

# SOCIAL IMPACT

Transforming Lives is at the heart of Safaricom. It is the reason we get out of bed every day. Every new product, service or innovation we consider must have the potential to transform lives. If it does not, we will not introduce it.

In addition to creating products and services that help Kenyans communicate, bank and conduct business, we get involved in many other initiatives that make a difference to our people and their immediate communities.

## SAFARICOM AND M-PESA FOUNDATIONS

Our two foundations, the Safaricom Foundation and the M-PESA Foundation, complement each other. While the Safaricom Foundation focuses on multiple small to medium size projects with a wide footprint, the M-PESA Foundation implements fewer, large scale projects.

Together, the foundations work in partnership with Kenyan Non-Governmental Organisations (NGOs), Community Based Organisations (CBOs) and Charitable institutions to improve the quality of life for Kenyans countrywide. Both foundations are aligned with Kenya's vision 2030 and the UN Millennium Development Goals.





**m-pesa**  
FOUNDATION

The M-PESA Foundation registered as a charitable trust in 2010 with the focus on large-scale, long-term projects in education, environment and health. The M-PESA Foundation aims to promote education, health and environmental conservation for the social and economic benefit of the people of Kenya, and to share the benefits of related developments in mobile communications technology.

The M-PESA Foundation funded and implemented the following projects in the year:

- Construction of eight classrooms and dormitories for the Starehe Girls Centre at a cost of Kshs 100 million;
- Funding the fencing and conservation of the Nairobi National Park through the Nairobi Green Line at Kshs 45 million; and
- Purchase of 650 handsets for World Vision for the '*Jamii Smart*' project to be used by 650 community health workers as part of an integrated system that will provide mHealth support to women as well as pre-pregnancy and post-pregnancy care in Kilifi, Siaya and Kibwezi counties.

The following projects are currently underway:

- The implementation of a comprehensive Maternal Health Programme, in partnership with Pharmaccess Foundation and AMREF, to improve access to maternal health outcomes in Samburu County;
- Construction and rehabilitation of a waste and water treatment plant and construction of a sports field for Starehe Girls Centre;
- The development of a mHealth and m-Learning solution to enhance training and upskilling of community health workers in Kenya. This is in partnership with Accenture and AMREF;
- Construction of a large scale integrated water and food security programme, which entails the construction of a dam, the establishment of a drip irrigated farm and nutrition and health education for the community in Nyalani in Kwale; and
- The fencing and bio-diversity conservation of the Mau Eburu Forest in Nakuru County.

Students at the Starehe Girls Centre can look forward to a vastly improved learning experience, thanks to funding of more than Kshs 100 million from the M-PESA Foundation for the construction and upgrading of seven fully equipped classrooms, an ICT centre, a boarding block for 80 learners, ablution facilities, a water treatment plant, teachers workrooms and sports fields.

While tuition fees for primary and secondary schools have been waived, there are many other costs that can place secondary education beyond the reach of Kenyan families, including text books, stationery and uniforms. This is partly why only one percent of the children who start primary school make it through to University. Young girls are particularly vulnerable to being excluded because they can sometimes be considered worth more for their '*mahari*' (dowry or 'bride price') and the value of their labour on the farm.

Starehe Girls Centre is committed to addressing the situation by offering a free secondary education to financially disadvantaged girls from all over Kenya. One of the best performing schools in the country, the institution is committed to developing a new generation of educated and ethical Kenyan women leaders. There are currently 440 ambitious and talented girls at the school, which is heavily reliant on financial support and donations.

Before the upgrade commenced, the Centre had insufficient classrooms to accommodate all the students and classes had to be conducted in turns with some students studying outside and others in a large tent. Apart from leaking when it rained and being unbearably hot when it was sunny, the tent had to be positioned on flat ground near the school kitchen, which meant smoke and food smells would drift inside, often distracting the students. Even though the two 'classes' inside the tent faced opposite directions, there was, inevitably, plenty of disruption.

Other students had to study outside under a large *Mugumo* (Fig) tree, if the weather permitted, or squeeze into whatever space they could find, usually without adequate space to write or work on their tasks.

It wasn't just classrooms that were in short supply. Lack of sufficient space in the existing dormitories meant that some of the girls had to sleep on the floor between the bunk beds. The Centre did not have a water treatment plant and was using a small pit as a septic tank instead. Unable to cope with the demands placed on it, the pit was leaking and producing an unbearable odour.

M-PESA Foundation executive director, Les Baillie, says young girls from poor backgrounds face tremendous challenges in their quest for education. "Their dowries are considered an important source of income and there is a perceived cost or loss if they are not working in the family home. We believe that offering education opportunities to girls doesn't just benefit them, it benefits their families, communities and the entire nation."

