







# INTRODUCTION



GivingTuesday is a day and movement that is centered on radicalizing generosity through ingenious, creative and experimental ways. The movement accentuates the pillars of philanthropy through its focus on global participation for common good. It has grown to be an important day in the social calendar due to massive impact to the civil society space through donations, awareness creation, partnerships and collaborations and shifting existing narrative of giving throughout the world.

The GivingTuesday movement has accorded an opportunity to view the world as a collective community through its presence in **over 80 countries**. The diversity of ideas, multi-sectorial involvement, community participation and collaboration among like-minded individuals has reinforced the values of generosity and actualizing of behavioral change in regards to giving.

Since 2015, #GivingTuesday has invigorated thousands of individuals, groups and organizations from the East African region to participate. The movement has had momentous growth with diversified partnerships, growth of impact and increase in funding of campaigns. With social media being a major anchor of promoting the growth of #GivingTuesday, this has led to local organizations embracing and effectively adopting use of technology in their activities and daily actions like having digital footprints through improved websites and active social media handles.

Due to the challenging pandemic experienced, #GivingTuesdayNow was launched on May 5th as an active response to the COVID-19 pandemic which saw over 500 million dollars being raised globally. This however, did not cancel the official #GivingTuesday that took place on 1st December, 2020.

In preparation for the important day, #GivingTuesday East Africa hosted a kick-off virtual summit, had grassroots organizations partners join the starling collective cohort, facilitated crafting of partnerships among like-minded organizations, conducted a virtual social media workshop and shared knowledge materials and tools to support leaders have an effective campaign.

# **DATA**



2020 GIVINGTUESDAY CAMPAIGNS

250
ORGANIZATIONS
PARTCIPATED
REGIONALLY

\$ 4 MILLION RAISED IN EAST AFRICA

32.8 MILLION

PEOPLE

PARTICIPATED

GLOBALLY

Majority of this year's campaign were centered on



- 1. Raising school fees support for under privileged children in preparation for the new school opening dates
- 2. Purchasing of books
- 3. Sanitary care provision for children in schools
- 4. Overally creating a safe and healthy environment for children in schools.

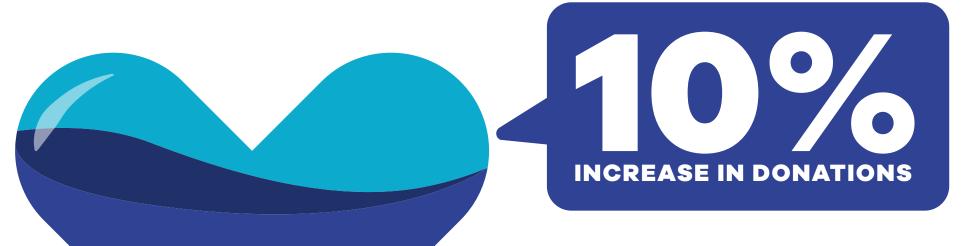


# LOCALIZING GIVINGTUESDAY

#GivingTuesday celebrates growth and diversity of campaigns in each country. This year, East Africa witnessed growth in numbers of new partners joining the movement. Some of the partners are based out of the country's capital . This has aided in promoting localization and inclusivity of the movement in their respective regions. Passionate about transforming lives, the new partners worked to establish their campaigns and share with their local communities what GivingTuesday means and how they too can be part of the movement.



