



USAID | **KENYA**
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USAID KENYA (YETU INITIATIVE)

ANNUAL PROGRESS REPORT

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USAID KENYA

YETU INITIATIVE

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I. Yetu Initiative EXECUTIVE SUMMARY	iv
II. KEY ACHIEVEMENTS (Qualitative Impact)	6
III. ACTIVITY PROGRESS (QUANTITATIVE IMPACT).....	31
IV. LESSONS LEARNT.....	31
V. CONSTRAINTS AND OPPORTUNITIES.....	34
VI. PERFORMANCE MONITORING	35
VII. PROGRESS ON GENDER STRATEGY	36
VIII. PROGRESS ON ENVIRONMENTAL MITIGATION AND MONITORING	36
IX. PROGRESS ON LINKS TO OTHER USAID PROGRAMS	37
X. PROGRESS ON LINKS WITH GOK AGENCIES	40
XI. PROGRESS ON USAID FORWARD	40
XII. SUSTAINABILITY AND EXIT STRATEGY	41
XIII. DEVIATIONS FROM the WORK PLAN.....	41
XIV. Success Stories.....	41
XV. Subsequent Semi-Annual Work Plan.....	41
XVI. INDICATOR TABLES.....	46
XVII. FINANCIAL INFORMATION.....	60

XVIII. ACTIVITY ADMINISTRATION 63
XIV. ANNEXES 63

ACRONYMS AND ABBREVIATIONS

AKA	Aga Khan Academy
AKF	Aga Khan Foundation
ANDY	Action Network for the Disabled
BLI	Blended Learning Initiative
CBA	Commercial Bank of Africa
CSO	Civil Society Organization
CLK	Childline Kenya
CSR	Corporate Social Responsibility
DTB	Diamond Trust Bank
EAAG	East African Association of Grantmakers
ECL	Early Childhood Literacy
EVPA	European Venture Philanthropy Association
GOK	Government of Kenya
KAFP	Kenya Association of Fundraising Professionals
KCDF	Kenya Community Development Foundation
KEPSA	Kenya Private Sector Alliance
ICM	International Consultancy Marketplace
ISP	Institutional Strengthening Plan
LOP	Life of Project
MOU	Memorandum of Understanding
OCA	Organizational Capacity Assessment
PDM	Property Development Management
RAAW	Readers, Actors, Artists and Writers
USAID	United States Agency for International Development
TAC	Teachers Advisory Centre
TKN	Time and Knowledge Nazrana
TOR	Terms of Reference
WGF	Wild Geese Foundation

I. YETU INITIATIVE EXECUTIVE SUMMARY

Qualitative Impact

Objective 1: Build at least 8 alliances between CSOs, foundations, and businesses, which mobilize at least USD \$1 million in assets in support of identified development needs.

This project objective involves supporting CSOs to carry out campaigns to mobilize funds for development needs. The campaign activities were rolled out. In the first half of the year Readers, Authors, Audiences and Writers (RAAW) Trust which had successfully implemented its first campaign launched a second campaign. Omega Foundation implemented its campaign which included local CBO fundraisers and attracted several scholarships. Childline finalized on campaign preparation and launched its campaign that gained significant media traction. During this reporting period, Action Network for the Disabled Youth (ANDY) and St Joseph finalized their campaign planning and launched their campaigns. The ANDY launch had a real-time fundraiser which created an initial significant boost in donations while the St Joseph launch attracted corporates. Yetu in collaboration with International Consultancy Marketplace (ICM) supported CSOs on various communications aspects including development of communication plans, strategies, and social media engagements. Various strategic partners were identified and engaged to support the different campaigns.

Objective 2: Improve the organizational capacity of 200 Kenyan CSOs, enabling stronger development outcomes

Yetu continued to use a variety of approaches to strengthen the capacity of the local CSOs. In the first half of the year Yetu worked with the steering committee and, through a competitive process, selected three new CSOs. This process was initiated by the need to replace Kuona Trust following prolonged lack of participation in Yetu's activities and fraud-related claims within the public domain. A key activity was the review of the master ISP by Yetu in consultation with the five CSOs, PACT and ICM. PACT and Yetu carried out the Institutional Strengthening Process (ISP) process for the five CSOs. ICM continued to work with the CSOs. Yetu implemented two tailor-made courses to the CSOs successfully. In the Blended Learning Initiative two courses were implemented. The project introduced regional workshops with plans to train a broader range of Kenyans CSOs in various counties on local resource mobilization.

In the second half of the year, KCDF supported by Yetu developed and implemented two blended learning courses. The AKF blended learning team also fast tracked development of blended learning courses. The production of the first three courses under this trajectory is in the final stages. Yetu continued to work with KAPF in the roll out of the regional workshops. Yetu conceived and rolled out a new innovative learning approach dubbed the Bootcamp Initiative. This is a cost-effective, intensive, short-term capacity building program on local Resource Mobilization geared towards supporting CSOs to start and drive campaign initiatives in the shortest time possible. The Learning is highly practical adopting methodologies such as peer learning through a twinning process, coaching and exchange visits. The team conducted reconnaissance visits as well as a due diligence process for all three CSOs. PACT and Yetu convened all quarterly reviews of the ISP process where CSOs demonstrated a positive change in their systems.

Objective 3: Improve the Kenyan cultural and technological environment for community philanthropy.

In the first half of the year the E-Philanthropy platform, developed by Squad, experienced technical challenges. As a result, AKF analyzed various alternatives including Ufadhili, Mchanga and Global

Giving. Mchanga was selected due to the payment integration of MPESA, local experience and prospects for sustainability. Yetu partnered with M-Changa to integrate their platform while maintaining a distinct Yetu brand identity and hostname. In parallel, Yetu continued working with Squad to redesign the platform with an aim to address challenges experienced. On completion, Yetu will port the new features into the existing site as part of continuous enhancements.

In the second half of the year M-Changa worked with Yetu to launch a total of 18 fundraisers on the Yetu -M-Changa shared platform. M-Changa has cross-linked the Yetu platform with its platform to facilitate further fundraising for the CSOs. Yetu and the AKF technical adviser have continued to engage with Squad on development of the squad-led Yetu platform which is now at an advanced stage. The CSO sustainability study was completed while data collection for the corporate philanthropy research was completed. Yetu initiated a review process on the Corporate philanthropy research report to ensure a quality report is delivered.

Quantitative Impact

During this reporting period significant progress was made towards the project objectives. Overall, Yetu is on track to achieve most of its indicators. The indicators are on track and include :128 women and male youth have benefited from the project, 18,684,320 people were reached with different messages, 17 fundraising plans were developed, \$ 0.19 was raised both in cash and in kind and the BLI hours reached were 1090.3 hours while 17 CSOs engaged in advocacy. The number of individuals directly using the e-philanthropy platform to donate money was 3201, totaling \$0.011M in financial support furnished to target CSOs through the platform.

Constraints and Opportunities

In the reporting period the innovative bootcamp initiative brought with it a great opportunity to expose more CSOs to local fundraising quickly. New mobilization strategies on the BLI saw an increase in the number of learners registering for the BLI. The courses also received participants from counties outside Nairobi. The partnership with United Way and Mckinsey Social Initiative was also quite timely. The political environment in the country was the biggest detractor to the project in the reporting period. It created a lot of tension and a shift of focus by communities that affected the fundraising processes thereby necessitating extension/postponement of campaign activities. This also called for rescheduling of some activities.

Subsequent Semi-Annual Work Plan

The next six months will concentrate on finalizing of the campaigns for three CSO partners (Childline, ANDY and St Joseph CBO) and on Organizational Capacity Assessment and work to develop the ISP for the three newly selected CSOs (AMREF Flying Doctors Society of Africa [FDSA], Tumaini Innovation Centre and Brighter Communities Worldwide/Friends of Londiani). Yetu will advance the campaign planning process that has been initiated with the three new CSOs. With most of the course development complete, the project will intensively focus on roll-out of more Blended Learning courses and the regional workshops will proceed as planned. Yetu will continually work with and monitor the M-Changa platform and incorporate new features developed from the engagement with Squad. The project will work on finalizing and disseminating the Corporate Philanthropy study. Yetu will review its communication strategy and develop the Yetu community of Practice engagement strategy. Finalization and implementation of the sustainability plan is another key activity.

II. KEY ACHIEVEMENTS (QUALITATIVE IMPACT)

In the first half of project year 3, Yetu concentrated on strengthening the capacity of the local CSOs in planning and implementation of their campaigns. Yetu supported two partners to launch their campaigns and the project selected three new CSO partners through a competitive process. Yetu continued with capacity development of the CSOs. The project moved forward to trial use of the M-Changa platform for e-philanthropy donations, while continuing to improve the Squad Digital-managed platform. The project studies also continued.

In the second half of the year, Yetu supported two CSOs to launch their campaigns with ANDY having a real-time donation exercise at their launch that raised Kshs 50,000 while the St Joseph launch attracted several corporates. The CLK campaign also continued. Yetu conceived and implemented a new cost-effective and innovative learning approach dubbed the Bootcamp that saw 15 CSOs benefit from capacity building and eventually launching campaigns on the M-Changa platform. Yetu supported CSOs to plan and implement new fundraising strategies including drip campaigns and SMS marketing while also conducting data mining in-house aimed at rolling out drip campaigning with a focus on the diaspora. This is also an innovative addition to the project's activities.

Capacity development approaches included tailor-made trainings, support from ICM consultants, Blended Learning (BL) courses, regional workshops, individual coaching and mentorship and bootcamp learning. KCDF implemented two BL courses in the period. AKF Geneva supported by Yetu developed another stream of BL courses. PACT and Yetu continued with implementation of the institutional strengthening plans (ISP). The Kenya Association of Fundraising Professionals (KAFFP) worked with Yetu to implement another round of the regional workshops to grassroots CSOs to reach more CSOs at the grassroots level. The CSO sustainability study was finalized while the corporate philanthropy study continued albeit with some delays.

Project Implementation

Objective 1: Build at least 8 alliances between CSOs, foundations, and businesses, which mobilize at least \$1 million in assets in support of identified development needs.

Yetu through a Request for Proposals (RFP) process identified local CSOs and formed alliances through sub grant awards to mobilize funds and assets for development needs through implementation of campaigns. The local CSOs made significant progress in rolling out the campaigns. RAAW Trust, which had implemented its campaign, launched a second campaign while Omega Foundation also implemented its campaign, which had an aspect of local CBO fundraisers and attracted some scholarships. Childline launched its campaign, which had significant media traction. ANDY and St. Joseph also launched their campaigns in May 2017. The ANDY campaign launch had a real-time donation exercise while the ST Joseph launch attracted a number of corporates. Support to CSOs on communications was primarily on new fundraising strategies including the drip campaign and SMS marketing, social media engagements and production of adverts. Various strategic partners to support the different campaigns were identified and discussions held.

Activities 1.1 Steering committee priority identification & 1.4: Community Engagement Efforts¹

The following sections describe the efforts by the Yetu Initiative's CSO partners to engage the community in asset mobilization campaigns, with support from Yetu. Throughout their involvement, the CSO partners go through the following stages:

- 1) Selection, Due Diligence, Capacity Assessment
- 2) Capacity building & campaign planning

¹ The two activities 1.1 and 1.4 have been combined because in the selection of the local CSOs, thematic areas were considered and the selected CSOs have campaigns centred on key thematic areas ie health, education, economic empowerment and child protection.

- 3) Campaign implementation
- 4) Campaign follow up
- 5) Ongoing engagement

A graphic presentation under each CSO reported on below shows where they are in the implementation process. In the graphic presentation, the blue boxes indicate steps completed, green represent steps the partner was engaged in during the reporting period while grey represents steps for future reporting periods.

1. RAAW Trust

RAAW Trust implemented its first campaign in year II dubbed StoryforChela. They continued with follow up throughout year III, this was affected by the election process in the reporting period. RAAW Trust implemented a second campaign in December 2016 dubbed Gifts that matter. The graphic below highlights their progression into follow-up for their first campaign and other ongoing engagement with Yetu including featuring RAAW Trust as a case study for the bootcamp CSO and continued fundraising.



In the first half of the year, RAAW Trust, Start-A-Library program engaged in follow-up processes and established 32 libraries for its first campaign². In the reporting period RAAW Trust continued to cultivate partnerships that had been established and new ones. It focused on corporates and county governments of Kisumu, Kitui and Machakos. It started five libraries in the reporting period three in Machakos county, one in Nairobi and another in Kiambu. RAAW Trust implemented its annual reading festival which was supported by Yetu. The festival attracted 1500 participants.

Key Achievements

- RAAW Trust accepted a key advisory role extended by the collective counties ministry of educations to advise the counties on libraries and literacy. This makes them influential and raises their credibility and profile thus positioning them better for local resource mobilization.
- In the first half of the year, 30 libraries were started in Makueni County and two in Nairobi County while in the reporting period five libraries were started three in Machakos, one in Nairobi and one in Kiambu. The campaign has to date started 109 libraries surpassing the target of 100 libraries. This is mainly because of corporate engagement and follow up.
- The second RAAW Trust campaign primarily driven by RAAW Trust raised a total of KES 43,871 both in-kind and cash. Although it was not as successful as had been anticipated, it demonstrated initiative and ownership and depicts some change in thinking on resource mobilization by the CSO. RT experienced difficulties in mobilizing traditional media around their cause. They also underestimated the amount of messaging that was required to break through the ‘social media traffic’ and have people engage with the cause.

2. Omega Foundation

² RAAW Trust RAAW Trust under the Start a Library(SAL) initiative implemented a digital campaign dubbed #StoryForChela. The objective of the campaign was to raise money to start libraries and provide public primary schools with access to storybooks. This is in the year one report.

Omega Foundation was the second local CSO to implement a campaign with Yetu’s support, titled “Uplift a Child Headed Home.” This was a regional campaign concentrated in Western Kenya. The campaign goal was to raise KES 5 Million towards technical and vocational training for 50 (25 M 25F) orphans from child-headed households in Kisumu, Siaya, and Homa Bay counties³. Young girls have a heavier burden to care for the families given their nurturing roles and the project was keen on coopting them. Omega has worked on the first three phases of the campaign process and in this reporting period Omega concentrated on campaign follow up. Omega worked on the admission of the project beneficiaries to vocational training institutes. The graphic below highlights progression into Yetu’s engagement with OF.



Campaign Preparation

In the first half of the year OF worked with, a local marketing agency, to develop a campaign concept dubbed ‘Uplift a Child Headed Household.’ Omega Foundation mapped out 50 beneficiaries and the technical institutions they would work with.

Campaign Implementation

The ‘Uplift a Child Headed Household’ campaign was launched on 2nd November 2016 as scheduled. Key campaign events included the CBOs fundraisers, a corporate gala dinner and talk shows held on a local vernacular FM station that spiked contributions.

Capacity development

In the first half of the year Yetu supported OF in various trainings: the digital media engagement, the regional resource mobilization training and media handling training at Aga Khan University(AKU) Graduate School of Media & Communications. A total of 15 OF staff were sensitized on the resource mobilization plan which aims to support the organization to tap local philanthropy to establish a solid and independent resource base that is not only diversified, but also sustainable and on-boards relevant program innovations. In the reporting period Yetu supported Omega Foundation to attend the regional workshops offered by Kenya Association of Fundraising Professionals (KAPF), in conjunction with Yetu Initiative aimed at scaling up new skills for improved future plans in resource mobilization. Yetu also supported two OF staff to attend St Joseph’s and ANDY’s campaign launches to enhance peer learning on local fundraising.

Campaign follow up

During the reporting period, Omega Foundation continued to follow up, mentor and support beneficiaries already placed in different learning institutions in Kisumu and Homa-Bay Counties to undertake different courses. A total 48 students admitted are undergoing different courses having reported in the learning institutions, 32 were admitted in the first half of the year while 16 were admitted during the reporting period.

Key Achievements

³ These counties are the hardest have the highest number of OVCs in the region see previous annual report

- In the reporting period Omega Foundation supported seven girls to Ujima Foundation for hospitality courses while 2 girls were admitted to Emily Beauty and Hair dressing college.⁴
- Follow up with Kenya Commercial Bank (KCB) Foundation resulted in sponsorship of nine students for 2Jijiri Scholarship. In the sponsorship, five boys are pursuing automotive engineering while two girls are pursuing beauty & personal care for a period of one year at St Bernard Vocational Training Centre in Homa-Bay. Two boys opted out since their families solely depended on them and they had some self-employment that was bringing them little income.
- OF supported by C-Media Trust has admitted 16 girls to pursue media related courses, one beneficiary is admitted at Nyangoma Youth Polytechnic and 15 are undergoing media and ICT training.
- The campaign has raised KES 950,960 as of the end of the reporting period, from 1008⁵ individual donations on the yetu.org platform. The gala dinner brought in KES 500,000 in cash and in-kind. The CBOs were able to cumulatively raise KES 124,000.

3. Childline Kenya

Childline Kenya (CLK) is the third local CSO in the campaign implementation process. CLK launched their campaign on 28th March 2017. The Childline campaign dubbed “Shine a Light” seeks to assist those affected by child abuse. The campaign implementation was delayed because the helpline which is the point of reporting abuses was non-functional at some point and there were also delays in production of the campaign videos. The graphic below highlights progression into Yetu’s engagement with Childline.



Campaign Preparation

The CLK campaign preparation was planned for October 2016-January 2017 and campaign implementation was to take place from February-March 2017. The campaign preparation was extended by two months ending in March 2017. The key challenge that caused the delay was the Helpline’s call center operating system which is a key reporting channel for child abuse. There were also contracting delays with the marketing agencies.

Campaign Implementation

The official campaign launch was on 28th March 2017. Childline implementation was to end in May 2017 but this has been extended to November 2017. This was mainly due to delays in preparation, the political situation in the country and to enable testing of new fundraising activities including the drip campaign targeting Kenyans in the diaspora and SMS marketing.

The Campaign picked momentum amidst an intense election period in Kenya. CLK launched the social experimentation video in May 2017 on diverse media platforms. The video aimed at creating awareness on child abuse, presenting the

⁴ In considering the beneficiaries situation, level of Education and breadwinners, Omega focused on short term vocational trainings to enable the OVCs marketability within a short time . This made the beneficiaries especially girls pick on courses that they are sure would qualify them into the job market. We recognize that OF had challenges in gender consideration in the selection process but Yetu had limited control on this given the reasons mentioned.

