

KENYANS FOR KENYA DROUGHT INITIATIVE: KRCS EXPERIENCE



**IFRC Global Community Resilience Forum,
Cali- Colombia.**

Kenya Red Cross Society

Session 4 - Day Two (05/11/2014)

***Long-term, predictable financing for community resilience
programming***

A BRIEF BACKGROUND TO THE PROJECT



- July 2011 > 3.75 M people in ASAL Kenya Needed assistance in water, health & nutrition and food.
- >385,000 under 5s in 13 districts- from acute malnutrition
- Many Schools Closed (Food)
- Government Declared the Drought a National Disaster

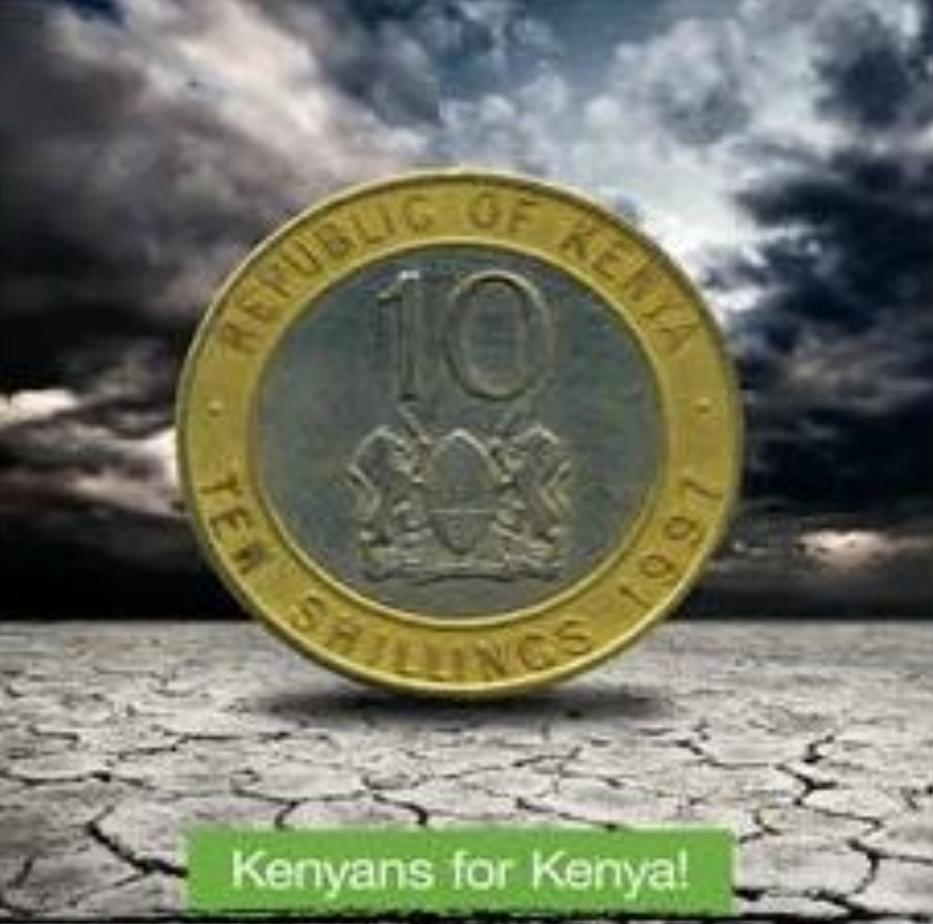


Early Indicators of Funding



- Slow donor response in the whole of Horn of Africa
“Dangerous delay”.
- Delays in funding needlessly cost the lives and livelihoods of many thousands of people that could otherwise have been saved.
- Trickle funding was too slow and too little for needs.
- A huge focus of donor funding was on meeting emergency needs, very little on building resilience-an emergency trap.
- Government action was considered, in adequate and too late.

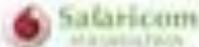
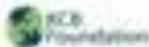
Solution??????



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Kenyans for Kenya



- A coalition of companies and KRCS, including the Media Owners Association, launched a rapid response initiative to raise funds to provide emergency assistance to vulnerable people, particularly children, the elderly, lactating mothers and the sick.
- The initiative was driven, on behalf of Kenyans, by a steering committee comprising representatives from KRCS, Safaricom, Kenya Commercial Bank (KCB), Gina Din Corporate Communication and the Media owners Association.
- Its initial target was to raise USD 5.5 Million for emergency food and medical intervention
- The steering committee also committed to invest a portion of the funds raised in medium to long term livelihood programmes to empower people in arid and semi-arid districts to produce their own food and consequently, end reliance on food aid.

K4K Continued

- Launched on Wednesday 27th July 2011.
- USD 3.4 million was raised during the first week of the campaign.
- Inspired the Kenyans for Kenyans Steering Committee to raise the target from USD 5.5 to 11 Million.
- Several fundraising initiatives targeting different segments of the private sector were held.
- major companies, with majority of the corporates being represented by their own CEOs.



Challenges

- General politicization of events involve large groups-locked out the political class.
- The risk of the platform of K4K having other use-uniting the country for peace, elections, interest from major powers.
- A central element of the campaign was the role of individual giving, which had not largely been explored in Kenya
- The campaign brought together diverse business groups with different backgrounds, expertise.
- The K4K was a movement founded on “never again” drought in kenya (Dangerous expectation). Needed to be managed afterwards.

Success factors



- Use of variety of methods to raise funds, made donating easy- (meal skipping, salary contribution, M-Pesa, Bank deposits).
- Moral competence of KRCS, central role of ***trust*** and ***accountability***
- Maintaining ***public trust-Overall***-the initiative as one of the best audited programmes in recent times.
- Involving all Kenyans-both local and in Diaspora
- Sustained media campaign
- Creating a single platform for a “ coordinated donation ” - encouraged giving

Lessons Learnt and New approaches

- Greatest lesson she learnt during the campaign is never to underestimate the role of ***domestic fundraising***.
- The role of ***individual giving*** within the movement has to be enhanced-Kenyans have proven that there is a less than one-dollar philanthropy.
- ***Private and Non-profit partnerships***-They hold significant potential.
- The continuing role of “ ***Co-branding***”-Red Cross as best brand to partner with.
- NSs must invest in use of the ***right technologies*** in resource mobilization-use of mobile money transfer, social media for publicity.

Lessons Learnt and New Approaches- Continued



- ***Linking emergency fundraising to long term goals-K4K*** won the 2011 Millennium Development Goals Award for championing the realization of some of the MDGs.
- Central role of ***sustained media campaign***-won the overall PR Campaign of the Year Award as well as the Not for Profit Campaign of the year.
- ***Lessons in accountability*** as basis for future resource mobilization-(**Resent West gate Terror attack**)
- The biggest of them being, ***“Yes we can do it locally”***.
- Resource mobilization as establishing long-term “relationships”