

FOUNDATION

The Safaricom Foundation enters its sixth year of working with our partners to improve the lives of Kenyan communities. The Safaricom Foundation has supported the implementation of projects in a broad range of areas - Economic Empowerment, Education, Environmental Conservation, Health, Water, Arts, Music and Culture, Sports and Disaster Relief, and our footprint in the country continues to expand. In the year 2009/10, the Foundation committed Kshs. 275,073,045 to 165 projects countrywide. This report highlights just a few of these projects that the Foundation funded this year.

Economic Empowerment:

The Foundation supported 59 economic empowerment projects, totaling Kshs. 67 million. These funds went towards supporting organisations and communities to implement projects in income generation, food security, employment creation and skills transfers through vocational training. The projects ranged from small scale community initiatives, to larger scale nationwide initiatives.

The Foundation in partnership with the Kenya Community Development Foundation, provided drip irrigation and greenhouses to communities in arid and semi arid areas of the country, in order to provide food for domestic consumption, as well as foodstuff for sale to generate income. The initiative covered areas including Yatta, Kwale, Garissa, Turkana, and Marsabit

Education:

With the aim of providing quality education to Kenya's children, the Foundation has constructed and equipped libraries and laboratories in schools. The Foundation invested in infrastructural development and the provision of specialized learning equipment for special schools and schools in extremely marginalized areas. The Foundation supported 60 education projects, totaling Kshs. 81 million.

Our support to institutions supporting children with special needs included the production of audio-books by the Africa Braille Centre, construction of a vocational training centre at Reverend Muhoro School for the Deaf in Mukurweini and the donation of a school bus to Joytown Secondary School in partnership with Isuzu/General Motors

Environmental Conservation:

The Foundation invested in supporting initiatives in environmental and wildlife conservation through participatory conservation activities, public education and sustainable preservation of natural resources. The Foundation supported 11 environmental conservation projects totaling Kshs. 15 million.

With due recognition to the growing challenge of e-waste management, the Foundation funded the purchase of a state of the art e-waste grinder for Computers for Schools Kenya. The grinder complements their already existing e-waste management centre and will increase their grinding and recycling capacity

Health:

The Foundation supported initiatives that increase access to affordable health care, including specialized health care that is often out of the reach of many Kenyans. The Foundation partnered with health care service providers and communities in constructing and equipping health facilities, providing health information and services through medical camps and supporting the provision of specialized health services. The Foundation funded 25 health projects totaling Kshs.38 million.

The Foundation ran a series of medical camps, providing a wide range of preventive and curative services in Turkana South, Mt. Elgon, Runyenjes, Sabatia, Gichugu, Karachuonyo, Kitui West, Mogotio and Mwatate. At these camps, diabetes and hypertension information and management services, eye care, dental care, VCT and family planning, paediatric care and general medical services are provided. An average of 3,000 people were provided with free health services at these camps. In order to assist patients with renal failure a kidney dialysis machine was donated to Kenyatta National Hospital.

Water:

The Foundation partnered with the Kenya Red Cross Society and Action Aid International - Kenya to implement large scale community water projects, under our "Maji na Uhai" initiative. This year the Foundation committed funding for large scale water projects in arid and semi arid areas of the country such as Katalwa, Gachoka, Garbatulla and Makueni. The Foundation funded 8 water projects totaling Kshs 24 million.

The Mumbuni - Katalwa Water Supply Project is an initiative of the Kenya Red Cross (KRCS) in conjunction with the Mumbuni and Katalwa communities, funded by the Safaricom Foundation. The Katalwa community used to walk 15km to draw water from the river or use raw water collected from ground water catchments (pans), whereas the Mumbuni community used raw water direct from the Tana River in their neighbourhood. A total of 8,500 persons comprising 3 primary schools, 1 dispensary and one market centre are currently benefiting from the project.

Arts, Music and Culture:

The Foundation partners with organizations and community groups to preserve and promote Kenya's natural heritage in arts, music and culture. The Foundation donated Kshs.23 million to fund 2 projects in this category.

