Fund for Economic Development</td>
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<td>ATM:</td>
<td>Automated Teller Machines</td>
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<td>BCP:</td>
<td>Building Community Philanthropy</td>
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<td>CF:</td>
<td>Community Foundation</td>
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<td>CSO:</td>
<td>Civil Society Organization</td>
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<td>CSR:</td>
<td>Corporate Social Responsibility</td>
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<td>CSI:</td>
<td>Corporate Social Investment</td>
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<td>EA:</td>
<td>East Africa</td>
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<td>East Africa Association of Grant makers</td>
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<td>EAC:</td>
<td>East African Community</td>
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<td>EFT:</td>
<td>Electronic Funds Transfer</td>
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<td>FCS:</td>
<td>Foundation for Civil Society</td>
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<td>Information Communication and Technology</td>
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<td>Income Generating Projects</td>
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<td>Kenya Commercial Bank</td>
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<td>Kenya Community Development Foundation</td>
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<td>Kilimo Trust</td>
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<td>Monitoring and Evaluation</td>
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<td>UNICEF:</td>
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ACKNOWLEDGEMENTS

The East African Association of Grant Makers Secretariat wishes to acknowledge the unwavering support provided by several corporate organizations, foundations and individuals in making this First East Africa Grant makers Conference a great success. The secretariat pays great tribute to the conference sponsors namely: Kenya Community Development Foundation (KCDF); The Aga Khan Foundation; Chandaria Foundation; Global Fund for Community Development (GFCF); Tanzania Gatsby Trust (TGT); Social Action Trust Fund (SATF); Rattansi Educational Trust; Rural Livelihood Development Company (RLDC); Bernard van Leer Foundation and Prime Outdoor Network. This conference would not have been a reality without your generous contributions.

EAAG Secretariat greatly appreciates The Conference Facilitators and discussants for the rich content of the sessions undertaken and dissemination strategies. Last but not least we sincerely thank the Conference participants who found time to attend this conference. It is our sincere hope that the knowledge acquired during this conference will be disseminated widely by participants and enhance grant making within the philanthropic fraternity.
EXECUTIVE SUMMARY

This report contains the main deliberations and outcomes of the first East Africa Grant Makers Conference that was held from 29th to 30th June 2010 at the Red Court Hotel in Nairobi, Kenya. The theme of the conference was: “Expanding Frontiers for Philanthropy in East Africa: Strengthening Partnerships.” The conference provided a forum for EAAG associate members to scale up philanthropy in East Africa (EA) through leveraging synergy and collaboration among family, community, corporate foundations, government and the media in philanthropic courses. The Conference brought together participants from Grant making Community, Family Philanthropists, Corporate Foundations, Civil Society, the Academia, Government officials and individuals interested in the subject of promoting philanthropy in the East African Region.

The theme of the year’s Conference was Expanding Frontiers for Philanthropy in East Africa: Strengthening Partnership. The conference offered a variety of Plenary and workshop sessions around the theme.

The two days conference covered the following Topics.

- Inspiring stories on philanthropy
- Building on African Philanthropy to enhance Development in Africa
- Impact Investing and Social Enterprise
- What will it take for East Africans to give?
- Strengthening Partnerships between Civil Society, Governments, Private Sector and the Media in promoting philanthropy in East Africa
- A master class on Strengthening Local giving through E-Philanthropy-ICT and Fundraising in East Africa.

The Parallel workshops covered the following:

- Reflections on Family Philanthropy
- Building Community Foundations in East Africa.
- Reflection on Corporate Philanthropy in East Africa.
STATEMENT OF THE CHAIRMAN OF THE EAAG BOARD

Mr. John Ulanga welcomed the conference participants and noted that EAAG strongly believes that for philanthropy to be better harnessed, stakeholders have to expand the frontiers beyond the current boundaries. The EAAG Chairman pointed out the need for EAAG to ameliorate the donor dependency syndrome and evolve local strategies and institutionalize local ways of philanthropy. The welcome brief called on stakeholders to strengthen partnerships among family, community, corporate, independent foundations; philanthropic institutions, media and civil society. Mr. Abbas Gullet delivered the key note address by underpinning three important issues that would strengthen philanthropy within East Africa (EA). The key note address articulated the need to enhance an effective partnership between the media and philanthropic Organizations for effective philanthropic fund raising. The address called on the media to partner with philanthropic organizations through spotlighting of philanthropic courses through media reportage hence creates opportunities for fund raising. Lastly; Mr. Gullet called on philanthropic organizations enhance project sustainability and reduce donor dependence.

KEY ISSUES/OUTCOME OF THE CONFERENCE

The conference held several workshop sessions and plenary discussions and came up with notable key issues and outcomes. One of the emerging issues on building on African Philanthropy to enhance development included: a recommendation that Civil Society Organizations (CSO) need to nurture African philanthropy by up scaling the horizontal philanthropy as vehicles of resource mobilization through shared giving and social investment. Another key outcome from reflections on family philanthropy session was the learning that what starts as a small family desire to provide some little help in a village can evolve to cover a whole nation when other people outside of the family are invited to be part of the vision.

Several key issues emerged from the presentations on challenges and lessons learnt in building Community Foundations in East Africa:

- Political instability affects resource mobilization in CF hence the onus is for respective EA member states to ensure good governance through election of accountable leaders
- Foundations should formulate programmes that target the criminalized societies
- Government need to create conducive environment for CF to operate through tax reliefs within EA
- Foundations should lobby for the enactment of appropriate Acts to mitigate the bureaucratic hurdles encountered by CFs in resource mobilization
- Foundations should diversify resource mobilization strategies through community resource mobilization thereby leverage local resources to address inequity.
- Community Foundations (CF) are crisis driven and react to emergencies hence the need to scale up project sustainability and harness Corporate Social Responsibility (CSR) for developmental funding.
The presentations by Safaricom and KCB foundations elicited several plenary issues on corporate philanthropy within EA. Both foundations engage in sustainable projects and encourage in project financial sustainability through community involvement and partnerships with likeminded organizations. High level of staff engagement in Corporate Social Responsibility (CSR) initiatives was noted in both foundations. Lastly; image/brand representation and giving back to the community were the major drivers/motivators in the CSR initiatives.

Impact investment and social enterprise session elicited following pertinent issues; need for awareness creation and capacity enhancement on social investment and integration of curriculum development at tertiary levels. Communities should be involved in the decision making process of social investment through capacity enhancement and market surveys and Banks can invest in social enterprise through special purpose vehicles e.g. farmers groups can form subsidiary companies and banks can retrieve their investment through a check off system and donor funding to securitize grant funding. Some of the determinants for building momentum for accelerated giving among individuals, Corporate and Community Foundations include communication and actualization of vision to the entire constituency; accountability and transparency through structured giving; self reliance of foundations and partnerships linkages. Several recommendations emerged from the session on strengthening partnerships between CSOs, governments, private sector and the media in promoting philanthropy within EA.

