

#GIVINGTUESDAY
KENYA

#GIVINGTUESDAY
UGANDA

#GIVINGTUESDAY
RWANDA

#GIVINGTUESDAY2021

REPORT



SUPPORTED BY



**East Africa
Philanthropy Network**

www.eaphilanthropynetwork.org

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INTRODUCTION

Despite the challenging year experienced in the region due to the ongoing pandemic which continues to instill uncertainty of the future, an unpredictable political climate as Uganda adjusts after a hectic general election and Kenya prepares for its upcoming election in less than 7 months, economic and social challenges impacting families and local communities spurning from loss in various forms to battles of mental health by individuals cutting across social and economic classes the spirit of giving and *Ubuntu* continues to impact lives and bring hope despite the difficulty. The late Archbishop Desmond Tutu said that it is the little bits of good which when put together overwhelm the whole world and this cements the mission and mandate of the #GivingTuesday movement as a whole.

What started of a simple idea to radicalize generosity in 2012 has grown to be a great catalyst for change in over 80 countries as of 2021. Over the past nine years, it has grown into a global movement that has inspired hundreds of millions of people to give, collaborate, and celebrate generosity year-round. The movement has been brought to life through hundreds of local community and individual campaigns across the East Africa region. With support from local at the grassroots level, people and organizations participate in #GivingTuesday in every single country in the world.

A celebration of all forms of giving, #GivingTuesday continues to inspire more generosity and unleash the potential that local led giving has in supporting national development in East Africa. The movement has inspired people to give gifts of time, skills, goods, advocacy, and more highlighting the fact that everyone has something to give back and every act of generosity is recognized. Despite the difficult 2 years experienced globally with devastating ripple effects to developing and third world countries, hundreds of acts of generosity and stories of giving lit up the region during #GivingTuesday.



What started of a simple idea to radicalize generosity in 2012 has grown to be a great catalyst for change in over 80 countries as of 2021.

