



INTRODUCTION

The need to catalyze local resource mobilization is at its peak. As the development space regains momentum from the crises experienced all over the globe that brought to light the need for more local led financing interventions, organizations are seeking ways to harness alternative funding approaches that will enable them to accomplish their vision. There is a dire need for more local led solutions now than ever before. Giving Tuesday provides organizations with an opportunity to utilize the power of communities to solve existing challenges.

GivingTuesday is a global movement centered on releasing the power of people and organizations to transform their communities and the world through collaboration and innovation across the social sector. GivingTuesday was founded in 2012 as a simple idea: a day that encourages people to do good. Since then, it has grown into a year-round global movement that inspires hundreds of millions of people to give, collaborate, and celebrate generosity.

As the local coordinators of the movement, the East Africa Philanthropy Network (EAPN) supports and promotes philanthropy in the region through partnerships with local organizations and individuals in their efforts to amplify generosity and local giving. EAPN emboldens the work of our partners from Kenya, Rwanda, Uganda, and Tanzania. Through capacity building and availing of knowledge resources, our Tanzanian partners also get significant support in crafting and actualizing ideas for their campaigns from the Foundation for Civil Society. This is accomplished during events, Giving Tuesday Websites, and on a person-to-person basis. We champion collaboration among the partners and amplify existing campaigns through the local mainstream media and our various social media channels.

The movement is a strong catalyst for developmental change in the world as it adopts unique and creative models of giving conducted and assumed in various parts of the globe. In its 6th year of existence in the East Africa region, #GivingTuesday has been instrumental in creating opportunities for organizations and individuals to support the communities they serve so as to make the world a better place.

Photo Caption Evans Okinyi, C.E.O East Africa philanthropy Network "As a network that seeks to promote a culture of giving translating into sustainable change for communities, the #Giving Tuesday movement has become a powerful tool in unlocking local resources in the region."

This year's campaign has witnessed tremendous growth in the total funds raised, participating organizations, and individuals attracting more youth into the spark chapter.

Giving Tuesday East Africa has adopted the theme: *Unlocking Local Giving*. The movement provides an opportunity to discover new and inspiring approaches to storytelling and cultivation of vibrant giving and unlocking local resources through community-centered initiatives. To build the capacity of our Giving Tuesday partners, we have carried out various learning convenings to provide a platform for organizations and individuals to hear from some of the leaders championing #GivingTuesday initiatives in East Africa and explore ways their organizations can leverage #GivingTuesday to build capacity, better engage supporters, and maximize their impact. The convenings have also been an opportunity to innovate and try something new, demonstrating how participants could create and build an effective GivingTuesday campaign for their community. Adding to that, the meetings also delved into approaches to Innovation, leadership, and collaboration to cultivate vibrant giving and unlocking of local resources through community-centered initiatives.



Evans Okinyi, C.E.O East Africa philanthropy Network

The Giving Tuesday convenings seek to create:

Connection and knowledge sharing: Connecting experts, leaders, and practitioners, both within philanthropy and across sectors, to share knowledge and seek effective approaches to social impact.



Exploration: Checking into new and emerging ideas in philanthropy.



Practical tools: Offering relevant tools and resources needed to pursue more effective grantmaking and social investment.



Inspired leadership: Inspiring and challenging philanthropy to address key issues in the region with research, convening, and advocacy



Collective Action: Build and support collective action opportunities to respond to our region's greatest opportunities and challenges.



led

A highlight of our convenings in 2022



East Africa Giving Tuesday Summit 2022

#GivingTuesday provided Summit platform for organizations and individuals to hear from some of the leaders championing #GivingTuesday initiatives in East Africa and explore ways their organizations can leverage #GivingTuesday to build capacity, better engage supporters, and maximize their impact.

We were privileged to have Asha Curran, CEO of Giving Tuesday participate virtually and...

The summit keynotes on Leveraging the power of generosity to mobilize our communities were made by Owen Mwatia popularly known as « Daddy Owen, Gospel Founder- of Malaika Disability Foundation, and Dennis Ombachi popularly referred to as the Roaming Chef. Both influencers shared their experiences and insights on using their influence and fan base to support their causes.



We never imagined how contagious giving and kindness could be, and Generosity reinforces shared humanity. It is a celebration of everyone's capacity to build a better world.