- CSOs should exhibit demonstrable impact and accountability of tax concessions to enhance tax relief
- Governments should coordinate CSO activities for sustainable development and accountability through monitoring systems and annual public perception index
- Strengthening of CSO/government partnership through formulation of shared value systems CSOs to augment accountability of tax concessions and CSOs to formulate self regulation mechanisms to promote accountability thereby enhance CSO/government partnership.
- Governments should pressurize corporate organizations to undertake CSR initiatives through CSR reportage in corporate annual reports.
- Good reputation of the CSOs through accountability can attract business/CSO partnership
- Philanthropic organizations should professionalize philanthropy through information sharing and employment of competent media managers in philanthropic organizations for effective framing of philanthropic content.
- Strengthen public journalism through community media to cultivate brand in mainstream media
- Philanthropic organizations should facilitate media coverage by cultivating a working relationship with the media for effective coverage of philanthropic courses.

In the closing address; it is apparent that CSOs can enhance poverty alleviation within East Africa through philanthropy, self reliance and formulation of home grown solutions through a paradigm shift of sustainability, accountability and transparency of CSOs. Stakeholders were called upon to form strong philanthropic networks through partnership creation.
1.0 PREAMBLE

The first East Africa Grant Makers Conference was held from 29th to 30th June 2010 at the Red Court Hotel in Nairobi, Kenya. The conference offered a variety of plenary and workshop sessions around the theme: “Expanding Frontiers for Philanthropy in East Africa: Strengthening Partnerships.” The conference provided a forum for EAAG associate members to scale up philanthropy in East Africa (EA) through leveraging synergy and collaboration among family, community, corporate foundations, government and the media in philanthropic courses. The conference drew participants from Grant making community, corporate foundations, and civil society, academia and government officials involved in philanthropy within the East African region.

The conference discussed in detail several pertinent issues on philanthropy and the following provides a concise outline of the major activities undertaken during the conference. The opening plenary mainly focused on the welcome brief and key note address that set the tone for the conference thereby anchoring the conference theme and reflection of The Kenya Red Cross experiences in philanthropy. The media round table provided an opportunity for invited guests to share their inspiring stories on philanthropy and a plenary session for the media and its role in philanthropy. The session of building on African philanthropy reflected on African philanthropy and its role in development within the East Africa region. The parallel workshops sessions provided an incise analysis on the sub-theme “From crisis giving to sustainable giving: Fostering a giving culture in East Africa”. The parallel sessions consisted of three clusters: cluster one focused on reflections on family philanthropy; cluster two explored building community foundations in East Africa and cluster three reflected on corporate philanthropy in East Africa.

Impact investing and social enterprise were concepts that were delved in detail with particular focus on lessons on impact investing and challenges and opportunities for social investment. A session on what it will take for East Africans to give was followed by a session on building momentum for giving through a motivational speech by a motivational speaker. A session on strengthening partnerships between Civil Society, governments, private sector and the media in promoting philanthropy in East Africa was facilitated by The Aga Khan Development Network (AKDN) who shared their insights on the critical importance of strong partnerships in the promotion of philanthropy. The Master class was facilitated by e-philanthropists and branding experts with the aim of enabling participants develop strategies for e-philanthropy and take advantage of the emerging opportunities presented by the Information, Communication and Technology (ICT) sector.

1.1 Welcome Brief

Mr. John Ulanga (EAAG Board Chairman) welcomed the conference participants and unveiled the conference theme as “Expanding Frontiers of Philanthropy in East Africa”. He noted that
EAAG strongly believes that for philanthropy to be better harnessed, stakeholders have to expand the frontiers beyond the current boundaries. Despite the East African region being characterized by enormous challenges such as poverty, diseases, ignorance, social and political tensions, the region has vast resources that could be used to support sustainable community development in East Africa (EA). The EAAG Chairman pointed out the need for EAAG to ameliorate the donor dependency syndrome and evolve local strategies and institutionalize local ways of philanthropy. The welcome brief called on stakeholders to strengthen partnerships among family, community, corporate, independent foundations; philanthropic institutions, media and civil society.

1.2 Key Note Address: Secretary General, Kenya Red Cross Society

Mr. Abbas Gullet delivered the key note address that set the tone of the conference and anchored the conference on the theme of expanding frontiers for philanthropy and strengthening collaborative partnerships with all stakeholders for the strategic promotion of philanthropy in the region. Mr. Gullet began the key note address by thanking the East African Grant Makers for the great job it was undertaking to empower communities and improve the qualities of lives for the under privileged members of society. The key note address underpinned the purpose of the conference as a reflection of African philanthropy and exploration of up scaling philanthropy to the poor to enhance development in East Africa. Mr. Gullet noted that it was heartening to note that the conference will discuss ways of strengthening the spirit of giving locally through individual and collective conviction. He applauded the spirit of African philanthropy and noted that it should be strengthened to suite the changing times through proactive measures to enhance sustainability. He called on CSOs to embrace a paradigm shift from reactive philanthropy as evident in disaster and emergency situations to philanthropic sustainability as evident in The Kenya Red Cross Income Generating Projects (IGA). The key note address advocated for community grass root empowerment as the main channel of community empowerment into philanthropy. This can be achieved through formulation of strategies that can be used strategically to sustain future philanthropic initiatives to empower communities to move forward competitively and in a progressive way. He directed Civil Society Organizations (CSO) to formulated credible processes of accountability through good governance, transparency and better management practices to harness more resources for philanthropic courses.

The key note address further reflected on the experiences of the Kenya Red Cross and key developments that have taken place at the Kenya Red Cross with respect to the issue of sustainability. Mr. Gullet urged philanthropic organizations to embrace project sustainability in community empowerment and poverty eradication through incorporating viable IGAs for target beneficiaries. He noted that partnerships with individual givers can be encouraged and supported by effective accountability measures. Mr. Gullet encouraged likeminded organizations to unite and form networks that can help leverage their collective efforts to improve the lives of our communities. He urged participants to develop family philanthropy through forging of more partnerships for greater development at individual and community levels. He urged participants to take advantage of opportunities presented by the Information Communication and Technology (ICT) sector in the promotion of philanthropy and strengthening of partnerships with those organizations that support the social courses our organizations pursue. Mr. Gullet urged participants to embrace social media as a major source of fund raising for philanthropic work. He commended EAAG for lobbying for the East African Community (EAC) to consider a harmonized tax regime for philanthropy in the region. Lastly, the key note address called on stakeholders to strengthening partnerships
with governments within East Africa so as to provide an enabling policy and legal environment that is a key driver in the promotion of philanthropy in the region. The keynote address paved way for a plenary discussion on the keynote address facilitated by two discussants namely Mr. David Aduda (Nation Media Group) and Mr. Hirji Shah (Chandaria Foundation). A few key issues emerged from the keynote address namely:

- The need to enhance an effective partnership between the media and philanthropic Organizations for effective philanthropic fund raising
- The media can partner with philanthropic organizations through spotlighting of philanthropic courses through media reportage hence create opportunities for fund raising.
- Philanthropic organizations should enhance project sustainability and reduce donor dependence.