⁵ This number is not the same as that under indicators because it also includes repeat donors.

Helpline as a light and appealing for contributions towards the Helpline Services. CLK also held a breakfast business meeting targeting corporates, institutions and individuals of high standing in the society to explore partnerships for the campaign. A total of 47 participants attended the meeting and CLK is currently pursuing commitments from the meeting. Partners being pursued include Microsoft, Pambazuka Lottery, Proctor and Gamble, Carol Mandi Media, Safaricom Ltd, Standard Chartered Bank and Communications Authority of Kenya.

CLK worked with three local television stations. (Nation TV and Citizen TV) to advertise the campaign and BrandPlusTV in the production of a documentary on curbing child abuse in Kenya. This was released on their TV station and on YouTube. CLK also engaged four Kenyan celebrities as influencers to promote the campaign by educating the public on child protection and appealing for funds. Through these engagements, the campaign garnered 31, 621, 916 impressions of social media.

Yetu engaged Steadfirst marketing agency, who had previously worked effectively on ANDY's campaign, to revamp CLK's video with a clearer call to action. This increased the viewership of the video to 59,240 times across the media platforms. The link for the revamped campaign video is available here: <https://youtu.be/FiqqIN4exhk>

In June, Yetu supported Childline to design newspaper adverts to run in the local daily in a bid to create awareness of the campaign. The print adverts were published in the daily newspapers which gave the campaign some traction and increased the campaign's visibility.

Yetu procured and installed a software system to roll out the SMS drip campaign in September 2017 initially targeting CLK through a drip SMS campaign. Childline Kenya managed to mine 197,173 telephone contacts from its databases. The drip SMS campaign was implemented in September and was targeting those who had already donated. In October 2017 Yetu will support CLK to formulate and send out messages through a blast ⁶to the identified contacts to support the Shine a Light campaign. Childline Kenya and AKF also partnered to create a database of 4100 emails for Kenyans in the diaspora and carry out audience segmentation for a diaspora-focused drip campaign, to run from October – November 2017.

Capacity Development

In the first half of the year Childline's senior management team attended training by the Aga Khan University Graduate School of Media and Communications on how to handle interviews and press conferences effectively. Child Helpline counselors were trained on communications and customer service in January 2017 as part of the ISP on communications. Childline also attended the digital engagement workshop facilitated by Yetu in October 2016, and the Omega Foundation Lessons Learnt workshop held on 1st March

In the reporting period there has been progress in the implementation of the ISP activities with completed activities increasing from 25% to 28% and in progress from 56 to 58%. Completed activities include; organizational planning, organizational staff roles and appraisal system, and mapping out of external partners.

Key Achievements

- During the first half of the year, Shine a Light Campaign was launched on 28th March 2017 and immediately drew in a lot of attention from Kenyan and international media. This was seen on key national media houses print and broadcast media. The links below show some of the pieces:

<http://media.reelforge.com/player/index.php?storyid=323842529&encryptid=byqh970x6mdr1pkfs48w5v2gzc3tj>

⁶ This is a single SMS to contacts in the CLK database

<http://media.reelforge.com/player/index.php?storyid=323841966&encryptid=r731fw5gnpvvy8qtsdhz40bxj6ck2m9>

<http://media.reelforge.com/player/video.php?storyid=323839719&encryptid=7698503xjsmcqz4dbgyp1thn2wkvrf>

<http://media.reelforge.com/player/video.php?storyid=323841920&encryptid=hjsw1qt8kfxg05r6m794y2zv3dpnbc>

- CLK also had a newspaper advertising campaign to help drive donations from the public. AKF supported CLK to come up with the creative concepts and designs. The advertising ran in June. Some of the media mentions include: -

http://www.the-star.co.ke/news/2017/04/10/nairobi-and-kiambu-lead-in-child-abuse-cases-none-in-samburu_c1540768

<http://www.nation.co.ke/oped/Editorial/enhance-safety-of-children/440804-3870060-15m1yy0z/index.html>

- CLK received advertising credit from Facebook and Google Kenya worth USD 500 and USD 10,000 respectively. This resulted in significant savings which were re-allocated to Print Advertisements.
- Nation Media Group(NMG) provided a fifty -fifty sponsorship match totaling KES 0.8M for TV, print, Nation digital including twitter platform.
- CLK engaged Citizen TV to run Shine a Light Ads for seven days who provided 3 free days.
- CLK received 27 volunteers and is currently developing a Volunteer framework to guide the intake of the volunteers in January 2018. The volunteers will provide skills majorly in counselling, legal field and communications and resource mobilization. Communications and resource mobilization will help build in the gaps identified by the IS process.
- Shine a Light has raised a total of KES 103,232 through the platform and in-kind contribution worth KES 5,080,000
- CLK has seen increased reporting on cases and between July-September 2017, 342 cases were reported. CLK closely works with the government and other partners to address the cases. It works with the department of child services on litigation issues, rescue and shelter provision. On medical care CLK closely works with the Nairobi Women's hospital. CRADLE is also a key referral path on legal issues.

4. ANDY

ANDY is the fourth CSO partner under the project. ANDY started the planning process in first half of the year. Their campaign dubbed “NikoEducatable” which means “I am educatable”. It aims to raise KES 9 Million in 90 days to support access to basic education for over 90 children with disabilities. The graphic below highlights progression into Yetu’s engagement with ANDY.



Campaign Preparation

The campaign preparation was planned for October 2016-January 2017 and implementation was to take place between March and April 2017. There were delays in identification and engaging marketing agencies as well as in completing administrative tasks related to bank account opening. The planning process was completed in April 2017.

Campaign Implementation

ANDY launched its campaign on 24th May 2017 at Feed the Children Grounds at Dagoretti. The venue was an in-kind donation from Feed the Children who are also ANDY partners. At least 70 partners, stakeholders and corporates attended. Faye Haselkorn, the Yetu Initiative AOR, represented USAID at the launch and gave a speech on development and local fundraising. The event was aired on Kenya Television Network (KTN); a national TV station. KTN’s marketing director, Wangui Ikahu (legally blind) and Regina the campaign ambassador who is a youth with a disability (YWD) captured the audience with their stories on living with disabilities. The Master of Ceremony and the ANDY Executive Director initiated a real-time donation activity where KES 50,000 was raised.

ANDY engaged the campaign ambassador, Regina Mugure Mwangi in April 2017. Regina is a beneficiary of ANDY and she saw this as an opportunity to give back and support more Children with Disabilities (CWDs). She has been instrumental in pushing forward the campaign especially through the media. ANDY worked with Steadfirst a local marketing agency to drive the campaign on social and traditional media platforms constantly giving updates on the campaign. Steadfirst supported ANDY to publicize the campaign video in different networks. Regina the Campaign ambassador and the Executive Director of ANDY were featured by Radio Maisha and Radio Jambo with an estimated listenership of one million each.

ANDY designed and implemented a drip campaign targeting 700 companies, some companies have reached out to ANDY as a result of the drip mails. ANDY has partnered with Radio Africa to give a final push to the campaign before it closes. Yetu initiated plans for an SMS Drip campaign targeting repeat donors. This activity will be rolled out in October.

Capacity Development

Through the Organizational Capacity Assessment carried out in February 2016, ANDY identified some gaps internally which it is continued to work on. Some of the issues include developing a conflict management policy, strengthening the monitoring and evaluation component of the organization, skills audit for staff and communication policy.

In the first half of the year ANDY staff participated in the Story Telling Blended Learning course offered by KCDF, digital engagement workshop and attended the OF reflection workshop. ANDY campaign team attended the same GSMC media training as OF representatives on 24th March 2017.

ANDY representatives also participated in peer learning opportunities, attending launches of Childline and St. Joseph's and communicating with their peer partners about approaches. Learning from other partners led to ANDY shaping their campaign approaches to respond to lessons learned from the experience of other partners; for example, they acted on the importance that St Joseph's had identified of advance preparation making the "ask" of potential donors early into the campaign process.

Campaign Follow up

ANDY provided feedback to donors by sending them thank you messages via SMS. The messages also informed the donors how much had been raised and how they can further support the campaign.

Key Achievements

- In preparing for the campaign launch, ANDY sought for in-kind support from partners to minimize costs. Feed the Children offered their grounds to have the launch as part of their in-kind contribution towards the campaign. The in-kind donation is valued at KES 75,000.
- Due to the publicity created by the campaign a local television show, Victoria's Lounge, interviewed Regina, the campaign ambassador on her life story which created further awareness for the campaign.
- ANDY secured a partnership deal with KTN which offered media slots valued at KES 3,730,000. The media house agreed to annualize the NikoEducatable campaign.
- Radio Africa gave an in-kind support of KES 100,000 as part of the partnership.
- ANDY campaign has also leveraged its use on different media platforms. Some of the articles on the campaign can be found below:

<http://www.nation.co.ke/lifestyle/DN2/Regina-Mwangi-raises-funds-to-educate-people-with-disabilities/957860-4047864-mkcdw/index.html>

<http://mummytales.com/getting-into-this-university-was-a-far-fetched-dream-i-was-even-advised-to-stick-to-my-lane-regina-mugure-mwangis-story/>

5. St Joseph CBO

St Joseph is the fifth CSO in campaign implementation process. Their campaign seeks to raise funds (Kshs 15M) to support the skills development and business startup kits for 100 orphaned vulnerable children from poor households in Nyeri, Nyandarua, Laikipia and Kiambu counties. The 100 OVCs depended on applications received and funds raised in the campaign thus there was no specific target for girls or boys.

The graphic below highlights progression into Yetu's engagement with St Joseph.



Campaign Preparation

Planning for the campaign began in January when the Yetu team held a campaign initiation and M&E workshop with staff and board representatives. It was slated to end in April, with a launch in May. St Joseph's partnered with Imarisha CBO, St. Gabriel Education Centre CBO, Cheer Up CBO, FOCUS CBO, Mugunda Fighters of AIDS (MUFOA) and Engineer Broad Vision Progressive Self Help Group⁷. St Joseph formed a planning committee that constituted the consortium partners. The partners were involved in beneficiary mapping, audience segmentation and in spearheading fundraising efforts in their respective communities.

The committee held meetings to organize for the campaign roll out. They defined key messages and audiences for the campaign messaging. The committee also mapped out key stakeholders and supporters. Three media houses namely Gukena FM, Radio Maria and Inooro were engaged to create awareness for the Campaign launch.

Campaign Implementation

St Joseph CBO launched its campaign on 10th May 2017. Major partners identified during the audience selection attended the launch. St Joseph embarked on a one on one follow up with the different partners.

St Joseph had planned for a walk as one of the key fundraising events. The planning committee revised this to a family fun day given the many walks at that particular time in the region. The consortium also changed from a gala night to a cultural festival event. The team also mapped artists and other media platforms that would be used to widely publicize the fundraising events.

The family fun day was held on 24th June 2017 at Dedan Kimathi Grounds in Nyeri. St Joseph engaged five media stations to advertise the event. The campaign team held radio interviews and engaged with the listeners. St Joseph also engaged local celebrities who supported the fun day. A total of 15 corporates attended the fun day and St Joseph is currently pursuing Karen Hospital, Kenya Commercial bank (KCB) Standard Chartered bank (SCB), Kenya Institute of Management (KIM), Kenyatta University, Barclays Bank, National Social Security Fund (NSSF), National Health Insurance Fund(NHIF). Stan Chart has already donated 3 sewing machines for the project beneficiaries.

Yetu supported St. Joseph in content creation and highlighting campaign progress on digital media to encourage donations and show impact. Yetu is preparing for an SMS drip campaign targeting their supporters to encourage repeat donations. This activity will be rolled out in October 2017.

Key Achievements

- A total of 18 beneficiaries (10 M 9F) have been enrolled to different vocational training institutes.
- The total donations for the project stand at KES 1,050,000⁸
- St Joseph has also secured key sponsors and in-kind contributions for a fundraising event at the end of 2017.

6. Flying Doctors Society Africa

This is one of the new local CSOs that the Yetu steering committee selected in the first half of the year. The graphic presentation below shows Yetu's engagement with the CSO so far.

⁷ These are local CBOs based in different counties where the St Joseph campaign will be held.

⁸ The donations are as indicated above but Yetu is still following up on supporting documents in order to post this.



Selection, due diligence and capacity assessment

In the reporting period Yetu made a field visit to Flying Doctors Society Africa (FDSA) in May 2017. The Yetu team introduced the Yetu project to the CSO while also assessing and understanding the CSO structures and programs. FDSA mainly operates evacuation of medical cases to identified health facilities. The organization raised income for its services through member subscription. Its fistula project is unique and speaks to a very sensitive need that women experience. The Organizational Capacity Assessment (OCA) for FDSA is planned for October 2017.

Campaign Preparation

Campaign preparation for FDSA started in late September 2017. Yetu initiated FDSA to the campaign process by introducing the campaign tools i.e. audience segmentation, budget template, campaign workplan and unique value proposition. The tools will support conceptualization of their campaign expected to be rolled out by December 2017.

7. Tumaini Innovation Center

This is one of the new local CSOs that the Yetu steering committee selected in the first half of the year. The graphic presentation below shows Yetu’s engagement with the CSO so far.



Selection, due diligence, capacity assessment

In the reporting period Yetu made a field visit to Tumaini Innovation Center which is based in Eldoret in May 2017. The Yetu team introduced the Yetu project to the CSO while also assessing and understanding the CSO structures and programmes. Tumaini has carved a niche for itself in the reformation of street children in Eldoret. It provides a holistic approach in the reformation of street children. It is small but has already acquired land it has established its operations. The Organizational Capacity Assessment (OCA) for Tumaini is planned for November 2017.

Campaign Preparation

Campaign preparation for Tumaini started in late September 2017. Yetu visited Tumaini and initiated the team in the campaign planning process by presenting the campaign tools which include audience segmentation, budget template, campaign workplan and unique value proposition. This will enable planning and conceptualization of their campaign planned for roll out in December 2017.

8. Brighter Communities Worldwide

This is one of the new local CSOs that the Yetu steering committee selected in the first half of the year. The graphic presentation below shows Yetu’s engagement with the CSO in the reporting period.



Selection, due diligence, capacity assessment

In the reporting period Yetu made a field visit to Brighter Communities based in Londiani Kericho county in May 2017. The Yetu team introduced the Yetu project to the CSO while also assessing and understanding the CSO structures and programmes. Brighter communities have established community projects and are recognized for their work in Kericho by the government. Their girl-child empowerment project that is providing reusable sanitary towels/panties was particularly innovative. It has a local board and Irish affiliations mainly for fundraising purposes. The Organizational Capacity Assessment (OCA) for Brighter Communities Worldwide is planned for November 2017.

Campaign Preparation

Campaign preparation for Brighter Communities started in late September 2017. Yetu visited Tumaini and initiated the team in the campaign planning process by presenting the campaign tools which include audience segmentation, budget template, campaign workplan and unique value proposition. This will enable planning and conceptualization of their campaign planned for roll out in December 2017.

Bootcamp Initiative Campaigns

Yetu in the reporting period initiated a new innovative learning approach for local resource mobilization with 15 CSOs that had been shortlisted during selection of the three recently engaged CSOs. The “Bootcamp” experience takes place through three separate multi-day bootcamps (hands-on learning workshops) in which the Yetu team, resource providers and selected CSOs come together to learn from each other and provide mutual support on planning and implementing campaigns. Unlike the 8 core partners mentioned above, Yetu’s bootcamp partners are not grantees - they do not receive financial support from Yetu to carry out their campaigns. This activity is being done within existing budget for the Initiative as a way to trial a less resource-intensive form of support for Kenyan CSOs to do local asset mobilization. The bootcamp is a cost-effective, intensive, short-term capacity building program on local Resource Mobilization geared towards supporting CSOs to start and drive campaign initiatives in the shortest time possible. The Learning is highly practical adopting methodologies such as peer learning through a twinning process, coaching and exchange visits. It involves intense but intermittent training and coaching to a select number of CSOs.

Yetu held part one of the bootcamp training for the first cohort comprising of 15 local CSOs at Enashipai Resort from the 26th June to 29th June 2017. The workshop had a total of 42 (19M 23F) participants. The participants were introduced to the Yetu project and local resource mobilization. They were taken through various sessions that included communications: drip campaigns; digital engagement; implementation of campaigns on e-philanthropy platforms; corporate engagement. The Bootcamp Initiative had a unique learning process dubbed the Twining Processes where CSOs were partnered according to strengths and weaknesses to motivate organizational learning and partnership during and after the workshop. The CSOs continually worked with their partners especially in expansion of networks. Nairobi one of the CSOs that focuses on technology was very popular and has provided the CSOs with IT related support. The

CSOs were also assigned coaches to support them to further sharpen and implement their campaign projects. The coaches have been making follow ups and also evaluating the CSOs.

Yetu supported the 15 CSOs to design and launch campaigns on the Yetu-M-Changa platform. Progress for the BC CSOs has been varied because of a number of reasons. Some of the CSOs have stronger structures and systems with capacities while others are still young and rely on volunteers; some CSOs face a lot of internal bureaucracies that affect campaign implementation; local resource mobilization also calls for a change in mind set that takes time. One key factor that affected the campaign implementation was the General Election that was held on 8th August 2017 that slowed down activities. Appearing in Annex A is a summary of the CSOs fundraisers and achievements since the campaign inception.

A key achievement of the workshop was that Yetu working with M-Changa supported the CSOs in conceptualization, design and launch of campaigns on the Yetu -M-Changa platform. The CSOs demonstrated commitment and were able to raise funds. (See Activity 1.1/1.4). The bootcamp incorporated competition to motivate the CSOs to work on their projects.

Yetu held the second workshop of bootcamp I from 11th-14th September 2017. This was a build up to the first workshop held in June. There were 41(18M,23F) participants. The scope of the second bootcamp covered gaps identified by the CSOs from the evaluation and from interactions with the coaches. This included conceptualization and campaign planning, corporate engagement, resource mobilization and digital engagement. The participants had also requested for a session on social enterprise which was incorporated. While Bootcamp I had largely included lecture method training to lay the foundations of resource Mobilization, Bootcamp two had more practical sessions and group works that enriched the learning process. Yetu underscored the need for CSOs to demonstrate commitment to the process in order to reap from the initiative fully and reminded them of the criteria for moving to the next level.