Daddy Owen

I encourage celebrities to pick a cause that can transform lives and use the same tactics they use to promote their music to promote a social cause"

Dennis Ombachi



Don't stop selling hope you never know whom you are empowering" Participants went through skills-building sessions that equipped them to use storytelling in campaigns to support fundraising. The first storytelling session was facilitated by Mwihaki Muraguri of Paukwa, while the second one on building effective campaigns was facilitated by Nick Thiongo of Cause Impact. There was also a session on how different categories of people could participate in Giving Tuesday with an open session where participants shared their GivingTuesday experiences over the years, what has worked, and their plans for Giving Tuesday 2022.

The Take aways

- Generosity reinforces our shared humanity.
- #GivingTuesday campaign is a powerful movement to unlock local resources for sustainable change
- **3** EAPN works closely with over 300 organizations to support and amplify their campaigns connecting local organizations to a pool of peers supporting the growth of a vibrant philanthropy ecosystem toward sustainable communities in East Africa.
- Giving Tuesday Campaign promotes many forms of giving to enable everyone to participate in radical generosity.

- As you tell or sell your organization's story, remember your WHY is more motivating than WHAT or HOW.
- There are five ingredients to effective campaigns and communications:
 - a. Consistency
 - b. Trust
 - c. Value
 - d. Integrity
 - e. Efficiency
- 3 Elements of a good story:
 - a. Inform by use of facts and data
 - b. Inspire human connection
 - c. Influence clear call to action that is timely
- Choose your brand ambassadors and associations wisely. The wrong mouthpiece can damage the credibility of your message, story, organization, and campaign
- A good campaign utilizes several channels
- Social media best practices:
 - a. Factcheck before publishing
 - b. Learn how to deal with trolls
 - c. Consistently answer questions
 - d. Use visual content (infographics, videos, animations), it has a more significant impact
 - e. Make a point to post daily





All communities possess the wisdom and ability to solve their own challenges. When people work together, there is a great opportunity for them to be agents of change and create a more equitable opportunity for the community members to thrive and achieve their potential. To help the sector achieve this goal, we conveyed Uganda GivingTuesday partners working in the community passionate about championing transformative and sustainable development. This was under the theme catalyzing local Giving which aimed to

empower local actors with the knowledge, skills and existing opportunities available for them to gravitate towards self-dependence and socioeconomic development.

The 3 part session consisted of a glance at the status of resource mobilization (successes/gaps/challenges/opportunities) in East Africa, new approaches, and tools for growth and improvement. This enabled participants to gain







insight on the region's giving landscape as well as learn of ways to mitigate challenges brought about by fundraising and leveraging on the available opportunities such as embracing a more digital outlook in their operations to unlock more resources. The session also enabled participants to learn of the new vehicles of giving that have been adapted across the region. Through this, they were able to

learn the need to embrace a more self dependent mindset in order to grow and achieve more impact.

Followed is a panel which comprised representatives Fund from the Global Community Foundation. Dwona Initiative and Civsource Africa that aimed to share their experience working with communities in Uganda towards more sustainable impact.



Lessons Learnt:

There is a need to push for more equitable opportunities for local organizations. The decolonizing and deconstructing of bureaucratic systems existing in the philanthropy space are some of the hindrances impeding local organizations to achieve their potential.

The use of jargon and terminologies only recognized by those in position of privilege to understand needs to be adressed if we are to ensure equal opportunities for all organizations.

Capacity development is still an instrumental aspect in enabling the growth of local giving. Organizations need to learn ways to improve their operations, leverage on new technologies in areas such as fundraising as well as be able to articulate their success and challenges based upon monitored and evaluated data to relevant stakeholders in a well documented and articulated way.

The need to promote direct engagement with community members was also highlighted during the plenary session. Working with communities from the conceptualization, execution and evaluation of programmes will not only ensure success but also promote sustainability of the set initiatives since there is a sense of ownership of the ongoing programmes.

For us to conduct a successful field day, we work directly with the communities for them to help us understand the issues faced by women and children in the community. We also engage governing bodies such as the police and area chiefs so that the community is able to appreciate the good intentions we have for them. The value of working with community members should not be underestimated, many projects fail because those who are critical for the success are left out.

As the development sector works towards creating opportunities for more equal distribution of resources and opportunities, the need for a more vibrant giving culture is important. For this to be made possible, the power of communities cannot be ignored, the capacity of local organizations needs to be strengthened and engagement of stakeholders will enable the success of the set interventions.





#GIWINGTUESDAY

o help the region's development space become more vibrant, we hosted the Catalyzing Local Giving Learning session in collaboration with the Foundation for Civil Society in Tanzania. We aimed at empowering local organizations with the technical capacity and experiential knowledge they require to grow their local-led resource mobilization efforts.