1.3 Media Roundtable

The media roundtable featured the stories from Mercy Mugechi, Amb. Kipkorir, Lucy Maathai among others. These poignant stories generated key lessons in philanthropy and motivated participants to indulge in individual philanthropy. Several key lessons were obtained from this session that formed the climax of the conference. First; Ambassador Kipkorir narrated how he was a beneficiary of the Rattansi Education Trust scholarship that saw him go for post graduate studies in the United Kingdom. Second; Lucy Maathai; a beneficiary of Rattansi Educational Trust scholarship got a Bachelors degree in Journalism from Daystar University. She equally benefitted from the mentorship of Dr. Hassan Ali Rattansi and formed the SIDAREC Programme that nurtures slum communities into journalism through Ghetto FM and Early Childhood Development (ECD) centers with an annual output of 500 children. Third; Mrs. Mercy Mugechi Thuo; a Director of Good Samaritan Childrens Home gave a moving story of how effective self reliance and voluntarism assisted 3,000 children within The Home; 30 of whom are graduates. Fourth; the story of Mr. Daniel Gitau; an orphan and a beneficiary of The Good Samaritan Children’s Home inspired many as a success story of how philanthropy aided him to be a Biomedical Science graduate. A poem by Mr. Larry Liza; a Security Guard at The Kenya Red Cross Head quarters; gave a heart rending poem titled “Lighting my candle” that had a very powerful message on giving. He illustrated that one does not have to be rich to give but rather giving comes from the heart.

2.0 BUILDING AFRICAN PHILANTHROPY TO ENHANCE DEVELOPMENT IN EAST AFRICA.

Introduction

In the last decade there has been an impressive growth in philanthropic institutions in Africa. Previously it was the case that Africa lagged behind other parts of the World. However the situation has changed as everywhere on the continent, Foundations, Funds and Trusts are alive and thriving doing important work. Increasingly they are coming together in networks and other membership bodies to strengthen capacity and increase advocacy efforts. The East
Africa Grant makers network is not alone as the continent hosts others formations, including the AfricaGrantmakers Affinity group and the Community Grant makers leadership cooperative hosted by the Synergos Institute.

As well for their part, researchers and academics have begun to focus on African philanthropy in a determined way. Trust Africa, represented here today by Dr. Bheki Moyo took up a leadership role in 2007 by convening the first State of African Philanthropy book, designed to measure the condition of African Philanthropy through research, intellectual reflection and advocacy. Also in 2008, the State of Social Giving in South Africa a research inquiry convened by the Centre for Civil Society, at the University Kwa Zulu Natal, details the ways, means and quantum of giving from community, religious and corporate actors as well as official development assistance. In 2005 and subsequently in 2009 “The poor philanthropist series” was published by the Graduate School of Business at the University of Cape Town. Based on experiences in Mozambique Namibia, South Africa and Zimbabwe, it details research findings on indigenous forms of philanthropy as well as social action research demonstration cases that apply this knowledge to the practice of community grantmaking. Furthermore, in east Africa Connie Ngondi-Houghton and Andrew Kingman have written on African philanthropy while Mara el Daly from the Centre for Development Services in Cairo, has published the first comprehensive study on local philanthropy in Egypt focusing on how giving and volunteering can be directed toward national development. All of these authors touch on new and exciting ground which places African forms of giving on the global philanthropy map. However, in opening up the frontier of documented knowledge the challenge is to establish a normative position on African philanthropy and come up with the most appropriate language and terminology to describe and talk about it. In the meantime, as we pursue this effort, language continues to elude us. For many on the continent the term “philanthropy” is unfamiliar and to some it’s even jarring. Many favour more accessible terminology such as the word “giving”, “volunteering” or even simply the idea of ‘help’. If not evident already, it will soon become apparent, that I freely exchange my terms. This is not done to confuse you; it is merely for convenience and variety. I also anticipate that the list of vocabulary used will expand over the next two days and you surface the terminology which resonates most effectively in East Africa.

2.1 African Philanthropy

African philanthropy is not something that anybody needs to introduce. Africans across the continent have long standing traditions of self help, mutual assistance, and voluntary institutions. They are part of the social fibre that is “how things are done”. As a result they are seldom celebrated. The studies on philanthropy previously mentioned in Southern, East and North Africa highlight a wide range of institutions and associations including home town associations, burial societies, savings clubs and tribal networks all of which place giving or helping at the core of their operations. Specifically in East Africa, harambee, an institution of pulling together and pooling resources, mrimo, in Tanzania, a form of mutual aid in agriculture and finally, bataka, mutual aid in funeral preparations and process in Uganda, are
just a few examples that come to mind. More generally, the continent wide sentiment that ‘my child is your child’ and the adage, its ‘takes a village to raise a child’ bears witness in the fact that 90% of support given to children affected by HIV/AIDS and poverty, comes from the family and community, rather than the official aid system. In addition, relevant to the challenge of food insecurity, the custom of a chief’s granary or store, to which every household contributes part of their harvest for onward distribution to the community in times of need or celebration is widely practiced in various forms and is a local way to manage hunger at a household level. However, despite prevalence, African philanthropy has largely been overlooked and undervalued in development thinking and practice.

Why is this the case?

Why haven’t African Foundations used local forms of giving as a cornerstone of their practice?

2.2 The way philanthropy is understood and developed

Two issues contribute to why African philanthropy falls below the development trader.

- How philanthropy is understood
- How philanthropy is developed

2.2.1 How philanthropy is understood

The world view used to define and describe philanthropy as a Western and not an African one. As widely used the term philanthropy evokes the idea of ‘the rich’ (high net wealth countries, communities or individuals), giving to ‘the poor’ (those of lesser financial means). In fact, when we hear the word “philanthropist” the mind can not help but wander to the likes of Bill Gates and Warren Buffet, two of the richest men in the world. One thinks of the vast sums of money which flow from people who hold a surplus to people who are in need. Behind their generosity is benevolence or altruism, as the giver expects nothing in return. This type of philanthropy is called “vertical philanthropy”.

However, we know that the rich are not the only ones who know how to give. The findings of the Building Community Philanthropy (BCP) inquiry into how and why the poor help each other, carried out by the Graduate School of Business, at the University of Cape Town, in collaboration with national research teams in Mozambique, Namibia, South Africa and Zimbabwe, confirm that people in poor communities know a lot of getting resources to where they are needed most. Whether as individuals, family members and neighbors or as a member of a local association, committee, group or club, a spirit of collective self rather than Individualism, calls people alone and acting together, to mobilize what they have. This is done to cope, survive and even advance away from poverty, under adverse conditions; this is referred to as ‘horizontal philanthropy’.

