



# Press Release

## **Safaricom Limited donates Ksh 10 million to Kenya Red Cross Society towards drought response in Kenya**

**Friday, 11 November 2016, Nairobi:** Safaricom Limited, through the Safaricom Foundation and M-PESA Foundation, has donated Ksh 10 million to the Kenya Red Cross Society (KRCS) towards the drought situation affecting some parts of Kenya, and which has led to the loss of livestock and livelihoods, thereby leading to acute food insecurity and malnutrition among children.

“The Kenya Red Cross Society is grateful to both Safaricom Foundation and M-PESA Foundation for their kind gesture and willingness to support our efforts towards responding to the countrywide drought. We call on Kenyans to come on board and support those affected by this drought,” said Dr. Abbas Gullet, Secretary General, Kenya Red Cross Society.

The pastoral and marginal farming communities in the arid and semi-arid lands (ASAL) counties of the country are experiencing moderate to severe drought. According to the Kenya Food Security Steering Group Long Rains Assessment Report (KFSSG LRA), a total of 1.3million people mainly from pastoral and marginal agricultural areas in 20 ASAL counties are acutely food insecure.

These counties include; Wajir, Mandera, Garissa, Marsabit, Samburu, West Pokot, Tana River, Isiolo, Baringo, Makueni, Kwale, Kitui, Kilifi, Taita Taveta, Embu, Meru North, Kieni, Lamu, Turkana and Laikipia.

“Both the Safaricom Foundation and M-PESA Foundation have contributed to projects addressing maternal and child health in Samburu, but we know it will count for nothing if the women and children in Samburu face starvation. We hope that more organizations will join us in this effort,” said Bob Collymore, Chief Executive Officer, Safaricom Limited, while handing over the cheque at the KRCS headquarters in South ‘C’, Nairobi, Kenya.

Kenya has two major rainfall seasons, the short rains of October-December and the long rains of March-June. The failure of the two consecutive rainy seasons in the ASAL counties has decimated vegetation, including food crops and pasture for livestock.

Kenya Red Cross Society is working alongside the Government of Kenya and other partners to respond to the needs of vulnerable communities affected across the country.

### **For Editors**

Kenya’s climate varies significantly from season to season, year to year and decade to decade. 2016 has received poor performance of the long rains March-May, which has led to moderate and severe drought in the ASAL parts of the country. ASALs make up more than 80 per cent of the country’s land mass and are home to approximately 36 per cent of Kenya’s population.

Major drought incidences occur in Kenya about every 10 years, and moderate drought incidences every three to four years. Historically, these extreme climatic events have caused significant loss of life, increase in morbidities related to inadequate nutrition and lack of access to adequate, clean and safe water, and increased severity of disease that have adversely affected the national economy.

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