The convening consisted of a 2- part session including a capacity development session on communication for impact which enabled the participants to learn ways to effectively tell their stories in order to capture stakeholders' interest and support, amplify their existing efforts, and most importantly use the power of audio, visual and printto demonstrate their impact. Through the session, participants were also provided insightful nuggets on how to "pitch" their organization not

only to meet the interest of international donors but also to align themselves with their local community members. Clearly, storytelling is an integral component in helping your organization meet its aspired target community.

The second session consisted of a panel discussion consisting of organizations that have utilized the power of communities to solve existing challenges. The Dorris Molle Foundation, Nipe Fagio, and Kijana Jasiri shared their hands-on experience as local organizations working on the ground to transform communities. The Dorris Mollel foundation shared the foundation's experience working with celebrities to push the reduction of premature infant mortality rate. This highlighted a new wave of giving where influencers are used to advocate for a cause they care about and their followers give.

Movement building as a tool for promoting community development is the model the Nipe Fagio organization adopted to promote environmental conservation. As local coordinators of world clean-up day, the organization has been able to work with various communities to engage in cleaning exercises across the country. Through their efforts, the clean-up day in Tanzania has grown to more constituencies.

The goal to empower youth to be agents of change led to the inception of the Kijana Jasirian organization working to mentor and support youths to overcome social and economic challenges. Through the organization's efforts,

young people have been able to gain skills that will see them become more self-sufficient and contribute to the overall growth of their community.

Through the session, organizations present were able to learn the need to capitalize on the power of storytelling as a tool for promoting local lead resource mobilization, adopting technology in their operations, engaging various stakeholders who align with their mandate as well as working with the youth to know and understand their role in contributing to the development of their communities.









A GivingTuesday 2022 Campaign hlghlights

Creative and diverse initiatives were witnessed in the East Africa region. This year's campaign saw 300 partner organizations and individuals getting on board which was a 10% increase compared to 2021. Education campaigns took the forefront for most campaigns while others were visibility campaigns, clean ups, mentorship, food drives, book drives, skills drive for volunteers, wildlife conservation among others.

#GivingTuesday provided an opportunity for philanthropy's mandate to be actualized. These campaigns have clearly demonstrated the value of collaboration, technology and data in advancing efforts for global change and humanity

Inspiring Stories of Generosity

#WhenAlumniGive Campaign

1. Celebrating, Strengthening and Amplifying alumni giving



#WhenAlumniGive Campaign

#WhenAlumniGive is a campaign that focuses on collecting and sharing stories of alumni who give to their former schools. This campaign convenes partners in the alumni engagement space and champions to celebrate, strengthen and amplify alumni giving.

To influence alumni to support their former schools, the #The WhenAlumniGive campaign uses storytelling to create awareness of the importance of alumni giving. It is an interactive campaign in which alumni who give to their former schools are invited to share their stories on when they give, how they give, and why they give back to their alma mater. Sharing their stories increasingly motivates alumni to give back to their schools to continue with their noble initiative and inspire other alumni to also embark on the same. Alumni also share stories on what happens when they give - what happens to themselves, to the students, to the teachers, to the schools or the country at large

During Giving Tuesday and in collaboration with Future First, Alumni Kenya, Strathmore University Foundation, Hilde Back Education Fund, Cause Impact and other partners, we launched a storytelling campaign using the hashtag #WhenAlumni Give to celebrate those giving their time, skills, money & in-kind to support their former schools. The campaign stretches throughout 2023.



Digitalizing Fundraising

Influ-raising







Influ-raising is the use of positive influencers to help you champion and fundraise for a cause.

The Good Kenyan foundation had one of the largest online Gathering of Generosity this GivingTuesday. They engaged several influencers who use their influence to positively engage and impact the youth, on a whole day of Instagram live to rally more support for their campaign on supporting underserved Kenyan Youth. The influencers varied from sportsmen, chefs, tv and radio personalities to those passionate about giving, advocacy, mentorship, and leadership.





I will be live on Instagram

@goodkenyann

As we **GIVE GOOD** to DO GOOD





I will be live on Instagram

@goodkenyann

As we **GIVE GOOD** to **DO GOOD**





I will be live on

Instagram

@goodkenyann

As we **GIVE GOOD** to **DO GOOD**





I will be live on Instagram

@goodkenyann

As we **GIVE GOOD** to **DO GOOD**





#GI₩INGTUESDAY

Jomo Kenyatta FDN

At JKF #GivingTuesday is every day.