In this system, resources flow among and between the poor. Unlike the case of vertical philanthropy, it is possible to be both a giver and receiver of help. Guided by principles of
reciprocity, mutuality and cooperation, horizontal philanthropy is exemplified in self help and mutual assistance. People assist one another out of a sense of duty, obligation or a desire to give back. They are guided by the notion of ‘helping the one that helps you’ and regard social giving as a form of savings. This is aptly captured in the following quotation:

“Giving is like depositing something, because tomorrow that same thing will come back to you”. Help is not only a material asset such as money or food. Horizontal philanthropy assigns value and importance to intangible assets. For example emotional support (comfort), physical support (for example giving someone a place to stay) and even prayer. Research shows that in the African context and under conditions of poverty, value is placed on the “act of helping” and not just the quantum. That is:” When you give a little bit, this is better than the person who doesn’t give anything “You can fail to give because you don’t have anything to offer; you are poor, but when you can’t give you feel pained by the fact that you don’t have a little something to offer to make you a human being among others” The distinction between vertical and horizontal philanthropy is a critical one. It does not merely establish that different systems of philanthropy co-exist. Rather the act of naming local forms of giving has a specific purpose. The intention is to make it more difficult for development thinking and practice to continue to overlook and undervalue it.

2.2.2 How philanthropy is developed

The second aspect of why African philanthropy is not more systematically built on by foundations has to do with how development is practiced. At the core of the problem is a development paradigm that focuses on needs and problems. This deficit approach to development, mobilizes external resources to fill the gaps which a state or community can not satisfy. Within this model, the catalyst for development is the external intervention. By its very nature a deficit orientation fails to appreciate or approve of what a community has and is able to do for itself. John McKnight and Jody Kratzman at North Western University in the United States, in their 1993 book, Building Communities from the Inside-Out, critique the deficit orientation. They argue that it inadvertently leads to a development process which displaces the community’s ability to sustain itself and thrive as the deficit model can unconsciously trigger a negative dynamic which poses three risks:

1. Local leaders begin to assess their success by the amount of external resources they can attract rather than by the community’s level of self reliance.

2. Local people focused on what they don’t have and can’t do, develop a negative self perception. This can manifest in people regarding themselves as clients who consume services rather than citizens, who enact, make decisions and act.

3. Local associations turn outward looking for external assistance, rather than seeking help from community members (i.e. the inside).To mitigate these hazards, McKnight and Kratzman propose an alternative that appreciates and starts with strengths and capabilities that people and communities have.
These include the assets that they have as well as their ability to act and take decisions. Accordingly, these authors, propose a new paradigm called, an Asset Based Approach to Development (ABCD). This orientation believes that the foundation of strong communities is built on what its members, leaders and local institutions (formal or informal) can do. In this view, the forces of change come from “within” a community, challenging the convention that external resources are the primary and catalytic force in development. To clarify further, Alison Mathie and Gord Cunningham of the Coady International Institute, St. Francis Xavier University, in Halifax, Canada argue that the recognition of strengths, gifts, talents and assets of individuals and communities are more likely to inspire positive action for change than an exclusive focus on needs and problems. So far, I have presented the idea that African philanthropy is below the development radar largely because mainstream development thinking and practice has augured against it. However it is possible to take another tact and move away from “blaming the West” for domination of the development sector and argue that on a practical level, African forms of philanthropy are not that useful. By their very nature they are primarily confined or limited to systems of coping and survival. As such their contribution to development and movement out of poverty is limited. One could also argue, as I have done elsewhere that a key problem is that African forms of giving are not that accessible to development practitioners. Even if they are made visible there can be a problem of access and application. Third, some would argue that the spirit of “ubuntu” or collective self underpinning self help and mutual assistance is in recession and should best be considered a thing of the past having been eroded by the movement of people away from their home area and by an increasing individualism fuelled by a desire for what is considered “modern”. This range of perspectives signal the discussion is new and complex with plenty of room for probing and debate. Accordingly, this conference offers an ideal setting to explore the issues as they play out in the context and conditions of development in East Africa.

To sum up the second point of the presentation, if African philanthropic institutions want to build from local forms of giving they will have to shift how they understand philanthropy and alter how they practice development. The challenge for philanthropic institutions is to exercise leadership in the field to explore and apply alternative ways of thinking about and practicing the craft. For this is the only way to change the balance and orientation in favour of African assets and the ability to act and against the misguided idea that communities are bleak and unpromising. This prospect however is by no means trivial. A change in the terms of engagement from filling gaps to leveraging strengths, call for a renegotiation of the relationship between Foundations and their back donors as well as between Foundations and the Communities they serve.

2.3 Nurturing African Philanthropy

African foundations can do a lot to nurture and leverage African forms of giving and volunteering. They should be a good vehicle for exploring and delivering on the Developmental potential of what communities know about getting resources to where they are needed most. While this is a subject that warrants more reflection, discussion and
debate within the sector, let’s consider what we know so far about how indigenous philanthropy can be a developmental platform for Foundations and Trusts to tap into and build from. My remarks will focus on two considerations. A Foundation might alter what it does, specifically the programs and grants it supports or it could change how it works. Each is explored in turn:

2.3.1 What Foundations do?
A Foundation might choose to leverage a local form of giving or take it to scale.

Here are three examples to illustrate the above:

1. The Gramene Bank, a micro finance organization and community development bank in Bangladesh and Heifer International’s approach of “passing on the gift” are exemplary. The Gramene Bank, the 2006 recipient of the Nobel Peace prize, for efforts to create economic and social development from below, is rooted in traditional and informal systems of savings and credit which can be found all over the world, including in Africa as savings clubs, rounds clubs and stoekvels. What started in 1976 as an action research project headed by Muhammad Yunus, now over thirty years latter is an independent bank owned by the rural poor whom it serves. As a second, illustration Heifer International’s model of “passing on the gift”, underpins the organization’s entire approach to community development, including their projects in Tanzania, Kenya and Uganda. Passing on the gift creates a living cycle of sustainability. It develops the community and enhances self-esteem by allowing project partners to become donors in their own right. People receive a gift of livestock, perhaps a cow or goat from the project, rear it and then in turn share the offspring of gift animals with others in need. This practice should sound familiar to many, having its roots in long standing rural traditions whereby a mother or grandmother for example, gives a cow to their daughter or granddaughter to rear and benefit from the offspring and it’s by products.