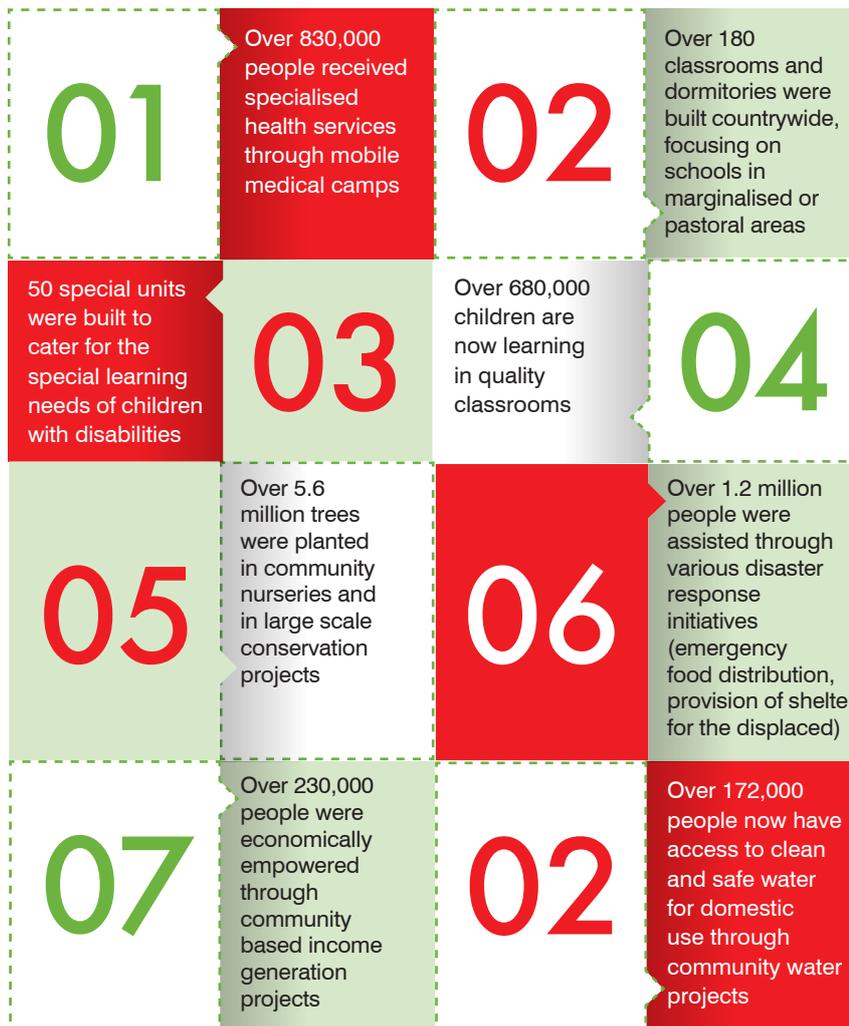
It is a sentiment shared by the Chairman of the M-PESA Foundation, Michael Joseph. "Despite its minimal infrastructure, Starehe Girls Centre has produced solid academic results and built an excellent reputation for itself, but we realised that the progress and growth of the school and its students was being constrained by inadequate facilities, hence our involvement. It is our hope that this timely investment will help propel Starehe Girls to the next level."

## THE SAFARICOM FOUNDATION

The Safaricom Foundation marked its 10th Anniversary in August 2013. This was a moment for reflection and acknowledging the innovation and goodwill of communities, the strength of partnerships and immense contributions made by Safaricom staff.

The highlight of the celebrations was a gala dinner and partner exhibition to showcase their work with the Safaricom Foundation.

Over the past decade, the Safaricom Foundation has disbursed about Kshs 2 billion to more than 700 community development projects, in partnership with over 500 organisations. Our achievements during the 2008-2013 strategic plan period include:



### Education

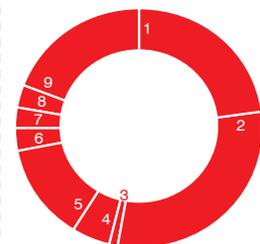
Educational support worth Kshs 95.7 million was spent in four main areas: infrastructure development; provision of learning and laboratory equipment; income generating activities; and health and hygiene. In the year under review, Safaricom Foundation funded 67 education projects. Of these, 14 were special needs schools and 11 were schools in marginalised areas such as North Eastern Kenya, Pokot and Turkana Counties.

