INTRODUCTION

Despite the challenging year experienced in the region due to the ongoing pandemic which continues to instill uncertainty of the future, an unpredictable political climate as Uganda adjusts after a hectic general election and Kenya prepares for its upcoming election in less than 7 months, economic and social challenges impacting families and local communities spurring from loss in various forms to battles of mental health by individuals cutting across social and economic classes the spirit of giving and Ubuntu continues to impact lives and bring hope despite the difficulty. The late Archbishop Desmond Tutu said that it is the little bits of good which when put together overwhelm the whole world and this cements the mission and mandate of the #GivingTuesday movement as a whole.

What started of a simple idea to radicalize generosity in 2012 has grown to be a great catalyst for change in over 80 countries as of 2021. Over the past nine years, it has grown into a global movement that has inspired hundreds of millions of people to give, collaborate, and celebrate generosity year-round. The movement has been brought to life through hundreds of local community and individual campaigns across the East Africa region. With support from local at the grassroots level, people and organizations participate in #GivingTuesday in every single country in the world.

A celebration of all forms of giving, #GivingTuesday continues to inspire more generosity and unleash the potential that local led giving has in supporting national development in East Africa. The movement has inspired people to give gifts of time, skills, goods, advocacy, and more highlighting the fact that everyone has something to give back and every act of generosity is recognized. Despite the difficult 2 years experienced globally with devastating ripple effects to developing and third world countries, hundreds of acts of generosity and stories of giving lit up the region during #GivingTuesday.

What started of a simple idea to radicalize generosity in 2012 has grown to be a great catalyst for change in over 80 countries as of 2021.
IMpact

5 M Dollars
Raised locally in Cash and In-kind

250
Partinering Organizations
Over 1000 Individuals participating

Most funded campaigns:
- Hospitals
- Quality Education provision
- Zero Hunger
- Animal conservation
- Climate Action
- Youth empowerment
- Community Sustainability
As an important movement focused on promoting the diversity of giving and generosity across the world, #GivingTuesday continues to showcase various trends and practices that have been adopted locally and across the globe leading to more vibrant philanthropy thus promoting national development. In East Africa, the conducted campaigns showed tremendous amounts of creativity, kindness and generosity that need to be adopted in the coming year. Examples include:

- Use of Technology for Generosity
- Trust Based Giving
- Movement Building
- Community Centered Campaigns
Use of Technology for Generosity.

With the internet penetration in the East Africa region coming at an average of 54% with the lowest country access at 37%. The adoption of technology as a key agent for giving has been greatly witnessed in the region. Being a social media centered movement, #GivingTuesday has impacted how organizations and individual view and use technology in their awareness and fundraising campaigns. The 2021 campaigns showcased how well organizations tapped into the power of technology for their advancement. From developing and revamping of websites to be more user friendly to creation of online fundraising campaigns on local and international platforms such as M-changa and GlobalGiving respectively, use of “donate button” on social media platforms and money transfer platforms such as M-pesa, Airtel money, tigo money, Vodacom highlights the priceless value organizations accord to technology. 80% of the campaigns showcased this year created opportunities for people to give back online due to the pandemic which restricted physical interactions ordinarily used to raise funds such as dinner galas, golf tournaments, marathons and more. A good example would be The Good Kenyan Foundation who tapped into the power of social media by creating a 24 hour Instagram live bringing together local celebrities and influencers to share their stories of giving while encouraging their diverse audiences to donate to support the mentorship program offered by the foundation.
The art of giving is not a new phenomenon to Africans and the #GivingTuesday movement has supported in bringing this to light. A new wave of trust based giving swept the region with thousands of people giving back to causes by organizations and individuals who they did not have any prior interactions with but chose to give as a crisis response based on the tangents of transparency, humility, accountability and spirit of collaboration. Most of these donations came as a result of stories shared on social media platforms such as Twitter, Facebook and YouTube with a specific call to action that yielded massive results.
As witnessed in the previous year, community centered campaigns took the lead as the most successful campaigns in the region with majority of donations. Campaigns focused on improving lives of the community led by the community members themselves increased in 2021. As conversations on sustainability continue to take the fore front, local organizations are working more directly and deliberately with members of the community to improve their status of living. From campaigns focused on improving overall access to education encompassing areas such as children’s diet, access to dignity kits for girls and boys, to environmental conservation efforts and empowerment of vulnerable members of the community such as the women and youths. In the true #GivingTuesday spirit communities came together to show support in numerous ways such donating both in monetary forms and in kind donations.
The #GivingTuesday movement has grown over time in the East Africa region. With co-ordination from the East Africa Philanthropy Network, #GivingTuesday has risen to be one of the most esteemed days in the calendar of local organizations. New and dynamic partners have joined the movement trans-versing the region. With over 200 multi-sectoral partners working in various parts of the region, the mission of the movement is growing and more people are joining the giving wave. The movement has led to an increase in organized and structured giving in various forms leading to vibrant philanthropy in the region. This has also led to the building of a community of practice where local organizations and individuals can learn, share and collaborate on how to grow and build their campaigns.
TOP CAMPAIGNS