#### **FUNDING TRENDS**

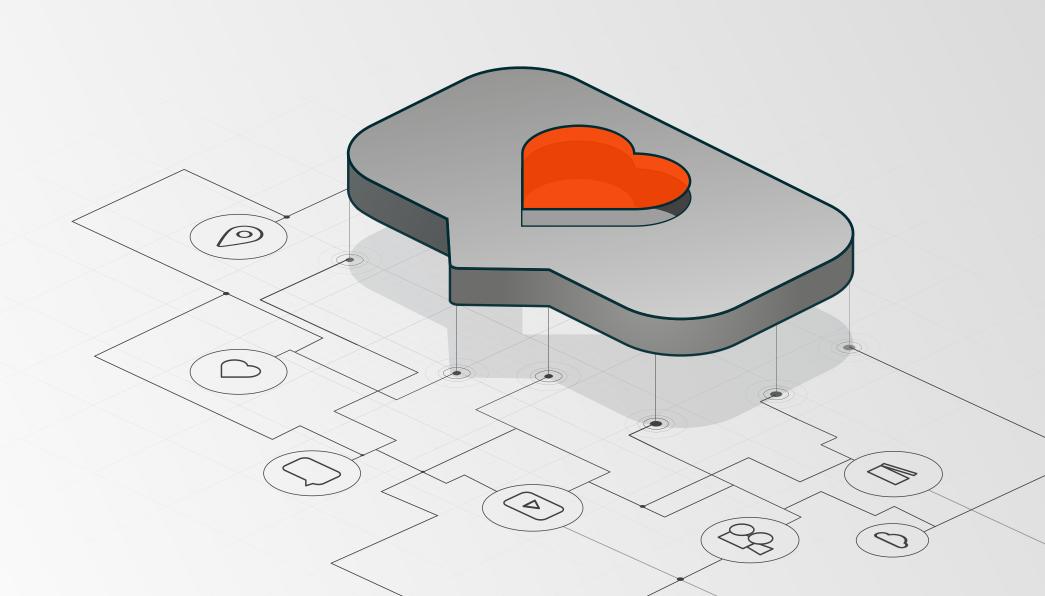


Despite the unprecedented year 2020 has been, #GivingTuesday East Africa recorded a 10% increase in donations.

Both donations were received in kind and through cash. The Covid-19 pandemic led to an increase in use of online fundraising sites such as M-Changa, Global Giving and money transfer platforms such as M-pesa, Airtel money, Tigo Money, Vodacom and more by donors. This numbers rose due to people still wanting to give back while also adhering to the safety mechanism put in place by respective governments. The in-kind donations included food distributions, virtual volunteering, book drives, virtual runs for causes and tree planting exercises.

# HIGHLIGHTS OF CAMPAIGNS



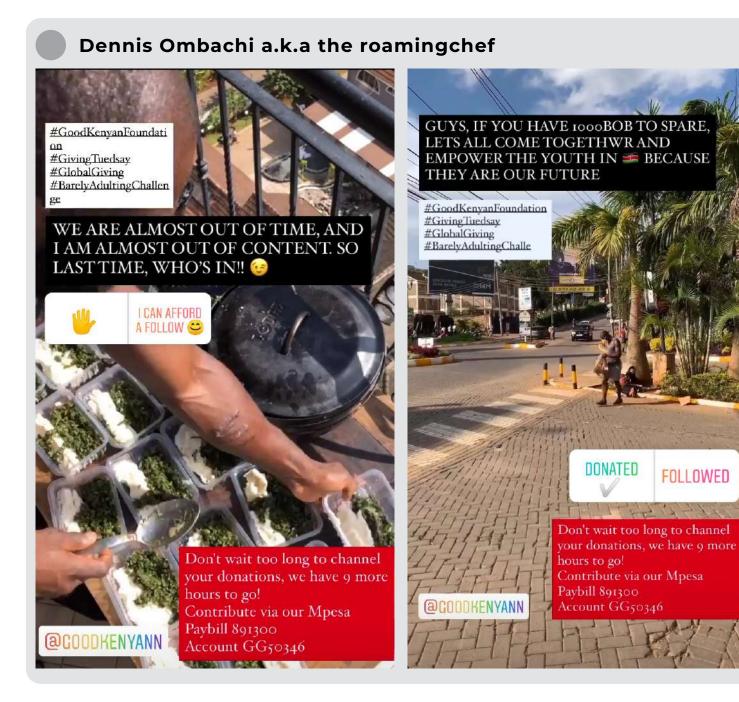




#### Kenya Rugby World cup player and chef Gives Back.

Dennis Ombachi a.k.a the roamingchef on Instagram, celebrated GivingTuesday in 3 creative ways. The rugby player and self-taught chef bought ingredients and partnered with a friends butchery- The Pork Basket that provided meat and prepared delicious meals which were distributed to the less fortunate randomly on the streets. He also raised awareness and support for the GoodKenyan charity which works to elevate the youths in Kenya through mentorship programs. He gave 24 hours of his instagram stories to garner support for givingtuesday and the various causes existing from his over 40,000 followers.