### Economic empowerment

Economic empowerment was driven through partnerships in income generation, food security, vocational training and employment creation to promote self-sufficiency amongst communities. During the year, the Foundation funded 13 small scale agriculture, skills development and micro-finance projects. This included support for the Samburu Handicap Education and Rehabilitation Programme, the Kianda Foundation (upgrading a hall for skills development training) and the Nakuru Hospice (an income generation initiative).

### Safaricom Foundation Disbursements

April 2013 - March 2014



## Health

The Foundation invested Kshs 73.7 million in 31 projects aimed at improving access to quality and affordable health care for Kenyans. These included:

- The construction and equipping of health facilities in Isecha and Anjago maternity clinic in Kisii and Migori Counties;
- The construction of an optical workshop at Sabatia Eye Hospital;
- The donation of dialysis machines to Nakuru Hospital;
- The expansion of the renal unit at the Coast General Hospital;
- The provision of an ambulance to Muthale hospital in Makueni; and
- The delivery of healthcare to communities through countrywide mobile medical camps in Machakos, Eldoret and Samburu.

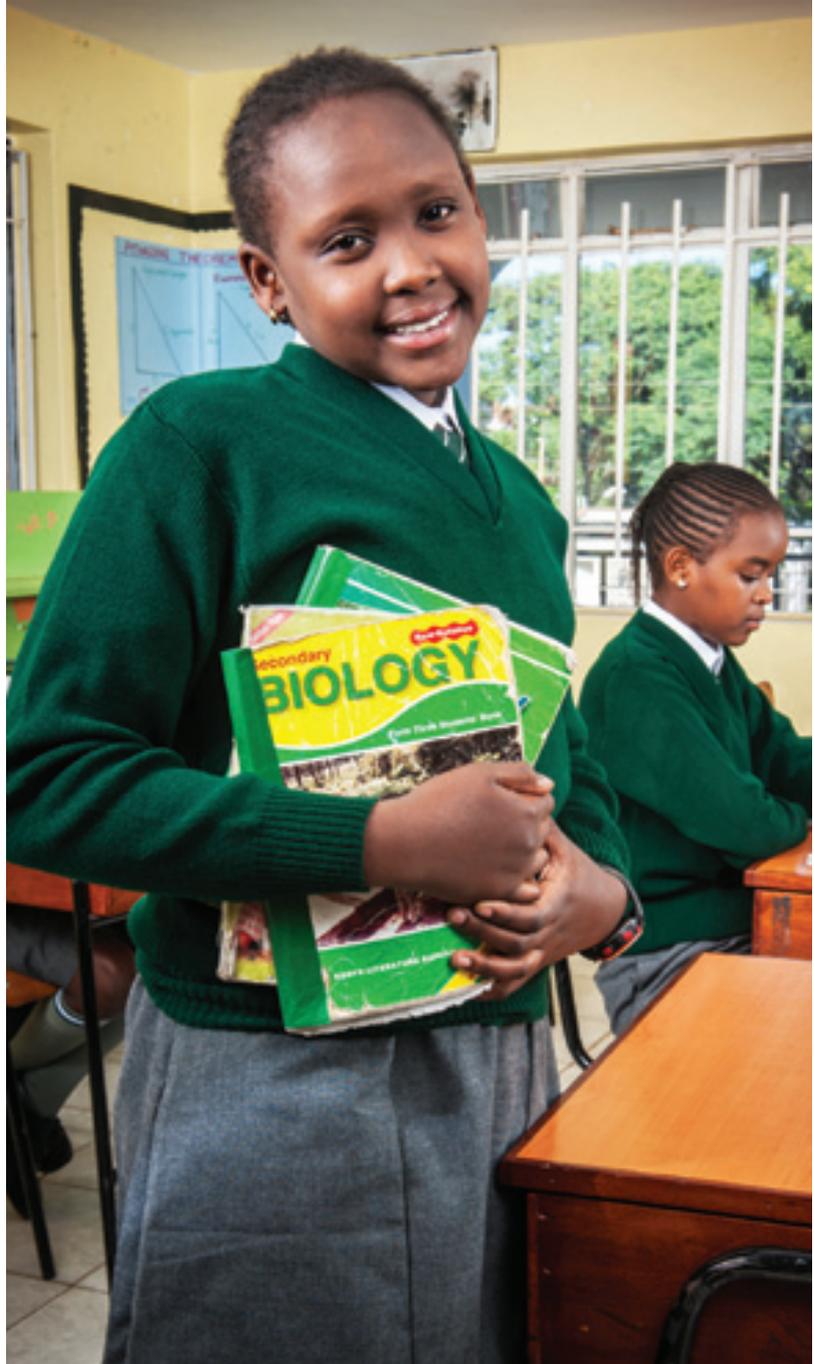
In addition, the Foundation committed Kshs 50 million to the renovation of the New Born Unit at the Kenyatta National Teaching and Referral Hospital, and a further Kshs 50 million to renovating selected wards and offices at the Mathari National Teaching and Referral Hospital. These two projects will be implemented as part of Safaricom Foundation's commemoration of 50 years of Kenyan independence.

