

SAFARICOM FOUNDATION SETS ASIDE KES 100 MILLION FOR NDOTO ZETU INITIATIVE

The initiative will focus on partnering with Kenyans to implement community projects in health, education and economic empowerment

Nairobi, 21st May 2021.... Safaricom Foundation has set aside KES 100 million for its Ndoto Zetu initiative which calls upon Kenyans to partner with the Foundation by having their community dreams and aspirations brought to life.

Safaricom CEO Peter Ndegwa made the announcement at Shadrack Kimalel Secondary School in Kibra where he officially opened a KES 5.4 million science laboratory and ablution block constructed and equipped by the Safaricom Foundation.

“Ndoto Zetu is our initiative to partner with Kenyans keen to make a difference in their communities through social investments. Each dream we bring to life translates to thousands of lives impacted and transformed. This year we hope to impact and transform many more lives as we continue to support the country bounce back from the COVID-19 Pandemic,” said Peter Ndegwa, CEO, Safaricom.

Since its inception in 2019, Ndoto Zetu has executed over 600 projects worth KES 90 million, positively impacting close to 2 million Kenyans.

“Through Ndoto Zetu, we have supported projects ranging from KES 40,000 such as sanitary towels distribution, to initiatives worth KES 1.5 million like donation of maternity equipment to hospitals”, said Mr. Ndegwa.

Kenyans wishing to participate should send a written submission through Safaricom Foundation’s Ndoto Zetu website using the link www.safaricom.co.ke/ndotozetu or visit any Safaricom Retail Shop and fill in an application form for a chance to have their community dream realised. Successful participants will be contacted by the Safaricom Foundation through 0722 000 000.



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.