Activity 1.2 Business/CSO Partnerships

Successful partnerships between CSOs and the private sector (Strategic Resource Partners, /SRPs). Support the successful implementation of community engagement efforts as SRPs can provide in-kind and/or financial support. In-kind support might include advertising space, promotion, mentoring, or access to business networks and audiences. The partners are drawn from the Yetu Steering Committee as well as businesses and service providers. AKF cultivated SRPs that could provide specific support to individual local CSO Partners as well as broad support across Yetu Initiative activities in particular the e-Philanthropy and e-learning platforms. Between January-March 2017, Yetu approached a number of companies including Cooperative Bank, NIC Bank, Nam Lolwe Radio Station, DTB Bank, KCB Bank Standard Chartered Bank, Safaricom Foundation, and Jubilee Insurance and also supported partners to approach several others. Moreover, a critical component of campaign planning for each CSO was audience mapping. This included identification of various corporates, their categories, expected benefits and anticipated amounts. CSOs conducted research and received support from Yetu in formulating and executing these audience maps.

Revisit engagement plans, map relevant initiative-level existing SRPs and needs for specific CSO partners, and adjust the engagement plan

In the reporting period, Yetu revisited engagement plans, mapped and pursued various strategic resource partners and CSO-level partners. Yetu convened a meeting with the Kenya Association of Manufacturers (KAM) in June where Yetu was informed of KAM's Technical Vocational Education and Training (TVET) program. Yetu will explore how it can link up the various CSOs dealing with youth empowerment and education with the program. KAM also supported Yetu to map out partners from its membership; as of this report, Yetu is working on active engagement with those KAM partners including Peptang Premium Foods, Norbrook Kenya, Coopers Kenya, Panesar Kenya and IPS Kenya.

Pursue "upgrading" of campaign-level SRPs

In the first half of the year, Yetu followed up DTB, Nation Media Group and Property Development Management (PDM) who supported the OF and RAAW Trust Campaign. In the reporting period Nation Media Group supported the Childline Campaign and donated Kshs 800,000. Yetu has been closely following up with them to support other CSOs.

Key Achievements

- Cooperative Bank of Kenya, donated two libraries to the RAAW Trust campaign in Nairobi County.
- Nam lolwe Radio Station, a local vernacular radio station contributed in-kind to the OF campaign (including two months' radio activations, key presenter mentions and three one-hour talk shows to highlight campaign progress). This was valued at Kshs 1,000, 000. The radio station has continued to support OF in the follow up of fundraising activities through publicity as well as linking them to local celebrities.
- Omega Foundation with support from Yetu held a corporate-focused gala dinner that raised Kshs 500,000 for the OF campaign. Acacia Hotel discounted venue for the gala dinner valued at Kshs 90,000 and further committed to providing an internship opportunity for three high-achieving students. DTB donated Kshs 300,000 at the gala dinner.
- Kenya Commercial Bank (KCB) Foundation's engagement resulted in sponsorship of nine students for 2Jijiri Scholarship.
- On 3rd March 2017, Childline partnered with Standard Chartered Bank (SCB) to provide child safety and child protection training to 300 girls under the SCB program. Thirty-five SCB employees volunteered during this session
- Microsoft committed to multiple engagements and volunteer time contributions for program year IV.
- Yetu entered into a strategic partnership with Mckinsey Social Initiative, a USAID supported initiative on their Generation Kenya program, which is expected to result in employment opportunities for youth engaged in Yetu CSO campaigns.

Activity 1.3 Strategic Communications Support to Local CSO Partners

Activities here represent strategic communications capacity building of Yetu Local CSO Partners. The activities are specifically targeted to support Local CSO Partners' implementation of their Community Engagement Efforts (campaigns). AKF and ICM provide strategic communications support to all local CSO partners as part of planning and implementation of their first and any second community engagement campaigns. The timing for this activity aligns with the campaign timing. Yetu also supports CSOs on broader aspects of communications, informed by their ISPs.

Yetu was deliberate in ensuring strategic communications support to the local CSOs. The Yetu team provided specialized support to the CSOs who are at different stages of the campaign process and communications implementation. Partners worked on their communications' situational analysis, developed strategic communications and marketing strategies and plans. Yetu supported the engagement of marketing agencies to ensure that CSOs selected the best firm to work with. The Communications Officer in collaboration with ICM worked on mentoring and coaching the focal persons in the campaign projects to ensure effective communication for fundraising and the overall organization. Where the CSOs needed to hire communications human resource, Yetu was instrumental in drawing up the various job descriptions and the interview processes to ensure professionals were hired. Yetu has also supported organizations to strengthen their social media engagement.

Strategic Communications support-CSO Partner 1

Yetu had minimal communications support with RAAW Trust but supported RAAW Trust in sending out messages for the launch of Kingeero Library. Yetu also supported RAAW Trust to create awareness on Story Moja Festival which is an annual event that RT uses to strengthen its brand.

Strategic Communications support - CSO Partner 2 (Omega Foundation)

Yetu mainly supported Omega Foundation in the first half of the year to develop a social media strategy and calendar, to review its communication strategy and create a database of regional media contacts. In the reporting period Yetu linked Omega Foundation to Jubilee and IBM to pursue various opportunities.

Strategic Communications support - CSO Partner 3 (Childline Kenya)

In the first half of the year CLK continued working with Yetu and ICM consultants in developing a communications strategy for the organization. The activity took some time to get started due to the lack of a communications point of contact at the organization to take charge of the process. ICM has been working with the campaign manager who is Childline's resource mobilization officer and is also engaged in other activities. Yetu supported Childline to review and upgrade their website to ensure its user-friendly and adequately addresses the needs of key audiences.

In the reporting period Yetu trained the social media focal at CLK on content creation that would support the campaign as well as the organization. The communication strategy development is now scheduled to take place in October 2017.

Strategic Communications support - CSO Partner 4 (ANDY)

In the first half of the year working closely with the Yetu Communications Officer and ICM communications consultant, ANDY developed a draft of the organization's communications plan to guide stakeholder engagement prior to the launch of the campaign. The communications strategy was presented to ANDY's staff in March to sensitize them on communications protocol. In the reporting period ANDY supported by Yetu and ICM consultant reviewed the strategy which was then submitted to their board for approval.

Strategic Communications support - CSO Partner 5 (St Joseph CBO)

In the first half of the year ICM and Yetu led the St Joseph's team in reviewing the organization's communications assets and development of communications goals in January 2017. Yetu offered support in the recruitment of a Communications Officer including development of a job description and in interviewing. In July, Yetu and ICM supported St Joseph to develop a draft communication strategy. The Yetu team also held a social media training on content creation in July 2017, with the St Joseph Communication officer and intern both of whom handle the social media accounts.

Strategic Communications support- CSO Partner 6 (FDSA)

The Organizational Capacity Assessment (OCA) will assist to determine the communication status of FSDA. Yetu and ICM will then work to enhance the communication structures within the organization and enhance their brand as an organisation. On campaign implementation Yetu will support the organization to develop a campaign communications plan, conceptualize and design different messages, enhance use of social media and implement new campaign strategies like SMS marketing and drip campaigns.

Strategic Communications support- CSO Partner 7 (Tumaini Innovation Centre)

The Organizational Capacity Assessment (OCA) will assist to determine the communication status of Tumaini. Yetu and ICM will then work to enhance the communication structures within the organization and enhance their brand as an organization. On campaign implementation Yetu will support the organization to develop a campaign communications plan, conceptualize and design different messages, enhance use of social media and implement new campaign strategies like SMS marketing and drip campaigns.

Strategic Communications support - CSO Partner 8 (Brighter Communities Worldwide)

The Organizational Capacity Assessment (OCA) will assist to determine the communication status of BCW. Yetu and ICM will then work to enhance the communication structures within the organization and enhance their brand as an organization. On campaign implementation Yetu will support the organization to develop a campaign communications plan, conceptualize and design different messages, enhance use of social media and implement new campaign strategies like SMS marketing and drip campaigns.

Objective 2: Improve the organizational capacity of 200 Kenyan CSOs, enabling stronger development outcomes

In the first half of the year, Yetu and partners carried out key activities related to CSO organizational capacity strengthening. This included a review of the Master ISP by Yetu, PACT and ICM. The Master ISP is the grand Institutional Strengthening Plan for all the local partners and includes areas of improvement, responsibilities and timelines for implementation. Pact and Yetu carried out the ISP process for the five CSOs with the CSOs demonstrating progress. In line with CSOs' ISPs, ICM continued to work with the CSOs especially on communications, resource mobilization and governance. Yetu assessed cross cutting training needs across the selected CSOs and successfully implemented two tailor-made courses on digital engagements and media handling.

KCDF with support from TechSoup Global continued working on the implementation of blended learning courses. They produced two courses namely Story Telling and Resource Mobilization. In addition, Yetu entered an agreement with Kenya Association of Professional Fundraisers (KAPF) to support implementation of regional workshops to increase local CSO outreach. KAPF held the first round of the regional workshops in Kisumu, Mombasa and Nyeri regions. Yetu Steering Committee selected three new CSOs through a competitive process to replace Kuona Trust.

In the second half of the year Yetu with support from ICM conducted due diligence and field visits for the three new CSOs. Pact and Yetu continued with the quarterly ISP review for the five CSOs. KCDF with support from TSG and Yetu continued with implementation of the Blended Learning Courses with two courses Proposal Development and Communications and Marketing offered. KAPF and Yetu implemented the second round of the regional workshops and started the third round. As described in Activity 2.4. Yetu conceived a new learning approach to resource mobilization known as the Bootcamp Initiative that provides a practical approach to capacity building on RM and ensuring the CSOs actually start campaigns and get support from Yetu, assigned coaches and peers.

Activity 2.1: Assessment/Audit of Local CSO Partners

In the year, the Yetu team worked with Pact to conduct quarterly reviews of existing CSO partners' ISPs to evaluate progress and to link partners with relevant capacity building. The Yetu team also clarified the selection process with USAID and other members of the Steering committee for the replacement of CSO #6, and subsequently pursued the process to select 3 CSOs and carry out due diligence.

Quarterly Review of Institutional Strengthening Plans

In the first half of the year Pact worked with CSO partners to address challenges impeding timely implementation of the CSOs' ISPs. These ranged from staff coordination, competing priorities, limited resources to undertake the IS activities and governance. Pact noted that partners view institutional strengthening as disjointed from the campaign process. Pact increased its frequency of follow-up and encouraged partners to continuously analyze their campaign process and use the new knowledge to continue developing their organizational systems. As a result, the 2nd quarterly review showed relative improvement in the implementation of the ISPs and improved connection between the ISP and campaign implementation.

In the reporting period Pact facilitated two rounds of review of the Institutional Strengthening Plans (ISPs) for all five ongoing Yetu partners. The organizations have made progress with implementation of their ISPs, with most of their activities being 'in progress'. However, competing priorities resulting from the time constraints posed by tensions during the August 2017 Kenyan elections significantly slowed down implementation of planned activities across the board for most organizations. A notable concern is the seemingly low prioritization of key institutional strengthening aspects by the governance bodies (board) in some of the organizations. This has continued to delay completion of some planned activities, especially those related to review and approval of various organizational policies. Prioritizing support to the governance structures remains central to realizing the expected results and has been a key learning point for Pact as we continue to engage with the Yetu partners. Direct support was provided to the Omega Foundation board during the period and follow ups made with the ANDY and CLK boards. In the case of St. Joseph, the board meetings that were held

ran out of time to go through the full agenda. In the period staff transitions at St. Joseph CBO and ANDY contributed to a slowing down of implementation of the ISP activities. The Program Coordinator at St. Joseph was transferred as part of routine changes within the organization and his replacement was, at the time of conducting the ISP review, still very new in the position. ANDY Program Manager who has been instrumental in implementation of the Yetu program had also served notice and slated to leave the organization at the end of September.

As part of the ISP reviews, Pact sought to hear from partners on what has been the most significant change for the organization resulting from the institutional strengthening support provided by the Yetu program. Most of the partners expressed their appreciation of the support which they say has helped to improve local resource mobilization capacity and strengthen organizational systems / processes through development / updating of organizational policies.

Select and perform due diligence on replacement of CSO 6

This activity was planned for February and March 2017. During the replacement of the originally-selected CSO, the Yetu Steering Committee selected three partners -- Flying Doctor Service Africa (National), Tumaini Center (Eldoret County) and Friends of Londiani/ Brighter Communities (Kericho County). The selection occurred in March 2017 and due diligence therefore rescheduled to April. Subsequently due diligence was further delayed due to budget uncertainties on USAID's side, the impending general election and the CSO calendars. Finally in May and June, ICM conducted due diligence, establishing that Yetu could proceed to engage the partners. (Yetu further engaged with ICM to develop a comprehensive due diligence checklist to assess future CSOs that wish to utilize the e-philanthropy platform; see the section on e-philanthropy.)

Sign partnership agreement with placement CSO partner # 6

The three new CSOs signed their partner agreements in September 2017 following the due diligence process described above, clarification of the budget uncertainties, and approval of USAID of the draft agreements.

Activity 2.2: Private Sector Mentoring

Volunteer private sector mentors respond to needs on specific community engagement campaigns as well as institutional strengthening needs of CSOs (corresponding to their ISPs.) In October 2016, an ICM consultant agreed to provide long-term mentoring support to Childline pro bono which was to be formalized in this period. Yetu submitted requests through the Aga Khan Development Network's "Time and Knowledge Nazrana" (TKN) professional volunteer network for communications, marketing, and sales support in October 2016. Yetu also continued with discussions with Microsoft and GE on mentors and volunteers respectively.

In the reporting period as part of bootcamp preparations, Yetu engaged with various business partners who mentored the bootcamp CSOs during the sessions. Soko Analyst, a renowned blogger affiliated to a media company named Soko Directory delivered a session on effective social media engagement and also partnered with Yetu to provide pro bono mentorship after the bootcamp. Soko analyst started providing free digital media audit for bootcamp CSOs. Soko Analyst will also support the CSOs to create social media policies. This is valued at Kshs 25,000 per CSO and so far Nairobi, MUSA, Vijana Amani and TYSA have been supported.

During the Yetu bootcamp, KCDF demonstrated how CSOs could reap from Google adword grants worth US\$10,000 per CSO. Yetu continued to provide support to CSOs towards this realization and it is anticipated that this will greatly improve visibility of CSO campaigns.

Other mentorship opportunities initiated by Yetu includes United Way -member IBM through its Impact Grants which educates organizations on strategic planning and support organizations to develop actionable strategic plans. Advance consultations are being held towards providing support to Omega on strategic planning

Ongoing mentoring

In the first half of the year, Yetu continued to engage with private sector partners for mentoring opportunities. Yetu noted a number of companies considered business mentorship under employee volunteering this is a value add to the CSOs partnership following a financial donation to the cause. The GE employee volunteering program lead proposed to pilot the relationship with RAAW Trust on employee mentoring before opening this to other Yetu CSOs. Standard Chartered Bank through their employee volunteering program engaged two officials from Childline for one of their initiatives on 3rd March 2017 with 35 employees set to start off a relationship for future mentorship and engagement.

Form Childline pro-bono mentoring agreement

This activity was completed. In October 2016, an ICM consultant specializing in communications agreed to provide long-term mentoring support to Childline pro bono. Yetu proceeded to draw a ToR for this engagement in January 2017, this was shared with Childline in the same month. The consultant supported CLK during campaign preparation.

TKN applications and follow up

This activity had been rescheduled to May 2017 and Yetu had planned to onboard TKNs during the months of June to September. Following recruitment of three new staff, it was perceived prudent to suspend this process until the staff settled before determining whether to engage additional support. With the current staff capacity and impending project closure, Yetu may not pursue support from TKNs

Follow through Microsoft and GE opportunities

This activity was scheduled to take place between November 2016 and February 2017. Yetu has been following up but has not yet received concrete confirmations. Yetu continues to pursue business mentorship opportunities with Microsoft through the MySkills Afrika initiative. Besides that, through Microsoft, Yetu linked up Omega Foundation to one of their flagship digital skills training workshops in support of their Uplift a Child campaign.

Upon following up with GE, the HR /employee volunteering program manager proposed to adopt the ongoing relationship with RAAW as a pilot for employee mentoring before opening it up to other Yetu CSOs. This will enable them to pick up lessons and understanding of their employees' interests and time commitments.

Activity 2.3: Targeted Capacity Building

The ISP review process (under Activity 2.1) formed a basis for connecting the local CSO partners to capacity building services and consultants, in particular consultants from ICM Consultants, AKF staff and other SC members. Yetu linked local CSO partners to ICM for targeted interventions in accordance with their ISPs. Yetu continued to utilize ICM to support CSO partners on the various capacity gaps identified. In February 2017, before expiry of the ICM contract in March 2017, Yetu reviewed the ICM engagement. Continuously, Yetu identified opportunities for cross cutting capacity needs that involve multiple CSOs partners and organized workshops that foster peer learning and sharing among CSOs.

Ongoing capacity building with each CSO partner's ISP

AKF, PACT and ICM have continued to work with the different partners on their communications, governance, resource mobilization, finance, M&E, etc. This has been done through trainings, mentorship and coaching. The ICM consultants have worked with the CSOs on their communication plans and strategies, public relations, resource mobilization and governance.

Decide about reactivation of Fanikisha market place; Review of ICM; ICM extension

In December 2016, the project enhanced the existing engagement with ICM, an offshoot of Fanikisha. In doing so, Yetu provided a locally-led and owned institution an opportunity to advance capacity development.

During the reporting period the ICM contract that ended on 31st March 2017 was renewed on 3rd April 2017.

Assess cross cutting needs

In the first half of the year Yetu continued to assess the needs of the CSOs through the review of the Master ISP between November - January. This resulted in the digital engagement training and media engagement training for CSO representatives described below under “cross cutting workshops.”

Yetu also continued to assess cross cutting need amongst the CSOs the bootcamp was identified as a great learning opportunity for CSOs that applied and were shortlisted in the last selection process.