We often donate books to schools in need around the Country.

St. Agnes Mwira in Matungu was one of the

beneficiaries of the JKF #GivingTuesday2022.
Thank you to our Staff, Alumni and well-wishers as we continue to receive donations.



⇒ Garden of Hope Foundation

Thank you for donating towards our education prograr on #GivingTuesday2022. Your generosity will help us keep a child in school.

Together we are making a difference #GivingTuesdavKe



GI₩ING

Thank you Fabulous Friends! Yesterday, 78 people donated to us on @GlobalGiving helping us raise over \$21,000!

These funds help us provide school break enrichment activities.

@GivingTuesdayKe



"Everyone can be great because everyone can serve. -Martin Luther King Jr.

#Afrocentriceduction #waldorfinKenya #Waldorfeducation #communityschool #GivingTuesday2022





Education not only gives children the power to dream of a brighter future but also gives them hope of changing their lives for the better.

M-DESA Account: GG26905

#GOHF4Education

Canada-Mathare Education Trust @CMETrust

Our scholars held a #CleanUp in Mathare Slums as part of #GivingTuesdaySpark campaign. You can help us educate more high-achieving, low-income scholars by supporting our @canadahelps campaign here canadahelps.org/en/charities/c..

#GivingTuesday2022 #GivingTuesdaySpark #GivingTuesdayKe



Strathmore University Foundation

Day 3 of our #GivingTuesday campaign **. This is in support of #elimishastratizen. Let's crown this through Mpesa Paybill 988666 Account No Elimisha or



This #GivingTuesday, we are appealing to you to help

us grow from feeding 5,443 less privileged school

children to 10 000 children in 2023, with a daily

#CupOfUii, by supporting our #AdoptAStudent

mchanga.africa/fundraiser/327..., to support.

You can also click on this link:

utm sourc...

#GivingTuesdayKe



Giving to our project today is vital because all donations to Colobus Conservation today will help u receive a more significant portion of Global Giving's \$1,200,000 bonus.



of ease donate to our campaign buy a new rescue truck to spand our operations by



Just \$25 provide a student 1 week of photography lessons that can jumpstart their economic advancement. This #GivingTuesday, join us in opening new doors to marginalized students around the globe. Give Today. Link in Bio.



We are ready to expand our operations to the whole of Kwale, which is only possible by first purchasing a rescue truck. Please invest in our expansion by donating to us through clicking this link

.....

or Via Mpesa through Paybill:891300 Account: GG57682



#WhenAlumniGive, they improve the learning conditions in their former schools.
Everyone has something to give. Commit to giving back to your former school through time, talent, or resources.

Let us know how you give/plan to give



.....

Only 4 hours left! We are so grateful for those who've shown their support. While we've made progress, we are not done vet. You can still make your donations on our Paybill number 8048041 or visit our website for alternative payment options #TeamUnida #TeamJabali





Backup Uganda @Backup_Uganda

Wow... Together we raised \$1,966 from last week's GivingTuesday campaign on @GlobalGiving! We are grateful for your generosity, as we will be able to pols with our #ODII blended training in Kitgum district in 2023.

To our Backup family, we say thank you so much!



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Today as the world Celebrate Global Generousity #GivingTuesday We celebrate your continued support, our work is made possible by your generosity.







Mtaa Safi Initiative is a group of youth who do clean ups in Kibera with the aim of conserving the environment. Support their cause this #GivingTuesday2022 by donating to mchanga.africa/fundraiser/538

#GivingTuesdayKE #GivingTu



"Thank you for donating towards our Christmas Tabasamu during the @GivingTuesdayKe campaign. Through your kindness a family will have a gift and a food basket this Christmas Festive. There is still opportunity for you to donate, click



Nobody knows what they can achieve until they have a book in their hand and with every library comes an opportunity to make a difference in a child's life! #7erollliteracy #Christmas2022 🎄



Blood:Water @bloodwater

t's been a hard year. A dollar doesn't go as far as it used to. Fewer are available to give. And still, in whatever way you could, you gave, and we reached ou goal. Thank you for valuing our partners' work enough to give your time, share with your network, or make a donation.





Today is @GivingTuesdayKe where we unite globally to support worthy causes.

At Mawazo, we support early career African women researchers who are building new worlds with their work. Donate now, to help us fund the #FutureofAfrica.

#GIWINGTUESDAY

REAL IMPACT

& TANGIBLE

CHANGE!





