



EAST AFRICA ASSOCIATION
OF GRANTMAKERS

Report of the 2nd East Africa Grantmakers Conference & Exhibition

29th – 30th September 2011

Arusha, Tanzania

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Our community work in Africa dates back more than 75 years.
We support efforts in more than 25 African nations.

ACKNOWLEDGEMENTS

The East Africa Association of Grantmakers EAAG would like to thank The Foundation for Civil Society - Tanzania, The Rockefeller Foundation, Gertrude's Hospital Foundation, Chandaria Foundation, Tanzania Gatsby Trust and Johnson & Johnson Family of Companies Contribution Fund in East Africa for their financial support that made it possible to hold a successful Conference & Exhibition.

We are also grateful to the keynote speaker Dr. Julius Rotich from the East Africa Community and all the other conference speakers who delivered interesting and significant presentations with key learning and action points that made the conference informative and helpful in the growth of philanthropy in East Africa.

Much appreciation also goes to the EAAG Board members and the wider membership for their valuable guidance and advice in organizing pertinent sessions during the conference.

EAAG wishes to thank all the participants from various organizations in the region who took time from their busy schedules to share, network and play their role in growing the East African philanthropy and grantmaking family.

Finally, we would like to recognize the efforts of the organizing committee made up of Evans Okinyi, Catherine Mwendwa, Antonny Otieno and Diana Karua from Kenya; Rachel Bigala, our country support officer in Uganda and Bernard Kindoli and Neema Yobu from Tanzania. These ladies and gentlemen worked tirelessly to ensure that we had a successful conference that provided an environment fit for learning, sharing and networking.

Nicanor Sabula
Chief Executive Officer

EXECUTIVE SUMMARY

The Second East Africa Regional Grantmakers Conference was held in Arusha, Tanzania on 29th and 30th September 2011 under the theme The State and Nature of philanthropy in East Africa. Over 100 participants drawn from local grantmaking organizations, civil society groups, government institutions, academia and international philanthropy groups and networks attended the conference. A variety of activities including expert presentations, learning sessions, experience sharing and panel discussions were on offer and presented by an array of speakers ranging from practitioners, academicians and leaders in their areas of operation/specialisation.



Dr. Vijoo Rattansi - Vice Chair - EAAG, Olive Luena - Board Member- EAAG and David Katamba - Chair / Senior CRS Adviser - UCCSRI follow proceedings at the conference

During the opening plenary session, speakers at the conference reiterated the need to have home grown philanthropy in order to sustainably manage social challenges that the East Africa region was facing. It was observed that for philanthropy to grow and have increased impact in the region “there was need to have an integration of philanthropic efforts in the specific East African countries’ through formation of strong institutions and structures”. This, was seen as a crucial component in achieving harmonized policies and systems for instance in the regional tax environment. Through these institutions, research and documentation of Africa’s best case practices in philanthropy could be highlighted, applauded, supported and successfully replicated in dealing with various social problems.

Collaboration between the East African Community (EAC) and EAAG would leverage partnerships between States and local Grantmakers in mobilizing and organizing resources directed at addressing problems caused by and associated with poverty in the region. Organized giving through institutionalized structures lends credence to philanthropy, specifically as valued intervention in dealing with social challenges within East Africa. This could well be achieved by ensuring that projects and programmes started through philanthropy have resolute sustainability to guarantee long-lasting impacts that transcends generations. Philanthropy was seen as the key ingredient that would fast-track regional cohesion and integration efforts.

The second session of the conference reflected on the state and nature of philanthropy in East Africa through a presentation of key findings of a research conducted by EAAG. The presentation discussed the patterns, nature, trends, challenges and opportunities of philanthropy from four perspectives namely: family/individual philanthropy, faith based giving, community philanthropy and corporate philanthropy.

Chairman of the EAAG Board, Mr. John Ulanga with Chief Guest Dr. Julius Tangus Rotich, Deputy Secretary General, Finance & Administration, at the East Africa Community.



A dedicated session on corporate philanthropy delved into the practice of corporate giving with presentations from different corporate organizations and very lively plenary interventions. The main learning points from this session were an appreciation of the culture through which corporate organizations were driven to participate in philanthropy as well as effective ways of involving companies in philanthropy through partnerships and co-creation.

While reflecting on the tax Policy Environment in East Africa through a presentation of findings of a study commissioned by EAAG, employment of tax incentives was distinguished as a key aspect of encouraging giving at both individual and organizational levels. It was noted that though there was need to institute legal and policy reforms towards tax harmonization to encourage giving, sensitization on the existing opportunities amongst the citizenry of the East African region was paramount.

Philanthropist and Human Rights Lawyer Chris Mburu famed through the “a small act” film while closing the conference pitched for local and small acts of generosity. He observed that the future of philanthropy in the developing world lay in the ability to have a multiplicity of small acts and initiatives of generosity at a community level from each member of that community irrespective of his or her net worth.

The main learning areas and critical points of focus from the conference therefore were:

- i. Creation of an enabling environment to encourage and advance philanthropy through such elements as proper and enabling legislation on giving, capacity building; and networking and sensitization forums that would grow the body of philanthropy in the region
- ii. Innovations in giving were seen to be paramount in the face of the changing times, economic upheavals and the growing social ills. Some of these innovations were distinguished as attracting and working with the right partners; aiming at developing effective and equal partnerships and co-creation; and adoption of new models in grant seeking
- iii. Sustainability in philanthropic efforts was a significant area of interest to the participants in order to proficiently deal with the social challenges in the region in the long run. Some of the mechanisms advanced included: institutionalization and formal organization of the philanthropic efforts; research and documentation of best case practices in the region; integrative efforts in giving in line with EAC's integration of the citizenry; prioritization of the efforts in giving to ensure that all players in society played their role; and growing local resource mobilization initiatives to increase local ownerships on the programmes developed.

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LIST OF ABBREVIATIONS

AKDN	Aga Khan Development Network
CF	Community Foundations
CP	Corporate Philanthropy
CSR	Corporate Social Responsibility
EAAG	East African Association of Grantmakers
EAC	East African Community
IBLF	International Business Leaders Forum
NGO	Non Governmental Organization
NPO	Non Profit Organization
WINGS	Worldwide Initiatives for Grantmakers Support.

Joseph Wang'endo of Bloodlink Foundation having a chat with Ndanatsei Tawamba, Executive Director, Urgent Action Fund - Africa



BACKGROUND

The East Africa Association of Grantmakers (EAAG) held its Second East Africa Regional Grantmakers Conference in Arusha, Tanzania on 29th and 30th September 2011. This Conference was organized under the theme The State and Nature of philanthropy in East Africa aptly chosen to coincide with the dissemination of findings of EAAG's two researches; one under the same title supported by the Rockefeller Foundation with the other on the Review of Tax Policy Environment for Philanthropy in East Africa was supported by Trademark East Africa. Apart from networking, the 2 day Conference also served as a forum to discuss the environment, challenges and opportunities for philanthropy in East Africa; and share on modern trends in resource mobilization.

Delegates at the Conference were leaders drawn from local grantmaking organizations, civil society groups, government institutions, academia and international philanthropy groups and networks. Conference activities included a combination of expert presentations, learning sessions, experience sharing and panel discussions. A wide array of speakers ranging from practitioners, academicians and leaders in their areas of operation/specialisation provided the participants with pertinent knowledge, skills and expertise on the area of philanthropy.

The Conference took place at a time when the East African Region was faced with numerous social economic challenges including drought and famine among other disasters; most of which were tackled through organized philanthropy as a significant intervention. It thus served as a platform to examine the momentous role that philanthropy

needed to continue playing in the region in pursuing sustainable development for the region.

Rene Kiamba of Johnson & Johnson Family of Companies Contributions Fund shares a word with Kamau R. Wanjiru of Akili Dada



WELCOME & KEYNOTE ADDRESS

Opening and Introduction

(John Ulanga, Chairman EAAG Board)

In his welcoming and opening remarks the Chairman of the EAAG Board began by drawing delegates' attention to the fact that the African continent was witnessing fast growing economies and rapid expansion of the private sector; Therefore with the vast lands and natural resources coupled with the generosity of the African people and the steadfast ubuntu culture, this presented an opportunity for growth in philanthropy.

He noted that over time, organized giving had proved to be a significant intervention in dealing with social challenges and natural disasters in the continent in general and the East African region as illustrated by various initiatives that had taken place in the immediate past in Kenya (Kenyans for Kenya to deal with drought), Uganda (to deal with the Bulambuli landslides) and Tanzania (to deal with the Zanzibar ferry accident). The success of these interventions was driven by the inclusion of all the players in the society including the corporate sector, individuals and the communities as a whole who felt a greater ownership in these initiatives.

Mr Ulanga regretted that the benefits of philanthropy were yet to be enjoyed by the people of East Africa. This would be possible once the potential in giving in the region was fully exploited. To achieve this, he proposed the integration of the East African countries' efforts in philanthropy by harmonizing and integrating policies, laws, systems, structures, infrastructure and most importantly the social fabric and the people of the region. Harmonization of the tax policy environment in the region was key to encourage and support giving as was the case in other parts of the world such as Europe, North America and other developed countries.

He proposed the institutionalization of giving through strong, vibrant and responsive grantmaking and philanthropic institutions that would ensure greater impact by philanthropy in the region. This was in line with one of the objectives of EAAG – supporting creation of new institutions and enhanced coordination of the institutions from the region through the EAAG Secretariat - and would allow for development of more robust implementation systems with such institutions as the EAC Secretariat. Research and knowledge management on philanthropy was the other factor that could drive the growth of the sector. This is important so as to document lessons on African philanthropy and fully institutionalize it towards making certain, that philanthropy supported sustainable interventions.