Cross cutting workshops organization and implementation

Two cross cutting workshops were held in the first half of the year the digital engagement workshop and Managing the media. In the second half of the reporting period Yetu supported 18 participants from its Community of Practice to attend the KCDF 20th Anniversary conference that provided the CSOs with insights on local resource mobilization and sustainability. Yetu also linked 25 individuals from 16 CSOs to a pilot project for Philanthropy University to learn more on local Resource Mobilization.

Activity 2.4: Blended Learning Platform⁹

KCDF in year III was to support the development and roll out of Yetu’s five e-learning courses which were later reduced to four (namely Story Telling for NGOs, Resource Mobilization courses, Proposal Development and Communications and Marketing). In the first half of year III discussions on re-alignment of the KCDF approach to better match the Yetu objectives were initiated, the first round of courses offered and the KCDF agreement and work plan were also reviewed Yetu held the first round of the regional workshops on fundraising in February and March 2017. In the second half of year III KCDF supported by Yetu and TSG produced and offered the final two. TSG was expected to provide quality assurance in the overall production on KCDF courses. The process was reviewed in the first half of the year after which a decision was made to engage AKF Geneva to help fast track the course development process.

Mentoring, feedback and quality assurance for e-learning

TSG continued to build the capacity of KCDF in the course development process checking the LMS was functional. TSG developed course production plans to enable support and check points during course production. In the reporting period AKF continued the review of the processes and quality issues with KCDF and TSG that began in January 2017. In April and May Yetu held intensive discussions with TSG and KCDF. It was agreed that a work plan for production of each course was to be developed and subject matter experts would also be introduced to ensure quality courses.

TechSoup worked with the vendor to address the ongoing problems reported by KCDF

⁹ Formally called “e-learning,” AKF prefers the term blended learning as it better describes the methodology and related good practices.

Development and roll out of second and third blended learning course offerings

KCDF with support from TSG developed Story Telling, the second BLI course in October 2016 and this was offered in November 2016. A total of 31 learners completed the online portion and 24 completed the face to face portion. The third course Resource Mobilization was developed between February-March 2017 and offered in March 2017. Out of the 102 learners, 12 learners completed the online portion of the RM course successfully. The Story Telling and Resource Mobilization courses were also offered to the bootcamp participants in September.

In addition, KCDF supported by TSG developed the fourth course on Proposal Development which was rolled out in June. KCDF supported by Yetu mobilized various CSOs to take up the course. An oversubscription necessitated three face to face sessions held on 29th June 2017, 6th July 2017 and 29th July 2017. A total of 67 learners completed the online course. KCDF ensured coaching, mentorship and follow up of the participants through support and improvement of developed proposals and resource mobilization strategies.

Moreover, KCDF with support from TSG worked on the development of the fifth and final course in the BLI trajectory. This was the Communications and Marketing course, rolled out September 2017. The aim of the course was to strengthen the communication teams, skills and activities of CSOs to improve their organizations profile to position themselves in local resource mobilization. The course included an assessment component to evaluate the learners progress. KCDF onboarded 283 learners to the course, the highest number so far. At the end of the reporting period KCDF conducted one face to face learning session on September 29th, 2017 drawing 32 participants. KCDF and Yetu mobilization efforts have seen increased attendance from other regions outside Nairobi for the fourth and fifth courses compared to previous ones, with participants meeting their logistical costs.

Discuss realignment of KCDF approach; Adjust KCDF sub agreement and work plan

Yetu and KCDF held discussions on realignment as planned in December 2016-February 2017. In March, KCDF submitted a revised budget and proposed work plan. After discussions focused on KCDF's role in the regional workshops and determining a role for AKF's own blended learning unit, AKF approved the revised budget and work plan in July 2017 .

Review of first round of blended learning course

The activity started off in February 2017 but with the delay in implementation of the Resource Mobilization course it crossed over to March 2017. In the second half of the year, Yetu worked with KCDF and TSG and finalized the reviews. It was agreed that KCDF and TSG would develop a work plan for the development of remaining courses. Yetu working with KCDF would facilitate for a subject matter expert to review and advise on the quality of the courses developed. The process was followed in the development of the final two courses.

Regional Workshops preparation

Yetu formally entered a MoU with KAFP in November 2016 to hold regional workshops that would train grassroots CSOs on local fundraising. The regional workshops were to be held each quarter of 2017 in three major regions i.e. Kisumu, Nyeri and Mombasa. Regional workshop preparation and planning was completed as planned in January 2017. The regional workshops were labeled the Fundraising Kachumbari¹⁰. The workshops are designed for local CSOs to enable them to upgrade their resource mobilization capacity given recent challenges in RM.

Regional Workshop implementation

The first round of the regional workshop was titled: Playing Smart: Developing Effective Resource Mobilization Strategies. The workshops were held in Kisumu, Nyeri and Mombasa and a total of 57 participants attended the trainings. The second round of the regional workshops was titled "The Fundraiser Using Special Events to Mobilize Funds" KAPF with support from Yetu held three regional workshops which had a total of 41 participants .

¹⁰ This is a type of local salad, a delicacy in the coastal region this depicts the uniqueness and originality of the regional workshops

The third round of the regional workshops was titled: New Frontiers: The art of dating, courting and engaging corporations was to be held in Kisumu, Mombasa, and Nyeri respectively. The workshop was only held in Kisumu region on 16th July 2017 with a total of 11 participants. The Mombasa and Nyeri workshops were put on hold as Yetu and KAPF reviewed the process. The numbers of participants had gone down. This could be attributed to the KES 5,000 that participants are charged as a cost sharing measure. In addition, Kenyan political environment with elections in August 2017 and now re-election of the president on October 2017 slowed down activities. The activities planned for August has been moved to November and December respectively. There were also consultations on dropping Nyeri county and working with Machakos county. A total of 105 participants have been trained through the regional workshops with 52 being trained in the reporting period. Below is a list of trainings offered.

DATE	TITLE	VENUE	PARTICIPANTS	M	F	M	F
23rd February, 2017	Playing smart: Developing Effective Resource Mobilisation Strategies	Kisumu, Acacia Premier Hotel	20	10	10	4	5
9th March, 2017		Nyeri, Eland Hotel	13				
23rd March, 2017		Mombasa, Sarova White Sands	20	12	8	10	7
April 28th, 2017	The Fundraiser: Using Special Events to Mobilise Funds	Kisumu, Imperial Hotel	16	4	12	3	7
22nd June, 2017		Nyeri, White Rhino Hotel	9	2	7	1	6
July 6th, 2017		Mombasa, White Sands Hotel	16	6	10	6	8
July 14th, 2017	New Frontiers: The Art of Dating, Courting and Engaging Corporations	Kisumu, Acacia Premier Hotel	11	4	7	2	4
TOTAL			105	38	54	26	37

The regional workshops were initially conceptualized to enable the project's blended learning component to reach a broader range of CSOs. KCDF was to bring in the on-learning aspect into the workshops by offering students the courses they produced while KAPF was to coordinate and take lead in the face-to-face sessions. KCDF pulled out of this arrangement citing other commitments thus the workshops proceeded without the on-line element for the first batch of courses.

To address this continued need, in the second half of the year an AKF blended learning team began development of a new stream of nine courses to accompany the regional workshops and support in overall initiative achievements related to blended learning. During the reporting period, the team developed three courses customized to the Kenyan context on facilitation, community engagement and resource mobilization. The courses will be included in the next regional workshops in November.

Regional Workshop review

A review was planned for March 2017 but with the last workshop of round one held on 23rd March the activity was scheduled for April 2017. Yetu and KAPF reviewed the performance of round one and agreed to implement round two but with close monitoring of the process. Yetu and KAPF realized a reduction in the number of participants in round two as compared to round one. The first workshop for round three was held in Kisumu only. The partners agreed to put the workshops on hold and strategize on mobilization strategies and to see how these would now be synchronized with the AKF-developed blended courses under development.

Objective 3: Improve the Kenyan cultural and technological environment for community philanthropy

The project moved to integrating with the Yetu-M-Changa platform where the third campaign spearheaded by Childline and other following campaigns were launched. AKF continued with consultation with Squad Digital, to determine if the Yetu platform could be redesigned. By the end of the reporting period, this was still work in progress.

Under this objective, two studies were at different stages of implementation in the reporting period. The CSO sustainability study was completed and is awaiting dissemination. Data collection for the Corporate Philanthropy Study

was completed, the consultants submitted the draft report albeit later than scheduled. Yetu has been conducting a review process with the consultant to improve the overall quality of the report.

Activity 3.1: E-philanthropy platform implementation

In the reporting period Yetu and her partners moved to work with the Yetu-M-Changa platform. CLK, ANDY and St. Joseph launched their campaigns on the Yetu-M-Changa platform. The Bootcamp CSOs also have their campaigns on the Yetu-M-Changa platform. AKF continued with follow up with Squad on the Squad-led platform. There was progress in the reporting period but the platform was not yet been finalized as of this reporting period.

Improvement of platform

Squad Digital was expected to complete this activity between October 2016 and January 2017. Work on it was still on going as of the end of the reporting period, with additional support from an AKF technical expert and additional Yetu team members who came on board in July. Squad was not consistent with timelines and in March 2017 AKF held a meeting with key individuals identified to follow up the process. The activity is not completed but the progress is described below.

AKF developed journey maps for CSO and donors between May and June 2017. These would guide in the structure, design and development of the squad-led e-philanthropy platform. The team developed a design, conducted user testing in July and used the insights provided to develop a final prototype. Squad finalized the first design frame in September 2017. The Yetu Communication team has now provided Squad with content to support the backend development process. The final website is expected to be ready in November 2017. Yetu will integrate the best features of the two platforms to arrive at the final, long-term e-philanthropy platform.

Use the existing platform for community engagement efforts

The second RAAW Trust campaign “Gifts that Matter” and the Omega Foundation campaign “Uplift a Child Headed Home” were launched on the previous Yetu platform but other CSOs launched their CSOs on the Yetu-M-Changa platform. M-Changa has continued to support Yetu in maintenance of the platform.

Identify and contract alternative platform provider

AKF carried out this activity as scheduled in January and February 2017 and engaged M-Changa officially on 17th February 2017. As reported during the steering committee meeting of 17th November 2016 and in preceding meetings, Squad had delayed delivering a fully functional e-philanthropy platform. This meant that the platform could not host subsequent campaigns that would run in parallel. The committee agreed to a proposal by AKF to explore other options. AKF held intensive discussions on this in December 2016 – January 2017. Among the partnerships explored was Ushahidi, Global Giving and Mchanga. Mchanga was selected because they had a tried and tested ready solution, good understanding of the local context, were cost-effective and flexible to adjust to our emergent needs. Mchanga was also advanced discussions with Bill and Melinda Gates Foundations on a matching funds opportunity for which Yetu CSOs could potentially benefit from. During the evaluation process, Global Giving also advised Yetu to work with M-Changa which was local, functional and therefore with ability to turnaround quickly. Yetu thus engaged M-Changa but continued to pursue the Squad-led option with the aim of utilizing newly developed features in the long-term. During the steering committee of 9th March, members appreciated the direction to partner with M-Changa. They however emphasized on the need to ensure the Yetu look and feel is maintained. They also requested Yetu to facilitate a presentation by Mchanga in the subsequent meeting. This presentation was made by Matt-Roberts Davis, Mchanga’s Business Development Manager, during the meeting held on 30th June, 2017.

Transition to new platform

Yetu contracted M-Changa and adequately briefed the local CSOs on the move to the Yetu-M-Changa platform. The Yetu CSOs now have their campaigns running on this platform.

Use new platform for community engagement campaigns

This activity was to start in March 2017 and was on track. The CLK “Shine a Light” campaign, the ANDY “NikoEducatable” campaign and the St Joseph “Action for Orphans” campaign were launched on the M-Changa platform. Yetu and M-Changa supported the 15 Bootcamp CSOs to launch their campaigns on the M-Changa platform. A total of 20 CSOs affiliated to Yetu have campaigns on the M-Changa platform as of the end of the reporting period.

Establish due-diligence and on boarding support mechanism for wider CSO community

This activity was ultimately conducted between June-July 2017. The activity was delayed to ensure lessons are drawn from the planned due diligence for the three new CSOs and therefore enrich the process. Yetu worked with ICM to develop a due diligence checklist and on boarding support for CSOs to the e-philanthropy platform. The due diligence will now be used in on boarding of CSOs who are also expected to take the BLI courses.

Activity 3.2: Crowd-Sourced Fundraising

The activity was planned for the second half of the year but was postponed due to the Bootcamps and engagement of three new CSOs who needed to be part of the process. Yetu has started off the preparatory process by engaging 15 CSOs undergoing the bootcamp training and establishing a due diligence process. The activity will be implemented in March 2018 after completion of the bootcamp and when the three new CSOs have implemented their campaigns.

Activity 3.3: Policy Environment Advocacy Contributions

Reviewing and finalizing research and learning agenda

The Yetu team reviewed the learning agenda in October and November 2016 and finalized it in February 2017, as planned. The agenda guides research and learning activities within Yetu Initiative appears in Annex B.

Completion of CSO sustainability research

The research on CSO Sustainability has been completed and dissemination is planned for November 2017. The research was in part also a Phd study for the consultant and he had to work with his research supervisors to ensure that the product was of quality; this took some time and caused some delays in completing the report for launch.

Commission and oversee study on corporate philanthropy

This activity was planned to be completed in June 2017. However, the draft report reflected analysis skewed towards corporate organizations rather than focusing on local CSOs, although the data allowed for both. AKF has conducted an extensive review process with the consultant leading the preparation of the report. The final report is now expected in October 2017.

Dissemination of Lessons Learned

The Yetu team continued to share project learnings in different fora. The Yetu MERL Coordinator shared findings from the “Why Kenyans Give” study at the 4th ISTRAN workshop held in Accra Ghana from 20th-23rd June 2017. The Yetu Project Director also shared learnings emanating from the project at the KCDF 20th Anniversary conference held from the 22nd-23rd June in Nairobi. Yetu supported 18 participants from the Yetu CoP to attend the KCDF conference to

enhance learning on resource mobilization and sustainability. The findings of the Corporate Philanthropy study were also disseminated and helped to shape discussions during the regional workshops and the bootcamp.

Project Management Activities

AKF continued to provide day-to-day project management, including oversight of Yetu project staff and coordination of Yetu Stakeholders. AKF convened Steering Committee meetings each quarter. In the second half of the year, Yetu conducted a survey for the CoP which will inform the development and implementation of an engagement strategy for its growing Community of Practice (COP) as well as review and revise its communication strategy; completion of these activities were delayed due to the heavy focus during the reporting period on turning around core elements of the project and conducting several community engagement campaigns simultaneously.

Maintain Community of Practice

Yetu has been engaging with the community of practice (CoP) through regular updates via the Yetu newsletter, as well as other communication mediums on relevant opportunities for the CoP. The CoP has mainly been used to market and enroll members for the Yetu E-Learning courses. The team has received feedback indicating great interest in the E-learning courses, with CoP members writing to follow up on the next scheduling of courses.

The Community of Practice has continued to grow with support and referrals from M-Changa, Yetu social media sites and the different Yetu activities. Yetu has continually updated the CoP with relevant information and upcoming opportunities e.g. the regional workshops with KAPF, blended learning with KCDF. Yetu has provided relevant information on local philanthropy to the CoP. Yetu engaged the CoP using various channels i.e. social media platforms, emails and quarterly newsletters. Yetu has further reached out to the wider audience to join the CoP through a survey for the initial enrollment process. The current database stands at 393 CSOs and 597 email contacts.

Quarterly Steering Committee Meetings

Four steering committee meetings were held during year three. The first one was held on time in November with representation from AKF, PACT, KCDF and DTB. A key point of discussion was Kuona Trust and the issues that the organization was facing which impeded their participation in Yetu. There were concerns of how to strengthen the CSO selection process. The second one was planned for February 2017 but was pushed to March 2017. This was intentional to allow time for the selection of the three new CSOs as described above under Activity 2.1. A key agenda item in the meeting was the selection of the local CSOs to replace Kuona Trust where the three new CSOs were selected. M-Changa transition was also discussed by the steering committee, which agreed to the transition.

In the second half of the year the steering committee meeting planned for May 2017 was held in June 2017. The meeting was moved to accommodate the steering committee members calendars. Yetu was also intensely involved in the bootcamp planning. The meeting had representation from AKF, USAID and PACT. The steering committee meeting scheduled for August 2017 was held in September 2017 in attendance was USAID, PACT, KCDF and EAAG. The meeting approved Yetu's request to co-opt new strategic members into the steering committee while ensuring a critical mass of active participants. Yetu was allowed to reach out to the two new strategic partners: McKinsey and United Way to join the committee. The bootcamp and the project overall were seen as great learning opportunities. USAID communicated to the partners that due to overall constraints at USAID, it is not certain that they will be able to go beyond the approximately \$2 million already obligated to the initiative, though they were still committed to the process and the results and continue to discuss solutions with AKF.

Review, revise, and resource Yetu Communications Strategy

The Yetu team began this activity in February 2017 and made budgetary allocations in Feb/March. The activity was rescheduled to July 2017. In the reporting period Yetu with support from AKF USA reviewed the communications strategy in August and included a digital component in the strategy. This has been instrumental in enhancing Yetu

activities on the digital space. There has been heightened activity on social media following recruitment of the digital engagement officer who has advanced the strategy.

Annual update with the GoK

This activity was planned for February 2017 but the prevailing civil society context in Kenya makes implementing this activity challenging, particularly at national level. At national level, AKF engages through a broader lens than Yetu, currently through our work with EAAG where AKF personnel serve as board members. EAAG are currently engaging government (through the Deputy President's office) on the enabling environment for philanthropy.

In addition, Yetu and partners engage substantively with county governments. Existing partners such as Omega Foundation and RAAW Trust have had significant success and one of Yetu's core grantee partners with which an agreement was finalized during the reporting period, Tumaini, places a central emphasis on engagement with county governments where it operates to support and re-integrate street youth, and will build on this in its work with Yetu. Several of the current cohort of bootcamp participants are county-based and work with county governments.

Survey the Community of Practice

Ultimately Yetu conducted the survey on the Community of Practice beginning in September 2017 following onboarding of new staff members and beginning of the bootcamps described above; it will be completed in the next reporting period.

Develop and implement an engagement strategy for Community of Practice

Due to delays in the COP survey, this activity will be completed in November 2017.

