

Africa Hub

An **Enabler and Amplifier** of a
stronger, connected and rooted
generosity movement

Our Goals

Celebrate, Inspire & Learn



Celebrate

To celebrate and recognize the generosity of individuals and organizations across Africa, inspiring a culture of giving and philanthropy.

Story Telling

Narrative Building

Giving Every Tuesday

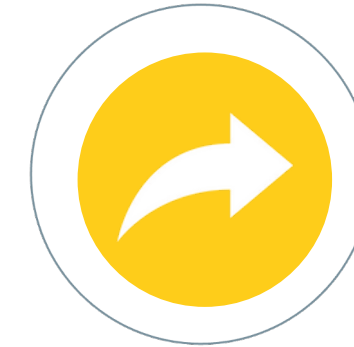


Inspire

To inspire and mobilize collective action towards positive social impact across the continent.

Community of Practice

Cross Movement Campaigns



Learn

Network of partners collaborating with us to learn and convene on generosity

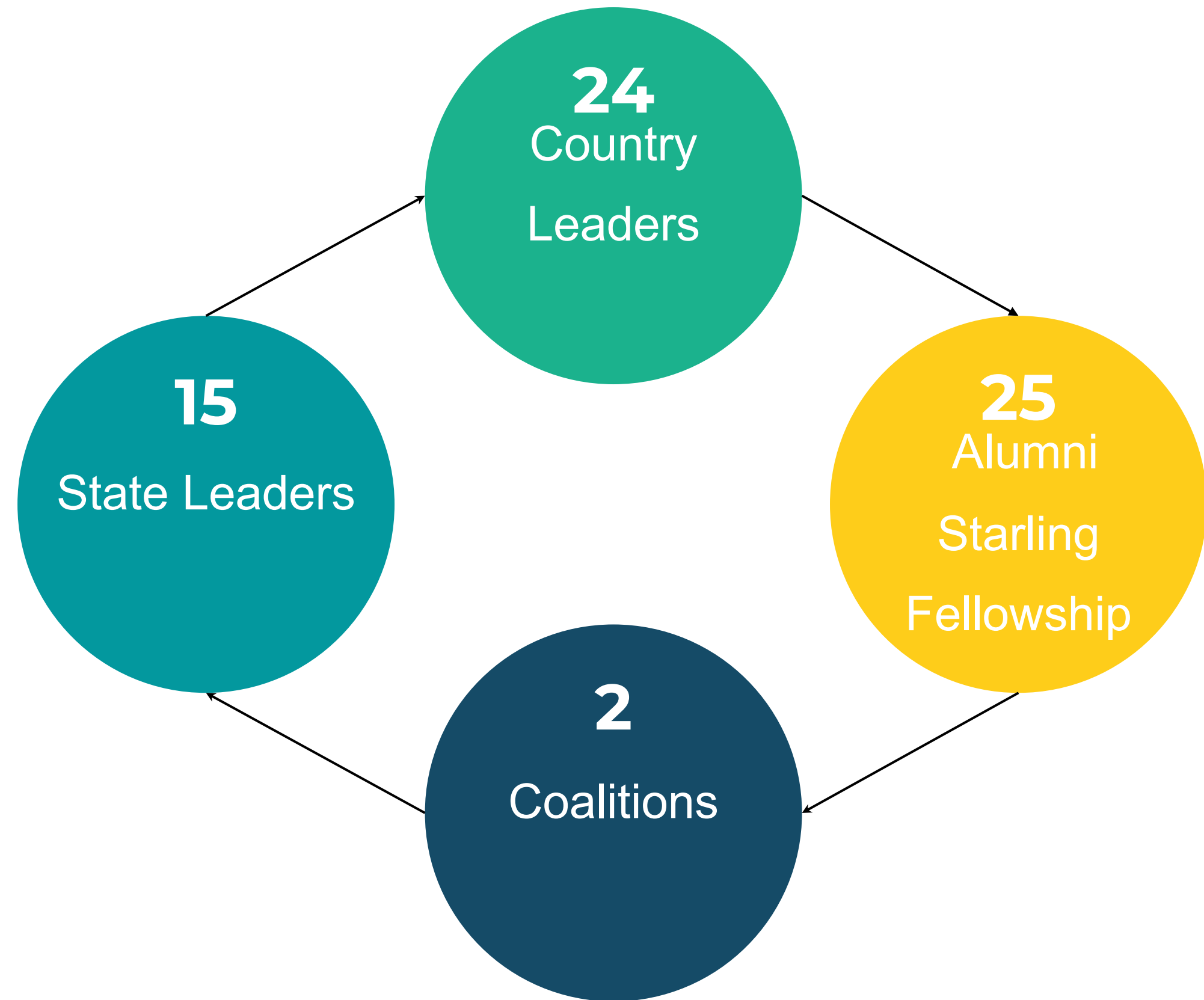
Collaborative Research

Co-convening

Starling Fellowship

Giving Tuesday Africa: Leadership Network

“Our leaders as partners”



Coalition Campaigns:

Working together globally as equals and helping change the world effectively

- **Borderless Challenges:** Addressing global challenges like climate change, gender rights, and environmental sustainability transcends national boundaries.
- **Shared Global Goals—SDGs: Aligning** with the United Nations Sustainable Development Goals (SDGs) provides a universal framework for collective action.
- **Communities Beyond Geographies:**
 - Cross-Continental movements: Facilitating global networks fosters knowledge sharing and collective impact. LGBTQ+ communities, 16 Days of Activism, Menstrual Health, Women in Tech networks, and professional networks benefit from global collaboration to amplify voices and drive change.