Chairman of the EAAG Board, Mr. John Ulanga

Dr. Julius Tangu Rotich



The Place of Philanthropy in Development of the East Africa Community

(Dr. Julius Tangu Rotich, Deputy Secretary General, Finance & Administration, at the East Africa Community Secretariat)

In setting the tenor for the conference, the key note speaker noted that the significance of philanthropy could not be overemphasized in a region where though much development had been achieved in the last five to ten years, there were still pervasive poverty levels with about half the population living under the poverty line. With such a dire situation, he underscored the need to have local solutions. Overdependence on donor grants and donor fatigue were cited as the lead factors that had contributed to the failure of some of the good development initiatives inaugurated in the region.

Corporate and civil society participation was imperative in dealing with short, medium and long term interventions to social challenges though Corporate Social Responsibility (CSR) and Public Private Partnerships (PPP). Such interventions, he observed, were good in building the internal capacity of the region by having governments, corporate sectors and the civil society working together in tandem to address the serious issues of poverty and promote overall economic growth and development. Initiatives such as EAAG which sought to create viable options to formalize and promote strategic alliances to develop a culture of caring and support to the marginalized sections of the East African society were therefore timely and welcomed.

Areas of synergy between the EAC and the EAAG were clearly visible as both organizations were concerned with addressing the root cause of poverty; over dependence on aid; and the ever increasing gap between the haves and have-nots. Towards this he assured that the EAC was interested in exploring collaborations with EAAG in their initiatives as laid down in the strategic plan. Specifically these include:

- i. Institutionalization of a harmonized tax incentive regime for philanthropy in the region; and
- ii. Development of an enabling policy and legal environment to promote philanthropy in the integration agenda.

Dr. Rotich cautioned that lack of accountability and transparency in the administration of resources, projects and programmes that have been made possible through philanthropy would lead to abuse and misuse of philanthropy in the region. If unchecked, low or lack of accountability and transparency would derail the well intentioned objectives of philanthropy. He said that projects and programmes started through philanthropy required resolute sustainability plans so that the fruits would last for generations to come. Social development was cited as the cement that would hold the centre of the regional integration and development efforts by binding the partner states together. The work for organizations working in philanthropy was therefore cut out as they had to ensure that the social development objectives of the region were met

In concluding, he asked the participants to engage in fruitful sharing and learning in order to address the problem of poverty in the region; and make social welfare and social justice prevail in East Africa. He assured the conference that the action points, recommendations generated and the emerging ideas would be incorporated in the action plans on regional integration and development at the EAC wherever possible.

Dr. Pius Mutie- (University of Nairobi) Lead Researcher



A STUDY ON THE STATE & NATURE OF PHILANTHROPY IN E. AFRICA: **A SUMMARY**

*(Dr. Pius Mutie- (University of Nairobi)
Lead Researcher*

In order to further its mission of promoting organized philanthropy, EAAG – with financial assistance from the Rockefeller Foundation - commissioned a research seeking to understand the nature and extent of philanthropy in the region. The study, undertaken between December 2010 and June 2011 sought to provide EAAG with a demonstrable understanding on patterns, nature, trends and issues of philanthropy in East Africa in order to develop specific programmatic initiatives to have a vibrant and organized philanthropy in East Africa promoting sustainable development and social justice. The study set out to document the practice of philanthropy from four perspectives namely: family/individual philanthropy, faith based giving, community philanthropy and corporate philanthropy

Broadly, about 140 in-depth interviews were conducted adopting a qualitative approach in which research instruments with open-ended questions

were administered to community members, corporate executives, entrepreneurs, entertainers, athletes, religious leaders and political leaders in Kenya, Uganda and Tanzania. From the four perspectives, the study found that giving was a way of life in a bid to help and empower others whether materially – giving money and other products; or non-materially through visits, counselling or consolation acts.

On Family Philanthropy, the study found that the philanthropists were motivated to give by the need to empower poor communities; give deserving children the value for education and support talent; and promotion of social injustice amongst other reasons. The source of the support was personal or family resources as well as local and foreign giving. These philanthropists face a number of challenges in giving namely identifying genuine beneficiaries; limited resources that lead to helping fewer cases than intended; unfriendly tax policies that do not promote giving; and difficulties in identifying partners of a like-mind.

Community giving was clear to see in those sampled, ranging from fishing, agricultural to pastoralist

communities. The spirit of giving was identified to be rooted in various perspectives including religious teachings, reciprocity and the desire to see change in the community. Largely widows, orphans and the elderly merited assistance though the sick or bereaved were also included. According to the study giving in the community took various forms including lending money to friends and neighbours, helping the sick to clear medical bills, taking care of orphans, provision of food during shortages and assisting in education, visiting the sick, counselling and consoling the bereaved. Though community giving strengthened a community, it was thought that it led to dependency and idleness. Community giving was said to be negatively affected by poverty, harsh economic times, and lack of appreciation among beneficiaries.

Looking at Faith Based Giving, the study purposively targeted religious organizations from Christian, Islam and Hindu establishments. From the findings, religious organizations in East Africa participate in giving through running schools, health clinics or hospitals and children's homes, provision of relief services during emergencies and having radio stations (to evangelise and provide information). The motivation in these organizations was religious teachings drawn from the guidelines given in the respective religion. Most of the religious organizations covered in the study did not have a foundation or a department charged with the responsibility of giving. Philanthropic activities in these organizations therefore were concluded to be unstructured, unsystematic and largely uncoordinated.

Corporate philanthropy was seen to mainly place through organizations' Corporate Social Responsibility departments or through autonomous foundations. The beneficiaries of corporate giving ranged from orphanages, victims of natural disasters, deserving students from needy backgrounds, street children and community based organizations running pertinent poverty eradication projects in their communities. Some of the companies gave directly to those in need while some used intermediaries such as charitable organizations.

Based on the findings, the study made several recommendations including:

- i. Organization and structure in giving was needed to allow for transparency and proper accountability of the resources given. This would result in increased confidence from the people and organizations to continue giving and provide access to more resources specifically in communities and faith based organizations. It would also promote efficiency and effectiveness in the initiatives being undertaken;
- ii. Facilitation of a conducive legal environment was seen to be imperative to encourage giving especially for individual and family philanthropy
- iii. Encouragement and facilitation of synchronisation and networking among the various forms of giving was perceived to be of import in order to have these different perspectives working in tandem for greater social change in the East African region.

Panel Discussion and Plenary Observations on the Report on State and Nature of Philanthropy in E. Africa

The panel discussants and plenary made various observations that were intended to inform future research exercises in order to have more compelling information on philanthropy in East Africa:

- i. Motivation to give: participants noted the need to have further research that would demonstrate the identified motivations for various forms of philanthropy. For instance, it was suggested that the reason that corporate organizations give could be driven by numerous reasons including CSR, to contribute to national, regional or global visions such as the Millennium Development Goals or because of country development plans. It was agreed that having an understanding of why organizations and individuals give, charitable organizations could then have tailor-made approaches aligned to a common vision and to particular social needs in the communities they lived in and served. Further, these charitable organisations would also be well prepared in order not to have the companies' nature or goals eclipse the initiatives they would be giving grants to;

- ii. Models that work: the participants also agreed that there was a need to have documentation on models in philanthropy that have worked in addressing social ills that can then be emulated and duplicated. Such models would be based on what has worked in the various forms of philanthropy such as the advantages of institutionalisation as seen through corporate philanthropy and some family foundations; and the extent of change achieved through community philanthropy in the region over a long period of time as seen through such movements as Harambee in Kenya and Ujamaa in Tanzania;
- iii. Clarity of the role of philanthropy in the region: it was suggested that more studies should be done that would focus on the importance of philanthropy in poverty reduction, empowerment of communities and

general economic growth and social change in the region. It was agreed that such data would form an inarguable defence for philanthropy specifically in the attempts to have better policies that promote and encourage giving;

- iv. Sensitization and awareness forums: from the findings it was clear that there was a need to have platforms where people and organizations can learn more about philanthropy in East Africa. Such forums could include regular roundtables aimed at sharing information with communities and organizations that would want to be connected to philanthropists and philanthropic organizations; whilst connecting the philanthropic organizations with genuine needy cases and initiatives.

UNDERSTANDING CORPORATE PHILANTHROPY IN EAST AFRICA

Corporate philanthropy had increasingly become structured with more and more companies creating corporate foundations or active Corporate Social Responsibility (CSR) departments for giving and community support.

In a further exercise to understand the nature of corporate philanthropy, two case studies were presented to the plenary; the Johnson & Johnson Family of Companies Contributions Fund in East Africa and the Safaricom Foundation

A Global Corporation with a Regional Presence: Telling the Story of the Johnson & Johnson Family of Companies Contributions Fund in East Africa

(Rene Kiamba-Manager Sub-Saharan Africa, Johnson & Johnson Family of Companies Contributions Fund)

The participants were informed that the Johnson & Johnson Family of Companies Contribution Fund was a department within Johnson & Johnson that manages the giving and community support initiatives of the company. This approach

Rene Kiamba-Manager Johnson
& Johnson Family of Companies
Contribution Fund in East Africa



was based on the belief by the company that corporate organizations were also members of the communities in which they live and work. Giving at the Johnson & Johnson is guided by their Credo: *'We are responsible to the communities which we live and work and to the world community as well.'* The plenary was informed that through this Fund, the company has had great impact in over 25 countries in Africa including Kenya, Uganda and Tanzania..

Corporate giving at the company was executed through 3 strategic pillars, as elaborated below:

1. Building the skills of people who serve community health needs, primarily through education; this include supporting health education and associated skills such as leadership and management;

2. Saving and improving the lives of women and children; this includes improving maternal and infant health, promoting the health of vulnerable children and adolescents, and economic development and empowerment of these target groups;

3. Preventing diseases and reducing stigma and disability in underserved communities in areas where Johnson & Johnson has had a high potential for impact: this includes promotion of healthy life choices and reduction of social exclusion of those with chronic care needs.