## Water and environmental conservation

The Foundation continued to support initiatives that provide sustainable support for the preservation of Kenya's environment and natural resources through partnerships to grow forests, conserve biodiversity, mitigate against human-wildlife conflict and promote the use of the renewable energy sources.

On water, the emphasis was on improving access to clean and safe water for domestic use and risk reduction in agriculture and livestock rearing as part of the *Maji ni Uhai* (water is life) initiative.

The Foundation supported Ndili and Kamunyu water projects by upgrading their borehole system from a hand pump technique to solar powered technology.



In addition, the rock catchment was desilted, gabions rehabilitated and the retaining wall raised in Kamunyu. The water, which will be used for domestic and agricultural needs, will benefit 14,000 residents living in Kamunyu, Ndili and Mwendwa villages in Kitui County, who have been vulnerable to water borne diseases for a long time.

## Disaster response

The long partnership between the Safaricom Limited and Kenya Red Cross has centred on the delivery of humanitarian services to vulnerable persons. Following the unfortunate Westgate Shopping Mall terror attack Safaricom launched a nationwide mobile money transfer through M-PESA line 848484 that enabled the public to raise funds for victims.

Kenyans and well-wishers from all walks of life raised a total of Kshs 102 million under the *We are One* initiative.

This included Kshs 72 million raised via the M-PESA Paybill No 848484, Kshs 410,157 contributed by Kenyans and other well-wishers living in the diaspora and a further Kshs 30 million from the Safaricom and the M-PESA Foundations.

Out of the cash raised, Kshs 50 million was allocated for medical bills, Kshs 15 million for trauma counselling, Kshs 20 million for ambulance services and Kshs 15 million for strengthening the capacity of the blood transfusion facility at Kenyatta National Hospital.

## SOCIAL INNOVATION

Mobile technology has the potential to transform lives and societies. That is why we are committed to developing innovative products and services that help our customers realise this potential and enjoy improved access to essential services. In this respect, our social innovation unit has developed several products that add value to the lives of Kenyans in the agricultural, health and education sectors.

### Kilimo Salama (Seed Replanting Guarantee)

Each year, an estimated 17% of Kenyan farmers' crops fail due to unpredictable weather or poor seed quality, leaving them economically vulnerable. In a partnership between Safaricom, 'Kilimo Salama' and UAP Insurance, a micro-financed seed insurance solution was provided to reduce the risks associated with farming.

At start of the planting season, specially packaged 'Kilimo Salama'-insured seeds were sold to farmers and insurance services activated. Each farm was monitored through Location Based Services (LBS) satellite imagery. In instances where germination failed after 21 days as a result of a lack of rain, farmers were automatically paid out for the sum assured via M-PESA so they could replant and harvest during the same season.

In the planting season between February and April 2014, over 9,000 bags of 'Kilimo Salama' seed were sold and 700 farmers were compensated in locations such as Machakos, Embu, Migori, Meru, Kajiado and Muranga.

### Shupavu 291

Access to quality, up-to-date and affordable revision content is an enormous challenge for students. Safaricom partnered with Eneza Education to develop 'Shupavu 291', a mobile Short Messaging Service (SMS) study tool, which enables



Standard 5, 6, 7 and 8 students to access Kenya Certificate of Primary Education (KCPE)-aligned content tutorials and quizzes, with an "Ask a Teacher Service" and Wikipedia. The product is affordably priced at Kshs 10 per week. To date, over 60,000 students have actively used the platform.

### Text for Life

'Text for Life' is a blood donor SMS communication initiative by Safaricom and CDC (Centres for Disease Control) Foundation through their local representatives, mHealth Kenya. The initiative is in support of the National Blood Transfusion Service (NBTS) and aimed at improving HIV/AIDS knowledge, encouraging voluntary counselling and testing, and promoting blood donation. Messages providing information and creating awareness were sent to subscribers through a robust messaging platform. The partnership created a platform for blood donation, which hit a peak during the tragic Westgate terror incident. Through messages sent on the platform, donors and potential donors were mobilised to give blood in support of the emergency response.