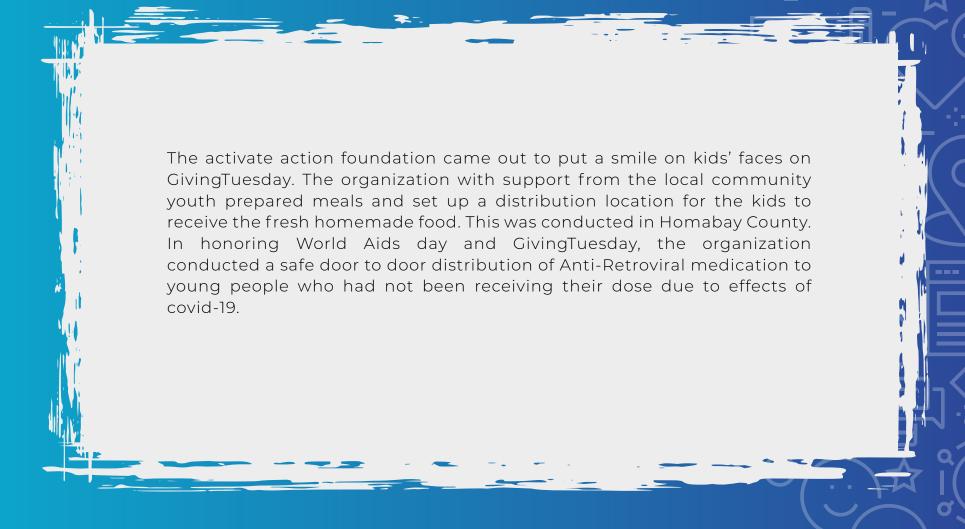








# 2. Street Kids Food Distribution.

















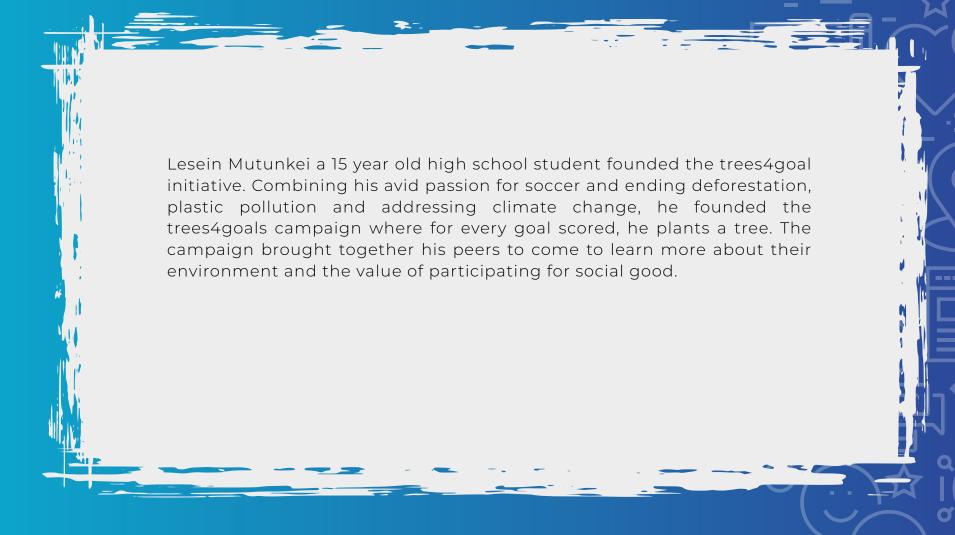
#### The Vivo Energy







## 4. Children Give





#### Lesein Mutunkei





# **5. Elderly Give**

6 women above the age of 60 came together on #GivingTuesday to give back to a local school in Meru county. Their giving was conducted through a tree planting exercise, distribution of hand washing stations,20 liters of soap and sanitizers to the primary school. The children were taken through a mentorship session on the value of hard work, obedience and discipline. The group of women led by Caroline Mukami aim to engage children below the age of 15 in a tree planting exercise to encourage environmental conservation and importance of giving back to their community through their acts of kindness. This will promote the #GivingTuesdaySpark movement in the region.



### Elderly Women Give









# **PARTNERSHIPS**





In honor of #GivingTuesday, the tin roof foundation, toto carebox, uwezakenya, tazama Nia, gifted community ,turning point trust and the garden of hope foundation came together to host the 5km virtual run for impact challenge. The aim was to create awareness about the organizations impact and fundraise as well. Those who participated shared screenshots of distance covered and donated to the causes of their choice.















