



# USIU@50 ANNUAL GIVING CAMPAIGN

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United States  
International  
University-Africa

Education to take you places

# Introduction

USIU-Africa's Strategic Plan 2015-2020 notes that over seventy percent (70%) of university income is generated by tuition and other associated fees. Objective 5 of the plan recognizes the need to expand revenue streams by including fundraising, grants and contracts, and research. USIU@50 annual giving campaign is key to achieving this institutional objective.

This campaign marks the Golden Anniversary of USIU-Africa's establishment in 1969. Since its beginning the University's vision has been to build a premier university of academic excellence with a global perspective.

The institution has made remarkable success. We celebrate our diverse student population of 7,000 drawn from over 73 nationalities and all the 47 counties in Kenya; dual accreditation which guarantees quality of our over 25 academic programs; state of the art facilities, low student/faculty ratio and over 25 international and exchange partners amongst others.

Going forward, USIU-Africa looks into a brilliant future with key growth areas in student recruitment; infrastructural development; academic programs expansion in STEM related disciplines, health sciences, cinematic and creative arts, research, strategic partnerships and diversification of university revenue streams. This future can be made possible through our partnership with students, university employees, Parents, Board of Trustees (BoT), University Council (UC), Alumni, Corporates & Foundations and Friends of the university.



## Goals & Objectives of USIU@50 Annual Giving Campaign

In celebration of the university remarkable success over the last 50 years, this year's annual giving themed "USIU@50 Campaign" aims at mobilizing Kes 50 million from internal and external networks/stakeholders to support causes that matter to partners/donors and are aligned to the strategic direction of the university.

- a) **Goal:** The main goal is to attain greater fiscal health for the university.
  
- b) **Key Objectives:**
  - I. To cultivate and improve philanthropy amongst internal and external USIU-Africa stakeholders.
  - II. To enlist 1500 university donors by August 30<sup>th</sup>, 2019.
  - III. To raise Kes 50 million towards cause(s) of choice to partners and donors by August 30<sup>th</sup>, 2019.



# Partnership with USIU@50 Annual Giving Campaign

The USIU@50 annual giving campaign is designed to give partners/donors various ways and options for their partnership. The following are some of the causes for consideration:

Cause	Description
Freida Brown Scholarship Fund	An investment that aims to provide scholarships to Africa's 500 most talented young men and women to study STEM disciplines by raising \$5 million by 2021.
Educate Your Own Fund	A student led initiative that aims at achieving zero dropout rate among continuing USIU-Africa students on financial constraints.
Alumni Endowment Fund	An investment that will enable prospective students from economically disenfranchised families access quality education at USIU-Africa
Research Fund	An investment that will enhance and entrench research and innovation in providing solutions to African realities with clear focus on fulfillment of Kenya's Vision 2030; African Unions Agenda 2063 and the United Nation's Sustainable Development Goals (SDGs).
Faculty Development Fund	An investment that will spur professional productivity amongst our faculty and offer expandable funds to support them in their doctoral and post-doctoral studies, innovations in the curriculum; pedagogy, assessment and student engagement; education development activities such as research and conferences; support faculty in achieving tenure and/or promotion.
Public Lecture Series	An investment that will catalyze engagement and thought leadership on key global challenges.  The public lecture series are designed to cover important societal themes which shall include but not limited to the dual role of arts and sciences in society, Innovation and its impact on development, Entrepreneurship, Policy Making Conversations in Media, Business, ICT, Health, STEM, Governance, Leadership and Corporate dynamics amongst others.
Books and Library Resources Fund	An investment that will help our start of the art library provide or acquire digital tools, software and equipment making it a more engaging, enriching and empowering cutting edge resources center that translates diverse and dynamic research needs into innovative and effective services and information experiences reflective of teaching and learning in the 21st century.
Academic tours/exchanges/conferences	An investment that will enhance our pursuit for academic excellence for students, staff and faculty.
Others	An opportunity for a donor/partners to specify area(s) of interest and invest in such area(s)

