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 Ml 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.

- Trickling 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???????
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”