IMPACT

5 M Dollars

Raised locally in
Cash and In-kind



250
Partinering
Organizations



Over
1000
Individuals
participating



Most funded campaigns

Quality
Education
provision



Hospitals



Community
Sustainability

Zero
Hunger



Animal
conservation



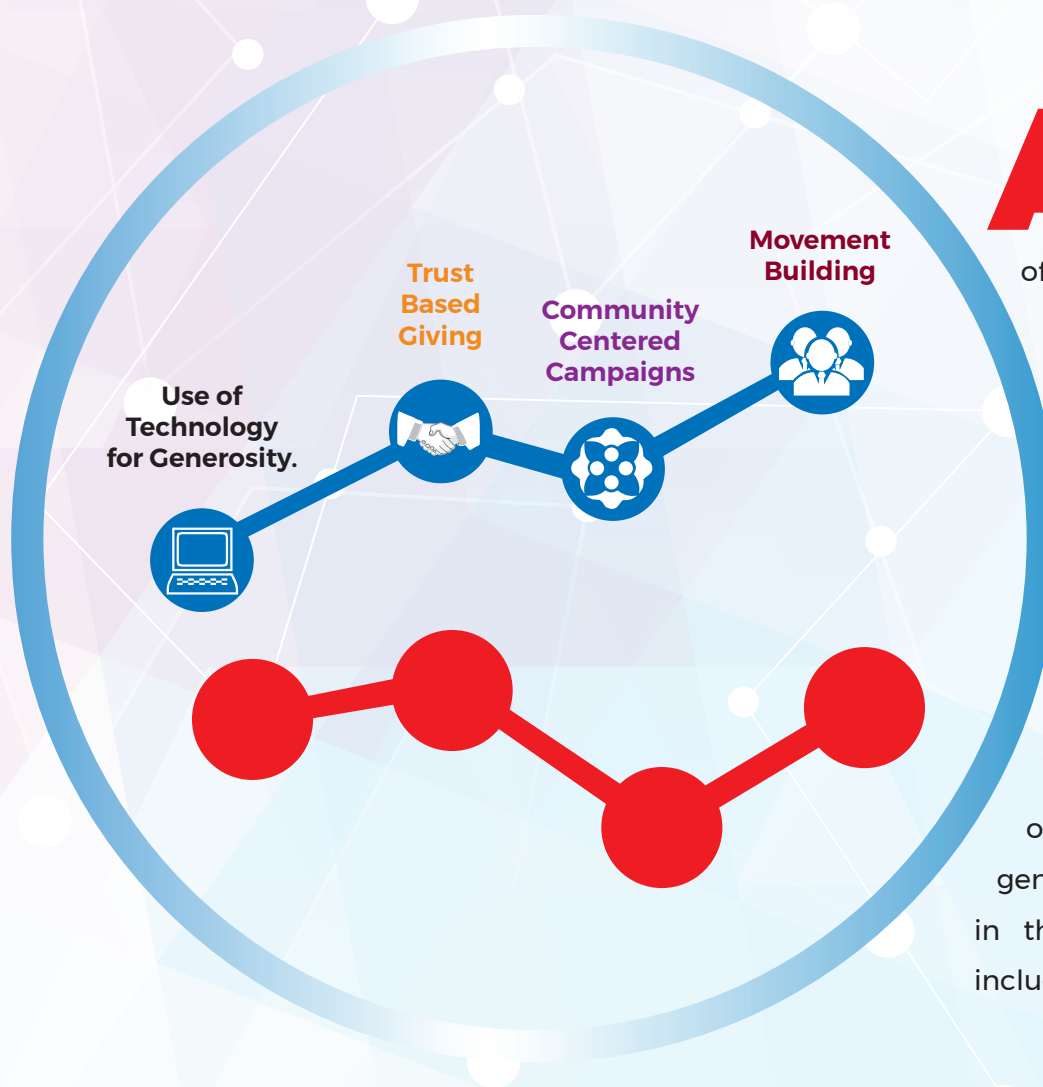
Youth
empowerment



Climate
Action



EMERGING GIVING TRENDS IN EAST AFRICA



As an important movement focused on promoting the diversity of giving and generosity across the world, #GivingTuesday continues to showcase various trends and practices that have been adopted locally and across the globe leading to more vibrant philanthropy thus promoting national development. In East Africa, the conducted campaigns showed tremendous amounts of creativity, kindness and generosity that need to be adopted in the coming year. Examples include:



Use of Technology for Generosity.

With the internet penetration in the East Africa region coming at an average of 54% with the lowest country access at 37%. The adoption of technology as a key agent for giving has been greatly witnessed in the region. Being a social media centered movement, #GivingTuesday has impacted how organizations and individual view and use technology in their awareness and fundraising campaigns. The 2021 campaigns showcased how well organizations tapped into the power of technology for their advancement. From developing and revamping of websites to be more user friendly to creation of online fundraising campaigns on local and international platforms such as M-changa and GlobalGiving respectively, use of “donate button” on social media platforms and money transfer platforms such as M-pesa, Airtel money, tigo money, Vodacom highlights the priceless value organizations accord to technology. 80% of the campaigns showcased this year created opportunities for people to give back online due to the pandemic which restricted physical interactions ordinarily used to raise funds such as dinner galas, golf tournaments, marathons and more. A good example would be The Good Kenyan Foundation who tapped into the power of social media by creating a 24 hour Instagram live bringing together local celebrities and influencers to share their stories of giving while encouraging their diverse audiences to donate to support the mentorship program offered by the foundation.

Trust Based Giving.



DONATE

The art of giving is not a new phenomenon to Africans and the #GivingTuesday movement has supported in bringing this to light. A new wave of trust based giving swept the region with thousands of people giving back to causes by organizations and individuals who they did not have any prior interactions with but chose to give as a crisis response based on the tangents of transparency, humility, accountability and spirit of collaboration. Most of these donations came as a result of stories shared on social media platforms such as Twitter, Facebook and YouTube with a specific call to action that yielded massive results.

Community Centered Campaigns



As witnessed in the previous year, community centered campaigns took the lead as the most successful campaigns in the region with majority of donations. Campaigns focused on improving lives of the community led by the community members themselves increased in 2021. As conversations on sustainability continue to take the fore front, local organizations are working more directly and deliberately with members of the community to improve their status of living. From campaigns focused on improving overall access to education encompassing areas such as children's diet, access to dignity kits for girls and boys, to environmental conservation efforts and empowerment of vulnerable members of the community such as the women and youths. In the true #GivingTuesday spirit communities came together to show support in numerous ways such donating both in monetary forms and in kind donations.