Johnson & Johnson Family of Companies Contribution Fund approaches in giving were described as:

- Partnerships with community based organizations around the world
- Employee and management involvement through corporate contribution committees, employee volunteerism, local and regional contributions in CSR committees

- Strategic thought-partnership, contribution of business acumen, innovation, metrics and evaluation.

Some of the key lessons from the presentation were:

Some of the key lessons from the presentation were:

1. Corporations as members of the community

Businesses and companies were shown to be bona fide members of the communities they worked in and therefore had a responsibility towards ensuring that the inhabitants of their communities led wholesome and positive lives.

2. Goal-aligned grant giving

Focus was placed on the appreciation that corporate organizations worked in particular areas of interest whose guidelines they adhered to at all times and in which they consequently supported specific projects. For instance, Johnson & Johnson's specific focus was shown to be programmes dealing with building health care capacity; saving and improving lives of women and children; and preventing disease and reducing stigma. Interested non-profit organizations seeking for grants were cautioned to always research on the focus areas of corporates they intend to approach and ensure alignment of interest and focus, and thereby avoid obvious disappointments.

3. Approaches in giving

Different companies have different approaches in giving; some gave through community-based organizations or supported direct projects within a community. In addition, apart from the grant giving, some companies were seen to go further to have employee involvement in the management of the project being supported in a form of non-monetary support that comprised of idea generation, acumen and innovation in the project. This leads to deeper engagements and is not limited to the release of a cheque.

Partnerships with Corporate Foundations: What Successful Non Profits Do that Others Do Not

(Sanda Ojiambo, Manager, Safaricom Foundation)

Safaricom Foundation is an independent corporate which serves as the Corporate Social Investment arm of Safaricom Limited. The Foundation provides a formal process for charitable contributions to communities, community groups and Non Governmental Organisations (NGOs) in Kenya who are key partners in responding to social and economic development issues in the country. The specific focus areas are education, health, economic empowerment, environmental conservation, arts and culture, music and sports.

Since inception in 2003 the Safaricom Foundation's had numerous achievements through partnerships including:

- Partnering with over 600 communities in Kenya
- Development of partnerships with over 450 Non Profit Organizations (NPO)
- Quarterly dissemination forums
- Annual partners forum

Sanda Ojiambo, Manager - Safaricom Foundation)



The Foundation understands 'partnership' to mean:

- Moving beyond the cheque to consider other elements such as intellectual contribution for ideas and innovations
- Building lasting partnerships
- Employee engagement
- Doing the right thing
- Sustainability
- Forming relationships that are not based on 'powerful giver' vs. 'grateful receiver,'

Through this, the Foundation had learnt that sustainable development could be achieved by:

- Going further than seeking grants for development projects
- Developing partnership with extremely wide scopes
- Continuous and consistent stakeholder/partnership engagement
- Presence of a mutual challenge to do things right, not to just do the right thing, between the partners

Key Areas that NPOs should consider to have Successful Partnerships in Corporate Philanthropy

Through this learning, the participants were given the following key components in developing and sustaining successful partnerships with corporate organizations:

1. The brand: defined as having a clear identity that makes an organization stand out from others working in the same area. It was also described as focusing on intangible elements such as how staff, partners and target groups were emotionally bonded to the work being executed; extent of the organization's know-how in its field of work; and reputation and

image in the service being provided.

2. The environment; described as having a competitive advantage that gave an organization an edge or a unique selling point over other organizations working in the same area. It also included:

- Staying ahead with the developments by looking into non traditional ways and partners to solve social issues, such as social funds, non profit venture capital funds as a way to mix philanthropy and social investment
- Understanding the focus area, the motives behind fundraising in that areas and the force behind the organization's cause
- Understanding the grant givers' world such as their focus areas, changing interests, value proposition and their approach so as to ably engage them
- Complete knowledge of the competition, both direct and indirect
- Being aware of the political temperatures, professional standards and economic upheavals both locally and globally

3. The cause and the communication; this was illustrated as the ability to communicate what the organization does, in a simple and clear way that should comprise of:

- A clear and concise mission
- Brief documents that would concisely communicate the problem and the proposed execution of a solution
- An all inclusive proposal that would look beyond the financial contribution to other engagements by the company such as idea, innovation and general engagement

4. The power of partnerships and co-creation: it was observed that corporations tended to focus on long term partnerships with implementing organizations in order to

grow with the projects and give time to show demonstrable impact in the projects. Consequently in corporate philanthropy, companies were not quick to get new partners but were instead keen on keeping the ones that already exist. Partnerships went further than the implementing partners to include other parties that have the same interest or a stake in the issue being addressed including the media and other community members

5. The role of media in social development: the media was identified as an important factor in community development, with whom it was best to engage with from the onset of a programme and have them as key partners in programme execution. In this way, they would feel a sense of ownership on the achievements of the programme and report on it to give it the deserving visibility.

Corporate Social Responsibility & Corporate Philanthropy: The Thin Line Between

(David Katamba-Chairman/Senior Adviser Uganda Chapter for Corporate Social Responsibility Initiatives - UCSSR)

In a bid to create an understanding of what motivated companies to give, the participants went through a session that sought to differentiate between Corporate Social Responsibility (CSR) and Corporate Philanthropy (CP). Broadly, participants were made to understand that CSR was a voluntary, integrative and detailed strategy that showed the consideration of an organization's multiple stakeholders and its impacts on them, as the business pursued its economic interests. On the other hand, CP was defined as a form of public relations that promoted an organization's image through high profile charitable efforts such as donation of physical goods/services, sponsorships and cash assistance aimed at improving an organization's long term position in the community. As such CP was observed to be a part of CSR but not

vice versa.

It was noted that CSR in East Africa was quite prevalent as evidenced by the presence of CSR or Corporate Affairs departments with focused policies and strategies as seen in such companies as Standard Chartered Bank, Tullow Oil Plc, Airtel and many other corporate organizations.

However many of these companies were seen to have a limited understanding of the concept of CSR with a large percentage not aligning their strategies to their core business as should be the case. Most of these companies engaged in un-strategic giving, leading to no strategic benefit to the giver and no development impact on the recipients.

Though CP was not linked to the core business of an organization, many companies in East Africa were seen to engage in grant giving through partnerships with organizations and communities - as was the case with the Toyota, New Vision and Total Malaria Program in Uganda. In addition, it was observed that this form of giving was highly guided by the organization's founders' philosophy.

Linking CSR and CP to Business Strategy

The conference was informed that different corporate organizations had differing approaches of implementing CSR and CP in their firms. These diverse approaches were based on various reasons such as:

Participants at the Second East Africa Grantmakers Conference share notes



- Orientation of the firm's management or owners; long term vs. short term; personal vs. collective
- Wrong perceptions such as the feeling that the company should first make profits in order to engage in philanthropy, CSR being viewed as a costly practice amongst other wrong perceptions;
- Overlapping interests
- Selection procedures of partners
- Government policies that determined the kind and extent of corporate involvement
- Nature of the needs of recipients and/or grantors

Consequently organizations that sought to succeed in their implementation of CSR and CP in order to have demonstrable impact and sustainable development in their engagements tended to consider various factors such as:

- Empowerment of individuals (beneficiaries or staff) to be able to identify, manage and lead CSR and CP drives
- Building the organization's systems to be fully appropriate for CSR and CP purposes
- Supporting partnerships for maximum sustainable development and impact through greater innovation, efficiency and reach
- Making CSR/ CP part of the organization culture
- Having selective priorities and engagement
- Fitting into the bigger development programs and plans such as programmes aligned with government policy implementation
- Being aware of and working on overlapping interests

It was noted that for the business sector to be sustainable, it needed a sound economy, educated people, peace, political stability, good rule of law. Accordingly, businesses had to have an interest in working with other sectors to develop these areas and work with other sectors including government, civil society and international organizations.

Plenary Observations on Understanding Corporate Philanthropy in East Africa

Based on these presentations, the conference participants made the following comments:

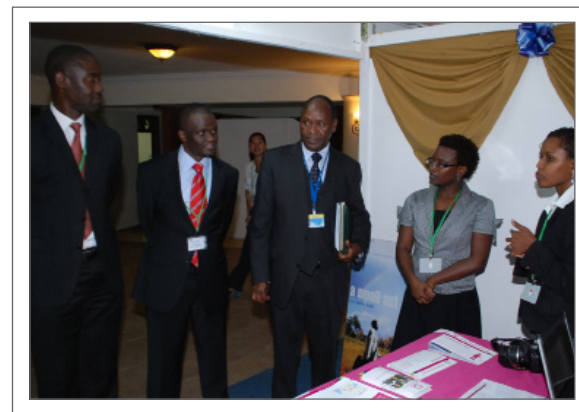
1. Regulation in corporate giving: broadly legislation of corporate giving was cautioned as it was observed that it could lead to atrophy. However, focus was placed on the corporate regulation on a peer to peer level that existed where companies had to give back to the communities they operated in so as to belong to 'high level clubs' such as the case with companies in the Fortune 500. In addition many companies had a reputation and image to build and maintain which thus dictated the need to have an impact in their communities.
2. Level of achievement of social change in corporate giving; corporate firms were bid to be involved in dealing with root causes of the social problems that the region faced as opposed to having initiatives that were reactive and short term on what could be defined as the symptoms of the larger problem; charity vs. empowerment.
3. Government responsibilities vs. Corporate giving; corporate firms were cautioned to take care not to work on dealing with problems that were ideally the mandate and responsibility of the respective governments, as it was observed that some of the challenges spoke to issues of policy and resource allocation on a considerable level.
4. Entrenching corporate giving in companies: a key area of concern in corporate giving was the perception that companies gave as a tool to get good public relations or free advertising. It was

recommended that companies should entrench giving in their organizations thorough such ways as:

- Making giving an organizational culture
 - Making giving part of the corporate strategy, ingrained in the core company business so as to make it sustainable
 - Communicating to and empowering staff and stakeholders to ensure full ownership
5. Strategic partnerships within grant giving organizations; the need to have dialogue among organizations that give was identified in order to discover common areas of interest and ways that they could work together. In this way, it was expected that these organizations could have substantial and cohesive positive impact on social ills that plagued the region.
 6. The changing face of CSR; over the years the concept of CSR has evolved and has had varying terminologies including Socially Responsible Investments, Corporate Social Investment amongst many others. Though the terminologies were seen to change, the principle remained the same; that corporate developments or investments were moving towards more socially aware companies that were motivated to have tangible and sustainable impact in the communities they operated in.