Prepare sustainability plan

As planned AKF continued to discuss sustainability of Yetu components internally as well as with potential partners including United Way Kenya. Although this activity was slated to end in July 2017, USAID budget uncertainties as well as the introduction of innovative methodologies like the bootcamps pushed it back into early program year 4.

Pursue sustainability plan

Due to delays described above, Yetu will finalize and implement the sustainability strategy in time for project close out.

Sub Awards

Sub award management was ongoing throughout various relevant activities described in the report. The three new CSOs were granted their awards in the reporting period.

Approve and submit budgets for upcoming campaigns

Yetu sought budget approvals from USAID for CLK, ANDY and St Joseph during the first half of the year before the commencement of each campaign.

In the second half of the year Yetu sought approval for the three new CSOs namely Flying Doctors Services Association, Tumaini Innovation Centre and Brighter Communities Worldwide. This also included campaign budget approvals. This was done at this early stage to shorten the budget approval process. Yetu had developed indicative budgets for the CSOs using past experience and the allocations awarded that were used for approvals.

Discussions with USAID on replacing CSO Partner #6

See Activity 2.1.

Update organizational audits on file for CSO partners

This activity was scheduled for February 2017, was pushed to July 2017 when the organizational audits for 2016 were to be completed. The select CSOs conducted their organizational audits. RAAW Trust, Omega Foundation and ANDY have submitted their reports. The CLK audit report is waiting for board approval. St Joseph was previously a Self Help Group and it was not mandatory to have organizational audits, their audits were majorly project specific. The current project is part of consortium project and they are waiting for the report from the consortium lead.

Monitoring, Evaluation, Reporting, and Learning Activities

Ongoing collection of data

This continued as planned in the reporting period. In the first half of the year, Yetu hired two research interns to aid in the process directly at the level of the CSOs, especially to ensure accurate data on resources leveraged. The interns assisted in real-time data collection as the campaign implementation progressed. One intern based in continued to provide assistance until July 2017.

Ongoing institutional capacity support in M&E

The capacity support to the CSOs during the reporting period was mainly towards data collection on the campaign project. The MERL Coordinator worked with interns to support the CSOs to implement their project M&E plans. She developed a weekly reporting tool for each CSO for data collection. The CSOs continued to engage with the tools provided building on their data collection and documentation capacities. ANDY and St Joseph were busy with campaign implementation and will finalize on their M&E frameworks in October 2017.

Quarterly Financial Reporting to USAID

This activity was carried out as planned.

Semi-Annual Narrative Reporting to USAID

This activity was carried out as planned.

CSO Partner #3 campaign M&E plan development

This activity was scheduled to take place between October and November 2016 but it was delayed to February-March 2017 in parallel to the delays in Childline's campaign preparation. The M&E plan was completed and CLK have been trained on how to apply it.

CSO Partner #4 campaign M&E plan development

This activity was scheduled to take place between November and December 2016 but it was pushed forward to March-April 2017 since ANDY was still in the planning phase and had not clearly defined their campaign project. The ANDY M&E Plan was completed in April 2017 and they have been using it in the M&E of the project.

CSO Partner #5 campaign M&E plan development

This activity was scheduled for January 2017 but was delayed to April 2017 following delays in St. Joseph's campaign planning and preparation. Yetu developed the Actions for Orphans M&E Plan with support from St Joseph. The St Joseph M&E focal and the implementing team were trained on how to apply it.

CSO Partner #2 campaign review

Yetu organized a one-day Reflection Workshop at the end of the OF campaign on 1st March 2016 at Pride Inn Hotel in Nairobi. The workshop brought together the key stakeholders in the implementation of the OF campaign who included the marketing agency BSD, Squad Digital, ICM and PACT. The other CSOs were also invited for the meeting. Key lessons from the workshop included that an organization needs to demonstrate accountability and transparency before donors can actually give. The donors want to identify with the beneficiaries for this validates the process. The campaign design and conceptualization need to be clear and locked up early enough to enable the process to move forward. Social pressure from givers results to a healthy giving competition.

CSO Partner #3-#5 campaign review

Yetu and the CSOs (CLK, ANDY and St Joseph) worked on weekly reports during implementation of the various campaigns. Yetu reviewed the reports on a monthly basis to assess progress. Yetu had planned for reflection workshops at the end of each of the campaigns but with the extension of the campaign implementation period this has been rescheduled to December 2017 when the campaigns will be completed. To save of resources one reflection workshop will be held for the three CSOs.

III. ACTIVITY PROGRESS (QUANTITATIVE IMPACT)

As evidenced from the Indicator Tables below, the Yetu Initiative overall is on track with achieving its targets especially on capacity building, messages delivered and fundraising plans in place. A total of 128 distinct new individuals from marginalized groups and 64 distinct new CSOs have benefitted from the project in the reporting period. Moreover, 3201 Kenyan individuals and institutions mobilized resources for local CSOs.

The 5 local CSO partners demonstrated improved capacity through the ISP review process carried out by PACT and Yetu team. The sixth CSO was Kuona Trust, which was dropped; however, with the introduction on the three new CSOs, Yetu will eventually surpass the set target. The project has surpassed the target for the indicator on the number of target CSOs with local fundraising plans. This figure includes the bootcamp CSOs which also launched campaigns in the reporting period.

The project improved on the indicator on number of person hours of training in the reporting period 802 hours were recorded out of the targeted 400 hours for the reporting period. The project recorded a total of 64 CSOs that have improved capacity as a result of Yetu Community of Practice, E-learning and E-Philanthropy platforms. This is attributed to the different capacity development efforts like the regional workshop, tailor made workshops and the E-learning platform. In the reporting period 17 CSOs were involved in different advocacy interventions. This includes Yetu CSOs and other CSOs whose capacity was built by Yetu or involved in partner activities like the OF CBOs and the Bootcamp CSOs.

IV. LESSONS LEARNT

AKF and partners learned several lessons throughout the year about effectively engaging in local asset mobilization:

Change of mindset may take a while: This is a lesson that Yetu experienced in implementation of the various project activities. It was experienced in the first half of the year but has continued with further engagements in the second half of the year. The regional workshop learnt that many CSOs are focused on foreign funding. Domestic resource mobilization is still not a popular source of funding. Many organizations still believe in foreign funding that is larger and more accessible. They do not want to work for domestic funding which they consider significantly low and difficult to access. The select CSOs in the project especially the more established ones are accustomed to traditional donor fundraising and took a while to appreciate local resource mobilization. Yetu constantly followed up and supported them to ensure that they roll out activities. After the first bootcamp the CSOs had high expectations that now that they had launched campaigns donations could automatically trickle in. In implementation they realized it was not that easy, it needed commitment, building relationships, creating awareness, etc. A majority of the Bootcamp CSOs have slowly embraced local fundraising and are actively working to raise funds.

Many CSOs do not have adequate resources to seed fundraising: This was experienced in the first half of the year. It has persisted in the reporting period. The regional workshops realized that few CSOs have budgets to spend on capacity building. Many of those approached expressed interest and stated that they cannot afford the training. This continues to pose a challenge as providing free training creates dependability.

Blended Learning Initiatives need concerted mobilization and follow up: In the reporting period the BLI applications and completion rates have seen increased number of learners. Continued mobilization, follow up and working with CSO networks and umbrella bodies creates greater awareness for the courses.

CSO credibility: Effective campaigning is dependent on the reputation of an organization. Donors are concerned about the reputation of CSOs before they can give. What have they been involved in and what impact have they created. This was experienced and reported in the first half of the year when the OF and RT campaigns were implemented. In the reporting period other CSOs also confirmed this as they continue with engagements in the reporting period.

Institutional engagement of corporates: During the reporting period ANDY realized that, organizations should work on engaging corporates in their various activities to create a relationship and eventually trust. This also enables the corporates to better understand the CSOs and see how they can support their work.

Understanding and identifying beneficiary needs and their costs: In the reporting period OF started off enrolling their beneficiaries to different training institutions. They realized costing of the beneficiary needs should be holistic. If its education the organization needs to also consider the upkeep and travel of the beneficiaries to the institution and not just the tuition fee.

Matching funds are a useful way to spur CSOs in their campaign processes based on experiences during the reporting period.

Some key lessons specifically for CSOs about shifting to locally-based asset mobilization included the following:

Staff resourcing/ Dedicated campaign team: This was experienced and reported in the first half of the year. In the reporting period the remaining select CSOs and some of the bootcamp CSOs also noted that for a campaign project to pick up there is need to designate a team to drive the process. Campaigns are being implemented simultaneously with other activities and staff need to be clearly defined and assigned roles to enable a campaign to take off.

A CSO's "value proposition" to the public needs to be locked up to enable conception of campaign: This was experienced and reported in the first half of the year with the implementation and planning of the OF, CLK and ANDY campaigns. It persisted in the reporting period as ANDY and St Joseph's advanced planning. The bootcamp CSOs also experienced this as they set off their fundraising campaigns. Changes in the value proposition bring in various dynamics that eventually affect the campaign output. The proposition needs to be thought through and critiqued accordingly before a campaign goes to market.

Specific lessons about running campaigns included the following:

Timing matters. The holiday season around December slowed down implementation of activities especially the Omega Foundation campaign, and affected attention paid to the campaign. Elections made planning and implementation more sensitive for the local CSOs. The media was also more focused on the general election and did not give adequate time to social issues.

Audience mapping /Analysis of demographic factors: There is need to be clear on what stakeholders might contribute when enlisting their support to mobilize assets as well as clear on how they work. In the reporting period, St Joseph noted that majority of the participants in the Family Fun Day they had organized with the intention of raising money were children who did not actually have resources thus the campaign. This was also experienced by OF and reported in the first half of the year. Omega Foundation observed that the bank statements clearly indicate that the low-income earners are more willing to contribute than the middle and high-level income earners. A campaign should not dismiss low income earners who may give little but are quite a number. The strategic corporate partners take some time to consult before giving any form of commitment. Partners engaging with the county government felt that the decision-making process was slow.

Background research on corporates is key: In the reporting period St Joseph realized conducting research on the partners to approach provides the CSOs with knowledge on the partner and they are able to table appropriate proposals and make optimum gains.

Identification of key decision makers in different institutions, particularly corporates, for buy in: In the reporting period, St Joseph campaign team reached and convinced many of the regional corporation managers hosted in Nyeri and neighboring counties who then had to consult their head offices mainly in Nairobi for support. Linkages with their head offices would be desirable to ensure quick support.

Clarify what the corporate gains from engagement with the CSO: In the reporting period corporates needed to know the value addition/benefits they would receive from the campaign as well as who else had supported the campaign in the past so CSOs should package this in an easy identifiable and impactful way in the engagement of CSOs

Networking and linkages aid in reaching contributors: In the reporting period working in a consortium helped St Joseph's campaign reach people in areas they might not otherwise have been able to reach.

Social pressure creates healthy giving competition: In the first reporting period OF realized that creating subtle social pressure can help catalyze giving within different potential donors. It organized its CBO partners from various regions to conduct local fundraisers. As contributions trickled in, they created competition amongst the CBOs about which would raise the most funds.

Interaction with beneficiaries validates the campaign: In the first half of the year OF experienced this and was reported. Omega Foundation brought beneficiaries on air. In the reporting period ANDY and St Joseph have also involved beneficiaries and this had an effect of raising contributions. Listening to the voices of the actual beneficiaries is a powerful instrument for resource mobilization, it authenticates the process.

Capitalize on key campaign activities: In the reporting period, at the launch of the ANDY campaign, they had a real-time donation exercise that raised an estimated Kshs 50,000 while the CLK campaign had considerable media traction they did not table an ask for donations that would have increased donations.

Documentation of support: This was experienced in the reporting period by CLK, ANDY and St Joseph. There should be close follow up of organizations/ individuals who have given in kind support to get their commitments early and document this for accountability. The corporates or individuals may change the decision makers or change their minds so it is important to have a written agreement with them.

Setting realistic campaign goals: This was experienced and reported in the firsts half of the year. During the reporting period the CSOs that were finalizing planning i.e ANDY and St Joseph also experienced this. Most of the CSOs at the start of the campaign planning are usually quite ambitious but once the planning starts and they realize the magnitude of

work involved to be able to raise the high targets, they tend to revise their targets downwards. It is important to conduct a thorough analysis to know where the donations will come from in order to set reasonable targets.

Influencers/Celebrities create traction for campaigns-One of the local CSOs did not engage an influencer and later realized that an influencer would have been important in steering the campaign to the right audience and s/he would have worked with the media to add value to the campaign. You need to be strategic in how you approach the influencers as some may be elusive or non-committal but their contribution to a campaign is important.

Limit breaks in campaigns /ensure continuity: Breaks in campaigns leads to loss of momentum as potential donors or the public forget about the campaign. In the reporting period the general election created a break that slowed awareness and giving for the campaigns. Campaigns should be planned to ensure continuity.

Feedback to donors: In the reporting period St Joseph, ANDY and CLK noted that providing feedback to donors and stakeholders strengthens links and creates further awareness on the campaign.

Target In-Kind donations: Scholarships were also predominant in the OF campaign therefore campaigns should also focus on in-kind asks.

Capitalize on media engagements-The media engagement and partnerships present an opportunity for the CSOs to amplify their campaigns. In the reporting period, the drip e-mail campaigns and SMS marketing provided opportunities to further enhance the fundraising process.

V. CONSTRAINTS AND OPPORTUNITIES

Constraints

- The political situation with the elections made planning and implementation more sensitive for the local CSOs. The media was also more focused on the general election and did not give adequate time to social issues. This was experienced in the first half of the year and persisted into the second half as elections were not conclusive. The expected repeat presidential elections has prolonged the uncertainty and sensitivity which has affected planning and implementation of campaigns across board.
- The E-Philanthropy platform had major technical shortcomings necessitating a search for alternative platforms. This called for lengthy consultations and reflections with different stakeholders. This was experienced and reported in the first half of the year. Squad failed to deliver despite Yetu's continual engagement. Yetu finally settled on working with M-Changa.
- Kenya is experiencing a drought right now. Seen as an emergency, the attention of the different stakeholders is focused on this matter. The CSO campaigns focus on areas viewed as non-emergency thus a drought draws more attention than their campaigns.
- There is need for more non-profit marketing expertise in Kenya. Cause marketing is just picking momentum in Kenya. Most marketing agencies have expertise in developing marketing solutions for corporates who have large advertising budgets and are driven by profits. During the reporting period from CLK experience, agencies struggle to understand the need and pace of non-profits.
- The CSO staff assigned to work in the Yetu initiative project by the local CSOs felt stretched and this affected implementation. This was experienced by CSOs in the first half and reported it has continued begin exhibited by the remaining CSOs and bootcamp CSOs.
- Change of office Bearers- In the reporting period, different negotiations that had started with political leaders who were not re-elected stalled especially campaigns that had engaged the county governments. The CSOs have to start fresh engagements with the newly elect leaders once they settle in office.

- KCDF continued to experience technical hitches with the Learning Management System (Litmos). Some learners onboarded were either unable to access the course or were locked out of the course after some time. However there is an improvement in the accuracy of the system having reached out to Litmos in the reporting period. In addition, branding of the site continues to be a challenge as the LMS is not able to adequately brand all partners involved in the project. TechSoup has been investigating alternatives to Litmos, and will require more time as part of a broader, current LMS evaluation in a changing market.
- Non-completion of courses by learners also continues to be a challenge as reported in the first half of the year. KCDF encouraged learners to complete the courses through frequent follow-ups. In addition, KCDF now has a dedicated staff for this following budget adjustments. The number of learners completing the course increased in the reporting period.
- In the reporting period, St Joseph experienced logistical challenges since some of the consortium partners who played a critical role in the campaign are located far off from Nyeri. Other major stakeholders and potential supporters are headquartered in Nairobi this constrained campaign implementation.
- Some CSOs are unwilling to pay for the regional workshop participation despite appreciating the product as they are accustomed to such events being provided for free by donors. Some CSOs have also cited lack of resources as an impediment. This was also experienced in the first half of the year but further confirmed in the second half.

Opportunities

- The regional workshops opened up training opportunities on Resource Mobilization to areas that may have not been accessed by the project and furthered capacity building efforts. This was experienced and reported in the first half of the year and has continued during the reporting period.
- In the reporting period, the Yetu -M-Changa platform has generated some publicity that the CSO campaigns will benefit from. Yetu-M-Changa platform also alludes to some form of sustainability that Yetu may eventually explore.
- In the first half of the year, the ICM consultants offered some pro-bono time to further enhance the capacity of CSOs and Yetu has been following up with the CSOs to take up this.
- In the reporting period since all the CSOs are either planning or implementing their campaigns, it has increased cross learning within the partners. The bootcamp has contributed to enhanced peer learning among the represented CSOs. The new CSOs that have been on-boarded bring in versatility and will introduce the project to new areas like Eldoret and Kericho.
- In the reporting period, the bootcamps provided an opportunity to engage motivated and interested CSOs such as the finalists from previous grant applications through the Yetu networks
- Media houses believing in the campaign is an opportunity for CSOs to form long term relationships - ANDY's engagement with KTN resulted in KTN agreeing to support the ANDY campaign if it becomes an annual event. Radio Nam Lolwe also agreed to support OF if they start another campaign.

VI. PERFORMANCE MONITORING

The project agreement provides a basis for performance monitoring and the Yetu team continually refers to the document. The year III work plan has also been a key monitoring document on activity implementation. Yetu has established weekly status meeting with the CSOs to provide support as well as to check on progress. The CSOs' campaign plans also provide a platform for monitoring performance. The quarterly reports submitted by partners also provide an indication of performance. Yetu ensures data collection for all activities conducted to check on performance. The ISP review process conducted jointly by Yetu and PACT for the various CSOs during the reporting period enabled a review of

institutional strengthening efforts by the CSOs. Yetu continued holding weekly implementation meetings to track implementation. Yetu actively carries out follow-ups with partners.

Yetu has an active Performance Monitoring Plan; a revised version for concurrence by USAID will be submitted alongside this report.

VII. PROGRESS ON GENDER STRATEGY

Yetu's Gender and Disability Inclusion strategy was laid out in the original project proposal. In line with that strategy, the Yetu steering committee continues to have five women officially represented on it. The project disaggregates beneficiary counts by gender, and tracks participation of women-led and gender equality-focused organizations.