Movement Building

The #GivingTuesday movement has grown over time in the East Africa region. With co-ordination from the East Africa Philanthropy Network, #GivingTuesday has risen to be one of the most esteemed days in the calendar of local organizations. New and dynamic partners have joined the movement trans-versing the region. With over 200 multi-sectoral partners working in various parts of the region, the mission of the movement is growing and more people are joining the giving wave. The movement has led to an increase in organized and structured giving in various forms leading to vibrant philanthropy in the region. This has also led to the building of a community of practice where local organizations and individuals can learn, share and collaborate on how to grow and build their campaigns.

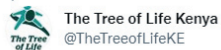
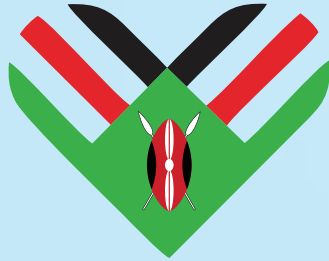
TOP CAMPAIGNS



OVERVIEW

#GIVINGTUESDAY

KENYA



Today is **#GivingTuesday** time set aside for a noble cause where people give to a cause & inspire others by taking ACTION! Help provide a temporary placement of a child into a new family. Support foster care in Kenya by donating via secure.changa.co.ke/myweb/share/51... & sharing our message.



← Tweet



Give a child a family. Donate to help support foster care in Kenya.



Drawing Dreams Initiative @DDINITIATIVE · Nov 30

Happy Giving Tuesday to you all 🙏

You can gift us today via givingway.com/donate/drawing...

To support our work and impact 🙏

#GivingTuesday #GivingTuesday2021 #ddimhclubs @GivingTuesdayKe @GivingTuesday @epiphmo @stems28 @EAPhlanthropy @impacthubmedia @GoodKenyan @voluculture



AgaKhanFoundation EA Retweeted

Aga Khan Foundation USA @AKF_USA · 14h

🙏 Thanks to you, **#GivingTuesday** was a huge success! Your generosity is helping more people around the world break the cycle of poverty, weather the pandemic, and build better futures. We're also thankful to our amazing **#GivingTuesday** match partners who doubled your donations!



Jomo Kenyatta FDN

@JomoKenyattaFDN

To all our members of staff and partners we did it!!



← Tweet

Thank you for giving



Twitter@JomokenyattaFDN
FB:The Jomo Kenyatta Foundation



www.jkf.co.ke

#GivingTuesdayJKF
#Giving#Generosity



At @GardenofhopeFdn

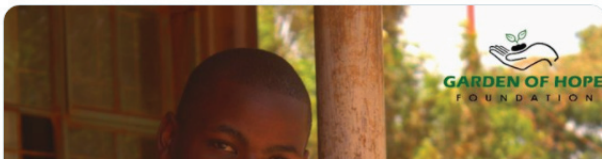
We not only offer education to the less fortunate across Kibera but we supply stationery and offer critical literacy services

#500ForEducation

#GoHFImpact

#GivingTuesday

@GlobalGiving

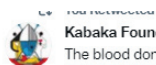


← Tweet



"Since 2019 the scholarship program has enabled me to stay in school without worry"
Wycliffe

Donate today to keep more students in school



Kabaka Foundation @kabakafound · Nov 8

The blood donation drive in Ssingo has commenced today with a survey at the county headquarters Matutuma With Mukwenda's leadership where @UgandaRedCross

and @ubts1 have sensitised the community about the blood donation campaign that is to take place from 22nd to 26th Nov.



GOOD KENYANS
24 GIVING

For more info, visit website
www.goodkenyans.org

24 hours of live conversations, entertainment and **GIVING** to change the lives of 240 vulnerable **Kenyan Youth**.