## Why you should participate in USIU@50 annual giving campaign

- I. Your contribution serves to increase financial resources necessary to expand and maintain the quality of USIU-Africa's academic offerings, operations and services, therefore improving quality of graduates for actualization of Kenya's Vision 2030; African Union's Agenda 2063 and the United Nation's Sustainable Development Goals (SDGs).
- II. Your contribution will shape the future of Africa as they will strengthen the University's ability to provide a rigorous, transformative education for students to meet the needs and demands of the 21st century.
- III. Adequate financial resources ensure that USIU-Africa is adequately cushioned, now and in future, against any shocks in the external environment that may pose a threat to the financial stability the University has enjoyed so far. Your decision to partner with the University in this aspect marks you as an active actor in national, regional and global development agenda.
- IV. For current students, contributing towards USIU@50 giving campaign is an investment that they reap benefits during their school years. Expanded university services guarantees them a rich student experience and adequate preparation as engaged global citizens.
- V. In many ways, whether you are BoT/University Council, alumni, parent, employee, student or a friend of the university, all of us can call USIU-Africa home. What better way to ensure she continues to shine and serve many more generations of change makers.



# USIU@50 Annual Giving Campaign Targets

Internal and external networks shall be activated towards achieving overall campaign fundraising goal of Kes 50 million/ US \$ 500,000 towards causes of interest to donors/partners and are aligned to university strategic direction.

Summary of potential strategies and targets are tabulated below:

Donor Category/ Segment	Target in Kes (%)	Target in USD (%)
USIU-Africa Alumni	Kes 20, 000, 000 (40%)	US \$ 200,000 (40%)
USIU-Africa Employees	Kes 3, 000, 000 ( 6%)	US \$ 30,000 (6%)
USIU-Africa students	Kes 5, 000, 000 (10%)	US \$ 50,000 (10%)
USIU-Africa Parents	Kes 5, 000, 000 (10%)	US \$ 50,000 (10%)
Board of Trustees/University Council	Kes 15, 000, 000 (30%)	US \$ 150,000 (30%)
Corporates/ Foundation/ Friends of USIU-Africa	Kes 2, 000, 000 (4%)	US \$ 20,000 (4%)
	<b>Kes 50 Million</b>	<b>US \$ 500, 000</b>

## How to give:

You can make your contribution to USIU-Africa using the following payment options

Payment Option	Details/description
Cheque	Addressed to: U.S.I.U or United States International University Narration at the back: Cause of choice e.g. Educate Your Own Fund
Card payments	You can also pay at the USIU-Africa Finance Office using your Credit and/ or Visa Card. We accept: JCB Card, Master Card, Visa Card and Visa Electron (Debit Card).
Bank deposits/ Wire transfer	<p>Bank: Commercial Bank Of Africa Branch: Upper Hill Swift code: CBAFKENX Account Number: 6438840014 Account Name: United States International University - Africa</p> <p>Bank: Co-Operative Bank Of Kenya Branch: CO-OP House, Haile Selassie Avenue, KES Account Number: 01120002134100 Account Name: United States International University - Africa</p> <p>Bank: Standard Chartered Bank Kenya Branch: Kenyatta Avenue KES Account Number: 0104023439700 Account Name: United States International University - Africa</p> <p>Bank: Kenya Commercial Bank Branch: Thika Road Mall Bank Swift Code: KCBLKENX KES Account Number: 1179516710 Account Name: United States International University - Africa</p>
Check off system (available to USIU-Africa employees only)	Deductions through payroll
Debit Note (available to USIU-Africa students only)	Transfer of money from the student account on authorization from parent/ guardian/sponsor
M-PESA	Pay bill Business No. 516900 Account Name: (choose cause of choice e.g. Educate Your Own)



# Recognition and incentives

At the end of USIU@50 annual giving campaign which is scheduled for August 31, 2019 in line with the university financial and academic year, a gala dinner to celebrate USIU-Africa 50<sup>th</sup> anniversary has been organized in Nov. 2019. At this dinner, an announcement of the % target realized and amount shall be announced. All partners and donors of the university shall also be acknowledged and recognized.

A select committee shall design different categories for special recognition and award.

## Contact details:

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