

Press Release

Attention: News Editors

For immediate release

Safaricom Foundation Partners With Hand In Hand Eastern Africa To Create 5,000 Small Scale Enterprises

The partnership aims to sustain 10,000 jobs in 7 counties by providing groups with access to micro credit

Busia, 30th October, 2020.... Safaricom Foundation through its economic empowerment programme has partnered with Hand in Hand Eastern Africa (HiH EA) NGO to support 400 self-help groups with access to microloans. The foundation will invest KES 12 million in the project with the aim of supporting over 5,000 enterprises. This is part of the foundation's support to those affected by the economic impact of the COVID-19 pandemic.

The project which is in its second phase will be rolled out in Busia, Kajiado, Migori, Baringo, Nakuru and Nairobi counties. During the first phase which was launched in 2015 over 5,900 new enterprises were created and incubated with over 6,000 loans disbursed.

“Supporting and partnering with communities has always been core to Safaricom for the last 20 years. During this COVID-19 period we have ensured that our interventions in areas such as health, education and hygiene impacts the communities most affected. We are now looking at how we can spur recovery of enterprises which have been affected by the economic disruptions caused by the pandemic. Through this microloan facility, we are looking to sustain over 10, 000 jobs”, said Sylvia Mulinge, Trustee, Safaricom Foundation.



HiH EA mobilizes, trains and prepares the beneficiaries to access micro loans which range between KES 10,000 and KES 30,000. The financing is disbursed through mobile phones and the loans are payable in three to twelve months.

“The HiH EA enterprise development model is premised on the need to create sustainable income generating activities by addressing major challenges facing many small-scale farmers and entrepreneurs. Our approach sees job creation as a highly effective development tool where micro-entrepreneurs are key drivers for economic growth and poverty reduction”, said Albert Wambugu- Chief Executive Officer, HiH EA.

During the first phase Safaricom Foundation invested KES 10 million with 30% of the amount being used for training and capacity building. Since then the revolving loan pot of KES 7 million has been circulated to reach a disbursement value of over KES 65 million shillings.

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About Safaricom Foundation:

Building Communities, Transforming Lives.

Safaricom Foundation partners with Kenyan communities, organizations and institutions to improve and transform lives.

With a footprint in all of Kenya’s 47 counties, and a strong history of partnerships dating back to our inception in 2003, the Safaricom Foundation has worked with Speed, Simplicity and Trust to implement over 1,000 community projects, impacting over 3 million people, through our thematic areas of Health, Education, Environmental Conservation, Economic Empowerment, Water, Disaster Relief, and Arts & Culture.

Our current strategy builds on our strong history of results and partnerships, and will contribute towards Vision 2030 and the Sustainable Development Goals. We will leverage the power of innovation and technology to drive our projects forward; and will also offer a blend of grants, equity and ultra-low cost loans to our partners.

The participation of Safaricom staff in our projects will extend our personalized approach towards partnerships; and our project monitoring and our dissemination forms will provide platforms for technical assistance, learning and capacity building.