OVERVIEW
Happy Giving Tuesday to you all! You can gift us today via givingway.com/donate/drawing. To support our work and impact.

#GivingTuesday #GivingTuesday2021 #dimhmhubes #GivingTuesdayKe #GivingTuesday @plphmo @stemz2B #EAPhantropy #impacthubmedia @GoodKenyaand @voluculture

Today is GivingTuesday time set aside for a noble cause where people give to a cause & inspire others by taking ACTION! Help provide a temporary placement of a child into a new family. Support foster care in Kenya by donating via secure.changa.co.ke/myweb/share/51... & sharing our message.

Thank you for giving

Aga Khan Foundation USA @AKF USA

Thank you, #GivingTuesday 😊 was a huge success! Your generosity is helping more people around the world break the cycle of poverty, weather the pandemic, and build better futures. We’re also thankful to our amazing #GivingTuesday match partners who doubled your donations!
At @GardenofhopeFdn
We not only offer education to the less fortunate across Kibera but we supply stationery and offer critical literacy services
#500ForEducation #GoHFImpact #GivingTuesday
@GlobalGiving

"Since 2019 the scholarship program has enabled me to stay in school without worry" Wycliffe
Donate today to keep more students in school

HERI-Kenya team collecting plastic pollutants from the streets of Diani Town, Kenya.
Donate to our Giving Tuesday campaign here:
bit.ly/heri-gt21 #GivingTuesday #GivingTuesday2021 @GivingTuesdayKe

Strathmore University Foundation
@StrathmoreFdn
We have managed to raise KES 108,697 today. #ThankYou for your generous contribution towards the #ElimishaStratizen Fund. You have made a difference. The campaign runs through the week! Let’s keep donating via bit.ly/3FAAuto.
@StrathU @StrathmoreSC @AlumniSU @SBSKenya

Kabaka Foundation @kabakafound - Nov 8
The blood donation drive in Sipiwo has commenced today with a survey at the county headquarters Matutuma With Mwikenda’s leadership where @UgandaRedCross and @bubu have sensitised the community about the blood donation campaign that is to take place from 22nd to 26th Nov.
#GivingTuesday

Kenya Uganda Rwanda

#GivingTuesday2020 Report

Supported by

Africa Dev Promise @AfricaDevPromise - Nov 30

Today is giving Tuesday! We are so grateful to all of our donors for continuing to support ADR and empower women and girls in rural Uganda and Rwanda. To participate in Giving Tuesday, join our $50K Africa Exchange Challenge mightycause.com/team/Uyai4G or our website #GivingTuesday

Nov 30, 2021

GSK Africa Exchange Challenge
Schedule Your Donation Today

www.africadevelopmentpromise.org

GIFTs Rwanda @GIFTs_Rwanda - Nov 30

In honor of #GivingTuesday, please consider joining our mission to end poverty. We are doubling donations up to $10k so you can give a little, double your donation, & be part of the change you want to see. Are you in? Learn more and join our movement here: buff.ly/2Pf5oDx

Hagari Rwanda @Hagari_Rwanda - Nov 11

This Giving Tuesday we want to take huge strides towards making the ministry more sustainable and better able to serve the community! This would be a huge step towards Kwigira for Hagari.

We often talk about Kwigira as it relates to the families we work with, but what about Kwigira for the ministry itself?

This Giving Tuesday we aim to raise $56,000 to build our own Ministry Center. Having this center would make Hagari more sustainable and better able to serve the community! This would be a huge step towards Kwigira for Hagari.

