

Kenya Association of Fundraising Professionals

Kenya Association of Fundraising Professionals is a not-for-profit voluntary membership association that serves as an umbrella organization for fundraisers. Our main purpose is to encourage people involved in fundraising and resource mobilization to adopt and promote high standards of ethical practice and inject professionalism. KAFP as a forum gives fundraising professionals a voice commensurate with the important role they play in mobilizing and providing the resources required for national development.

Coffee Talk are two hour interactive monthly meetings held tentatively every last Thursday of the month giving participants the opportunity to be inspired, inject new ideas to their cause and professions to successfully achieve their ideal goals.

Our vision

To bring together resource mobilizers and providers in their bid to enhance development in the country

Our mission

To encourage people involved in fundraising and resource mobilization to adopt and promote high ethical standards of practice and inject professionalism in the sector.

Who should attend ?

Absolutely everyone can attend including;

1. Fundraising professionals from the non-profit, for profit and government sectors.
2. Individuals and organizations interested in resource mobilization.
3. Consultants with an interest in resource mobilization.
4. Chief Executives, Directors and Senior Managers of for-profits and non-profits involved in development.
5. Trustees and Board members.
6. Academics.

Book your coffee Date Now !



Venue:

Laico Regency Hotel, along Loita Street/Uhuru Highway, Nairobi, Kenya

Time:

5:00pm – 7:00pm

Session Fees:

- Ksh 1,300. Alternatively as a member, you can pay Kshs 8,000 advance and attend all sessions
- Ksh 1,500. Alternatively as a non-member, you can pay Ksh 10,000 advance and attend all sessions

Please note: Terms and conditions apply

Whilst the program is correct at the time of publication, the conveners reserve the right to amend the program at any time.

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COFFEE TALK SEASON

13

The Business of Development

— A fundraising date that you cannot afford to miss!

Introducing Coffee Talk Season 13

Coffee Talks Season 13 focuses on "The Business of Development". As the lines between business and development become blurred, corporations are increasingly becoming key players on the development space. Once seen as organisations that were happy just to carry the donor tag, many now have significant development activities. Some of the bigger ones are now influencing the global development agenda, infusing business principles into what was largely driven by charity. With SDGs giving them a bigger development role, the age of corporate led development is here! Furthermore, many donors now provide large amounts of funds to support development initiatives from the corporate. Corporations now play multiple roles such as donor, partner and development agent. Some have become friendly competition by attracting funds from the donors, that were formerly the domain of Civil Society Organisations (CSOs) and implementing activities themselves.

Season 13 will focus on the corporate sector and its role and activities in development. It will explore the impact that this has on CSOs and what it means for them. Key will be the lessons that CSOs can learn from the corporate sector in strengthening its own development and fundraising initiatives. There will be 9 coffee talks with leading businesses involved in development.

www.fundraisingkenya.org

Coffee talk season 13 is scheduled for March – September 2017 and will aim to answer the following questions:

1. What are businesses doing in development?
2. Why are they engaged?
3. What do they hope to achieve?
4. How does development fit with their business objectives and shareholder interests?
5. How do their strategies differ from those used by CSOs?
6. What do they think of CSOs?
7. Are there opportunities for funding and partnerships with CSOs?
8. How do CSOs approach, engage and work with them?

In reality, corporations are now part of the development space and are here to stay. CSOs need to wake up to the presence and growing role of corporations in their development space. The Coffee Talks will enable CSOs better prepare, strategize and adapt to the **age of the development minded corporate.**

Part 1



Getting started in the first part of the Coffee Talk Season 13, We begin with three sessions geared to increase your understanding of corporations in the development arena.

Session 1

The Business of Development: Understanding Corporate Interests and Motivations

Led by a seasoned corporate philanthropy expert, the session will introduce participants to the corporate philanthropy arena. It will cover approaches, motivations, interests and emerging best practice. The session will also cover who is who in the corporate development scene. It will highlight what the current trends in corporate philanthropy means for you. For anyone interested in corporate philanthropy, this ground-breaking session is one that you do not want to miss!

Session 2

Where the Money Goes: Sectors Corporations Love

Not all sectors are equal and corporations have their preferences. There are those that attract immense interest such as education while others have no takers. Approaching corporates without a sound understanding on what they fund is a recipe for disaster. What sectors do corporates love and why? What do they fund within these sectors? How can CSOs approach and work with corporations within these sectors? This second coffee talk will be an eye opener for those seeking corporate funding.

Session 3

Partnering with Betting Firms: Are there opportunities for CSOs?

The rapid rise of some betting firms in the field of philanthropy has attracted immense interest. Companies such as Sport Pesa have particularly stood out with the large amounts of funds that they give. For example, Sport Pesa has given Ksh 600 million to the Kenya Rugby Union, which is twice Safaricom's budget. It has provided more funds to the Kenya Premier League, Gor Mahia, AFC Leopards amongst others. It has even gone beyond border to sponsor Uk based Hull United. There are more than 30 Betting Firms in Kenya. Are there opportunities for partnering with betting firms? What are the ethical issues you have to consider? Join us on this hot coffee date as we delve into uncharted waters.