2. A further example and perhaps less familiar is the idea of a giving circle. Giving circles are a form of shared giving and social investment whereby people from all socio economic backgrounds have the opportunity to ‘give back’. People pool money and make collective decisions about where it goes. As such the donor is involved in the whole giving process. This model coming from the United States was originally cultivated around 2000, in the Deep South findings its roots in African-American traditions of looking after and caring for one another. What started as a project almost ten years ago is now a nation wide and multi million dollar trend with over 800 giving circles raising over US $ 88 million and spending over US $ 65 million so far on activities. Giving circles can be informal (a few friends or neighbours getting together in a social setting) or highly formalized and established organisations. The range of causes is diverse and the geographic focus can be local, focused on a village or targeting a region or nation. In addition, gifts can be large or small. In some cases, circles only engage in giving and/or grant-making while in other cases members volunteer their time to Circle activities. Giving circles could be an innovative way for African philanthropic institutions to raise funds from the community, the upwardly mobile and those in the Diaspora. To find out more, I encourage you to look at the website of the Giving Circle Network.
3. The last example reveals how a small grant maker in the Eastern Cape Province of South Africa, called Ikhala Trust, used a once off grant to unlock the potential of a burial society to move to new heights in service delivery and sustainability. The provision of funds in 2006 to purchase a mortuary allowed a well established burial society to offer its members 10 days access to the mortuary, in addition to the regular services of a coffin, labour to dig the grave, transport to and from the burial site and physical and emotional support such as food and comfort. As a result of this expansion, membership grew and fees collection rose. In addition to enhancing what the burial society could offer its members, the society now had a new income stream. They were able to rent space in the mortuary to non-members, including other burials societies, private individuals and even the district hospital. In addition, the society began to charge a fee to non-members for collecting the body, transporting it to the mortuary and then to the graveyard. This income more than covered the running and maintenance costs including electricity of the mortuary and was used to remunerate, for the first time in its 15 year history, the chair of the society for his services.

2.3.2 How the Foundation works

The second way in which African institutions can build on African philanthropy is to start with and build from how the community helps itself. The idea is for a Foundation to become more “horizontal” in its own practice by mimicking or replicating how a community helps itself. To clarify it is helpful to think of vertical and horizontal philanthropy along different ends of a spectrum. Imagine that a Foundation in line with the vertical tradition is guided by formal and written agreement or contracts. For example signing an agreement with a grantee partner that lays out the terms and conditions of the transaction. In contrast, research indicates that horizontal philanthropy is based on an informal agreement around understanding based in trust and a social contract. Furthermore, vertical philanthropy priorities financial donations. The amount of money donated the size of the endowment and the number of grants made, are used to indicate success. In the horizontal philanthropy system, material and non material resources are equally important and value is assigned to the act of giving, rather than the magnitude of the contribution. Accordingly what is important is that every household made some contribution no matter how large or small to for example, constructing the local school. In this case participation and cooperation are indicators of success. The suggestion that a Foundation takes on and brings into its own practice some of the ways in which communities help themselves stems from a realisation that vertical and horizontal philanthropy can blend. In fact social action research at the Graduate School of Business suggests that it is unlikely to find a “pure” system. As the vertical and horizontal “share the same universe” - one of resource mobilization, they engage and interact and as such must accommodate one another. The point to stress is that the onus in this case is on the Philanthropic institution rather than the community to chance. That is, the Foundation becomes more horizontal, rather than the community becoming more vertical. Over the 2006 to 2009 period, three community grant makers in South Africa experimented with this
approach. They agreed to change one aspect of their practice for example program design or monitoring and evaluation using a horizontal lens.

This was one done in collaboration with thirteen community based organisations and seven communities across three provinces. The results are documented in the poor philanthropist series workbooks III and IV. They include case studies, findings plus provide three new instruments that grant makers can draw on.

These include a way to:

- Map the help circuits and networks that exist in a community;
- Monitor the impact that an external intervention has on how people in a community help themselves. This offers a new performance metric used to determine whether an intervention supports and strengthens or distorts and displaces, African forms of philanthropy and finally,
- Calculate the contribution that a community makes to its own development. The annual contribution of donations (cash and in kind) plus voluntary labour hours are tabulated and a financial value imputed. Using this information a community becomes more aware of their equity; more articulate about it’s contribution and better able to come to the development empowered by their own worth.

3.0 PARALLEL WORKSHOP SESSIONS: FROM CRISIS GIVING TO SUSTAINABLE GIVING: FOSTERING A GIVING CULTURE IN EAST AFRICA

3.1 Reflections on Family Philanthropy

This session entailed inspiring stories of a family philanthropist. Mr. Eric Kimani from Palm house Foundation shared an inspiring story of the Foundation and set the stage for reflections on philanthropy in the region. Mr. Kimani informed participants that Palm House Foundation started off with six children who steadily rose to 56 and got into corporate social partnership with General Motors. The partnership bore fruit to 63 graduates; two of whom are currently working with General Motors. The foundation partnered with Kenya Commercial Bank (KCB) through mentorship and financing secondary education of deserving students. The foundation attributed its success to the following factors: Formulation of two strategic plans, auditing accounts, diverse expertise of the trustees, national appeal and endowment fund of 15 million Kenya shillings which they anticipate to increase to 100 million KSHs. The key lesson learnt is that good partnership is fundamental to successful philanthropy. Dr. Vijoo Rattansi from Rattansi educational Trust facilitated discussions on Family philanthropy. Participants reflected on strengthening, promoting and supporting philanthropy in the region. One of the key outcomes from this session was the learning that what starts as a small family desire to provide some little help in a village can evolve to cover a whole nation when other people outside of the family are invited to be part of the vision.
3.2 Building Community Foundations in East Africa
Practitioners of Community Foundations shared their lessons and challenges in their attempt at building Community Foundations in East Africa.

3.2.1 Building Community Foundations in East Africa: Challenges and opportunities
Mr. Al Kags from Kenya Community Development Foundation (KCDF) enumerated the challenges and opportunities of building community foundations in East Africa. Some of the noted challenges included: building resources in the context of urgent need occasioned by poverty; organizational challenges and accountability exacerbated by varied interests of wide array of stakeholders. Granted the above challenges, several opportunities of expanding community foundations were listed as: a growing middle class in Kenya which portends opportunities for resource mobilization and greater awareness of good governance and responsive government in the initiation of tax incentives for philanthropy. Mr. Al Kags called on Community Foundations to push for Tax relief as incentive for people to give; prudent resource management and demonstrable impact.

3.2.2 Lessons from Tanzania
Mr. Amadeus Kamagenge from Tanzania Social Action Fund (TASAF) illustrated several challenges of building Community Foundations (CF) in Tanzania. They include: inadequate awareness; bureaucratic hurdles in CF registration; limited Corporate Social Responsibility (CSR); inadequate technical and capacity enhancement resources; and limited partnership creation.

- Several key issues emerged from the presentations on challenges and lessons learnt in building Community Foundations in East Africa: Political instability affects resource mobilization in CF hence the onus is for respective EA member states to ensure good governance through election of accountable leaders
- CF should formulate programmes that target the criminalized societies i.e. Commercial Sex Workers
- Government should create conducive environment for CF to operate through tax reliefs within EA
- Foundations should lobby for the enactment of appropriate Acts to mitigate the bureaucratic hurdles encountered by CFs in resource mobilization
- Foundations should diversify resource mobilization strategies through community resource mobilization thereby leverage local resources to address inequity.
- Community Foundations (CF) are crisis driven and react to emergencies hence the need to scale up project sustainability and harness Corporate Social Responsibility (CSR) for developmental funding.

