WHY KENYANS GIVE
A NATIONWIDE STUDY OF
PHILANTHROPIC BEHAVIOR

A SUMMARY OF KEY FINDINGS

Our communities. Our strength.
WHY KENYANS GIVE:

ATTITUDES TOWARDS GIVING

92% GIVE TO INDIVIDUALS
64% GIVE TO ORGANIZATIONS

MOTIVATIONS FOR GIVING

55% are motivated to give because it improves the life of the beneficiary.

71% prefer to support causes which empower beneficiaries, rather than giving hand-outs.

10% give for religious reasons.

57% do no trust organizations.

64% are more motivated if the appeal comes from the beneficiary.

28% less likely to give to an organization than directly to an individual.

The Yetu Initiative, which works to strengthen community philanthropy in order to support local development outcomes, commissioned Nielsen to conduct a nationwide study on the attitudes, motivations and behaviors of Kenyans towards philanthropic giving. The complete findings for the report can be downloaded from www.yetu.org.
A Nationwide Study of Philanthropic Behavior

Sources of Information for Giving
A majority of Kenyans give to causes that they learn about from a friend or family member, indicating that word of mouth is a powerful way to create trust with potential donors.

75% find out about causes through someone they know.

Use of Technology for Giving

- 82% use radio
- 65% use TV
- 37% use websites
- 87% use mobile

Mobile Money is the most preferred method for donating (54%).

How Much to Give

- 28% give what they have available at the time
- 20% give what they think the beneficiary needs

Barriers to Giving

- 75% do not have resources
- 21% lack trust in giving to individuals or organizations
A REPORT BY

Our communities. Our strength.

The Yetu Initiative empowers Kenyans to say; “These are our concerns, these are our solutions and these are our contributions.”

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