A core program area which continues in year 4 is blended learning, a gender sensitive capacity building approach that provides flexibility and significantly reduces the amount of time that a participant will be off their duty station. This therefore enhances participation by women. A focus of Year 4 blended learning activities will be rolling out courses developed in the past.

Moreover, the organisations represented continue to have significant representation by women among their senior leadership or be led by women. Among the CSOs conducting campaigns with support from Yetu are organizations tackling gender equality and related issues. Brighter Communities, a grantee beginning its work during year 4, proposed focusing its campaign on awareness raising and asset mobilization of the issue of girls' needs for sanitary napkins in order to stay in school. Flying Doctors works to provide post-natal care in areas that otherwise do not have access, including treatment of fistula. Among the first cohort of bootcamp participants, which will conclude during year 4 are :

- Association of Media Women in Kenya
- Federation of Deaf women
- Kenya Climate Justice Women Champions
- Kenya Women Holding
- Moving the Goal Post
- Young Women's Christian Association of Kenya

Their campaigns are focused on gender themes such as campaign to end female genital mutilation; a cultural norm that has been prohibitive for women; education for women whose aim is to ward off teenage pregnancies and to support recovery of gender based violence victims. Female leaders and women's groups have also been encouraged to actively participate in the Community of Practice members. (A study of the community of practice on this will conclude in Year 4.)

VIII. PROGRESS ON ENVIRONMENTAL MITIGATION AND MONITORING

The Yetu Initiative was categorized as a Low Risk Activity thus it is categorically excluded. Yetu continues to monitor its activities and those of its partners to ensure compliance.

In the first half of the year two staff members from the Yetu team attended USAID Kenya's week-long training from 31st October-4th November 2016 at the Windsor Hotel in Nairobi on environmental compliance. The training was titled "Environmental Compliance and Environmental Sound Design and Management." The overall goal of the workshop was to provide motivation, skills and knowledge necessary to achieve environmental compliance in project implementation and integrate environmental considerations in activity design and management to improve overall project acceptance and sustainability.

IX. PROGRESS ON LINKS TO OTHER USAID PROGRAMS

In August 2017, Yetu entered into a strategic partnership with the USAID-funded Mckinsey Social Initiative on their Generation Kenya program. Through its CSO network, where multiple campaigns are aligned to youth economic empowerment, Yetu will identify youths in need of employment or business skills and facilitate their enrolment onto the Mckinsey program. Mckinsey will meet the costs for employability skills development which is costed at US\$400 dollars per beneficiary. Upon graduation, Mckinsey will facilitate placements for successful graduates. Mckinsey is so far in discussions with various CSOs.

CSO Partners also linked with USAID supported projects through their Yetu campaign work. Omega Foundation has links with the *Tu-jia jiri* program through the Kenya Commercial bank. The St Joseph project complements PEPFAR by supporting the children who did not make it to higher education or high school as a result of being orphaned or made vulnerable by HIV/AIDS.

USAID KEY ISSUES¹¹

Youth Development

Yetu in the reporting period engaged 101 youths (57F,43M) in various capacity building activities to build skills and knowledge in community philanthropy.¹² Moreover, Yetu works with CSOs that focus on youth empowerment and development. Of the five select CSOs two have campaigns that are focused on youth empowerment through vocational training (OF and St Joseph). The ANDY campaign also addresses the younger youth(10-14yrs) by raising funds to help them access primary education. One of Yetu's core grantee partners for which an agreement was finalized in the reporting period, Tumaini Innovation Center, is explicitly focused on the support and rehabilitation of street youth. Tumaini uses an education delivery model that breaks down unique barriers faced by street youth, leverage their resourcefulness, resilience and independence, and equip them with the knowledge and skills needed to have successful, productive careers away from the streets. Eight of the first cohort bootcamp CSOs that began in the reporting period are youth-focused. These include -

- Mathare Youth Sports Association (MYSA)
- NairoBits Trust
- National Organization of Peer Educators
- The Youth Banner
- Vijana Amani Pamoja
- Young Women's Christian Association of Kenya
- Transforming Youth Sports Association (TYSA)
- Moving the Goal Post Kenya

Their campaign themes focus on youth empowerment for social and economic development. For instance, adopt a digital youth by Nairobits aims at changes the lives of vulnerable youth by improving their ability to contribute to their socio-economic well-being through ICT. Through the bootcamp twinning process, Nairobits has supported TYSA and MYSA on their technology needs. In return, these organizations have offered internship opportunities for youth and as a result, filled their capacities in a cost-effective way. Through mentorship and coaching, Yetu will continue to promote mutually-beneficial partnership opportunities among the youth-focused organizations. These engagements

¹¹ Section added on request of the AOR especially for report as of September 30, 2017.

¹² AKF uses the Kenyan government definition of a youth being under 35 years of age.

have widened the networks for these CSOs and has contributed to pointing their thinking towards local resource mobilization.

Public-Private Partnerships

Yetu itself is a PPP between USAID and the Aga Khan Foundation, As a member of the Aga Khan Development Network, one of the world's leading poverty solutions networks, AKF makes long term investments, from early childhood programs to universities that benefit 2 million students every year in Africa and Asia. AKF's work impacts tens of millions in over 30 countries every year through partnerships with businesses, local organizations, and governments.

The Steering Committee governing Yetu's implementation additionally includes Kenyan profit-based institutions. Privately held entities are responsible for managing the e-philanthropy platform and implementing capacity building and technical assistance activities, and will host these beyond the lifetime of the project. Moreover, given the likely involvement in some capacity of United Way Kenya, on which the Kenyan/East African branches of several major American-owned corporations are represented, sustainability plans being finalized and implemented this year will increase the linkage with American businesses, a strategic priority of the US government.

Moreover, the Yetu Initiative aims explicitly to engage the private sector in development. A key way this happens is through its fostering of capacities for CSOs to actively engage the private sector in their work. This takes place through the community engagement campaigns and strategic related support that the initiative provides, including to the 3 new partners this year as well as through the "bootcamp" activities. Campaign success is based in part on how well CSOs mobilize corporate funds, in-kind and volunteer time and ongoing mentorship. Examples of private capital flows included the donations from various private sector players including Diamond Trust Bank (DTB), Serena Hotels and Nation Media Group (NMG).

Gender-Based Violence

CLK is one of the select CSOs that Yetu works with. It runs a helpline that provides assistance to children facing abuse. These includes children experiencing GBV. CLK has seen increased reporting on cases and between July-September 2017, 342 cases were reported. CLK closely works with the government and other partners to address the cases. It works with the department of child services on litigation issues, rescue and shelter provision. On medical care CLK closely works with the Nairobi Women's hospital. CRADLE is also a key referral path on legal issues.

Gender Equality/Women's Empowerment

As stated above in the section on progress on the gender strategy:

The Yetu steering committee continues to have five women officially represented on it. The project disaggregates beneficiary counts by gender, and tracks participation of women-led and gender equality-focused organizations.

A core program area which continues in year 4 is blended learning, a gender sensitive capacity building approach that provides flexibility and significantly reduces the amount of time that a participant will be off their duty station. This therefore enhances participation by women. A focus of Year 4 blended learning activities will be rolling out courses developed in the past.

Moreover, the organisations represented continue to have significant representation by women among their senior leadership or be led by women. Among the CSOs conducting campaigns with support from Yetu are organizations tackling gender equality and related issues. Brighter Communities, a grantee beginning its work during year 4, proposed focusing its campaign on awareness raising and asset mobilization of the issue of girls' needs for sanitary napkins in

order to stay in school. Flying Doctors works to provide post-natal care in areas that otherwise do not have access, including treatment of fistula. Among the first cohort of bootcamp participants, which will conclude during year 4 are:

- Association of Media Women in Kenya
- Federation of Deaf women
- Kenya Climate Justice Women Champions
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- Young Women's Christian Association of Kenya

Their campaigns are focused on gender themes such as campaign to end female genital mutilation; a cultural norm that has been prohibitive for women; education for women whose aim is to ward off teenage pregnancies and to support recovery of gender based violence victims. Female leaders and women's groups have also been encouraged to actively participate in the Community of Practice members. (A study of the community of practice on this will conclude in Year 4.)

Science, Technology and Innovation

Yetu has a strong focus on using technology in innovative ways to deliver cost-effective and sustainable ways for CSOs in Kenya to mobilize local assets. The use of the blended learning methodology is one example, in which learners about topics relevant to conducting local philanthropy access online materials with additional supportive learning happening face to face. The e-philanthropy platform is another example. The existing yetu.org platform has supported 19 CSOs to launch and run fundraising campaigns through the reporting period. More will come in the next program year and by the end of the initiative it will be open to any CSO that can pass proper vetting and is expected to be completely sustainable. It provides a secure way for donating money and enables donors to give from different regions of the campaign. It also provides more details on the organization and their campaign providing brand equity for the CSOs. The platform enhances accountability and transparency as it updates the contributions real time.

Local Solutions

As a project that seeks to foster community led development by nurturing local philanthropy, strengthening local systems and organizations to mobilize local assets for development; and linking civil society with private sector players and government, all parts of the work plan for Yetu embody the aims of sustainability, strengthening local systems and fostering local ownership. The initiative focuses on building up local organizations and systems for e-philanthropy, blended learning, and technical assistance for local fundraising; increasing the capacity of CSOs to engage with business and local government; and actively emphasizes mutual accountability and transparency as a critical element in local asset mobilization.

Moreover the Yetu Initiative improves the capacity of and systems for Kenyan CSOs to engage and catalyze citizen support for their mission. It has and will continue to engage CSOs that explicitly work at a county level or engage with county governments on local development, particularly through the bootcamp activities and community of practice. Included in these activities will be information and training on engaging county governments, drawing of previous successes of partners such as Omega Foundation and RAAW Trust. Participation in capacity building activities like blended learning by organizations based outside Nairobi and contributions from county governments will continue to be disaggregated. One of Yetu's core grantee partners with which an agreement was finalized during the reporting period, Tumaini, places a central emphasis on engagement with county governments where it operates to support and re-integrate street youth, and will build on this in its work with Yetu. Several of the current cohort of bootcamp participants are county-based and work with county governments.

In addition, Yetu engages with partner CSOs whose work increases local ownership and sustainability of health and education systems. Partner priorities include education, school enrollment and literacy (RAAW Trust, Omega Foundation, Action Network for the Disabled and St. Joseph's) as well as children's rights (ChildLine Kenya). The Omega campaign sought to educate youths from child-headed homes in Siaya, Kisumu and Homabay, empowering them in market-driven skills to improve their economic conditions while supplying the much-needed skills in these counties. New grantee partners engaged in the reporting period include Flying Doctors, an organization focused on providing health care access in remote areas. Existing partner Childline works to address gaps in the health system by working closely with hospitals and the police in rape cases.

X. PROGRESS ON LINKS WITH GOK AGENCIES

Yetu supported Omega Foundation to map out partners and links with different partners including the Kisumu county government. The department of youth affairs was instrumental on the launch of the Omega campaign and has adopted slots to directly support some of the cases identified by Omega Foundation. Omega Foundation interacted and engaged in meetings with the government institutions offering technical education with an aim of lobbying for training opportunities for targeted beneficiaries.

One of the local CSOs Childline Kenya runs the Child Helpline 116 service on behalf of the government. There is constant communication with the Department of Children Services (DCS) at the headquarters and county level to strengthen the operations and services to children, expand the reach of the Helpline and create awareness on child protection. The DCS has seconded 5 Government Children Officers to support CLK in the rescue and reintegration of children whose cases are received from the helpline by CLK counselors.

The RAAW Trust Start a Library Campaign works with government officials from Kitui, Makueni and Nairobi and Kisumu as they continue setting up libraries in different government schools. RAAW Trust has been coopted to provide advisory services on literacy and libraries by Ministry of Education committee of the county governments.

National government agencies like Ministry of Interior, Youth Enterprise Fund, Women Enterprise Fund, Tana and Athi Water Service Boards who are open to long term partnerships in form of scholarships, waivers and other in-kind donations. It has also created relationships with the regional Police Commander, Regional Coordinator, Prisons Commandant- King'ong'o. Ministry of ICT and Education has promised to give scholarships to enlisted orphans under Action for Orphans in subsequent years.

XI. PROGRESS ON USAID FORWARD

The Yetu Initiative speaks to all three areas of the USAID Forward Initiative:

- Aga Khan Foundation is matching, maximizing and leveraging the money granted by USAID to build a sustainable platform and partnerships through the Yetu Initiative. This is a more strategic partnership that is focused on making the most of USAID's funding.
- The Yetu Initiative is dedicated to sustainable, long-term development. That is why the whole initiative is dedicated to partnering with institutions and private sector partners to support civil society organizations as engines of growth and progress for their own nation.
- The Yetu Initiative is an excellent example of public-private partnership and multiple stakeholders coming to civil society and local organizations to provide them with the tools to make local solutions sustainable. This ability to use private-sector knowledge of digital and mobile giving and marketing, along with media education from the Aga Khan University, is giving CSOs access to harness technology in new ways to expand opportunity.

XII.SUSTAINABILITY AND EXIT STRATEGY

The Yetu Initiative is deliberate in ensuring project sustainability. It has focused on capacity development through the OCA and the ISP process to ensure that upon exiting it will leave stronger institutions with strong systems and structures which can enable them to continually engage in local resource mobilization. St Joseph and ANDY are planning to make their campaigns annual events. Yetu is working with the institutions to develop local resource mobilization strategies that should anchor sustainability of the local resource mobilization within the institutions. Yetu has been engaging with different stakeholders including KCDF, Squad, M-Changa and United Way on the sustainability of the E-Philanthropy and blended learning platforms. Facilitation of collaborations within the local CSOs also contributed to creating sustainability. This includes continual support to CSOs to establish relationships with various government structures. Finally, Yetu in the month of March commenced the sustainability planning process for all components of the project, as well as discussions with possible long-term hosts. The discussions progressed in the second half of the year. A draft strategy will be ready in December 2017. (See relevant reporting in the narrative above on sustainability planning activities.)

XIII. DEVIATIONS FROM THE WORK PLAN

The principal deviations from the work plan are in the CSO campaign schedules. These changes and the justifications are described in the relevant sections of the report. The bootcamp approach was not in the original Yetu Initiative design; however, as the Yetu team initiated it within existing budget as a way to bring in diversity in the resource mobilization capacity development for CSOs and trial an approach that is more realistic to conditions past the Yetu grant than block grants to CSOs. AKF also developed another stream of BLI courses that will be offered along the KAFP regional workshops. The CoP survey was also rescheduled to September 2017 and the engagement strategy will now be developed in year four. The dissemination of the studies have also been rescheduled to year four.

XIV. SUCCESS STORIES

See the previous semi-annual report for 2 success stories produced during the program year. By end of the current reporting period AKF had identified a number of potential stories which AKF will discuss with USAID during the next reporting cycle.

XV. SUBSEQUENT WORK PLAN

The project is slated to close by September 2018. July - September 2018 will be reserved for final sustainability handover activities as well as project close out; as such below is the work plan for the remaining 9 months of substantive project activities. This reflects the approved work plan with any slight changes reflecting adjustments in the months since submission.

Activities	Responsible Party	October	November	December	January	February	March	April	May	June
1.1/1.4: Community Engagement Campaigns										

Activities	Responsible Party	October	November	December	January	February	March	April	May	June
Three new partners - Campaign preparation and planning	AKF,STR,CSO6/7/8									
ANDY & St Joseph's CSO - Follow up on calendar events and implementation of communications strategies	AKF,CSO4/CSO5									
RAAW Trust - Fundraising dinner (for Story Moja Festival)	AKF,CSO1									
Omega Foundation & St Joseph's CBO - Follow up on second campaign	AKF,CSO2/CSO5									
Boot camp cohort I - 3rd workshop focused on lessons learned	AKF, STR, CSO									
Diaspora marketing - Launch of diaspora marketing	AKF,CSOs									
Boot camp Cohort II - Planning & Mobilization	AKF,STR									
Three new partners - Campaign implementation	AKF,STR,CSO6/7/8									
Diaspora marketing - Analyzing and reporting on diaspora marketing	AKF									
Boot camp Cohort II - First workshop	AKF,STR,CSO									
Boot camp Cohort II - Follow up & Coaching	AKF,STR,CSO									
Boot camp Cohort II - Second workshop	AKF,STR,CSO									
Boot camp Cohort II - Follow up & Coaching	AKF,STR,CSO									
Three new partners - Campaign Follow up	AKF,STR,CSO6/7/8									
Three new partners - Ongoing Engagement	AKF,CSO6/7/8									
Boot camp Cohort II - Third workshop	AKF,STR,CSO									
1.2: Business/CSO Partnerships										
Follow through to support partnerships for existing partners	AKF,CSO1/2/3/4/5									
Map and pursue campaign-related partners for three new partners and bootcamp CSOs	AKF,CSO,STR									

Activities	Responsible Party	October	November	December	January	February	March	April	May	June
Pursue strategic partners for Yetu initiative sustainability	AKF,CSO,STR									
1.3: Strategic Communications Support to Local CSO Partners										
Ongoing communication support for partners	AKF, ICM									
Strategic communications support during new partners' campaign preparation and implementation	AKF, ICM									
Digital support for partners	AKF									
Digital fundraising drive	AKF									
2.1: Assessment/Audit of Local CSO Partners										
Quarterly reviews of Institutional Strengthening Plans	AKF, PACT,CSO									
2.2: Private Sector Mentoring of CSOs										
Identify private sector mentors for CSOs	AKF, CSO, STR									
Mentoring of CSO partners	AKF.CSO									
2.3: Targeted Capacity Building										
Ongoing capacity building with each CSO partners' ISP	AKF,PAC,ICM									
2.4: E-learning platform implementation										
Complete documentation of course production process end-to-end, set up an online course on course production, the Yetu way, based on lessons learned	KCF,AKF,(TSG)									
Design, production and roll out of courses developed by AKF's blended learning team	AKF									
Mobilization and course offering - regional workshops	AKF,KFP									
Support KCDF in the design and implementation of the e-learning sustainability strategy	KCF,AKF,(TSG)									
Mobilization and onboarding of CSOs for the Online part of the Blended Learning Courses	KCF,AKF,(TSG)									
Face to Face Interaction - Effective Presentation	KCF,AKF									
Face to Face Interaction - Foundation Course on Community Fund Raising	KCF,AKF									

Activities	Responsible Party	October	November	December	January	February	March	April	May	June
Face to Face Interaction - Proposal Development	KCF,AKF									
Face to Face Interaction - Story Telling	KCF,AKF									
Face to Face Interaction -Effective Communication and Profile Raising Course	KCF, AKF									
Support KCDF to conduct one prototype of KCDF mentoring another Kenyan NGO in course production, and document learnings	KCF,AKF,(TSG)									
3.1: E-philanthropy Platform implementation										
Ongoing review, updates, features planning and maintenance of active yetu.org site	AKF,MCH/SQD									
Marketing /mobilization of CSOs	AKF									
3.2: Crowd-sourced fundraising (Grand Finale Campaign)										
Campaign preparation and planning	AKF,STR,CSOs									
Marketing of grand finale	AKF,STR,CSOs									
Campaign implementation	AKF,STR,CSOs									
Campaign Follow up	AKF,STR,CSOs									
3.3: Enabling Environment										
Dissemination of studies										
Lessons learned documentation	AKF,CSOs									
Concept and design - toolkit development	AKF									
Toolkit development	AKF									
Prepare Lessons Learned publication	AKF									
Summative learning and reflection workshop	AKF,STR,CSOs,IC M,KCF,MCH/SQD									
Project Management										
Implementing Yetu communications strategy	AKF									
Maintain Community of Practice	AKF									
CoP Survey										

Activities	Responsible Party	October	November	December	January	February	March	April	May	June
CoP engagement strategy										
Finalize key sustainability decisions	AKF, STR									
Quarterly Steering Committee	AKF, STR									
Sensitive steering committee and other broad stakeholders to sustainability and handover plans	AKF,STR									
Begin handover of components for sustainability (<i>will continue through September</i>)	AKF									
Sub-awards										
Audit campaign incomes	AKF,CSO									
Monitoring, Evaluation, Reporting, Learning										
Ongoing collection of data	AKF									
Ongoing institutional capacity support in M&E	AKF.ICM									
Quarterly Financial Reporting to USAID	AKF									
Semi-Annual Narrative Reporting to USAID	AKF, CSO									
Joint Lessons review -2 day workshop	AKF,CSO,STR									

XVI.INDICATOR TABLES

In the indicator tables the top part provides data for the reporting period (april-sept 2017) while the second part represents the annual data with the year 3 data highlighted.