NETWORKING PLATFORMS AND EXHIBITIONS AT THE CONFERENCE

Participants at the 2nd East Africa Grantmakers Conference had a chance to informally share & network with each other during the various social events organized. Organizations also had the opportunity to exhibit their work at the conference. Below are some of the sights during the networking forums:





TAX POLICY ENVIRONMENT IN EAST AFRICA: SUMMARY OF FINDINGS FROM THE STUDY

(David Ochieng, Study Consultant)

The study on the tax policy in the East African states was commissioned by EAAG and was supported by Trademark East Africa in order to understand the tax environment with respect to the promotion of philanthropy in the region. It was noted that though the act of giving was based on the good will of an organization or individual, most modern states had employed tax incentives in order to encourage giving to charitable causes.

Broadly the tax policy was seen to differ from one partner state in the region to the other and incentives were employed on the basis of:

- Exempt organizations which were mainly organizations that received grants and not those that gave grants,
- Allowable deductions such as on gifts and research and the extent to which the deductions were made on the contributions given; 100% in Kenya, 5% in Uganda and 2% in Tanzania.

David Ochieng, Study Consultant

Largely, though the tax environment was observed not to encourage giving, the greater problem was the low levels of awareness on the importance of tax in promoting philanthropy amongst the citizenry of the East African region. Sensitization and capacity building forums to make the populace aware of the tax incentives in giving were therefore seen to be necessary.

There was also a broad reform agenda to be pursued in order to have the existing tax policies amended to give a more enabling environment for philanthropy, for instance in widening the tax exemption amounts, standardization and automation of tax exempt status and adoption of a harmonized tax regime for philanthropy in East Africa

Plenary Observations on the Study Findings on Tax Policy Environment in East Africa

1. Anonymous contributions and how tax exemptions apply- the full import of this aspect could only be fully reviewed in another kind of study. The reasons for anonymity were dependent on the individual and the idealism behind his or her giving. In Africa the reason for giving was not dependent on the tax exemptions applicable as was the perceived case in the West..
2. Implementation as a best case practice- the participants were informed that there were countries with tax incentives that had worked well globally, which the region could borrow from. They include UK, South Africa and Netherlands. Provisos on the same in some of the partner states within the East African region needed only to be fully implemented for the situation to change tremendously.



3. Institutionalizing philanthropy vs. legislation on giving-the idea of institutionalizing philanthropy comprised of putting frameworks that could make giving easy and efficient. Giving was seen to depend on individual willingness and thus could not be institutionalized under a law. Consequently, institutionalization of philanthropy was then seen to make the reform process more focused and lead to ease in handling advocacy matters such as the harmonization of the tax environment in the East African region..
4. Role of the government in social change-though tax incentives should be given in order to incentivize giving, governments should still be taken to task in order to have them play the role in which they were constituted for; bringing about social development for the citizenry.

Subsequently, philanthropy would exist for its own sake and not for show

5. The advantages of having a regional tax relief policy- amongst many other advantages, a harmonized tax regime was distinguished as one of the main ways through which giving could occur inter-country. In line with the integration of the EAC harmonizing the tax regime then advocated against the silo thinking that local philanthropy could limited to within the partner countries

Sandra Cress of the One World Futbol Project shares with participants about the project



CASE STUDIES ON DIFFERENT FORMS OF PHILANTHROPY IN EAST AFRICA

A. Faith Based Philanthropy in East Africa

Observations indicated that religious philanthropy was thriving in East Africa. For instance, mainstream churches had a long tradition of engaging in social development particularly in the areas of health, education, vocational training and youth focused programs. Within Islam, the practice of Waqf was an important entry point in the promotion of philanthropy for the Muslim community in the region.

This session aimed at presenting a deeper understanding on religious philanthropy in East Africa to ensure that the faithful engaged in constructive and appropriate collaborative approaches for purposes of influencing greater investments in social development..

Gabriel Villareal- Country Manager, ADRA Kenya

Redefining Faith Based Giving In East Africa: Are We Keeping The Faith In Giving?

(Gabriel Villareal- Country Manager, ADRA Kenya)

Key highlights from the presentation:

Deep roots in faith based giving; Christian giving was explained to have a theological foundation traceable in the Bible as well as throughout the history of the early church. From this reference points faith based giving was thus not meant to be limited to people of the same race and religion, but rather was to be applied to all people and at all times.

Believers have the responsibility to meet the needs of the poor including such needs as:

- Feeding the hungry
- Clothing the unclothed
- Giving shelter to the homeless
- Visiting the needy in society including the sick, prisoners and the elderly

Such needs could be addressed through: financial support, time; through volunteerism, talents and knowledge, possessions and prayer.



Fundraising by Faith Based Organizations

Faith based organizations were guided through some tips on fundraising. Above all, it was observed that faith based fundraising was meant to be operated with the right values including honesty, integrity, respect, privacy and transparency. In order to have successful and sustainable fundraising initiatives, it was proposed that faith based organizations should follow such principles as:

- Educating the church on the need for what, where, why you are doing something
- Asking those who are willing to give
- Using a personal approach to get more people to participate and give
- Understanding the donor's viewpoint: know the grantor environment and see what they support
- Seeking ethical grantors
- Showing your appreciation to those who give
- Investing time money in order to retain those who give
- Maintaining a good reputation and image to encourage more giving
- Being accountable in order to inspire confidence from those who give

Fundraising and Programmes at ADRA

As an example, the ADRA fundraising program had carried out fundraising in the following manner:

- Letters of request
- Request campaigns using e-mail
- Contributions through the website
- Major grantor recognition: Christmas Card, Personalized e-mails for main grantors

- Calls at the end of the year for monthly grantors

Through the resources raised, ADRA had been involved in various social projects such as Water, Sanitation and Hygiene (WASH), HIV-AIDS, Orphan and Vulnerable Children Programme, Community Based Rehabilitation, Anti-Female Genital Mutilation, Agriculture, School Feeding Programme, Income Generating Activities and Emergency Response.

The Future of Faith Based Giving

In order to have more and lasting change in the community faith based organizations were advised to operate in innovative ways including:

1. Utilization of the Church as community centre that can be used for:
 - Training centre: giving use to the sanctuary (building) on the other days other than the worship day
 - Psycho-social support
 - Food distribution
 - Health checks: by asking the congregation members who are professional medics to give their time, such that lack of monetary resources should not be a hindrance
 - Community integration
2. Convincing the faithful that giving should be done across the board irrespective of the religion, creed or race as those that are needy are present within the communities that the religious faiths operate;
3. Convincing the faithful that it is more blessed to give than to receive

Plenary Observations on Faith Based Giving

Some of the emerging issues from the participants concerning faith based giving were:

1. Wealth was seen to be given by God/Allah in a custodial manner where those who have are expected to give those who do not;
2. Global stereotype based on religion had brought suffering to some faith based organizations, case in point, Muslims who are lumped up with global terrorism acts that have been performed by alleged Muslim faithful;
3. Faith based organizations were asked to work towards bringing the idea of giving to the grassroots such that even those with little can understand that they ought to share with those that do not have. This was expected to dispel the idea that giving can only be done by the leaders of the religious institutions or the high net worth individuals in the congregation;
4. Various religions had different approaches in giving; some put weight on having faith accompanied by action (giving) as is the case in Catholicism. In other cases, the community would be provided for, as a means of promoting evangelism in order to convert the needy into a particular faith.

B. Family Philanthropy in East Africa

Information about Family Trusts or Foundations that existed in the East African region was seen to be scanty though it was observed that family or individual foundations were becoming common. Some of the well known family trusts included the Rattansi Trust and the Chandaria Foundation in Kenya, The Nyerere Foundation in

Tanzania and the Kabaka Foundation in Uganda.

Personal/Family Philanthropy: The Story of the Hilde Back Education Fund in Kenya

The Hilde Back Education Fund (HBEF) is a charitable community-based organization, founded in 2001 that assists children from disadvantaged communities to access secondary school education in Kenya, as a fundamental human right. Its vision is based on the founder's theory that children who are not in school are fodder for crime and conflict. Giving children an education raises the stakes so that they are not used as tools of conflict. Education is thus a life and death issue in the developing world.

The participants were informed that HBEF achieved its mission through 3 approaches:

- i. Scholarships: this entails providing four year's tuition for children from disadvantaged backgrounds to attend secondary school at a public boarding school. A systematic best practice is utilized and is implemented district by district to identify top candidates from poor families. Nearly 200 scholarships provided since founding in 2001.
- ii. Mentorship and leadership training: to empower the sponsored boys and girls by equipping them with the life-skills to overcome poverty-related barriers and be inspired leaders for a brighter future for themselves and their communities.
- iii. Teacher and pupil motivation: aimed at addressing and focusing on issues of the quality of education at the primary school level by developing and implementing student and teacher motivation projects.

Some of the HBEF achievements to date were highlighted as follows:

- Awarded 110 scholarships in 2010; up from just ten in 2001

Chairman of the EAAG Board,
Mr. John Ulanga, Chief of Guest
Dr. Julius Tangus Rotich, Deputy
Secretary General, at the EAC
with Nicanor Sabula, CEO, EAAG.



