CORPORATE PHILANTHROPY IN KENYA


A SUMMARY OF KEY FINDINGS

PUBLISHED WITH SUPPORT FROM
The Yetu Initiative, which works to strengthen community philanthropy in order to support local development outcomes, commissioned a research on Corporate Philanthropy in Kenya. The complete findings for the report can be downloaded from [www.yetu.org](http://www.yetu.org).

### 1. Actors in Corporate Philanthropy in Kenya

Consistent with similar studies, Manufacturing, ICT/Technology, and Banking and Finance sectors emerge the most notable players in Corporate Philanthropy in Kenya.

### 2. Corporate Donor Partners

Most corporates prefer partnering with local Kenyan non-profit organisations.

- 77% of corporates expressed high probability of establishing partnerships with CSOs.
- 12% expressed moderately likely.
- 11% expressed unlikely.

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3

Thematic Areas Supported by Corporates

Most Corporates are likely to fund education and skilled development programs.

4

Criteria Corporates use to Establish Partnerships with CSOs

Alignment to company values 4%
Brand benefit for the company 4%
Track record in similar projects 16%
Composition of the governing board 16%
Impact 27%
Sustainability of the project 11%
Credibility of the organization 22%

5

Trends in Allocation to Corporate Philanthropy

There is a general increase in number of corporates willing to provide between KES 500,000 - KES 5,000,000 for philanthropy.

Growing Focus

Financial Support 8%
Material in-kind 13%
Beneficial & in-kind 79%
The Yetu Initiative empowers Kenyans to say; “These are our concerns, these are our solutions and these are our contributions.”

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