8am Tuesday 30th Nov to 9am Wednesday 1st Dec
Live on Instagram

To support visit:
<https://goto.gg/54685>
or Mpesa
Pay Bill: 891300 Account: GG54685

Logos: Kenya Red Cross, NTA, JENGA, runbeyond



Strathmore University Foundation
@StrathmoreFDN

We have managed to raise KES 108,697 today.
#ThankYou for your generous contribution towards the #ElimishaStratizen Fund. You have made a difference. The campaign runs through the week! Let's keep donating via bit.ly/3FAAUtp.

@StrathU @StrathmoreSC @AlumniSU @SBSKenya

← Tweet



Health + Environmental Research Institute
@heri_kenya

HERI-Kenya team collecting plastic pollutants from the streets of Diani Town, Kenya.

Donate to our Giving Tuesday campaign here:
bit.ly/heri-gt21

#GivingTuesday #GivingTuesday2021
@GivingTuesdayKe

← Tweet

@GivingTuesdayUg

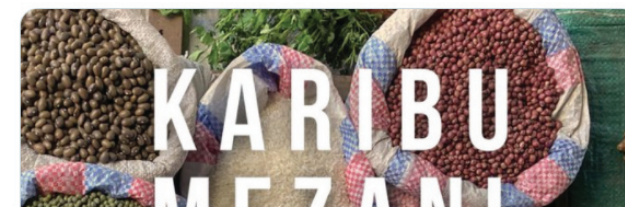
@GivingTuesday

@unfoundation



CFK
@carolina4kibera

This #GivingTuesday, cross some holiday gifts off your list while helping #CFK provide nutrition services in Kenya. All proceeds from the CFK-produced #KaribuMezani cookbook support our nutrition work.
#GivingTuesdayKe
ow.ly/B9VK50H068n



← Tweet



#GIVINGTUESDAY

RWANDA



Africa Dev Promise @AfricaDevPromise · Nov 30
Today is giving Tuesday!
We are so grateful to all of our donors for continuing to support ADP, and empower women and girls in rural Uganda and Rwanda. To participate in Giving Tuesday, join our \$50k Africa Exchange Challenge mightycause.com/team/Uyaz4g or our website www.africadevelopmentpromise.org [#GivingTuesday](https://www.africadevelopmentpromise.org)



Sci-Touche Rwanda @SciTouche · Dec 2, 2020
Our goal is to raise \$500 by December 30th! Please help us make this happen! Please find the gofundme link here gofundme.com/f/science-comp ...
[@RwOT](https://twitter.com/RwOT) [@my250tweets](https://twitter.com/my250tweets) [@TheRWOTDaily](https://twitter.com/TheRWOTDaily) [@N_NgabinireAbayo](https://twitter.com/N_NgabinireAbayo) [@Assu_Gasana](https://twitter.com/Assu_Gasana)



gofundme.com
Science competition, Sci-Touche's 2nd anniversary!, organized by Sci-...
We are so excited to celebrate Sci-Touche's second anniversary an...
Sci-Touche Rwanda needs your support for Science competition, Sci-...

5 3

GIFTS Rwanda @GIFTS_Rwanda · Nov 30
In honor of [#GivingTuesday](https://twitter.com/GivingTuesday), please consider joining our mission to end poverty. We are doubling donations up to \$10k so you can give a little, double your donation, & be part of the change you want to see. Are you in? Learn more and join our movement here: buff.ly/3OPgODx