TABLE 1: PERFORMANCE DATA TABLE

INDICATOR #1: NUMBER OF WOMEN, YOUTH, AND MARGINALIZED INDIVIDUALS WHO ARE BENEFICIARIES OF USG FUNDED INTERVENTIONS ¹³											
UNIT	DISAGGREGATE BY: Gender; Youth (Y); Marginalized Ethnic Group (MEG); People With Disabilities (PWD)										
	Geographic Location	Activity Title	Date	W	Y (W)	Y (M)	Y Total	MEG ¹⁴	PWD ¹⁵		Subtotal
	Nairobi	Yetu Initiative	April-Sept 17	51	33	29	63	N/A	N/A		80
	Kisumu	Yetu Initiative	April-Sept 17	15	9	6	15	N/A	N/A		21
	Nyeri	Yetu Initiative	April -Sept 17	10	8	1	9	N/A	N/A		11
	Mombasa	Yetu Initiative	April-Sept 17	9	7	7	14	N/A	N/A		16
	Totals			85	57	43	101	N/A	N/A		128
Results:											
Additional Criteria If other criteria are important, add lines for setting targets and tracking	Reporting Period 1 st Oct 2014-30 th Sept 2015			Reporting Period 1 st Oct 2015-30 th Sept 2016			Reporting Period 1 st Oct 2016-30 th Sept 17			Reporting Period 1 st Oct 2017-30 th Sept 2018	End of Activity Target
	Baseline	Target	Achieved	Target	Achieved	Target	Achieved	Target	Achieved	Target	Target
Sex (W), (M)			W M		W M		W M		W M		250
All	0	5	5 3	20	46 47	104	136 65	120	--	--	
Nairobi	0	--	5 3	---	25 18	---	80 37	---	--	--	
Kisumu	0	--	-- ---	---	13 12	---	23 8	---	--	--	
Nyeri	0	--	---	---	8 17	---	17 5	---	--	--	
Msa	0	--	-- --	---	---	---	16 15	----	--	--	

¹³ Numbers represent the distinct individuals who participated in Yetu trainings, with no double counting (if an individual previously participated in training, they are not counted again in the aggregate totals by participating in an additional training).

¹⁴ Accounting for people's ethnic identity is very sensitive in the Kenyan context and not possible to do sensitively in the nature of the Yetu work. This change was discussed with USAID in April 2017.

¹⁵ The PwD that attended have already been counted under other trainings. Like with MEG, counting of PwDs is a sensitive issue difficult to do in the context of Yetu's work.

TABLE 2: PERFORMANCE DATA TABLE

16 INDICATOR #2: NUMBER OF CSOS THAT HAVE IMPROVED CAPACITY AS A RESULT OF USG SUPPORT										
INDICATOR NUMBER 2										
UNIT	DISAGGREGATE BY: a) Sector Focus: Devolution (D) Education (E), Health (H), Agriculture (A) Youth (Y) etc.; b) Gender Focus (GF): Whether the CSO focuses on gender as a major objective									
	Geographic Location	Activity Title	Date	D	E	H	A	Y	GF	Subtotal
	Nairobi	Yetu Initiative	April-Sept 17	0	2	0	0	1	0	3
	Kisumu	Yetu Initiative	April-Sept 17	0	0	1	0	0	0	1
	Nyeri	Yetu Initiative	April-Sept 17	0	0	1	0	0	0	1
Totals			0	2	2	0	1	0	5	
Results:										
Additional Criteria If other criteria are important, add lines for setting targets and tracking	Year 2014	Reporting Period 1 st Oct 2014-30 th Sept 2015		Reporting Period 1 st Oct 2015-30 th Sept 2016		This Reporting Period 1 st Oct 2016-30 th Sept 17		Reporting Period 1 st Oct 2017-30 th Sept 2018	End of Activity Target	
	Baseline	Target	Achieved	Target	Achieved	Target	Achieved	Target	Target	
All	0	0	0	0	6	0	5	6	6	
Nairobi	0	--	0	----	4	----	3	-----	---	
Kisumu	0	---	0	----	1	----	1	-----	---	
Nyeri	0	---	0	-----	1	-----	1	-----	---	

¹⁶ The 5 Yetu CSO partners have demonstrated some form of enhanced capacity through ongoing Yetu capacity building activities. They have been able to make a few strides with their ISPs and have implemented some policies and frameworks while they are working on others. The ones that have been preparing for the campaigns have interacted with the Yetu campaign preparation tools and have demonstrated that they can work with the tools. The 6th CSO Kuona Trust was exited the project; 3 new CSOs will take its place pending due diligence in the next reporting period.

TABLE 3: PERFORMANCE DATA TABLE

INDICATOR #3: VALUE OF RESOURCES LEVERAGED FROM INDIVIDUALS (Ind.), CORPORATIONS (Corp.), FOUNDATIONS (Found.) AND USG FOR LOCAL DEVELOPMENT NEEDS											
INDICATOR NUMBER 3											
UNIT	DISAGGREGATE BY: a) Source: Individuals; Corporations; Foundations; USG; b) Type: In-kind; Financial										
	Geographic Location	Activity Title	Date	Source (in millions of USD)						Type (in millions of USD)	
Total				Ind.	Corp.	Found.	Government ¹⁷	USG	Financial	In-kind	
Nairobi	Yetu Initiative	April-Sept 17	\$ 0.180	0.01	0.07	0.04	0.06	---	0.11	0.07	
Kisumu	Yetu Initiative	April-Sept 17	\$ 0.0166	0.0014	0.0126	0.0025	---	---	0.0046	0.012	
Nyeri	Yetu Initiative	April-Sept 17	\$ 0.0011	0.0011	---	---	---	---	\$0.0011	0	
Trans Nzoia	Yetu Initiative	April-Sept 17	\$ 0.0002	\$0.0002	---	---	---	---	\$0.0002	0	
Kilifi	Yetu Initiative	April-Sept 17	\$0.0006	\$0.0006	---	---	---	---	\$0.0006	-	
Totals			\$ 0.199	0.01	0.08	0.04	0.06	0	0.116	0.082	
Results:											
Additional Criteria If other criteria are important, add lines for setting targets and tracking	Year 2014	Reporting Period 1 st Oct 2014-30 th Sept 2015		Reporting Period 1 st Oct 2015-30 th Sept 2016		This Reporting Period 1 st Oct 2016-30 th Sept 2017		Reporting Period 1 st Oct 2017-30 th Sept 2018	End of Activity Target		
	Baseline	Target	Achieved	Target	Achieved	Target	Achieved	Target	Target		
All	0	\$ 0.01	\$0.164 M	\$ 0.33M	\$0.269M	\$0.33M	\$0.289	\$0.33M	\$1.000M		
Nairobi ¹⁸	0	----	\$0.164M	---	\$0.269M	---	\$0.1734	---	---		

¹⁷ The government was not originally included but given successes with country government leverage and USAID's interest in devolution, this disaggregation has been included since April 2017.

¹⁸ County targets not included at the design stage of the project. They are not on the PMP. Only targets for "all" are included there.

Kisumu	0	----	---	----	----	---	\$0.0256	--	---
Nyeri	0	----	---	----	----	---	\$0.0011	--	---
Trans Nzoia	0	-----	---	----	----	----	\$0.0002	--	---
Kilifi	0	-----	---	----	----	-----	\$0.0006	--	---

TABLE 4: PERFORMANCE DATA TABLE

¹⁹ INDICATOR #4: NUMBER OF TARGET CSOS WITH A LOCAL FUNDRAISING PLAN IN PLACE AND BEING IMPLEMENTED										
UNIT	DISAGGREGATE BY: None									
	Geographic Location	Activity Title	Date	CSO						Subtotal
	Nairobi	Yetu Initiative	April-Sept 17	12	----	----	----	---	--	12
	Kisumu	Yetu Initiative	April-Sept 17	1	---	---	---	---	--	1
	Nyeri	Yetu Initiative	April-Sept 17	2	----	----	----	---	--	2
	Kilifi	Yetu Initiative	April-Sept 17	1	----	----	----	---	--	1
	Trans-Nzoia	Yetu Initiative	April -Sept 17	1	----	----	----	---	--	1
	Totals			17	----	--	---	---	---	17
Results:										
Additional Criteria If other criteria are important, add lines for setting targets and tracking	Reporting Period 1 st Oct 2014-30 th Sept 2015			Reporting Period Oct 2015-30 Sep 16		Reporting Period 1 st Oct 16-30 th Sep-17		Reporting Period 1 st Oct 2017-30 th Sept 2018		End of Activity Target
	Baseline	Target	Achieved	Target	Achieved	Target	Achieved	Target	Target	
All	0	0	0	2	1	2	19	2	6	
Nairobi	0	---	---	--	1	1	13	--	---	
Kisumu	0	---	---	---	--	1	2	--	---	
Nyeri	0	---	---	---	--	---	2	--	---	
Kilifi	0	---	---	---	--	----	1	--	---	
Trans Nzoia	0	---	---	----	--	---	1	--	---	

¹⁹ During the reporting period St Joseph, the fifth CSO in the campaign implementation efforts developed and started implementing its fundraising plan. The 15-boot camp CSOs with support from their coaches have developed fundraising plans that they continue to review as they implement their campaigns.

TABLE 5: PERFORMANCE DATA TABLE

INDICATOR #5: NUMBER OF PERSON HOURS OF TRAINING COMPLETED THROUGH THE ONLINE TECHNOLOGY SUPPORTED BY THE USG INDICATOR NUMBER 5 ²⁰										
UNIT	DISAGGREGATE BY: None									
	Geographic Location		Activity Title		Date	hrs				Subtotal
	Nairobi	Yetu Initiative		April-Sept 17		802				802
	Kisumu	Yetu Initiative		April-Sept 17		0				0
	Nyeri	Yetu Initiative		April-Sept 17		0				0
Totals					802				802	
Results:										
Additional Criteria If other criteria are important, add lines for setting targets and tracking	Year 2014	Reporting Period 1 st Oct 2014-30 th Sept 2015		Reporting Period 1 st Oct 2015-30 th Sept 2016		This Reporting Period 1 st Oct 2016-30 th Sept 2017		Reporting Period 1 st Oct 2017-30 th Sept 2018		End of Activity Target
	Baseline	Target	Achieved	Target	Achieved	Target	Achieved	Target	Target	
	Hrs	Hrs	Hrs	Hrs	Hrs	Hrs	Hrs	Hrs	Hrs	
	All	0	0	0	400	15	1600	1155.3	2000	4,000
Nairobi	0	----		---	---	---		----	---	
Kisumu	0	----		---	----	---		----	---	
Nyeri	0	----		---	---	---		----	---	

²⁰ The e-learning courses was a blended course that included the online phase and a face-to-face session (F2F). The project implemented the Proposal Development course, the Communications & Marketing Course & repeat offering or Resource Mobilization and Story Telling to the BC CSOs

TABLE 6: PERFORMANCE DATA TABLE²¹

INDICATOR # 6: NUMBER OF CSOS THAT HAVE IMPROVED CAPACITY AS A RESULT OF YETU COMMUNITY OF PRACTICE, E-LEARNING AND E-PHILANTHROPY PLATFORMS ²²											
UNIT	DISAGGREGATE BY: None										
	Geographic Location	Activity Title			Date	No of CSOs					Subtotal
	Nairobi	Yetu Initiative			Apr-Sept 17	45					45
	Kisumu	Yetu Initiative			Apr-Sept 17	6					6
	Nyeri	Yetu Initiative			Apr-Sept 17	7					7
	Mombasa	Yetu Initiative			Apr-Sept 17	6					6
	Totals						64				64
Results:											
Additional Criteria If other criteria are important, add lines for setting targets and tracking	Year 2014	Reporting Period 1 st Oct 2014-30 th Sept 2015		Reporting Period 1 st Oct 2015-30 th Sept 2016		This Reporting Period 1 st Oct 2016-30 th Sep17		Reporting Period 1 st Oct 2017-30 th Sept 2018		End of Activity Target	
	Baseli ne	Target	Achieved	Target	Achieved	Target	Achieved	Target		Target	
All	0	0	0	15	8	79	141	100		194	
Nairobi	0	---	---	---	---	---	89	---		---	
Kisumu	0	---	---	---	---	---	16	---		---	
Nyeri	0	---	---	---	---	---	18	---		---	
Mombasa	0	----	--	---	---	---	18	---		---	

²² This include CSOs that attended the different trainings Blended Learning courses (Story Telling & RM),the regional workshops and the tailor made trainings.

TABLE 7: PERFORMANCE DATA TABLE²³

INDICATOR #7: NUMBER OF CIVIL SOCIETY ORGANIZATIONS (CSOS) RECEIVING USG ASSISTANCE ENGAGED IN ADVOCACY INTERVENTIONS										
INDICATOR NUMBER 7										
UNIT	DISAGGREGATE BY: None									
	Geographic Location	Activity Title		Date	CSOs					Subtotal
	Nairobi	Yetu Initiative		April-Sept 17	9					9
	Kisumu	Yetu Initiative		April-Sept 17	1					1
	Nyeri	Yetu Initiative		April-Sept 17	5					5
	Trans Nzoia	Yetu Initiative		April-Sept 17	1					1
	Kilifi	Yetu Initiative		April-Sept 17	1					1
	Totals				17					17
Results:										
Additional Criteria If other criteria are important, add lines for setting targets and tracking	Year 2014	Reporting Period 1 st Oct 2014-30 th Sept 2015		Reporting Period 1 st Oct 2015-30 th Sept 2016		Reporting Period 1 st Oct 2016-30 th Sept 17		Reporting Period 30-Sep-17	End of Activity Target	
	Baseline	Target	Achieved	Target	Achieved	Target	Achieved	Target	Target	
All	0	0	0	6	2	12	28	17	35	
Nairobi	0	--	---	---		---	14	---	---	
Kisumu	0	--	--	---		---	6	---	---	
Nyeri	0	--	--	---		---	6	---	---	
Trans Nzoia	0	--	--	---		--	1	--	--	
Kilifi	0	--	---	-----		---	1	--	---	

* For indicators that cannot be disaggregated by sex, simply combine “M” and “W” columns.

²³ Includes relevant grantee CSOs, their partner CBOs, and relevant bootcamp CSOs.

TABLE 8: PERFORMANCE DATA TABLE

INDICATOR 8: NUMBER OF POSITIVE MESSAGES ABOUT USG-SUPPORTED CSOS DELIVERED											
UNIT	DISAGGREGATE BY: a) Online platforms: e-philanthropy platform (EPP), Social Media Platforms (SMP), SMS; b) Traditional Media: Print, Radio, TV; c) Events										
Geographic Location	Activity Title	Date	EPP	SMP	SMS	Print	Radio	TV	Events	Subtotal	
All	Yetu Initiative	April-Sept 17			166	5723225	9542357	3313000		2072	
Kisumu	Yetu Initiative	April-Sept 17	---	---	---	---	---	---	---	---	
Nyeri	Yetu Initiative	April-Sept 17	---	---	---	---	---	---	---	---	
Totals				103500	166	5723225	9542357	3313000	2072	18684320	

Results:

Additional Criteria If other criteria are important, add lines for setting targets and tracking	Base line	Reporting Period 1 st Oct 2014-30 th Sept 2015		Reporting Period 1 Oct 2015-30 th Sept 2016		Reporting Period 1 st Oct 2016-30 th Sept 2017		Reporting Period 30-Sep-17	End of Activity Target
		Target	Achieved	Target	Achieved	Target	Achieved	Target	
All	0	200	176	125,000	9,306,752	1,624,900	21,687,521	2,124,900	5,000,000
Nairobi	0			625,000	9,306,672	---	14,745,165	---	--
Kisumu	0		---	---	--	---	3,003,201	---	--
Nyeri	0		---	---	---	---	3,939,155	---	---

TABLE 9: PERFORMANCE DATA TABLE

The indicator table reflects the targets as revised in revised PMP submitted alongside this report.