Our Environmental Campaign for #GivingTuesday2022 is focused around 3 Program priorities informed by, our inaugural year's effort to understand our community's environmental needs & Stakeholder engagement both locally and Internationally. 1/7





Participate in the joy of giving this 'Giving Tuesday' by donating towards a sack of maize for our Xmas appeal and join thousands of people worldwide in making a difference! Ow.ly/ZKFt5OLOzIL #givingtuesday



M-Changa Africa @m_changa

This #GivingTuesday2022 Imani Collective is inviting ou to the region of Turkana- goto.gg/56300 -to shar vith you how you can help provide essential opportunities and resources to the people that call it

Support their work: Pay Bill: 891300 Account: 3G56300





"Every Tuesday is a #GivingTuesday" - @YOWPSUD_

Find a way out to make someone's Tuesday bright today. #GivingTuesdayKE #GivingTuesday netoconcordia #onekenyaonefamily



AkiraChix @akirachix

This #GivingTuesday, you can become a lifeboat for young women with a dream to code. Your support will enable us to purchase a generator that will ensure all students learn without any interruptions. Help us start the day off strong by supporting #alumni to raise \$20K.



Brighter Communities @4abrighterworld

or the next 24 hours all donations to Brighter communities Worldwide will be match funded. That neans your donation will go a whole lot further 🧡

Oonate now: globalgiving.org/projects/kenya





X GlobalGiving

Sekura International has donated Ksh 350,000 in support of the #elimishastratizen initiative. We are grateful for your invaluable support to our students in

PESA Pay Bill: 891300 Account: GG5765

#GivingTuesdayke #ThankYou



Lewa Wildlife Conservancy
@lewa_wildlife

We are excited to announce that we exceeded our goal of \$50,000 on #GivingTuesday thanks to you.

The amount raised was doubled by a kind donor and will go a long way in ensuring the success of our conservation efforts.

Asante for your support.

@TheLifeOfMarcus



We are giving access to skills education to young women #EndFGM Champions this #GivingTuesda Powered by @TheGirlGer



Congratulations @nadia_abdalla_ We are pleased to innounce that amongst our guests, your live session luring our #givingtuesday campaign raised the most unds!! We award you with the honor of naming a ohort after yourself, a loved one, or a cause that you ire passionate about.



#GI**₩INGTUESDAY**



Kitibwa Foundation @Kitibwa_fdn · Dec 13

This #GivingTuesday, donate to kitibwafoundation.org/donate and help us as we equip vulnerable mothers with skills and knowledge to make their small businesses thrive
#GivingCampaign #givingtuesday2022 #givingtuesdayafrica





Our #superteen Community outreaches is the perfect time where girls bond with there teachers most! For menstural hygiene management to flourish, teachers and students need to work closely. We use PLAY to cement that bond.

#Notoperiodpoverty





enjuba @enjuba1 · Nov 29

 $Today \ is \ \#Giving Tuesday 2022 \ and \ we would like \ to say thank you for supporting our work and contributing to the alleviation of learning poverty in$

Support us this #GivingTuesday2022 and bless a child with a book of their



Patient Centred Care Movement

We invest in ensuring patients in Africa receive quality health care. Our work focuses on equipping the next generation of health professionals with knowledge and skills to deliver patient centered care.

#GivingTuesday #GivingTuesdayUg #GivingTueAfrica





Items worthy \$3,000 were delivered to @remnantgnration home to help them in their transformational model of, rescuing, restoring and repurposing on the survivors of sexual abuse and pregnant teen girls. #GivingCampaign #givingtuesday2022 #givingtuesdayafrica #GivingTuesday





Patient Centred Care Movement

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Backup Uganda

Wow... Together we raised \$1,966 from last week's GivingTuesday campaign on @GlobalGiving! We are grateful for your generosity, as we will be able to #BackupMoreSchools with our #ODII blended training in Kitgum district in 2023.

To our Backup family, we say thank you so much!



Participating Organization









































Hope ALive Foundation







Teens Voice Africa

Marua Girl Education Program













IMPACT

GivingTuesday Data Commons estimates that this Giving Tuesday in the United States alone

Solution States and St

Representing a 15% increase compared to GivingTuesday 2021, and a 25% increase since 2020.