VIRTUAL RUN4IMPACT



wildlifedirect 📀



recover from the economic impacts of the pandemic. #GivingTuesday is tomorrow, and we are counting on you to help us reach our goal. Your gift tomorrow will be matched 100%.











Dignitas @dignitasproject - 9n

Thank you for showing us your kindness and generosity through

who donated to help us

get children safely #BackToSchool

#GringTuesday! We appreciate you collaborating with us to champion for children furthest behind! #SDG4 #BackToSchool





Childline Kenya @childlinekenya 9m

We have 8hours to go until the end of #GivingTuesday . Help us

MOVE A MILLION! | December 1, 2020 8:00 AM-11:59 PM

Help us get a share of the

\$1M incentive fund. The more you donate ,the

more we receive.

Check out our progress here, globalgiving.org/leaderboards/g...





#GlvingTuesdayKe

Meet Elizabeth Benson, Computer Scientist an... "As a computer scientist, I am passionate about transforming Nairobi into a smart city. ... P mawazoinstitute.org

extor is TODAY. Be an Empowering Giver and help

Kenya Connect @KenyaConnect Dec



you gave!





femme

Femme International (#Femmestri - Doc 1
This year we have delivered comprehensive MH education and distributed sustainable menstrual products to over 1000 women an

Help Us Reach Our Goal!

ant 500 fruit tree 3.00am - 1.00pm









on often we underestimate the power of a touch, a smile, a kind word, a listening ear, an honest compliment, or the smallest act of caring, all of which have the potential to turn a life around.



Today is #GivingTuesday! We're asking for your support to honor families like Caroline's. While this year has created many unique challenges & uncertainty, it's also shown us the resilience and strength that exists in these families & communities. Donate: bit.ly/shofco\_giving\_...









our cancer education materials project through Mpesa Paybill: 891300 Account: GG45511 Learn more at lght.ly/jlk6oi4 #GivingTuesday





We would like to thank @techmaxkenya for donating

towards 30 #totocareboxes for our #GivingTuesday ampaign! Asante sana on behalf of all the newborns that will be received with hope because









1:50 AM - Dec 2, 2020 - Instagram





Today is Giving Tuesday, a time where people give to a

cause they care about and inspire others to take action.

You can take part by supporting what Girls Unstoppable

is doing through donating, and sharing our message.













Girls Unstoppable Uganda EliGald Instinguishle





























A big thank you to Alex Hale (supported by his family & friends) for running #The40thRace and raising over £3,500 for Network for Africa's #mentalhealth projects in #Uganda #Rwanda & #SierraLeone. With a few days left to donate ... #givingtuesday



Funding mental health practitioners in Africa. Help Alex change the world! Make ... Alex Hale is raising money for Charity. Sponsor them with Virgin Money Giving.



It's #GivingTuesday & we're excited to announce that we've been selected to join @MichelleObama's @girlsalliance! We're kicking off this partnership with a goal of raising \$5,000 TODAY! Our girls believe in you. Will you believe in them? Please give TODAY: gofundme.com/f/komera2020

1:14 107 views





Kids Play Int'l @KidsPlayInti - Dec 1

Our GOAL is to cover school supplies for all 300 KPI Players in #Rwanda and

our KPI Players continue their education. Will you help?