3.3 Reflections on Corporate Philanthropy in East Africa
The workshop noted that corporate philanthropy through Corporate Social Responsibility (CSR) has been embraced by a cross section of private sector players in east Africa; with a marked proliferation of Corporate Foundations being witnessed in East Africa within the last few years.
3.3.1 Building Corporate Foundations: Challenges and Lessons

3.3.1.1 Safaricom Foundation

Ms. Sanda Ojimbo of the Safaricom Foundation shared the lessons learnt and challenges encountered in the journey of building Safaricom Foundation.

About Safaricom Foundation. (Who are they?)

- The Corporate Social Investment/Social Responsibility arm of Safaricom Limited
- A Trailblazer - The first corporate Foundation in Kenya
- A Foundation with a very broad scope of interventions health, education, economic empowerment, environmental conservation, water, arts, culture, music, sports, disaster relief

Overview of the Foundation

- Founded in 2003
- Governed by a Board of Trustees
- Managed by a team of staff
- Funded by Safaricom Limited and Vodafone Group Foundations
- Employee engagement is a key pillar of our success

Safaricom Foundation Focus Areas

- Economic empowerment
- Education
- Health
- Environmental Conservation
- Arts, Music and Culture
- Sports
- Disaster relief

Why a Foundation?

- Focus and separation from Mother Company
- Specialization
- Flexibility in response
- Distinct strategy and values
- Drives a larger agenda
- Tax benefits

Benefits of CSI to the Foundation
• Opportunities to contribute towards socioeconomic development of the country
• Strengthened linkages with communities
• Opportunities for staff involvement
• Exposure and growth opportunities for staff
• Enhanced image and reputation

**Beyond the Cheque...**

• Staff participation
• Due diligence, Monitoring and Evaluation and Audit
• Expanding our sphere of influence
• Dissemination forums and partners forums
• Telling our story and our partners stories
• Thought leadership

**Staff Participation**

• Staff are a key pillar of our success
• Four CSR leave days per year
• World of Difference
• Staff Sponsor Scheme
• Pamoja Funding Scheme
• Foundation Committees

**Challenges**

• Large number of requests
• Project sustainability
• Maintaining balance with a large scope/mandate

**The Future**

• Expansion of our sphere of influence and the number of partners
• Identification of more strategic partners
• Growing World of Difference.
3.3.1.2 KCB Foundation

Mr. Kepha Bosire (KCB Foundation) shared the challenges encountered and lessons learnt in the journey of building KCB Foundation. KCB Foundation is anchored on partnership with the target communities in the focal areas of environment, education; enterprise development and health. Some of the challenges encountered include: limited staff involvement, balancing business needs with ethical issues on public relations and handling bulk proposals. Some of the lessons learnt include: balancing grant allocations; working with a limited budget; board and management role conflict.

The presentations by Safaricom and KCB foundations elicited several plenary issues. Key among the concerns was project sustainability of funded projects. Both foundations engage in sustainable projects and encourage project financial sustainability through community involvement and partnerships with likeminded organizations. Another emerging key issue was the level of staff engagement in CSR initiatives. The Safaricom Foundation top level management supports CSR initiatives. KCB Foundation staffs are located in every branch to spearhead CSR projects. Therefore a high level of staff involvement was reported at both foundations. Image/brand representation and giving back to the community were the major drivers/motivators in the CSR initiatives.

4.0 IMPACT INVESTING AND SOCIAL ENTERPRISE

This refers to actively placing capital in businesses and funds that generate social/or environmental good and at least return on nominal principal to the investor.

Philanthropy alone cannot solve the social problems in Africa. Emerging new technologies aimed at ensuring that investors put their money to support development pose a new challenge to investors. The aim of these approaches is to obtain financial returns and social and/or environmental returns. The practice of social enterprise is gaining acceptance and relevance in East Africa as a new approach to solve intractable social problems and this session reflected on these emerging approaches.

4.1 Lessons on Impact Investing

Dr. Stephen Kimani of Kilimo Trust (KT) facilitated a session of impact investing and underscored the importance of impact investment due to external and internal forces. Some of the external forces emanating from donors included: diminishing resources, increased accountability and need for social return on investment. Internal forces inherent in organizations included need for consistency and emphasis on performance.

Dr. Kimani further alluded to several expected outcomes of impact investment namely of: income security through on-farm jobs, enterprises and personal household incomes; food security; environmental/ecosystem services and leveraged funding from other impact investors.

Why measure Social Outputs, Outcomes & Impact at Programme Level
• Improved Programme management
• Increased understanding on the impact of your work
• Stronger communication of the value of your work to the people that Matter
• Enhanced attention to socio-economic and environmental value of your work.

**Main Dividing Forces**

- prominent family offices for the world’s wealthiest individuals
- clients of leading private banks, who are now calling on more choices than just traditional investment and pure philanthropy
- Private foundations that partner with investment banks to make investments in areas related to their mission
- Private equity funds that aim to provide growth capital profitability to businesses that generate social and environmental returns.

**Opportunities**

- Growing interest among capital providers: a growing set of ultra-wealthy investors seeking diversification and different approach. Interest is also being spurred by growing emerging economies
- Great recognition of the need for effective solutions to social and environmental Challenges, with increasingly urgent threats and growing inequalities
- A Steadily developing track record with early successes in community development, microfinance
- A flock of talent interested in careers in this space, creating a new generation of leaders

**Challenges**

- Lack of efficient intermediation, with high search and transaction costs caused by fragmented demand and supply, complex deals, and lack of understanding for risk. The compensation system for traditional intermediaries also impedes getting small deals done which may have less lucrative fees.
- Lack of enabling infrastructure to help people identify and function as part of an industry since the market is structured a history of delienation between philanthropy (for impact) and investment (for returns). Networks are underdeveloped, and lack of reliable social metrics make the suspected trade-off between financial and social benefits even harder to assess.
- Lack of sufficient absorptive capacity for capital with an imminent lack of impact investing opportunities into which large amounts of capital can be placed at investors’ required rates of return.
Why Impact Investing Could Fail

- “An albatross”: Current challenges weigh down. The three challenges may end up becoming persistent obstacles. Inadequate due diligence, sloppy deal structuring, lack of rigor in risk identification and impact measurement resulting in economics that simply don’t work. This may lead investors to simply give up too soon.

- “A bubble”: Glossy outside, No Impact. The definition of social an environmental impact would turn out to be so loose and diluted as to be Virtually meaningless. A bubble would be especially likely if there is over promising and hype e.g. without economically viable deal flow.