The Foundation partnered with the National Museums of Kenya and the Kenya Museum Society to renovate the Louis Leakey Auditorium. The Auditorium is now a state-of-the-art multi-purpose auditorium that is contributing towards revenue generation for the Museum

Sports:

The Foundation supports sports projects that provide opportunities for the integration of health, education and life skills into sport. The Foundation recognizes that sports play a key role in terms of promoting health and well being, as well as supporting cohesion and development initiatives amongst communities. The Foundation funded a total of six projects at Kshs. 10 million.

The Foundation extended its partnership with Alive and Kicking, an NGO that uses football and netball to create awareness on HIV&AIDS, malaria and other key health issues among young people. They are currently rolling out educational road shows and sports leagues in 30 secondary schools, 116 primary schools and 26 out of school youth clubs in Rarieda District and the wider school community

EMPLOYEE ENGAGEMENT

A key component of Safaricom Foundation's success is the staff members of the company who support its activities. The company has provided four Corporate Social Responsibility leave days per year for each employee to participate in community activities, as a reflection of the company's "Passion for the World around Us".

Safaricom staff participated in tree planting in Ngare Ndare, provided administrative support in medical camps and acted as staff sponsors for projects -supporting the Foundation team to identify, monitor and report on projects, countrywide.

This year, the Foundation launched the World of Difference (WOD) initiative. WOD provides the unique opportunity for Safaricom staff to provide their technical and professional skills to selected Foundation funded project partners through a three month secondment. 12 staff (three teams of four persons each) are working with the Kenya Red Cross Society (countrywide operations), Northern Rangelands Trust (Northern Kenya) and Moving the Goal Posts (Kilifi and Kaloleni Districts) to improve their institutional systems in areas such as human resource management, financial management, marketing, sales, computer skills, resource mobilization, and ISO processes.

The selection of the staff was done through a highly competitive process and staff and partners submitted a joint proposal on how they would work together to address the partners needs. This initiative demonstrates the fact that Safaricom staff represents a pool of talent that can contribute their skills and knowledge to build capacity within other organizations as well as contribute towards positive changes within communities.

CORPORATE SPONSORSHIPS

Through an expansive array of life-changing corporate giving initiatives, Safaricom continues to make a positive impact on its customers and the general public at large. These initiatives span education, sports, health, art & culture, environment and community empowerment.

Mater Heart Run 2009: Safaricom joined hands with the Mater Hospital for the second year running to support a hugely successful Mater Heart Run 2009. The run which saw an increase from 18,000 participants in 2008 to over 23,000 raised Kshs.19 Million which facilitated 128 operations on children with heart-related complications.

Safaricom Sports Personality of the Year (SOYA) 2009: The Annual Safaricom Sports Personality of the Year Awards held in December 2009, was a colourful affair, befitting its status as the Oscars of Kenyan sport. Collins Injera, the 2009 International Rugby Board (IRB) World Sevens Series circuit top scorer was awarded the Sports Personality of the Year in the men's category while long-distance running sensation Linet Masai scooped the women's title.

The annual gala awards, the brainchild of long-distance running legend Paul Tergat, are aimed at celebrating sports excellence across various sporting disciplines and have become a permanent fixture on the calendar of Kenyan sport.

Safaricom Litter Bins Project: Environmental conservation has gained renewed international attention and Safaricom has been in the forefront in ensuring that we keep our environment clean. We have partnered with various Municipal and Town Councils, such as Kitale, Kiambu and Thika by providing litter bins that are strategically placed around the towns, keeping our towns clean. We have also partnered with institutions like the University of Nairobi (Main Campus) and Nembu School in this quest.

Total Eco Challenge: Safaricom was last year garlanded with the top Gold Award for planting over a million trees by the Total Eco Challenge 2009. Safaricom was also cited for its consistency in following up on its tree-planting projects to ensure success. In addition, Safaricom was recognized for supporting efforts by various Community Based Organizations (CBOs) and schools in environmental conservation. These include:

- Har Har development Group in Dadaab which initiated afforestation projects in the refugee camps and the neighbouring areas.
- Griftu Secondary School in Wajir which is battling desertification in the region and has enrolled the students to champion its projects .



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