FOUNDATIONS

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. 27,307,978.45 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. This initiative covered areas including Njoro, Kibwezi, Turkana, and Marsabit.

Education:

With the aim of providing quality education to Kenyan children, the Foundation has constructed and equipped libraries and laboratories in schools. The Foundation invested in infrastructure 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 specific needs included the production of audio-books by the Africa Braille Centre, construction of a vocational training centre at Rev. Muhooro School for the Deaf in Kilifi and the donation of a school bus to Joytown Secondary School in partnership with Issa/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.

Health:

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 the Nairobi Kenya. It is used to process the e-waste streams and the return in-grindings they already existing e-waste management centres and will increase their grinding and recycling capacity.

The Foundation supported initiatives that increase access to affordable healthcare, including specialized health care that is often out of the reach of many Kenyans. The Foundation provides health services to organisations and communities in constructing and equipping health facilities, providing health information and services through medical camps and supports 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, Runyerej, Sabatia, Ongata Rongai, Kajiado North, Marsabit and Wajir. In 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 1,500 people were provided with free health services at these camps. In order to avert mental health situation a kiosksgamma 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. To order our ‘Meal of the Day’ initiative. This year the Foundation committed funding for large scale water projects in arid and semi-arid areas of the country such as Kajiado, 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 (KRC) 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 benefitting 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 Loule Leakey Auditorium. The Auditorium is now a state-of-the-art multi-purpose auditorium that is contributing towards revenue generation for the Museum.

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 Njoro North, provided administrative support in sports 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 within the Kenya Red Cross Society (countrywide operations), Northern Rangelands Trust (Northern Kenya) and Moving the Goal Posts (Keiyo and Kakbei 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 include education, sports, healthcare and other charities and community empowerment.

Safaricom joined hands with the Mater Hospital for the second Mater Heart Run 2009. This year 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 (SODY) 2009: The Annual Safaricom Sports Personality of the Year Awards held in December 2009, was a colourful affair, bffeting its status as the Oscars of Kenya 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 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, Kambiu 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 Nairobi School in this quest.

Total Eco Challenge: Safaricom was last year crowned the top Award winner for planting over a million trees by the Total Eco Challenge. Safaricom was also chosen 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 Ruiru which initiated afforestation projects in the satellite camps and the neighbouring areas.
- Grift Secondary School in Wajir which is battling desertification in the region and has enrolled the students to champion its projects.

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