- “Collateral Damage”: Knocked out by economic slowdown. The substantial withdrawal of liquidity in the global capital markets in 2008 could linger, suffocating nascent impact investments. The financial industry problems may delay the emergence of the industry until the next economic cycle.

4.2 Deepening our Understanding on Social Investing: Challenges and Opportunities

Mr. A. Were (Allavida) deepened the understanding of workshop participants on social investing by giving deeper insights into challenges and opportunities for social investment. Among the major challenges experienced in social investing include: poor definitional structures; poor sector cohesion; and poor understanding of the sector due to its nascent nature. Social investing also experiences funding challenges.

Several opportunities exist in social investing which if exploited would scale up social investment in East Africa. Grant makers were urged to exploit various opportunities in Social investment ranging from growing interest and enthusiasm in social investment; growing funding opportunities; to research development in social investment and creation of pro-poor economic growth models.

The discussant for the plenary sessions of impact investment and social enterprise was Ms. Valentine Miheso. The following pertinent issues arose from the plenary.

- Enhance awareness creation and capacity enhancement on social investment
- Development of impact investment and social enterprise in curriculum at tertiary levels.
- Greater involvement of communities involved in the decision making process of social investment through capacity enhancement and market surveys
- Banks should invest in social enterprise through:
  - Special purpose vehicles e.g. farmers groups can form subsidiary companies and banks can retrieve their investment through a check off system
  - Using donor funding to securitize grant funding
Definitions

- Social investment: Social, impact or ethical investment, integrates financial goals with positive personal values to give investors a voice in shaping the future of their society. Therefore, the act of making investment decisions to achieve a financial as well as environmental and/or social return as well.

- Social business: a business that profits from activities that generate social improvements and serve a broader human development purpose. Social businesses place a strong emphasis on generating profit and therefore use a profits focus on structuring their business activities in a manner that integrates their social mission into their core work rather than as a side project pursued through 'Social responsibility' activities. Thus social businesses differ from mainstream business activity in that their social mission is core to how they function and are sensitive to social and environmental impacts they create. Yet, the prominence of the profit motive means that most profits are put back in the business or distributed to investors and shareholders. Therefore, the definitional emphasis here is that a social business has a social mission that genuinely guides how it operates but it also seeks to maximize profits and returns to investors and shareholders.

- Social enterprise: a business activity or service with primarily social objectives whose surpluses are principally reinvested for that purpose in the community, rather than being driven by the need to maximize profit for shareholders and owners. Thus social enterprises differ from social businesses in that a significant portion of profits is channelled back into social mission activities and therefore will not be as profitable as social businesses. Thus social investors interested in or willing to forsake financial return for greater social impact would ideally invest in social enterprise.

- Social purpose enterprise: refers to both social businesses and social enterprises and is the umbrella term used by KSIX.

- Double bottom line enterprise: a social purpose enterprise that generates financial as well as social OR environmental return

- Triple bottom line enterprise: a social purpose enterprise that generates financial as well as social and environmental return
Challenges: Practical and Theoretical

Poor definitional structures

- At the moment the terminology in this sector is still very fluid and varies from organisation to organisation.
- The definitions above are how KSIX defines the various terms but these differ in different countries and organisations.
- This makes it difficult for people in the sector to talk confidently in the knowledge of one definition of the term thereby necessitating the need to constantly define what is meant by different terms.

Poor sector cohesion

- Although there are many organisations and enterprises active in the social economy in Kenya there is very little official data and research on the shape and scope of this sector in Kenya.
- Some may not even be aware of the existence of this sector and that they are a part of it.
- This means that there is poor intra-sector communication, cohesion and joint work, all of which would strengthen the sector and allow it to function more effectively.

Poor understanding of the sector

- Due to the nascent nature of the sector as a distinct sector, there is poor understand of what the sector is, what it does, what is consists of and how it works.
- This means that those actively involved in this sector constantly have to share very basic knowledge of the sector with individuals interested in the type of work and entrepreneurial activity that goes on in the social economy in Kenya.
- There is also a lack of researched material that is published to better educate the general public and special interest groups of what the sector does, what type of entrepreneurial activity goes on in this sector and how it works.
- KSIX is addressing this by researching the social economy in Kenya, both investors and social purpose enterprises through a survey we are conducting in partnership with Africa practice. The results of this survey will be published and launched later this year.

Funding challenges

- Due to the nascent nature of the sector in Africa, it is challenging to find funders who fund African initiatives, to fund our initiatives.
- This is especially so for Africa because no money from the government is targeted for the development of this sector due to other funding priorities. In the global north the sector has significant funds from government coffers.
- Although we have been successful in raising the capital required to get KSIX off the ground, continued fundraising remains a priority.
Further due to the hybrid nature of the sector (both social and financial), the sector straddles the space between these two sectors that often do not interact with each other: the nonprofit world and the corporate world. Straddling these two sectors can be difficult despite the meaningful ways the expertise of both sectors can contribute to the development of the social economy.

**Maintaining momentum**

- Finding like-minded institutions is hard because of how new the sector is
- Funding hassle: still hard to find funds for initiatives in Kenya due to limited funders and limited absorptive capacity which discourages potential funders
- Creation of institutions takes time and doing this work means that marketing events, workshops and launches take a back seat. This can kill the momentum.

**Opportunities**

**Growing interest in the field**

- Growing global interest in this field and initiatives in Africa are beginning to get noticed
- Generated enthusiasm in the sector

**Growing funding opportunities**

- Social/Impact investors are beginning to organise themselves into groups such as GIIN to make targeted investment in projects
- Links between projects and funders is starting to be developed and established

**Development of research and data on the sector**

- There is an awareness that the sector has no research specific to the sector and this is encouraging institutions such as KSIX to begin to generate knowledge of the sector
- This research will inform the sector and those interested in the sector thereby generating interest in the sector and clarity of the capacities and challenges of the sector
- This type of information will allow the social economy sector to better organize itself

**Creation of new approaches to economic development**

- The social economy is creating new types of financial products to be targeted to a specific niche of enterprises that typically have difficulty gaining access to credit
- This is the segment into which many small and medium enterprises fall. Thus the growth of the social economy will stimulate the economic development of Kenya in general because it links the economic aspect more closely to the development aspect and vice versa.
Creation of pro-poor economic growth models

- The integration of social and environmental concerns into economic activity leads to a more pro-poor strategy to poverty alleviation
- There are genuine opportunities to inform how mainstream entrepreneurial aspect is approached, particularly in poor nations where development is a core concern for pulling millions out of poverty.

KSIX MODEL

- Providing a platform that brokers deals between social purpose enterprises on one hand and interested investors on the other and, by doing so, actively fosters the growth of triple bottom line enterprises that are structured to yield social, environmental and financial returns
- Working for the creation of pro-social investment policy changes that would further stimulate the growth of this sector
- Generating information on and analysis of the sector by bringing together useful and credible analysis on trends and development in the social investment sector in Kenya, Africa and globally.