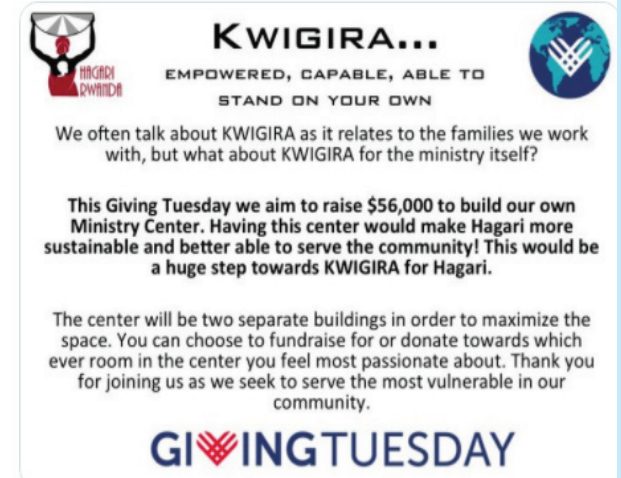
1 3

GIFTS Rwanda @GIFTS_Rwanda · Dec 2
What a success our 1st [#GivingTuesday](https://twitter.com/GivingTuesday) is! Because of YOU, over \$5,100 has been raised totaling OVER \$10,000! The fight isn't over, we are collecting & MATCHING til Dec 5. We can't do this without you & we are grateful for you!
[#GivingTuesday](https://twitter.com/GivingTuesday) [#GIFTSRwanda](https://twitter.com/GIFTSRwanda) [#linkinbio](https://twitter.com/linkinbio) [#humanity](https://twitter.com/humanity) [#hope](https://twitter.com/hope)



2

Hagari Rwanda @Hagari_Rwanda · Nov 11
This Giving Tuesday we want to take huge strides towards making the ministry more sustainable by building a Ministry Center!
hagari.rw/campaign/build...



1

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UGANDA

enjuba @enjuba1 · Nov 30
Help us receive a share of the \$1M incentive fund from @GlobalGiving this #GivingTuesday.
By donating to our new project, enjuba ECD lab school, you can help us receive a share of the incentive fund.
Donate: globalgiving.org/projects/enjuba-lab-school/



ECD Lab school project

Support us this #GivingTuesday:
<https://www.globalgiving.org/projects/enjuba-eecd-lab-school/>



enjuba

TODAY

You and 4 others



AliveMedicalServices @AMSUGanda · Nov 22
For 14 years and still counting, Alive Medical Services has continued to provide comprehensive and holistic #HIV/#AIDS/#SRHR services for people living with HIV and the most vulnerable and marginalized communities.



#GIVINGTUESDAY

and 5 others



enjuba @enjuba1 · Nov 9
#GivingTuesday is a great opportunity to support a local organisation's mission and vision by learning more about their cause, volunteering, and helping with resource mobilization.

How would you like to support us this #GivingTuesday?
Share with us and tag a friend 😊

#GivingTuesday

This
#GivingTuesday,
you can support a
local organisation's
mission and vision

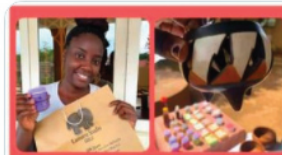
19 DAYS TO GO



enjuba



Annemaaike Kruisselbrink @AnnemaaikeK · Nov 25
Friends with a heart for #Gulu: @Backup_Uganda & @LamaroStudio present to you the 2nd edition of #GuluGivingTuesday on 30th November. Join us online & have the best time! 🎉 Details found here: fb.me/e/1XQ0iFoEu



GULU GIVING TUESDAY

30 November 2021

LAMARO
STUDIO
&
BACKUP
UGANDA



4



4



Teach For Uganda @TEACH4UG · Nov 30
It's here! Today is #GivingTuesday, the international day of giving. Help us mitigate the learning poverty that has been exacerbated by prolonged school closures due to COVID-19. Your generous gifts will be used in purchasing digital learning tools: bit.ly/3m4Vj4



TEACH
FOR UGANDA

DONATE NOW



Backup Uganda
@Backup_Uganda

It's finally #GuluGivingTuesday! Join us from 5.30-6.30pm East African time for the second edition of this event via the livestream: lght.ly/7ifb19f

Give @LamaroStudio (0779966674) or us (0772630078) a call if you want to buy any merchandise & support our work!





I Live Again Uganda - ILA UGANDA @ila_uganda · Nov 26

YES! 🙌

This giving season = DOUBLE IMPACT!

Starting on [#GivingTuesday](#) on November 30th, 2021 until midnight on December 31st, 2021 all donations will be matched up to \$50,000!!



[#GivingTuesdayUg](#) @GivingTuesdayUg · Nov 23

Support [@WATCCHinc](#) a disaster relief organization helping children and communities in Uganda buy a farming land this [#GivingTuesday2021](#) [#GivingTuesdayUg](#) Support them here



gofundme.com

Bududa, Uganda Giving Tuesday Farming Project, organized by DeCar...
On Tuesday, November 30, 2021, we are observing [#GivingTuesday](#), a day ... DeCarmen Mitnaul needs your support for Bududa, Uganda ...