#GIWINGTUESDAY

Total

USD 371,331.31



Donated

USD 273,157.11



Matched

USD 98,174.20

No. of Donors

2313



KENYA

#GIVINGTUESDAY

Total

USD 251,618.30



Donated

USD 187,589.11



Matched

USD 64,029.19

No. of Donors

673



JGANDA



Total

USD 17,319.78



Donated

USD 12,739.92



Matched

USD 4,579.86

No. of Donors

76



#GI**≫INGTUESDAY**

Total

USD 46,979.26



Donated

USD 34,187.32



Matched

USD 12,791.94

No. of Donors

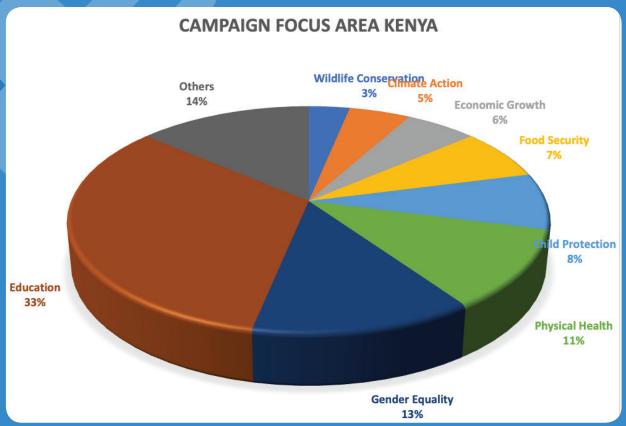
409

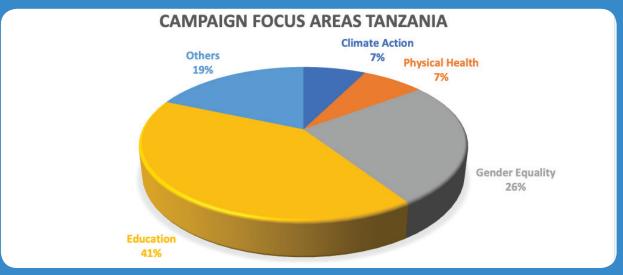


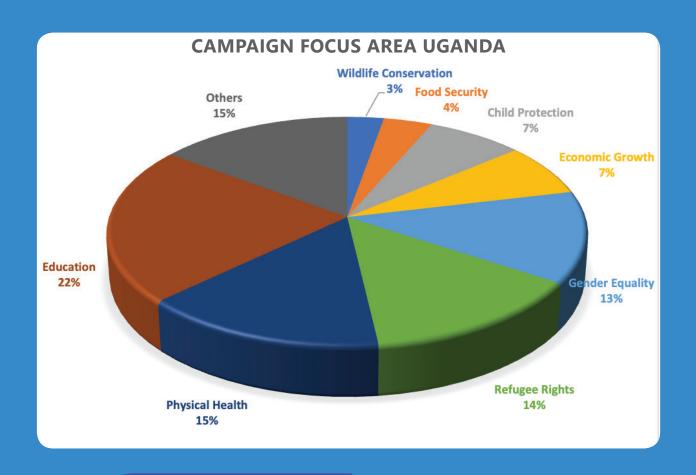
USD 8,500 Funds raised on mchanga

https://www.mchanga.africa

CAMPAIGN FOCUS AREAS







USD 8,500 Funds raised on mchanga

https://www.mchanga.africa





Strathmore University Foundation @StrathmoreFDN

Sekura International has donated Ksh 350,000 in support of the #elimishastratizen initiative. We are grateful for your invaluable support to our students in @StrathU.

#GivingTuesdayke #ThankYou





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The amount raised was doubled by a kind donor and will go a long way in ensuring the success of our conservation efforts.

Asante for your support.





As first-timers at the #GivingTuesday campaign, we are excited we did not leave empty-handed thanks to

@GivingTuesday for this platform.

@GlobalGiving visit our website madsisters.org

Continue supporting us

globalgiving.org/donate/99183/m... #girlpower



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Generosity is a lifelong commitment to think of others, the communities and ourselves. While the global celebration event will take place on November 28th 2023 the most successful GivingTuesday campaigns are planned and launched weeks/months before the actual day, and many are year long. #GivingEveryTuesday is a series of weekly opportunities to come together to give, volunteer, and show kindness in shared moments with communities, causes and countries around the world. It's another way the world comes together to inspire people to do good all year round. This year we shall be hosting a series of capacity building sessions on tapping on local led giving to enable organizations plan and execute their campaigns better.







Promoting Philanthropy in East Africa

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- **f** @PhilanthropyEA
- in East Africa Philanthropy Network
- EAPhilanthropy