Part 2



A date with the best the second part of Coffee Talk Season 13 will focus on dates with companies from various sectors. The dates will enable you better understand how companies in different sectors support development activities. It will be an interesting peek into the mind of corporate philanthropists. Some of the sectors are: -Energy, Mining, Beverages, Telecommunications, Banking and Finance

Energy Sector

Powering Development: The Kengen Foundation: Kengen is the Kenya's largest power producer and one of the country's largest companies. Its foundation is relatively new, having been founded in 2012. The foundation has been involved in environment, education, water and sanitation. In addition to the funds that it receives from its mother company, the foundation is capitalising on alternative strategies to mobilise funds to support its development agenda and sustainability. In doing so, it is largely following a different path from the other corporate foundations while offering valuable lessons to CSOs. Kengen is one coffee talk that you will love.

Mining Sector

Community Development: Base Titanium Style. Mining is increasingly becoming important to the Kenyan economy. With the finds of rare earth minerals, oil, gold amongst other precious resources, Kenya's economy will gradually change. How does the mining sector view corporate social responsibility (CSR)? What activities are they involved in and why? Base Titanium has rolled out a large CSR program at the Kenyan coast that focuses on community development and livelihoods, health, infrastructure and education. To date, it has invested over Ksh 600 million in its development activities. Join us as we interrogate the company on its priorities, approach, strategies, funding and partnership opportunities in this exciting coffee talk.

Beverages Sector

Transform. Develop. Inspire. The Keroche Foundation: Less known is the Keroche Foundation which is relatively new, having been founded in 2015. The foundation is active in entrepreneurship where it seeks to support young entrepreneurs through the Keroche Foundation Academy. It is working on agribusiness through the Hakikisha Fund in Partnership with the Jomo Kenyatta University for Agriculture and Technology (JKUAT). Join us as we explore its programs and partnerships.

Telecommunications Sector

Building Communities, Transforming Lives: The Safaricom Strategy: The company straddles the corporate and development landscape as a colossus. Over the last decade, its philanthropic and development activities have undergone a major metamorphosis as it learns and gets better at development. Safaricom now influences the corporate philanthropy sector with its Safaricom and Mpesa Foundations and it simply cannot be ignored! The company has provided more than Ksh 1.8 billion through Safaricom Foundation while Mpesa Foundation has a portfolio of Ksh 4 billion. It has also launched its MPESA Academy Foundation which seeks to raise the standards of education. Its supports activities in education, health, economic empowerment, environment, water, culture, mobile technology and disasters. Just what has Safaricom learned over the last decade in development? What has its impact been? What does it see as the future of development as far as corporates and CSOs are concerned? What funding and partnership opportunities does it offer CSOs Join us as we engage this trailblazing business during the coffee talks.

Banking and Financial Sector



Wings to Fly: Equity's Big Education Agenda: Wings to Fly arrived on the Kenya education scene with a bang. Like its other business activities, it has largely been disruptive using models that attract immense interest. Its events are beamed live on several TV sessions, complete with Presidents in attendance - which is unmatched on the development scene. Equity's development programs have its fair share of disciples and critics. The Harvard Business Review described it as being focused on driving African development and creating opportunities for prosperity. However, it's not just education where Equity Foundation has been active. Its activities in agriculture and entrepreneurship are less known, largely dwarfed by its education programs. Equity has become a major magnet for donor funding from funders such as Master Card Foundation, DFID, KFW, USAID amongst others. What makes the foundation so appealing to donors? What can CSOs learn from its modelling, promotion, positioning, implementation and impact? Does it represent the future of development. If disruption is something that arouses your interest, this coffee date will leave you yearning for more.



Enable Impact: The KCB Foundation: Ranked as Kenya's biggest banks by assets, KCB ranks amongst the giants as far as corporate philanthropy is concerned. The KCB Foundation was established in 2007 to implement the Bank's Corporate Social Responsibility programmes in Kenya, South Sudan, Rwanda Tanzania, Uganda and Burundi. Over the last five years, the KCB Foundation has invested over Kshs. 700million towards community initiatives. KCB has been involved in enterprise development rolling out big transformative programs targeting the youth such as the Ksh 50 billion 2Jajiri Program. In partnership with Master Card Foundation, it has launched a Ksh 3 billion financial inclusion program for smallholder farmers in Kenya and Rwanda. According to the CEO, Joshua Oigara, "We are reimagining and redefining the agricultural sector with a view of transforming agribusiness". It is also operating in the education, health, environment and humanitarian development space. Are there lessons CSOs can learn from this business based paradigm to development? Find out about KCB's agenda, development approach, strategies, impact as well as funding and partnership for CSOs at the Coffee Talks.