The center will be two separate buildings in order to maximize the space. You can choose to fundraise for or donate towards which ever room in the center you feel most passionate about. Thank you for joining us as we seek to serve the most vulnerable in our community.
Kения, Уганда, Руанда

#GivingTuesday2020

**Report**

Supported by

**ECD Lab school project**

Support us this #GivingTuesday: https://www.globalgiving.org/projects/enjuba-ecd-lab-school/

**Today**

enjuba

Help us receive a share of the $1M incentive fund from @GlobalGiving this #GivingTuesday.

By donating to our new project, enjuba ECD lab school, you can help us receive a share of the Incentive fund. Donate: globalgiving.org/projects/enjuba

This #GivingTuesday, you can support a local organisation's mission and vision

19 DAYS TO GO

enjuba

How would you like to support us this #GivingTuesday?

Share with us and tag a friend 😊

教 For Uganda @TEACH4UG - Nov 30

It’s here! Today is #GivingTuesday, the international day of giving. Help us mitigate the learning poverty that has been exacerbated by prolonged school closures due to COVID-19. Your generous gifts will be used in purchasing digital learning tools: bit.ly/2m4VJ4

It’s finally #GuluGivingTuesday! Join us from 5.30-6.30pm East African time for the second edition of this event via the livestream: ligh.ly/7fHs1f

Give @LamaroStudio (0779966674) or us (0772630078) a call if you want to buy any merchandise & support our work!

LAMARO STUDIO & BACKUP UGANDA

30 November 2021

GULU GIVING TUESDAY

Women entrepreneurs and small enterprises are: LUV on Backup Uganda’s Facebook channel.

Gulu Giving Tuesday

"Women entrepreneurs and small enterprises are" Facebook channel.

Lamaro Studio: 0779966674

Facebook: @LamaroStudio

Facebook page: @BackupUganda

Supportive workshops for young girls and women to help them to overcome the COVID-19 pandemic.

©GuluGivingTuesday

@backupUganda

Supported by...
I Live Again Uganda - ILA UGANDA @illa_uganda - Nov 26
YES!
This giving season = DOUBLE IMPACT!
Starting on #GivingTuesday on November 30th, 2021 until midnight on December 31st, 2021 all donations will be matched up to $50,000!!

#GivingTuesdayUg @GivingTuesdayUg - Nov 23
Support @WATCHinc a disaster relief organization helping children and communities in Uganda buy a farming land title #GivingTuesday2021 #GivingTuesdayUg
Support them here.

#GivingTuesdayUg @GivingTuesdayUg - Nov 23
Bududa, Uganda Giving Tuesday Farming Project, organized by DeCar...
On Tuesday, November 30, 2021, we are observing #GivingTuesday, a day ... DeCarman Multani needs your support for Bududa, Uganda...

#GivingTuesdayUg @GivingTuesdayUg - Nov 23
This #GivingTuesday2021 CORE Uganda is fundraising for their Samaritan Nursery and Primary School to help them cover their 2022 school year expenses and budget for the now 106 children @COREUganda
Support them.

The Samaritan Nur & Pri School

#GivingTuesdayUg @GivingTuesdayUg - Nov 23
Giving FoodsDay: Bounty for the Batwa, organized by Redemption So... Plant seeds. Plant trees. Give food. And Give Back in a way that pay... Redemption Song Foundation needs your support for Giving FoodsDa...

Kabaka Foundation @kabakafound - Nov 8
The blood donation drive in Sanga has commenced today with a survey at the country headquarters Matumata With Mukwenda’s leadership where @UgandaRedCross and @bbbf! have sensitized the community about the blood donation campaign that is to take place from 22nd to 26th Nov.

Backup Uganda @BackupUganda - Nov 8
It’s that time of the year to show love through #generosity around the world & #GivingTuesday on 30th November is the perfect day for that; @GlobalGiving will have matching funds! We look forward to this season every year. Can you guess what our goal will be? Mark your calendar!
As a precursor to the global Giving Tuesday campaign on the 30th November 2021, the Summit aimed to equip partners for the Global Day of Generosity as well as provide them an opportunity to share their experiences and learnings from the pandemic.
The 2022 #GivingTuesday is set to be on the 29th of November. As the local coordinators of the movement, East Africa Philanthropy Network, we encourage our local partners to invest in early preparations for their campaigns. Conduct deliberations with their stakeholders both locally and abroad to strategically plan in order to effectively execute successful campaigns. For more success, partners are encouraged to embed the #GivingTuesday movement into their own personal initiatives as a fundraising initiative all through the year and not just on the day itself.

Recommendations

TUESDAY
29TH
NOVEMBER
2022