- Directed 100% of public contributions to the students, thanks to key grantors providing core support
- Established governance and professional management that has been recognized by our auditors, PricewaterhouseCoopers
- Expanded geographical scope to include parts of Eastern, Nyanza & Rift Valley provinces in Kenya
- Future plans and opportunities
- Provide 200 scholarships in the next 12 months, in order to grow the number of sponsorships provided each year by more than 3 times
- Phased increase of geographical coverage within Kenya
- Triple Mentorship and Leadership Training participation and expand Teacher Motivation to at least three new districts
- Implement resource mobilization plan to ensure growth and sustainability of our work
 - ◊ Secure at least five new multi-year partnerships with individuals, governments, foundations and corporations
 - ◊ Expand presence in key areas in Kenya, US, UK, and Switzerland - diversifying grantor base
 - ◊ Engage and mobilize a broad volunteer base through volunteer-led events, such as in Washington DC, and encourage opportunities for individuals to do 'small acts' for HBEF

C. Community Philanthropy in East Africa

The spirit of pooling together was informed by the process of social organization among individuals in most communities in the East African region. Most African cultures embraced the practice of sharing and caring for one another in times of need and this philosophy of caring for others was what drove and motivated philanthropy. In many cases, the action of pooling together had yielded results that benefited communities as shown by the Ujamaa (Socialism) philosophy in Tanzania and the Harambee movement in Kenya. In the modern society, micro finance institutions and cooperatives are modelled on people pooling together for mutual benefits.

Community Foundations Solving East Africa's Local Problems with Unique Local Solutions

Amadeus Kamagenge, Training, Research and Participation Specialist- Tanzania Social Action Fund (TASAF)

Community Foundations were defined as community organizations that sought to improve the lives of the population of a given community by bringing together people who cared about their communities to partner and mobilize resources

aimed at improving their livelihoods. Community Foundations focus on a specific geographic area and are typically governed by a board made up of people from the local community concerned and with a mandate of addressing the local needs as identified by the community members. Typically the boards are made up of the local administration, private sector, civil society and a community representative and reflect the texture of the community by having proper gender balance, ethnic and religious representation, social strata and a variety of professional back-grounds.

Benefits of Community Foundations

Some of the advantages of Community Foundations were noted as:

- Empower and energize people by providing them with simple, fair, transparent access to funding
- Neutral players for convening various stakeholders in the community
- Network people within the community
- Provide leadership – by identifying critical issues, strategies and resources
- Serving as a model of transparency and accountability
- Bring and spread innovations

Amadeus Kamagenge, Training, Research and Participation Specialist - Tanzania Social Action Fund (TASAF)



Community Foundations: An Example of the Community Foundation Initiative in Tanzania

The Community Foundation established in Tanzania in 2007 was aimed at building closer ties between the community, local administration and the private sector in specific communities in achieving successful community programmes for social change. This initiative had a cross section of supporters including foundations, government and the World Bank.

Lessons learnt from the Community Foundation Initiative in Tanzania

Support of CF had been limited since many people did not understand the concept of CF and were thus reluctant to support it or participate in it. Largely, most of the support had come from the government and individuals. Other lessons learnt were:

- i. Lengthy registration process as a series of documentation was required such as the organizational constitution and other policy documents which took time and resources to develop;
- ii. There was need for much learning from established CFs in other countries as a way of capacity building in order to run and manage the initiative sustainably;
- iii. Government support in the CF Initiative was instrumental in its success. There were requests from local authorities in urban areas to be assisted in establishing Community Foundations in their areas of jurisdiction.

The role of Community Foundations in the region was perceived to be pertinent and would include:

- i. Networking and sharing; convening of

Participants at the 2nd East Africa Grant Makers Conference.



networking platforms that also serve as sensitization and awareness forums on the importance and viability of CF in achieving positive social impact in communities

- ii. Advocacy on legislation; proper operation of CF can only be achieved through an enabling policy environment in such areas as tax relief in giving
- iii. Learning and capacity building: this can be done through institutions of higher learning and research organizations in order to equip communities with proper skills in running sustainable CF. through such an initiative the citizenry in the region can also be made aware of the importance of giving

The success of Community Foundations in the East African region was not in doubt as they would grow based on:

- i. Availability of local financing: pockets of wealth exist largely in urban areas as well as through corporate giving;
- ii. Availability of global financing: this can be tapped into through the remittances from the Diaspora and other international financing platforms such as the Global Fund for Community Foundations;
- iii. Availability of best case practices to learn from: there are numerous Community Foundation models to learn and emulate including the GRCF in South Africa and KCDF in Kenya amongst others.

Through these models some of the key lessons in running sustainable Community Foundations include:

- Advocating for tax relief to incentivize giving

from individuals

- Inclusion and participation of all members of community in the CF initiatives
- Documentation of the demonstrable impact of CF initiatives and promoting visibility of the successes
- Balancing and management of resources in order to influence growth of CF.

Plenary Observations on Community Foundations

The participants observed that as much as CFs were to be commended for their good work and results in addressing societal ills, care needed to be taken not have a culture of providing private solutions to public problems as governments were ideally suited to be handling the social problems in a given area. Consequently, there was a caution that the existence of Community Foundations should not promote government incompetency.

Additional information and specific insights on the success of Community Foundations in Africa and globally could be accessed through various portals such as the Worldwide Initiatives for Grantmakers Support website. In such a platform, direct lessons from a practicable front were presented that would prove valuable to organizations interested in this concept and its applicability in communities.

D. Role of Philanthropy in Promoting Human Rights in East Africa: The Example of the Human Rights Fund in Uganda

(Justine Nabirye- Capacity Building & Network Development Officer, HURINET)

This session sought to show the linkages between philanthropy and human rights. Human rights are universal because everyone is born with and possesses the same rights regardless of their, gender or race, religious or cultural or ethnic background. Though it may not be clearly seen, by and large, philanthropists contribute to causes that are aimed at ensuring that each person's human rights are met; many social ills in society are a manifestation of infringement of human rights in one form or another.

Participants at the 2nd East Africa Grant Makers Conference



Human Rights and Philanthropy: the Example of the Human Rights Fund (HRF) in Uganda

The Human Rights Fund was natured in 2001 as an initiative to support the work done by civil society organizations in the promotion, protection and defence of human rights in Uganda.

Through the Fund, a wide range of achievements and impact including enhanced corporate governance for the grantees; increased reporting of human rights violations within the country; and enhanced capacity to manage and execute human rights projects amongst the grantees. There was also increased resource mobilization through new partners such as SIDA and the Netherlands Embassy.

Challenges faced in managing the HRF

Administration and management of the HRF was faced by various difficulties including:

- i. Monitoring and implementation of projects in some areas was difficult e.g. Karamoja, in northern Uganda.
- ii. Governance systems in some of the grantees organizations were lacking and thus affected the smooth implementation of the projects
- iii. Funding problems included inadequate resources that led to insufficient implementation of activities within projects leading to low realisation of concrete results
- iv. Government unwillingness to face the problem, take responsibility, and engage in a multi-sectoral policy-making process that is consistent over time
- v. Too often, progress is also stymied by a confrontational political environment marked by deep distrust among sectors (government,

civil society, police, etc.). This can hinder the type of constructive, inclusive, and coordinated policy-making process that is essential to tackle difficult issues.

Lessons learnt

From this, some of the key lessons were:

- i. Complementarity – the most effective projects and organizations tend to use a variety of complementary strategies (research, litigation, media outreach, training, advocacy, etc.), work at different levels (local, national, regional, international), and engage a variety of sectors (academia, non-governmental organizations, media, law enforcement, politicians and policy makers).
- ii. Humility – in relationships with partner organizations and in considering what one grantor's contribution can accomplish in the short and medium term.
- iii. Patience – building horizontal and open relationships with grantees takes time, effort, and dedication, but achieving those true partnerships based on mutual respect, transparency, and understanding can be enormously helpful to achieve change.
- iv. Flexibility – citizen security and human rights issues are complex and require constant re-thinking and adaptation of strategies based on ongoing context analysis.
- v. Grant making that is flexible yet rigorous in its pursuit of incremental progress can be crucial. Once trust is built between grantors and partners (see above), there is greater space to share concerns and jointly discuss ways to adapt interventions to the changing context.
- vi. Connectedness – grant makers can contribute more than money. It is useful to think of ways that grantors can facilitate exchanges (being conscious to respond to demand rather than artificially forcing networks), as well as opportunities for learning and growth in order to enrich organizations' perspectives.

THE FUTURE OF PHILANTHROPY IN EAST AFRICA

Having seen the texture of philanthropy in East Africa based on the variety of forms that it existed in and the trends in each area, an examination of the future of philanthropy by the conference was as detailed below:

Researching Online to get a Piece of the Philanthropic Pie

(Joseph Wang'endo, CEO, Bloodlink Foundation & Secretary Kenya Association of Fundraising Professionals)

It was noted that the business of social change was every body's business including corporate organizations and governments; not-for-profit organizations were just the conduits of implementation of this social change. Amongst the key elements of implementation was identified as fundraising, which provided necessary resources to develop and execute programmes that were aimed at addressing specific social ills within a community

Joseph Wang'endo, CEO, Bloodlink Foundation
& Secretary Kenya Association of Fundraising
Professionals)



Participants were informed that fundamentally, the success of a grant proposal was largely determined by the research done by the fundraiser in order to ensure that the proposal was well aligned to the grantors' standards, goals and areas of interests. Some of the proposed avenues of research were online platforms such as website, e-newsletter, reports and request for proposals amongst others. Additionally, these online avenues were seen to work best when complemented with other forms of research such as talking to current grantors and peer organizations..