Shared
Resources

Stronger
Voices

Idea
exchange

Diverse
Narratives

Campaigns

Local to Global | Global to local

My GivingStory Around the World

7

GLOBAL CAMPAIGNS

12

GRANTEES INCLUDING
THE USA

4104

STORIES SHARED GLOBALLY



#My
Giving
Story

#YODONOPORQUE
CADA DONACIÓN LLEVA UNA HISTORIA DETRÁS. ¿CUÁL ES

#MyGi♥ingStory

♥ #MyGivingStory

♥ #Щедраяистория

#puneinimā
GIVINGTUESDAY

#我的捐赠故事
官方宣传片
EVERY ACT OF GIVING HAS A STORY. WHAT'S YOURS?

#YoD♥noPorque

MINHA
HISTÓRIA
DE DOAÇÃO

#My
Giving
Story

#MY
GIVING
STORY
India

♥ #UtowajiWanguHazinaYangu



#MyGivingStory

COMPETITION LAUNCH
21ST SEPTEMBER 2023



Leveraging the Power of Story Telling

#MYGIVINGSTORY



Elle me disait de
voir, en chaque
individu, une

Episode 2
Jeytleman

MAGAL
TERANGA
Podcast



givingtuesdayaf • 5 d
Original audio



19 likes

givingtuesdayaf Exciting News! 🌟 Our My Giving Story contest is back! We're celebrating and amplifying personal acts of kindness,...

GIVING
TUESDAY
SOUTH AFRICA

IMPORTANT ANNOUNCEMENT🔊

Share your giving stories using
the hashtags #MGS2023
#GTSA and stand a chance to
win a prize for your favourite
charity!

@GivingTuesdaySA

#MyGivingStory2023
Competition

AWARD
CEREMONY

FRIDAY,
27TH OCTOBER, 2023

Mount Meru Hotel
Arusha



Inspiring and connect youth across continents through MyGivingStory

Inspire

Celebrate and inspire communities to get involved in social causes

Learning and Engagement

understand cultures
traditional and emerging
cultures and trends of
giving

Building peer communities

Idea exchange and
networks formed as an
outcome

STORY TELLING INSPIRING PEER EXCHANGE

KENYA + MALAYSIA



GIVINGTUESDAY SPARK
STARTED AS A
YOUTH-LED MOVEMENT
AND CONTINUES TO
GROW AS MORE YOUNG
PEOPLE INSPIRE THEIR
PEERS WORLDWIDE.

MEET SEAN (16) AND
SEBASTIAN (14), WHO
LAUNCHED
#GOALS4TRASH IN
MALAYSIA.

Kenya: #WhenAlumniGive

Coalition Campaign

- **Umbrella campaign** - celebrate and amplify Alumni Giving in Kenya
- **Leader strategic** - Giving Tuesday Kenya and Alumni Serving organisations
- **Collaborative**: Shared tools, convening spaces and networks
- **Diverse partnerships** - academy, corporate, families in the country and affiliates globally
- **Diverse audience** - Alumni in the diaspora, cross-country alumni associations
- **Maintaining Independent fundraising campaigns**
by. e.g **Akira Chix**





WHENALLUMNIGIVE: CODEHIVE

Empowering Female Coders Through Annual Giving Campaigns

AkiraChix, a non-profit organization empowering female coders in East Africa, launches the CODEHIVE campaign annually during the Giving Season (Nov-Dec) to address critical needs for sustaining educational programs.

Spearheaded by AkiraChix's alumni network, leveraging Giving Tuesday to expand donor engagement and impact.





A Helping Hand, A Dream Fulfilled

Support codeHive alumni as they raise USD 20,000 to purchase and install a backup generator that will go a long way in allowing the incoming class to stick to classroom schedules and avoid unplanned days off and disruptions when the primary power grid fails.

#WhenAlumniGive

Paybill: 8048041
Account Number: Unida or Jabali

GIVINGTUESDAY

- **Pursue shared goals within a coalition (WhenAlumniGive)** on broader goals: Celebrating their support base.
- **Matching Fund Strategy:** Uses Giving Tuesday funds as matching funds, enhancing donation impact and culminating in a gala dinner to honour contributors.
- **Independent Peer-to-Peer Fundraising:** Engages AkiraChix alumni and corporate partners through personal connections and shared values.
- **Clarity of Purpose:** Focuses their fundraiser on one specific and urgent need with transparent goals every year.
- **Accessible Donation Channels** local and global supporters: Offers convenient options: mobile payments and online donations



Working Together

Shared
Resources &
infrastructure

Global
momentum,
stronger voice

Backed by data
and giving
cultures

Idea
exchange

Diverse
Narratives