#Cambodia - all it takes is a donation of just \$25 and you will be helping 1 of

It's Here! #GivingTuesday

Give Here: conta.co/9fxi6Fx







Kids Play Int'll gildes Play Int'l

























Join us this #GlyingTuesday and invest in Fair Play in

every way! Kids Play Intl uses sport to promote equality









Schneider Electric (K) Ltd Segal Family Foundation Rockefeller Foundation Kilele Foundation KTDA Foundation **Lundin Foundation** Corporate Citizenship & Philanthropy Consulting **Equity Group Foundation** Slum TV Moving The Goalposts AECF - Africa Entreprise Challenge Fund Optiven Group Foundation Kenyatta University Foundation Flone Initiative Digital Divide Data Ajira Stadi Good Kenyan Foundation Ahadi Kenya Trust Mailkia foundation Sarakasi Trust Akili Dada THE SLUMCODE GROUP Ajira Stadi Mwangaza Trust AMREF **Book Bunk** Strathmore Univ Foundation Akili Dada Daraja Kenya Initiative EDUMED M-Changa Africa Cancer Foundation KDCF Diakonia Story Moia Acumen KEPSA Foundation MTAA Kenya Palm House Foundation VOLUCULTURE Kenya Wildlife Trust Mwangaza Trust Fondazione L'Alberodella Vita **PARTNERS** ActionAid Kenya Stop the Spot Initiative Inuka Kenya Trust Coca Cola Limited Hequeendo Compassionate Friends The Slumcode Group Jomo Kenyatta Foundation Corporate Citizenship & Philanthropy Consulting Community Initiative Concern Housing Finance Foundation Kids OR LXD Hildeback Education Fund Tin Roof Foundation Ambassadors Football Kenya Africa Cancer Foundation Kenya Ass' of Manufacturers International Peace Initiative-Meru Ignite Your Destiny International - Kenya Kamili Organisation

Ongoza Foundation KenGen Foundation SHOFCO Asante Africa Carolina For Kibera WildlifeDirect KTDA foundation Daraja Education Fund **Kickstart Edumed Trust** Act! (Change Transform) Africa Educational Trust Pace Makers Intl ActionAid Kenya **BEAUTTAH MIGIRO** Ability Society of Kenya Nairobits Trust IMPACTHUB MEDIA **Edumed Trust** Daraja Education Fund Dignitas Craft Silicon Foundation Garden of Hope Friends of Rural Women and Children **Dignitas Project** Global Education Fund HealthRight International Kenya Connect Asante Africa Foundation Miracle House Child Investment Fund foundation Garden of Hope Foundation Aiira Stadi Bill and Melinda Gates Foundation Yetu Creative Action Institute KCB Foundation I Choose Life - Agri programme Life Sona Homeboyz Foundation Coop Bank Foundation

SGS Consulting/VOIS

Kutoa Project LTD

Book Bunk

Simba Foundation

Simba Colt Foundation

Elimu Fanaka

**Book Bunk** 

UNICEF

Riara University

Nairobi Chapel Embakasi Rahul Kotak Foundation

The Mango Tree Prhan Support Trust Kenya

Mental Health Academy

The Action Foundation Unduqu Society of Kenya Uraia Trust

Teens For Tots

Care For A child's Heart

Kengen Foundation

#### CBI Innovations Academy CHANCE TO SURVIVE CHILDREN FOUNDATION

Teens and Tots Neuro Development Centre Fresh revival fire care- Uganda

RESTORE HOPE TO THE DISABLED UGANDA(REHOD)

Bugisu Muslim Development Centre

ASSURE UGANDA(AU)

Education & Development Opportunity - Uganda St.Angelina Community Health and Rehabilitation Centre (SACHARC)

**PARTNERS** 

**Amal Foundation Uganda** 

Self Sustainable Graduate Uganda Limited

Wilmat Development Foundation (WDF)

Rural Aid Foundation (RAFO)

**Bududa Girls Empowerment Group** 

kikubi Muslim Community Centre

Market Mbale Online Enjuba

Backup Uganda Zion Packaging

Light It Up Project Teach for Uganda

**Epilepsy Support Association Uganda** 

**Agrovision She Farmers** 

Joysome Tailors

Weekly Medic Send A Girl

CivSource Africa

Shelearns

Teach For Uganda

Beyond 7

Chess Up
Fitness Evolution

Smart Girls Foundation Uganda

CARES CHILDREN'S FOUNDATION

**Health Access Connect** 

Agape Restoration Foundation

Muyobo Consult Uganda

Nest of Joy Foundation

Key Populations Uganda

bweyale islamic organisation

(CWABD)-Here & Abroad

JUSTAHUB, HEM (Hip Hip Education Mouvement)

National Association for Women's Action in Development

HOUSE OF ZAKAT AND WAQF UGANDA

COMMUNITY LIVELIHOOD EMPOWERMENT INITIATIVE - COLEIN

JS Community Transformers Organisation

Murphy charitable foundation Uganda

**BUILDERS OF HOPE YOUTH GROUP - ALANGI** 