It was noted that it was better to engage with a few organizations based on appropriate requests to support and in the long run, more effective; as opposed to casting a wide net without doing much groundwork. Other elements worth noting were detailed as:

- Passion and persistence as fundraising as efforts may take time before they bear the desired fruit;
- Partnerships with grant giving organizations could also be non-monetary based through such other components as the existing intellectual prowess that could be used by not-for-profits to make programmes more successful and efficient;
- Ethics and standards were imperative as they determined the reputation of the organization being represented and the programmes being implemented; and thus the grantors attracted;

Thinking like a grantor would give an organization a new perspective on how to better present the proposal on the basis of how the grant giving organization would want to meet the objectives set in its areas of interest.

Panel Discussion and Plenary Observations on the Future of Philanthropy in East Africa

The following were the emerging comments and points of interest from the plenary on issues that would be form the focus of philanthropy in the immediate future:

1. Philanthropy is ingrained in the African DNA

It was agreed that the greatest difference between philanthropy in Africa and elsewhere was the smallest unit of responsibility; whereby in Africa it was the community, whilst in other parts of the world the smallest unit was the individual. Accordingly the spirit of giving was seen to be deeply ingrained and would last for a long time as the region still had regular people who believed in bringing change together irrespective of how little they could do or contribute.

2. Structure and institutions for sustainable philanthropy

In order to create a resolute future for philanthropy in the region, the participants agreed that it was necessary to create strong institutions and structures. These structures were to be based on research and would be legally sound to allow for sustainability. Proper institutionalisation would also allow for more networked and collaborative efforts that could then tap into non-traditional forms of monetary support such as unclaimed assets.

In addition, there would be increased recording and documentation of the small acts generosity that many people all over Africa were involved in, which could serve as best case practices for other parts of the world.

3. Philanthropy in the face of economic down turns

In future, the conference distinguished that philanthropy in the region should not be seen to be dependent on global economic climates. In such times, non-monetary giving was to be explored in order to keep the partners constructively engaged

through idea generation and innovations. It would also be a good time to create awareness on the nature of philanthropy in the region and how individuals – no matter their net worth – could be engaged in giving to bring about the desired social change.

4. Unclaimed assets; an untapped opportunity in philanthropy

An unclaimed asset is a financial asset that has had no owner-generated activity for a defined period of time (commonly a bank account). Such financial assets are a result of abandoned bank accounts and insurance policy benefits, unclaimed pension entitlements, bail and bond monies, lotteries and prize monies, unclaimed dividend and share scripts, abandoned safe deposit box contents, among others. The participants were challenged to look into ways of ensuring that unclaimed assets worked for philanthropy. This is because as unclaimed assets await reclaim and reunification with their owners or their kin, the monies could be utilized through an endowment fund to take advantage of this open money which could be channelled through grantmaking or philanthropy in the region.

5. Technology and philanthropy

It was observed that advancements in technology had removed the human touch in giving through such aspects as mobile money. However, technology had also made philanthropic initiatives easier through such tools as social media and Skype. Tapping into these tools would make the giving easier as the world was that much closer and nearer to needy individuals and communities.

6. Integration within the EAC and the communities within the East African region

With the advent of the EAC, the conference agreed that all future philanthropic initiatives would then need to have a regionally look in order to integrate the efforts of the partner countries and have greater leverage in advancing the philanthropy agenda.

7. Growth of local resource mobilization initiatives

It was noted that with strong institutions and increased partnerships, the region would have an increase in local philanthropy where individuals and organizations would be willing to partner with not-for-profit organizations in execution of programmes aimed at social justice.

8. Capacity building

As a means of creating well versed human capital on the area of philanthropy in the region it was suggested that human resource development on pertinent skills in promoting philanthropy was necessary. This, it was perceived, could be done through institutions of higher learning in the region that could offer courses on the same as well as development of a series of training workshops for organizations working in this area.

Additionally, it was proposed that country conferences and other forums should be put together to increase sharing and networking time nationally. The same could also be done on a community level where possible.

9. Partnerships and co-creation

In order to achieve holistic social change, the participants distinguished that all the players in the community needed to be involved in the pursuit of dealing with social ills. These included government, civil society, media, corporate organizations, media and the community representatives. All the players were seen to be important in ensuring that all initiatives could regenerate and were sustainable for all-inclusive change.

10. Favourable legislation

The participants concurred that as an incentive to giving, proper legislation that incentivized giving was necessary in the region. This would comprise of a policy environment that allowed for ease of registration of philanthropic organizations; and tax incentives to philanthropic organizations and philanthropists.

11. Transparency and accountability

The conference noted that a crucial contributor to grantor fatigue in the various forms of philanthropy was lack of transparency and accountability. Not-for-profit organizations had had a few players that had mismanaged grants given in executing programmes aimed at dealing with various social ills in the communities they work in.

In order to make certain that there transparency and proper accountability on the resources given was observed, there was need to have a consistent and uniform understanding of the terms (accountability, transparency) specifically with the grant giving organizations or individuals. It was also perceived to boil down to giving a clear plan on what one intended to do; implementing it; and finally reporting on the implementation. Various tools could be used to make this process easy and efficient including business plans, operational plans and performance matrices.

Achieving transparency and accountability was seen as vital in ensuring that grantors and the community at large believed in the reputation of the organization so as to give grants, time and good will as necessary in the implementation of proposed programmes. Accordingly, it was recommended that organizations in philanthropy needed to be disciplined and have proper self regulation. Proper records and planning; as well as good ethics and standards needed to be applied at all times in development and implementation of programmes so as to attract grantors in the future.

12. Adoption of new models of philanthropy

As a way of ensuring that philanthropy in East Africa survives, participants observed that organizations needed to adopt the changing models of giving especially with respect to accessing grants from corporate organizations and international foundations and trusts. Some of these models included social funds, non profit venture capital funds and social entrepreneurship

LAUNCH OF THE EAST AFRICA PHILANTHROPY AWARDS

(Nicanor Sabula, CEO, EAAG)

In a bid to achieve the vision of a vibrant and organized Philanthropy in East Africa that promotes sustainable development and social justice; and in keeping with the region's trend of awarding of excellence awards, EAAG launched the East Africa Philanthropy Awards. These awards will honour individuals and organizations that volunteer their services and contribute their resources to benefit the underprivileged and forgotten majority among the population in East Africa and sets standard of excellence in promoting giving. The awards were in various categories:

1. Individual Philanthropists

- **Outstanding Philanthropist Award;** awarded to an individual or family with a record of exceptional generosity who through direct financial support has demonstrated outstanding civic and charitable responsibility, and who encourages others to take philanthropic leadership roles in communities.
- **Young Philanthropist of the Year Award;** awarded to an individual or group of young people below the age of 30 who demonstrate outstanding commitment to the community through direct financial support, development of charitable programs, volunteering and leadership in philanthropist.

2. Family Philanthropy:

Awarded to recognize a Family foundation or Trust that has demonstrated outstanding commitment to philanthropy through direct financial support and who encourages others to take philanthropic leadership roles in communities.

3. Community Philanthropy:

Awarded to recognize private or Community Foundations or community grantmaking organization that provides financial support , inspiration, encouragement and motivation to nonprofits and grantmakers alike – as well as developing innovative approaches to philanthropy

4. Faith Based Philanthropy:

Awarded to a faith based institution or its agency that demonstrates outstanding commitment to philanthropy not only through its financial support but also by encouraging and motivating others to take leadership roles in philanthropy and community involvement activities.

5. Corporate Philanthropy:

Awarded to a corporate organization or its foundation or trust that displays an outstanding commitment to philanthropy not only through its financial support but also by encouraging and motivating others to take leadership roles in philanthropy and community involvement activities

6. Philanthropy Reporting Award:

Awarded to journalists who have outstandingly and consistently covered philanthropy work resulting in increased visibility of philanthropy work.

7. Jury Chairman's Award:

Decided by the jury and extended to a person or an organization that has exhibited extraordinary performance in offering philanthropic services to a much needed cause that impacts the less privileged, the vulnerable and neglected sections of the community.

CONFERENCE CLOSING ADDRESS

A Small Act; Philanthropy as a Multiplicity of Acts of Sacrifice from Ordinary People

*(Chris Mburu, Founder and Chairman,
Hilde Back Education Fund)*

The conference was officially closed by Chris Mburu, one of Kenya's celebrated philanthropists. The moving story of Chris is one of the clearest demonstrations of the impacts of philanthropic acts that change lives. Chris grew up in poverty in a remote village in Kiambu and his parents could hardly support his secondary education, were it not for the sponsorship he received from a Swedish woman known as Hilde Back. He later on would join the University of Nairobi, where he studied law, before proceeding to Harvard on a Fulbright scholarship for a post-graduate study. He currently works for the United Nations as an International Human Rights Lawyer.

Driven to give back after his success, Chris Mburu started an education fund named after his benefactor, Hilde Back Education Fund (HBEF) in 2001 to support poor bright students from his home village in Mitahato, Githunguri in Central Kenya..

Chris Mburu, Founder and Chairman, Hilde Back
Education Fund

Drawing from his experience at HBEF he shared with the conference participants some of key elements that characterize philanthropy, especially family/individual giving::

- **Personal need to give:** Family trusts were started on the basis of direct or indirect personal incidences in life that sparked a need to give back. Consequently giving was done without expecting anything back and on a voluntary basis;
- **Motivated by generosity not self interest;** Giving back by philanthropist was characterised by small acts of generosity that had an element of sacrifice as the person may not have had much, but was willing to give the little he or she had. According to Chris Mburu, to give, one did not have to have a lot; but this builds on a multiplicity of individuals who may not have much, giving in order to address a social need.
- **Pursuit of social change:** philanthropy was meant to address a core problem such as education or health in order to bring lasting social change, even though the approach could only constitute changing the life of one needy person at a time;
- **Compassion:** those with a little more can give a chunk of their wealth to help those in need
- **Clear mandate:** Clarity of the area of interest and the value system of the philanthropist in order to avoid false cases. In such a case, the philanthropist would give with a purpose and not for show; and would ensure there is clarity on what was being supported and that the support given was right in nature.
- **Ethics and principles:** in order to preserve the honour of the initiative being sponsored philanthropy must have standards and



guidelines especially on where to get grants from as well as transparency in managing the grants given..