5.0 WHAT WILL IT TAKE FOR EAST AFRICANS TO GIVE?

Mrs. Olive Luena (Tanzania Gatsby Trust) set the pace in asking what it will take for East Africans to give and reflected on East Africans being givers rather than speculating about what others can give. Through this session several salient key issues emerged namely: First; that we can give our God given time, resources and energy to the less fortunate. Second; that we can harness the African culture of giving and being your brother’s keeper. Third; we should believe that giving will provide solutions to the problem and brings human dignity. Fourth; we should evolve an East Africa agenda of philanthropy and scale up impact investment through demonstrable impact.

The discussant for this session was Mrs. Zuhura Muro (Ali EA Foundation) and she unearthed the following key issues: Consistent philanthropic action releases a space of receiving; giving creates energy for social transformation and human beings have a symbiotic relationship for survival therefore CSOs need to harness this potential for giving.

5.1 BUILDING MOMENTUM FOR ACCELERATED GIVING

Mr. Eric Kimani (Palm House Foundation) inspired participants with a motivational talk on expanding philanthropy through synergy building and individual philanthropy. Some of the determinants for building momentum for accelerated giving among individuals, Corporate
and Community Foundations include: communication and actualization of vision to the entire constituency; accountability and transparency through structured giving; self reliance of foundations and partnership linkages.

6.0 STRENGTHENING PARTNERSHIPS BETWEEN CIVIL SOCIETY, GOVERNMENTS, PRIVATE SECTOR AND THE MEDIA IN PROMOTING PHILANTHROPY IN EAST AFRICA

Mr. Richard Holloway of the Aga Khan Foundation gave a presentation on strengthening partnerships between civil society, governments, private sector and the media in the promotion of philanthropy in East Africa. The conference noted that the promotion of philanthropy in East Africa will require the formulation of critical partnerships between the civil society, media, governments and the private sector. The Aga Khan Foundation shared its insights on the critical importance of strong partnerships in promotion of philanthropy. Capacity enhancement of CSOs on competence, efficiency and effective management practice in order to get public approbation thereby scaling up resource mobilization were seen as important determinants in enhancement CSO philanthropy. There is need for synergy creation to strengthen CSO/government partnership to enhance philanthropy within EA. Other measures that could strengthen partnerships between the government, CSOs and media in philanthropy include mutual education between media and CSOs; media partnership to promote philanthropy; awareness creation about philanthropy and cross-sector agreement to CSO standards. Additional measures include creating better fora for CSO/Government collaboration; discussions with religious structures; more orientation of businesses to CSR and use of in-kind endowments.

The session ended with a plenary discussion by three discussants that highlighted key issues on strengthening partnerships between CSO, governments, private sector and the media in promoting philanthropy in EA.

Mr. Henry Ochido (NGO Board) led the discussion on government/CSO partnerships and the following outstanding issues emerged:

- Governments are apprehensive of NGO activities: This suspicion can be ameliorated if CSOs exhibit demonstrable impact and accountability of tax concessions by CSOs
- Governments should coordinate CSO activities for sustainable development and accountability through monitoring systems and annual public perception index
- Need for strengthening of CSO/government partnership. This can be achieved through formulation of shared value systems CSOs to augment accountability of tax concessions and CSOs to formulate self regulation mechanisms to promote accountability thereby enhance CSO/government partnership.
- Governments should pressurize corporate organizations to undertake CSR initiatives through CSR reportage in corporate annual reports.

Two key issues emerged in the private sector/CSO partnerships: Businesses have a role to play in philanthropy through awareness creation about philanthropy and businesses should advocate and lobby for tax incentive in EA. Ms. Muthoni Wachira (Imperial Bank) led the plenary discussion on private sector/CSO collaboration. She noted that Imperial Bank had successfully partnered with United Nations Children Fund (UNICEF) in the “Million chain fundraising campaign” through PESA Point Automated Teller Machines (ATM) and that this partnership clearly illustrates that credible CSOs can partner with businesses in philanthropy. She noted that Imperial Bank was the first bank within East and Central Africa
to use ATMs for philanthropy. Ms. Muthoni outlined the criteria used by businesses to fund CSO philanthropic initiatives as determined by:

- Overall objective of the CSO in line with the business objectives
- Business presence within the locality of proposed philanthropy
- Expected gains to be derived from philanthropy
- Reputation of the CSO so as to enhance effective media engagement through accountability

Mr. Chaacha discussed the role of the media in philanthropy made several recommendations aimed at strengthening the partnership between the media and philanthropic organizations. Some the recommendations made included:

- Philanthropic organizations to professionalize philanthropy through information sharing and employment of competent media managers in philanthropic organizations for effective framing of philanthropic content.
- Strengthen public journalism through community media to cultivate brand in mainstream media
- Philanthropic organizations should facilitate media coverage by cultivating a working relationship with the media for effective coverage of philanthropic courses.
- Social marketing and packaging of philanthropic courses for effective media coverage

7.0 MASTER CLASS

7.1 Strengthening local giving through E-Philanthropy: ICT and Fundraising in East Africa

The Master class constituted two components namely e-philanthropy and branding. Mr. Allan Pressel (Charity Finders) facilitated the e-philanthropy session. In this session, the capacity of participants in the development of e-philanthropy strategy and ICT was enhanced. In the Master Class, participants learnt strategies of embracing E-philanthropy through the internet to: raise more funds through Electronic Funds Transfer (EFT); lower fund raising costs; track donor demographics and staff recruitment. E-philanthropy would maximize online fundraising.

7.2 Branding

Ms. Katherine Coles (Mad Marketers) enhanced the capacity of participants in organizational branding and maximization of the website in fund raising for philanthropy. Some of the effective branding strategies that CSO could embrace included: identity, effective messaging; effective marketing vehicles; social media and Search Engine Optimization (SEO) and marketing.

8.0 CLOSING ADDRESS AND VOTE OF THANKS

The aim of the closing address and vote of thanks was to chart the way forward for strengthening partnerships in philanthropy within E.A and thank participants respectively.

8.1 Closing Address

Dr. Manu Chandaria (The Chandaria Foundation) gave the closing address. He noted that Civil Society Organizations can enhance poverty alleviation within East Africa through
philanthropy. He urged East Africans to take their destiny into their hands and spur economic development through philanthropy. He cautioned stakeholders against propagating the dependency syndrome that impedes sustainability of philanthropic courses and called on CSO leadership to provide home grown solutions through a paradigm shift of sustainability, accountability and transparency of CSOs.

8.2 Vote of Thanks
Mr. John Ulanga (EAAG Chair) gave the vote of thanks. He thanked workshop participants, facilitators and workshop sponsors for making the First Conference of EAAG a success. He encouraged stakeholders to form strong philanthropic networks through partnership creation. He envisioned that the conference would become an annual event.