Kanyunyuzi Claire @KANYUNYUZICLAIR2 · Nov 13

Meet our Friend Halima Yunus who has pimped up our library with more games and books. Her generosity is highly appreciated, her value for education is something else, and the love for education equity [@oromakenneth](#) [@TEACH4UG](#) [@TeachForAll](#)



The Huracan Foundation and 2 others



[#GivingTuesdayUg](#) @GivingTuesdayUg · Nov 23

The Redemption Song Foundation [@AfricaRSF](#) have dubbed this [#GivingTuesday2021](#) as "Giving FoodsDay" Help them create packets of food, seeds, and supplies for families.



gofundme.com

Giving FoodsDay: Bounty for the Batwa, organized by Redemption So...
Plant seeds. Plant trees. Give food. And Give Back in a way that pay...
Redemption Song Foundation needs your support for Giving FoodsDa...



[#GivingTuesdayUg](#) @GivingTuesdayUg · Nov 23

This [#GivingTuesday2021](#) CORE Uganda is fundraising for their Samaritan Nursery and Primary School to help them cover their 2022 school year expenses and budget for the now 105 children [@COREUganda](#) Support them



gofundme.com

CORE Uganda Giving Tuesday 2021, organized by Annette Bennett
Core Uganda: C.O.R.E (Creating Opportunities through Reaching Out and Education) Ugan... Annette Bennett needs your support for CORE...



Kabaka Foundation @kabakafound · Nov 8

The blood donation drive in Ssinga has commenced today with a survey at the county headquarters Matutuma With Mukwenda's leadership where [@UgandaRedCross](#) and [@ubts1](#) have sensitised the community about the blood donation campaign that is to take place from 22nd to 26th Nov.



Backup Uganda @Backup_Uganda · Nov 8

It's that time of the year to show love through [#generosity](#) around the world & [#GivingTuesday](#) on 30th November is the perfect day for that: [@GlobalGiving](#) will have matching funds! We look forward to this season every year. Can you guess what our goal will be? Mark your calendar!



#GIVINGTUESDAY SUMMIT PICTORIAL



© East Africa Philanthropy Network

Pivots and Adaptations made during the COVID-19 Panel Discussion: From L-R: Susan Mbugua - The Jomo Kenyatta Foundation, Victor Odhiambo – Garden of Hope, Lucy Chepchumba – Good Kenyan Foundation, Karin Rupia – Foundation for Civil Society (Virtual), Lizza Kawooya – Enjuba (Virtual) and Jacqueline Lidonde – StepWise Foundation.

#GIVINGTUESDAY SUMMIT PICTORIAL



Evans Okinyi, CEO EAPN presents The State of Philanthropy Report East Africa



Wanjiru Kanyiha facilitates the Giving Tuesday East Africa Summit 2021



Participants



Participants



As a precursor to the global Giving Tuesday campaign on the 30th November 2021, the Summit aimed to equip partners for the Global Day of Generosity as well as provide them an opportunity to share their experiences and learnings from the pandemic.

1. Lizza Kawooya - Enjuba
2. Calvince Odemba - NextStep Foundation
3. Grace Wanene - Drawing Dreams Initiative
4. Teresiah Mumbi - Sikizana Trust
5. Susan Cheronu - Eseriani Place Organization
6. Margaret Gitau - Strathmore Foundation
7. Jacqueline Lidonde - Nextstep Foundation

Recommendations

The 2022 #GivingTuesday is set to be on the 29th of November. As the local coordinators of the movement, East Africa Philanthropy Network, we encourage our local partners to invest in early preparations for their campaigns. Conduct deliberations with their stakeholders both locally and abroad to strategically plan in order to effectively execute successful campaigns. For more success, partners are encouraged to embed the #GivingTuesday movement into their own personal initiatives as a fundraising initiative all through the year and not just on the day itself.

TUESDAY
29TH
NOVEMBER
2022

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2022**

**TUESDAY
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RWANDA

Email us at gt@eaphilanthropynetwork.org