According to Chris, the future of philanthropy in the developing world lay in the ability to have a multiplicity of small acts and initiatives of generosity at a community level and not necessarily in trying to get resources from high net worth individuals. He called on the participants to start their own small

acts in their communities and encourage other people to do the same, in order to fully bring true and lasting change in the region and the world as a whole.

SUMMARY OF CONFERENCE'S CRITICAL LEARNING AND ACTION POINTS

In wrapping up, the conference concurred on several learning areas and critical points of focus in the near future:

A. Creation of an enabling environment to encourage and advance philanthropy

In order for philanthropy to thrive in the East African region, several areas needed to be examined and worked on including:

- i. Legislation: this was thought to likely incentivize giving through such interventions as having tax relief to philanthropic organizations and individuals; and easing the registration process of charitable organizations, foundations and trusts;
- ii. Rewarding philanthropy; it was expected that the East Africa philanthropy awards would honour those who promote giving and more importantly position philanthropy as an

excellent undertaking that the citizenry in the region should emulate;

- iii. Transparency and accountability: in order to give credence to charitable organizations and the good work they did towards achieving social justice this practice was noted to be fundamental in implementing activities supported through philanthropy ;
- iv. Capacity building; to develop human capital in the region who would be well versed in promotion of philanthropy and would be involved in the development and implementation of best practices on philanthropic models in the region;
- v. Networking and sensitization forums; these were suggested to be held on a national and regional level for sharing amongst individuals and organizations who received or gave in order to make lasting connections with like-minded parties towards achieving common goals in bringing lasting social change in the region.

B. Innovations in giving

With the changing times, economic upheavals and the growing social ills, grant seeking and grant making were seen to need added creativity in order to flourish. This would be achieved through:

- i. Attracting corporate giving through concise communication, proper branding, a competitive edge on others working in the same area and an informed alertness of the environment in which one operates;
- ii. Partnerships and co-creation as the main ways through which all the players in a given community could achieve lasting change; each player would bring an asset to the table, not necessarily monetary, and would be an equal partner;
- iii. Proper research to make certain that parties of a like-mind had opportunities to work together towards dealing with a common area of interest;
- iv. Adoption of new models of philanthropy such as social entrepreneurship and social funds to ensure that giving in the East African region continued to grow and thrive;
- v. Unclaimed assets as an untapped opportunity in growing the traction in philanthropy in member states and the region as a whole.

C. Sustainability in philanthropic efforts

A significant area of interest to the participants was how the efforts in philanthropy, thus far, and those to be realized in the near future would be sustained in order to proficiently deal with the social challenges in the region in the long run:

- i. Institutions and structures were expected to form the basis on which a firm future for philanthropy in the region will be developed and sustained;
- ii. Research and documentation were to be actively carried out in order to have evidence on models and best case practices of how philanthropy had

and continued to work in the region;

- iii. Integration of philanthropic efforts throughout the EAC would mean that there was a bigger pool of givers, geographically, to be tapped into. It was expected that individuals and organizations would be able to help those in need in their parent countries as well as those in other partner states. The same was also seen to be true in faith based giving, where it was advanced that giving ought to be done irrespective of the recipient's religion;
- iv. Local resource mobilization initiatives would buffer social projects from global upheavals and international grantor fatigue; and give the local citizenry a sense of ownership on the programmes and solutions developed;
- v. Multiplicity of individual givers was expected to make philanthropy a shared endeavour in which each person could do his or her small act of generosity to help those in need;
- vi. Some global perceptions were seen to need necessary scrutiny in advancing philanthropy as some stereotypes, as seen in Islam vs. terrorism, had proved detrimental to giving;
- vii. Prioritization in giving was distinguished as a crucial determinant in effectively addressing root causes of social challenges in order not to take up the mandate and responsibility of such key players in the society as governments, in addressing social ills that related to policy matters.

APPENDICES

Appendix 1: List of Participants.

Participants	Position	Organisation
Amadeus Kamagenge	Training, Research and Participation Specialist	Tanzania Social Action Fund TASAF
Anthony P. Okoti	Project Manager	ACE Africa TZ
Antonny Otieno	Conference Assistant	EAAG
Bernard Kindoli	Policy & Development Manager	Foundation for Civil Society
Betty Chomba	Program Officer	Hilde Back Foundation
Brian Ouma Okeyo	Chief Executive Officer	Daisy's Eye Cancer Fund
Catherine Mwendwa	Program Officer	EAAG
Charles Bupamba	Consultant	TOAM
Chris Mburu	Chairman & Founder	Hilde Back Foundation
Christina Mwiru	Executive Director	CIPSO
Cuthbert Mzindiki	Executive Secretary	Mfuko Wa Watoto- Arusha,Tanzania (Africa Child Fund)
Damson Lwivah	Finance Director	WLAC
David Akunda Osotsi	Chief Executive Officer	Orthodox Development Savings & Credit Society Ltd.
David Katamba	Chairman / Senior CSR Adviser	UCCSRI-Uganda Chapter for Corporate Social Responsibility
David Ochieng'	Consultant	Tride Back Ltd.
David Omwoyo	Resource Mobilizer	Egerton University
Diana Karua	Conference Assistant	EAAG
Dr. A.A. Makange	Executive Director	Sector for Information Sector Promotion(CISPO)
Dr. Julius Rotich	Secretary General	East African Community

Participants	Position	Organisation
Dr. Pius Mutuku Mutie	Research Lead Consultant	Department of Sociology and Social Work UON
Dr. Vijoo Rattansi	Vice Chairperson	EAAG/Chairperson Rattansi Educational Trust
Deus M. Kibamba	Executive Director	Tanzania Citizens Information Bureau
Efeza Ezan Mwiluki	Programmes Officer	Jaramogi Oginga Odinga Foundation
Elias Ngungat	Chairman	OSOTWA MT. Meru CBO
Epaineto B Toroka	Chairman	Tanzania Gatsby Trust
Ephantus Maina	Executive Director	Haki Foundation
Erik Lundsgaarde	Senior Researcher	DIE--German Development Institute
Ernest Sungura	Head	Tanzania Media Fund
Eseza Mulyagonja	Communication Specialist	STROMME Foundation - East Africa
Evans Okinyi	Finance and Admin Officer	EAAG
Evelyne Chijanra	Intern	Pan Africa Lawyers Union
Faith M. Barasa	Executive Assistant	Daisy's Eye Cancer Fund
Felix Mutua	Regional Programme Officer, Civil Society	Aga Khan Foundation, East Africa
Fratern Tarimo	Managing Director	Foundation for Tomorrow
Gabriel Villareal	Country Director	ADRA-Kenya
Gathii Kanyi	Manager	Asante Africa Foundation
George Awalla	Programme Development Manager	VSO Jitolee
Gladys Mutiso	Communications Officer	Hilde Back Education Fund
Godfrey Asuso	Project Assistant	Allavida
Godfrey Bwana	M&E Manager	RLDC , Tanzania
Grace Mutemi	Communications Officer	KCDF -Kenya Community Development Foundation
Hussein Buberwa	Secretary General	Bwanjai Islamic Development Association

Participants	Position	Organisation
Ibrahim Lethome	Secretary General	The Islamic Foundation, Kenya
James Muithya	Executive Assistant	Johnson & Johnson Family of Companies Contribution Fund
James Muturi	Program Officer	Hilde Back Education Fund
Jaqi Kamau	Conference Rapporteur	
John Ulanga	Executive Director	Foundation for Civil Society
Joseph Wang'endo	Founder	Bloodlink Foundation / Secretary- Kenya Association of Fund Raising Professionals
Josephine N. Mugo	Finance & Admin. Manager	Independent Development Fund (IDF)
Judy Njino	Corporate Social Responsibility Program	Ufadhili Trust
Justin Nabirye	Capacity Building & Network Development Officer	Human Rights Network-Uganda (HURINET-U)
Justus Macharia	Chief Executive Officer	Allavida
Kamau R. Wanjiru	Chief Executive Officer	Akili Dada
Kepta Ombati	Programmes Coordinator	Akiba Uhaki Foundation
Lilian Olando	Administrative Assistant	Zawadi Africa Education Fund
Liz Njoroge	Programme Manager	Unclaimed Property Assets Register (K) Ltd.
Lizzie Chongoti	Director	Hilde Back Education Fund
Loy Nabeta	Manager Communication, Information and Publicity	Foundation for Civil Society, Tanzania
Magai Miraji	Programmes Officer	Mwalimu Nyerere Foundation, Tanzania
Maloo Shaurakat	Director	Praxia Consulting Limited, Tanzania
Marillyn Elinewinga	Head Monitoring and Evaluation Unit	Foundation for Civil Society, Tanzania
Martha Makenge	EACSOFF - East Africa Civil Society Forum	Administrative Officer
Mary Mera	Head of Administration	Kilimo Trust-Uganda