Performance Indicator	Frequency of Reporting	Baseline FY 2014	Year 1 2014-15	Year 2 2015-16	Year 3 2016-17	Year 4 2017-18	Total
<i>Original targets</i>	Semi-annually	0	0	22,000	128,000	149,950	300,000
<i>As revised</i>			0	250	3750	4000	8000

Indicator #9 (as revised): Number of individuals who directly use the e-technology or other innovation supported by the USG to make contributions to target CSOs

INDICATOR NUMBER 9

DISAGGREGATE BY: a) Gender b) Location: local, diaspora, international

Geographic Location	Activity Title	Date	Ind.	Loc.	Dia.	Intl.	Subtotal
Nairobi	Yetu Initiative	April-Sept 17	3005				3005
Kisumu	Yetu Initiative	April-Sept 17	67				67
Nyeri	Yetu Initiative	April-Sept 17	45				45
Trans Nzoia	Yetu Initiative	April-Sept 17	44				44
Kilifi	Yetu Initiative	April-Sept 17	51				51
Totals			3,211	---	---	---	3,211

Results:

	Ye ar 20 1	Reporting Period 1 st Oct 2014-30 th Sept 2015		Reporting Period 1 Oct 2015- 30 Sept 2016		This Reporting Period 1 st Oct 2016-30 th Sept 2017		FY 2017/18 Target	End of Activity Target
		Bas el ine	Target	Achieved	Target (as revised)	Achieved	Target revised)	(as Achieved	Target (as revised)
All	0	50	0	250	254	3750	4178	4500	8000
Nairobi	0	--		--	---	---	3042	---	
Kisumu	0	--	-	--	---	---	996	---	
Nyeri	0	--	--	--	---	---	45	---	
Trans Nzoia	0	--	--	--	---	---	44	---	
Kilifi	0	--	--	---	---	---	51	---	

TABLE 10: PERFORMANCE DATA TABLE

The indicator table reflects the targets as revised in revised PMP submitted alongside this report.

Performance Indicator	Frequency of Reporting	Baseline FY 2014	Year 1 2014-15	Year 2 2015-16	Year 3 2016-17	Year 4 2017-18	Total
<i>Original targets</i>	Semi-annually	0	0	\$0.15M	\$0.15M	\$0.2M	\$0.5M
<i>Achieved, or as revised starting August 2017</i>			0	\$0.0024M	\$0.0036M	\$0.0141	\$0.02M

I Indicator #10 (as revised): Value of financial contributions amounts leveraged as a result of using the e-technology or innovation supported by USG ²⁴

INDICATOR NUMBER 10

UNIT	DISAGGREGATE BY: a) source: Individuals (Ind), Corporations (Corp), foundations (Found); b) location: local, diaspora, international c) type: financial or in-kind									
Geographic Location	Activity Title	Date	Ind.	Corp	Found	Loc.	Dias			Subtotal
Nairobi	Yetu Initiative	Apr-Sept 17	\$0.0085							\$0.0085
Kisumu	Yetu Initiative		\$0.0005							\$0.0005
Nyeri	Yetu Initiative		\$0.0011							\$0.0011
Trans Nzoia	Yetu Initiative		\$0.0002							\$0.0002
Kilifi	Yetu Initiative		\$0.0006							\$0.0006
Totals			\$0.011							\$0.011

Results:

²⁴ It is not possible or desirable to use the e-philanthropy platform to capture in-kind contributions. As such Yetu is able to capture the number of cash contributions made through the platform, but not other types.

Additional Criteria	Year	Reporting Period 1 st Oct 2014-30 th Sept 2015		Reporting Period 1 st Oct 2015-30 th Sept 2016		Reporting Period 1 st Oct 2016-30 th Sept 2017		Reporting Period 30-Sep-17	End of Activity Target	
	Baseline	Target	Achieved	Target	Achieved	Target (as revised)	Achieved	Target (as revised)	Target	
	\$0	0	0	0.075M	\$0.002041M	\$0.0036M	\$0.0157	\$0.0141M	\$0.02M	
Nairobi	\$0	--	--	---	\$0.002041M	---	\$0.0092	---		
Kisumu	\$0	---	---	---		---	\$0.0045	---		
Nyeri	\$0	---	---	---		---	0.0011	---		
Trans Nzoia	\$0	---	---	----		----	0.0002	---		
Kilifi	\$0	----	----	----		----	0.0006	---		

XVII. FINANCIAL INFORMATION

Spending on the project during the second two quarters of the fiscal year reflected that the project was back on track compared to previous underspending. USAID funds spent this time period was \$216,449 during the third program year quarter and \$262,119 during the fourth program year quarter, for a total of \$478,568 during the six-month period. Underspending against projections were due to holding back on filling some open positions and delays in signing agreements with new partners given USAID’s budget uncertainties, as well as delayed activities in large part due to continued election-related insecurities in Kenya. AKF expects to spend down the \$323,454 of remaining obligated USAID funds by the next semi-annual reporting period; additional obligation is under discussion. The proportion of USAID to matched funds is currently on track for the project; if USAID does not provide an additional obligation, the proportion will shift to be disproportionate to AKF within the next reporting period.

Cash Flow Report and Financial Projections (Pipeline Burn-Rate)

Budget Information As At September 30, 2017

Funding Source	Budget	Cumulative Oct 2014 – September 2017	Budget Balance as of September, 2017
USAID	2,998,460.00 ²⁵	1,628,832	1,369,628
AKF USA Match	2,001,534.00	879,333	1,122,201
Partner Match	1,000,000.00	480,076	519,924
TOTAL Project	\$5,999,994.00	\$2,988,241	\$3,011,753

Federal Funding Details	October 1, 2014 to September 30, 2017
Funds transfers to implementing Partner	\$1,952,286
Total Direct Field Expenses	\$1,326,990
AKF USA NICRA and Expenses	\$301,843
Unspent Federal Balances	\$323,454

²⁵ This is the amount committed in the agreement, and does not account for USAID budget limitations under discussion.

CHART 1: OBLIGATIONS VS. CURRENT AND PROJECTED EXPENDITURES

	Year 1 Actual	Year 2 Actual	Year 3 Actual	Year 4 Q1 Projection	Year 4 Q2 Projection	Year 4 Q1 Projection	Year 4 Q2 Projection
Obligation	1,952,286						
Actual	324,533	462,119	842,180	169,138	154,316	0	0

**Given the budget limitations under discussion, this reflects a full spend-down of available USAID funds in PY4 Q2 and shifting to AKF USA funds only thereafter.*

TABLE 3: BUDGET DETAILS

T.E.C.: \$2,998,460

Cumulative Obligation: \$1,952,286

Cumulative Expenditure: \$1,638,831

	Year 1 Actual Costs	Year 2 Actual Costs	Year 3 Quarter 1 Actual Costs	Year 3 Quarter 2 Actual Costs	Year 3 Quarter 3 Actual Costs	Year 3 Quarter 4 Actual Costs	Year 3 Actual Costs
Salary and Wages	73,884	42,844	52,109	32,081	50,414	62,656	197,260
Fringe Benefits	10,275	22,481	3,689	7,120	10,422	4,595	25,825
Contracts, Consultancies and Sub-grants	146,600	296,440	85,638	67,749	83,631	82,665	319,683
Travel	10,234	5,284	4,277	10,096	11,777	9,936	36,086
Other Direct Costs	45,878	66,996	36,460	21,144	32,883	65,350	155,837
Indirect Costs	37,663	28,073	25,002.87	18,244.29	27,323	36,917	107,488
TOTALS	324,533	462,119	207,176	156,434	216,449	262,119	842,179

BUDGET NOTES

Salary and Wages	Two new staff (Program Assistant and Digital Engagement officer) were recruited during the period. No additional staff are expected to be recruited going forward.
Fringe Benefits	Fringe benefits are expected to be in proportion to salaries and wages at an average rate of 20% of salaries.
Contracts, Consultancies and Sub-grants	Six organizations received grants during the period (ANDY, St. Joseph, Childline, KCDF, Techsoup and Pact). Three new organizations are expected to receive grants in the next period.

Travel	The travel costs were in relation to campaign planning support visits, quarterly ISP review visits, one international conference invitation for senior project staff, and support visits from AKF USA to the East Africa office.
Other Direct Costs	Other direct costs include a bootcamp initiative for fifteen non-subgrant CSOs.
Indirect Costs	Calculated per AKF's provisional 2016 NICRA rate of 25.9%.

TABLE 4: NEW SUB-AWARD DETAILS

Total Amount in the approved budget for sub-awards: \$1,873,275

Total Amount sub-awarded to date: \$1,232,055

The following are the partners sub-awarded to date:

Sub-award	Amount \$	Date Sub-award Approved By USAID
East Africa Association of Grantmakers (EAAG)	16,084	April 23, 2015
Pact Inc.	205,828	June 09, 2015
TechSoup Global	270,296	June 09, 2015
Squad Digital	76,279	July 03, 2015
RAAW Trust	65,775	August 09, 2015
Kenya Community Development Foundation (KCDF)	220,000	March 29, 2016
Omega Foundation	66,500	July 22, 2016
Childline Kenya	64,890	October 31, 2016
Action Network For The Disabled (ANDY)	65,008	February 03, 2017
St. Joseph HIV/AIDS Self Help Group	61,395	March 08, 2017
Flying Doctors Society of Africa	40,000	14-Sep-17
Tumaini Center	40,000	14-Sep-17
Brighter Communities Worldwide	40,000	14-Sep-17

XVIII. ACTIVITY ADMINISTRATION

Personnel

The Community Philanthropy Manager (CPM) took over the role of Project Director in May 2017 and no replacement was done for CPM position. The roles of CPM were distributed among the existing team members.

Yetu did not have a staff to handle programme administration and most of this work was shared between the different roles in the team. As the project increased its efforts to get back on track from previous underspending, it was necessary to recruit a Programme Assistant to handle increased programme administration tasks more efficiently. A Programme Assistant was recruited in April 2017 through a competitive process.

Social Media and digital engagement was identified as one of the areas with a lot of potential in helping the project to accomplish its objective of improving the Kenyan cultural and technological environment for community philanthropy. As a result, a Digital Engagement Officer was recruited through a competitive process in June 2017 to help in this area.

Contract, Award or Cooperative Agreement Modifications and Amendments

Yetu Initiative received approvals from USAID to grant sub awards to the following CSOs:

1. A sub award of \$40,000 to Tumaini Center was approved by USAID on September 14, 2017.
2. A sub award of \$40,000 to Brighter Communities Worldwide was approved by USAID on September 14, 2017.
3. A sub award of \$40,000 to Flying Doctors Society of Africa was approved by USAID on September 14, 2017.

The grants to the three new sub awards will be used to implement community fundraising initiatives.

XIV. ANNEXES

Annex A: Summary of bootcamp CSOs and their community engagement efforts

Organization	County	Overview	Key Achievements
Kenya Women Holding	Nairobi	KWH is a woman led, women serving development institution and engages in activities that empower, position and advocate for women. The KWH campaign titled "Millennials for Change" focuses on the transition of Millennials from the education system to employment sector	<ul style="list-style-type: none">• Secured sponsorship from Safaricom valued at of KES 350,000• Secured sponsorship from Enkavilla valued at KES 500,000 to plug into a golf tournament fundraising event they are planning• Implemented a drip campaign using mail-chimp• KWH has raised KES 53,700 on the platform with 48 supporters

Nairobi	Nairobi	Nairobi Trust positively changes the lives of vulnerable youth by improving their ability to contribute to their socio-economic well-being through ICT. It is running a campaign dubbed "Support Educate Change Lives"	<ul style="list-style-type: none"> • A former Nairobi Trust donor has offered free training on video production valued at KES 1,200,000 for a selected group of Nairobi Trust trainers and students. The training will be done by a producer from Netherlands • Offered internships to other CSOs in the bootcamp initiative - MCK & TYSA • Staff contribution through No Lunch Friday has been instrumental in increasing donations on the platform. • Raised Kshs 61,000 during their graduation event on August 25th within 3 hours. Total raised so far KES 120,258 from 111 donors
Vijana Amani Pamoja	Nairobi	Vijana Amani Pamoja is a youth focused organization that operates in Nairobi. It is running a campaign titled "Employability and Entrepreneurship" that seeks to empower girls with income generating, entrepreneurship and employability skills	<ul style="list-style-type: none"> • Two girls have been sponsored to take hair dressing courses valued at KES 40,000 • The county government of Nairobi has donated soccer Kits worth KES 60,000 • VAP has raised KES 75,639 from 64 donors
MYSA	Nairobi	MYSA is a community development organization that uses sports to engender broad social economic development while also effecting social change. MYSA's campaign seeks to educate and inspire more leaders for the community today and for Kenya tomorrow through sports and education	<ul style="list-style-type: none"> • Project staff and beneficiaries have been informed of the fundraiser and urged to be part of the movement by creating awareness amongst their local partners. • The fundraiser is highly regarded by MYSA management including the board, alumni as well as other stakeholders such as UAP-Old Mutual Foundation. • MYSA has raised KES 91,867 on the platform with 89 donors.
APDK	Nairobi	This is a national NGO with a network of ten branches and focuses on persons with disabilities. APDK launched a campaign titled "Support a Child with Disability" to support children with disabilities access education and health services.	<ul style="list-style-type: none"> • APDK conducted fundraising for their Strategic Plan launch and received support of KES 175,000 from eight corporates • Senior management staff have been sensitized on Yetu initiative and local resource mobilization thereby creating buy in and

			<p>ownership.</p> <ul style="list-style-type: none"> • APDK has raised KES 8,620 on the fundraising platform from 27 donors.
NOPE	Nairobi	NOPE runs health and social programs targeting vulnerable and marginalized populations in Kenya and the East Africa region. NOPE's campaign titled "Talanta Sistaz Initiative" is about an adolescent girl whose future seems hopeless because of spina bifida.	<ul style="list-style-type: none"> • Raised KES 8,042 through the online platform from 24 donors and Kshs 68,000 from staff bringing the total to Kshs 75,000.
AMWIK	Nairobi	AMWIK is a national media association for women in Kenya. The AMWIK campaign dubbed "Save a Girls Future, Stop FGM" seeks to sensitize women and children on issues surrounding Female Genital Mutilation(FGM).	<ul style="list-style-type: none"> • Received coverage and development of radio features on KBC Kuria substation valued at KES 250,000 on FGM. • AMWIK has raised KES 4,330 on the donation platform from 7 donors.
MTG	Kilifi	Moving the Goal Post is based in Kilifi county in the coastal region. MTG empowers girls through football and is running a campaign dubbed "Bring Adolescent Mothers Back to School"	<ul style="list-style-type: none"> • MTG has raised KES57,251 with 51 supporters
FEDWEN	Nyeri	FEDWEN is based in Nyeri county and focuses on empowering deaf women. The FEDWEN campaign dubbed "Surgery for Jennifer and Peninah" is focused on a 14-year-old deaf standard six pupil who was raped and impregnated in the process	<ul style="list-style-type: none"> • Campaign beneficiary -Jennifer and her baby underwent surgery sponsored by PCEA church Jennifer's surgery cost KES 150,000 and her baby's KES 30,000 at Mathari mission Hospital Nyeri • Networking with Tumutumu school for the deaf to support Jennifer in school • FEDWEN raised KES 6,950 on the fundraising platform from 13 donors
Jani Jipya	Kisumu	Jani Jipya is based in Kisumu county and works to provide information to survivors with severe injuries. Jani Jipya is running a fundraiser dubbed "Restoring Hope for Trauma Victims" aimed at reducing injury casualties, provide psychological therapy and rehabilitation	<ul style="list-style-type: none"> • Jani Jipya raised KES 54,440 from 46 donors on the M-Changa platform

MCK	Nairobi	MCK is a platform that works with volunteers in the child protection sector and the public to help share information on missing children. Its implementing a campaign dubbed "Find a Child" which aims to assist families that are seeking information on their lost children with a reference point for existing cases that have been already brought to the authorities within Kenya.	MCK raised Kshs 10,730 from 20 donors on the M-Changa platform
TYSA	Trans Nzoia	TYSA is an NGO based in Kitale that is committed to working with children and youth who are marginalized and vulnerable. TYSA is implementing a campaign dubbed "Give a Child a Voice" that aims to defend human rights and raise awareness on child abuse	<ul style="list-style-type: none"> • TYSA raised KES 15,480 from 44 donors on the platform • TYSA has been engaging with Wallah Bin Wallah a popular writer to be their High Net Worth Individual (HNWI)
Youth Banner	Nairobi	The Youth Banner mission's is to address unemployment by creating an enabling environment for youth to earn sustainable incomes through ICT. Youth Banner is running a campaign dubbed "Adopt a Digital Youth"	<ul style="list-style-type: none"> • Two board members have agreed to assist in the campaign and offered to engage their networks to fundraise. • Mapped out individuals and corporates to be approached and chart developed on where to raise specific amounts towards meeting their target • Raised KES 14,406 on the platform from 32 donors.
YWCA	Nairobi	The Young Women's Christian Association of Kenya (YWCA of Kenya) is affiliated to the World Young Women's Christian Association (World YWCA) and is focused on addressing the needs of women. It is running a campaign dubbed "Maternal Health Care" campaign that seeks to support improved maternal care in our communities.	<ul style="list-style-type: none"> • Two board members have agreed to assist in the campaign and offered to engage their networks to fundraise. • Mapped out individuals and corporates to be approached and chart developed on where to raise specific amounts towards meeting their target • Raised KES 14,406 on the platform from 32 donors.
KCJWC	Nairobi	The KCJWC is a woman led institution advancing climate justice for all in Kenya with a special focus on gender responsive approaches to adaptation and mitigation of climate change. It is	<ul style="list-style-type: none"> • Mapped engagement with corporates. These include Kenya Airways, Total Kenya, Del Monte (Farm to Food Program), Athi River Mining, Muranga County Government • KCJWC raised KES 1910 from 8

		implementing a campaign dubbed “Advance Climate Justice for Women” which aims to raise funds to 60 -year plus widows to generate income through weaving of baskets as their source of livelihood.	donors on the M-Changa platform
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Annex B:

The learning Agenda is attached separately.