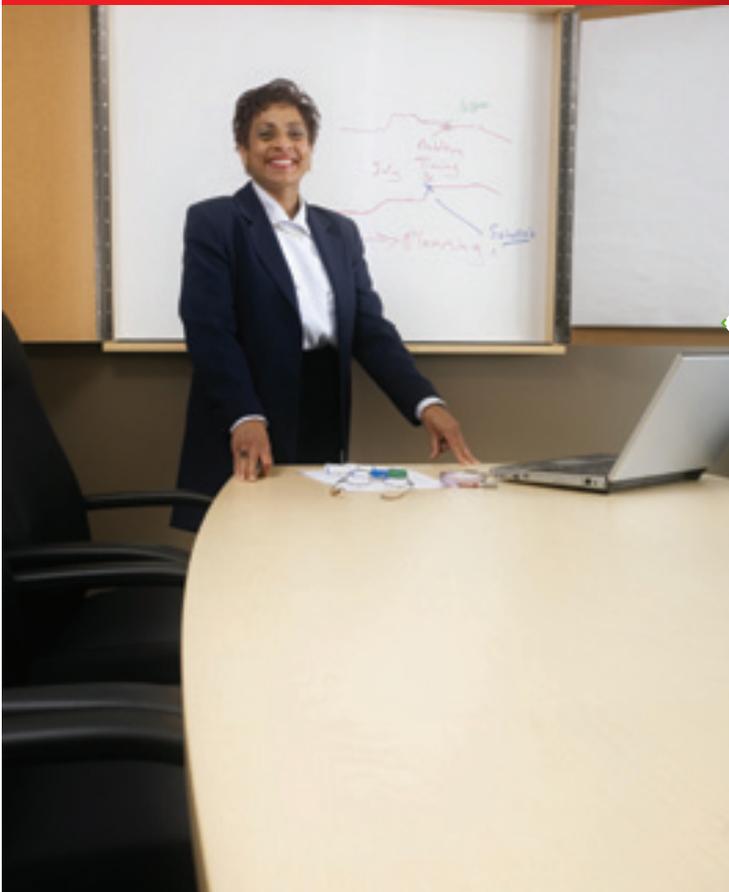
### Linda Jamii

Launched in February 2014, 'Linda Jamii' is a micro-health insurance product developed by Safaricom, Britam and Changamka aimed at providing affordable health insurance for families.

Statistics reveal that less than 3% of the Kenyan population has any form of health insurance. Most Kenyans pay out of pocket for their health services, or are simply not able to seek health care or cover even the minimal cost share requirements of the public health system. *Linda-Jamii* is a paperless, automated health insurance system, powered by M-PESA, with Kshs 200,000 in-patient benefits, Kshs 50,000 outpatient benefits as well as dental, optical, maternity care and funeral benefits. Families can secure medical cover with an annual premium payment of Kshs 12,000, paid via M-PESA.



**WE ARE PASSIONATE ABOUT ADVANCING WOMEN IN TECHNOLOGY-FROM THE CLASSROOM TO THE BOARDROOM**



**ENCOURAGING GIRLS TO CONSIDER TECHNOLOGY RELATED CAREERS**

## **WOMEN IN TECHNOLOGY**

Safaricom women in technology (WIT) is a network of women working in Safaricom's technical division, who are passionate about advancing women in technology from the classroom to the boardroom. They have introduced four major initiatives:

### **Kidz Go Tech**

This is a project aimed at nurturing creativity and innovation in children between the ages of 6 and 18. University engineering students guide children through fun and practical science and technology activities to nurture these skills.

### **High School Outreach**

- A 'See-and-Believe' programme is aimed at reaching out to about 47 high schools for girls in 47 counties around Kenya with a view to de-mystifying technology for girls and encouraging them to consider technology-related careers.
- Technovation Challenge - Safaricom WIT partnered with Akili Dada to launch the Kenya chapter of the Technovation Challenge, which is a worldwide technology entrepreneurship programme and competition for young women. Through an intensive three-month, 50-hour curriculum, teams of young women under 23 years work together to imagine, design and develop mobile apps. The teams aim to pitch their 'startup' businesses to investors.

### **Campus Outreach**

- A programme for the female engineering students in higher institutions of learning, aimed at challenging and supporting them academically, socially and professionally.
- WIT Academy - A three-month internship programme that targets young women taking technology-based courses. The first intake was in February 2014 for 33 female interns.

### **WIT Networking Forum**

These are monthly cocktail power talk sessions aimed at advancing professional women in technology from entry level to the boardroom, whilst bringing these women together from across all the industries in Kenya for an opportunity to build their social capital.