Participants	Position	Organisation
Maryjka Beckmann	Executive Director	AAR Holding Ltd
Mellisa Queyquep	Learning and Education Director	Foundation for Tomorrow, Tanzania
Mohamed M. Moallim	Chief Executive Officer	HARDO Organization
Mr. Gama	Director	Promoting Organic Agriculture in Tanzania
Mr. P. Mushi	Chairperson	Group at Risk Concern (GARIS CO), Tanzania
Mtakingilwa Venant	Marketing Officer	Jipange Media
Mukami Marete	Finance Manager	UHAI – EASHRI
Mutuku Nguli	Director Programmes	British Council, Kenya
Mwanaidi Msangi	Programme Officer: Communication, Information and Publicity	Foundation for Civil Society
Myra Weya	Programme Manager	Trademark East Africa
Nancy Atieno Ogonje	Communication & P.R Manager	HARDO Organization
Ndanatsei Tawamba	Executive Director	Urgent Action Fund
Neema Wanja Kahiga	Finance Manager	Hilde Back Foundation
Neema Yobu	Conference Assistant	Foundation for Civil Society
Nelly Ngigi	Director	Legal Resources Trust
Ngunga Tepani	Executive Director	TANGO
Nicanor Sabula	Chief Executive Officer	EAAG
Nicodemus Ti	Coordinator	Christian Spiritual Youth Ministry
Olive Luena	CEO	Tanzania Gatsby Trust
P.Marijani	Executive Secretary	WAMA Foundation
Pamela A. Mudhune	Business Manager/Finance & Admin	Urgent Action Fund
Paulo Tunyoni	Program Manager	MWEDO
Peter Bayo	Chairman	ANGONET

Participants	Position	Organisation
Peter Thorp	Headmaster	Rwanda Girls Initiative - Geshore Girls Academy
Petro Ahham	General Council Member	EACSOE- East Africa Civil society Forum
Philomena Marijani	Advocacy and Communication	WAMA Foundation
R.Mwambenja	Chairperson	EFFORT
Rachael Bigala	Conference Assistant	EAAG Uganda
Rebecca Tyrer	Psychologist	Arusha Mental Health Trust
Renalda Lekule	Programme Officer - East Africa	Go Campaign - TunaHaki Foundation
Rene N. Kiamba	Manager Sub Saharan Africa	Johnson & Johnson Family of Companies Contribution Fund
Rev. Sr. Mary Goretti Kisakye	Coordinator	Uganda Women of Faith Network (UWOFNET)
Rosita Scarborough	Director Finance and Operations	Nature for Conservancy-Arusha
Sanda Ojiambo	Head Corporate Responsibility	Safaricom Foundation
Sandra Cress	International Sales	One World Futbol Project
Shaukat Moloo	Director	Praxia Consulting Limited, Tanzania
Stella Gichana	Fundraiser	Oxfam GB Kenya
Tamara Mathews	Development Officer - Africa	Kickstart Organization
Tina Thiart	General Secretary	WINGS
Tom Ole Sikar	Renewable Energy Advisor	SNV Tanzania
Tom Were	Programmes Director	Kenya Community Development Foundation
Valerie Awuor	Program Administrator	Zawadi Africa Education Fund
Virginia C. Silayo	Executive Director	AJISO



THE 2ND EAST AFRICA GRANTMAKERS CONFERENCE & EXHIBITION FROM 29TH – 30TH
SEPTEMBER 2011, ARUSHA, TANZANIA

THEME: STATE AND NATURE PHILANTHROPY IN EAST AFRICA
CONFERENCE PROGRAMME

WEDNESDAY 28TH SEPTEMBER 2011

Time	Session	Speaker/ Responsible
8.00- 21.00	Arrival & Check in	Secretariat
14.00- 18.00	Set up of Exhibition booths & Briefing of Exhibitors	Exhibitors & Secretariat
19:30- 21:00	Welcoming Cocktail Reception	Secretariat

THURSDAY 29TH SEPTEMBER 2011

Registration

Registration

Session 1: Opening Plenary		
Session Chair : Mr. Nicanor Sabula; CEO, East Africa Association of Grantmakers		
9.00- 9.10	Welcome Brief and Overview of the Conference	Nicanor Sabula EAAG CEO
9.10- 9.30	Opening Remarks	John Ulanga, Chairman of EAAG
9.30- 10.00	Key Note Address & Official Opening: The Place of Philanthropy in the Development of East Africa Community	Dr. Richard Sezibera EAC Secretary General
10.00- 10.30	Q & A Session	Session Chair
10: 30- 11:00	Group Photo Session and Networking Coffee Break & Visiting Exhibition Booths	
Session Brief		
<p>The Secretary General of the East African Community, Ambassador Dr. Richard Sezibera officially opens the conference and delivers the key note address which is expected to set the tone for the conference. The key issue to be addressed is whether structures exist within the EAC to support philanthropy/grantmaking in the development of the region. Of importance too, is to interrogate the role of philanthropy in the regional integration process. The Address should inspire and challenge delegates to strengthen their efforts towards nurturing and promoting local giving for the sustainable development of the region.</p>		

Session 2: Reflections on the State and Nature of Philanthropy in East Africa
Session Chair: Justine Nabirye- Capacity Building & Network Development Officer

11.00-11.30	Summary of the study on State and Nature of Philanthropy in E. Africa	Dr. Plus Mutie- Lead Researcher, University of Nairobi
11.30- 12.15	Panelist Discussions: 1. Amadeus Kamagenge- Training, Research	Moderated by

	and Participation Specialist Tanzania Social Action Fund (TASAF)	
	2. Gabriel Villarreal- Country Director, ADRA Kenya	
	3. Sanda Ojiambo- Safaricom Foundation	
	4. Dr. Vijoo Rattansi- Chairman/Trustee Rattansi Educational Trust	
	5. Judy Njina- Programme Officer, Ufadhili Trust	
12.15- 13:00	Plenary Discussion	
13:00- 14:00-	Networking Lunch & Visiting of Exhibition Booths	
	Session 2 Notes	
	<p>This session underpins the core theme of the conference. It seeks to share with delegates findings of a study conducted by EAAG and supported by Rockefeller Foundation on the state and nature of philanthropy in East Africa. The study has documented philanthropy as practiced in the region and addresses four main forms of philanthropy namely; family/individual, faith based, community and corporate philanthropy. Our panel of experts drawn from the four sectors, will put the findings into perspective and help delegates appreciate the context of the study. Delegates too, will have an opportunity to enrich the study findings through participating in the plenary discussions. At the end of the session it is expected that delegates will be in a better position to understand the current status in the practice of philanthropy in East Africa.</p>	

Session 3: Understanding Corporate Philanthropy in East Africa

Session Chair: Tom Were- Programmes Director KCDF

14: 00- 14: 30	<i>A Global Corporation with a Regional Presence: Telling the Story of the Johnson & Johnson Family of Companies Contribution Fund in East Africa</i>	Rene Kiamba- Manager Johnson & Johnson Family of Companies Contribution Fund in East Africa
14.30- 15.00	Drawing the thin line between Corporate Philanthropy and Corporate Social Responsibility	David Katamba- Chairman/Senior Adviser Uganda Chapter for Corporate Social Responsibility Initiatives (UCSSR)
15.00- 15.30	Plenary Discussion	
15.30- 16.00	Partnerships with Corporate Foundations: What Successful Nonprofits do that others don't	Sanda Ojiambo
16.00-16.30	Interactive Learning Session	
16.30- 17.30	Networking Tea & Visiting of Exhibition Booths	
19.30- 21.00	Screening of the Small Act Film	Secretariat
	Session 3 Notes	
	<p>After a general overview of the practice of philanthropy in the region, this session specifically focuses on Corporate Philanthropy, the newest and fastest growing form of giving in the region. An in depth analysis of the state of play of Corporate philanthropy is given with a very interesting and controversial presentation on whether CSR and Corporate Philanthropy are one and the same thing. Delegates will also get to hear how a global corporation with a</p>	

regional presence is involved in giving and changing lives of many in the region. Finally, we wrap up the day with a learning session where a Corporate Foundation manager shares with grant seekers skills in fundraising that sets some Not for Profit Organizations apart from the rest.

FRIDAY 30TH SEPTMEBER 2011

Registration

Session 1: Reflections on the Tax Policy Environment for Philanthropy in E. Africa
Session Chair: Charles Ogutu- CEO, Rural Livelihood Development Company

9:00- 9: 30	Overview of Study Findings on Tax Policy Environment in East Africa	David Ochieng- Study Consultant
9: 30 – 10: 00	Plenary Discussion	Moderated By:
10: 00- 11:00	Networking Tea & Visiting of Exhibition Booths	

Session 1 notes

This session discusses findings of a study carried out by EAAG with support from Trademark East Africa on the Tax policy Environment for philanthropy in East Africa. The study reviewed the tax laws and policies in the EAC region and how they impact philanthropy both at corporate and individual level. Find out what are the major trends in the regulatory and taxation policies, existing incentives and factors that constrain philanthropy in the region.

Session 2: Case Studies from East Africa Session Chair: Justus Macharia- CEO, Allavida Kenya

11:00- 11:30	Redefining Faith Based Giving in East Africa: Are we keeping the Faith in Giving?	Gabriel Villareal- Country Manager, Villarreal
11:30- 12:30	Case Studies: Kenya: Personal/Family Philanthropy: Rewards and Challenges in East Africa A small Act- The Story of Chris Mburu, Founder Hilde Back Education Fund Tanzania: Community Foundations: Solving East Africa's unique problems with Unique Local Solutions: Uganda: Role of philanthropy in promoting Human Rights in East Africa- Human Rights Network	Chris Mburu, Founder Hilde Back Foundation Amadeus Kamagenge Coordinator, Community Foundation Initiative- Tanzania Social Action Fund (TASAF) Justine Nabirye- Capacity Building & Network Development Officer
12:30- 13:00	Plenary Discussion	
13:00- 14:00	Networking Lunch & Visiting of the Exhibition Booths	

Session 2 notes

Success stories of how individuals, families and organizations are engaging in philanthropy and changing lives around and are scattered throughout the East Africa region. During this

EAAG Members



"Congratulation for organizing such a good forum that facilitated sharing and mutual exchange of experience and learning"

Amadeus Kamagenge

Training Research and Participants Specialist

Coordinator Community Foundation Initiative- Tanzania



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