

Established in 2008, Equity Group Foundation (EGF) is a non-profit implementing foundation based in Nairobi, Kenya that champions the social and economic transformation of the people of Africa. Born out of Equity Bank's commitment to servicing the poor as part of its core business model and through long-standing corporate social responsibility initiatives, EGF designs and delivers high-impact social development programmes in areas that matter most to people's lives: education, health, agriculture, entrepreneurship, innovation, environment and finance.

Unique from other development organizations, EGF works at local levels nationwide by leveraging Equity Bank's extensive infrastructure and through strategic partnerships with government, local and international actors. In the coming years, EGF looks forward to expanding its programmes beyond Kenya to Equity Bank's other markets, including South Sudan, Uganda, Rwanda, Tanzania and beyond, working toward an ambitious goal of impacting 100 million Africans by 2024.

Programme Pillars

In order to truly help people build pathways out of poverty, EGF understands that we must respond effectively to the continuum of issues that affect people living at the bottom of the pyramid. With this in mind, EGF works to create change through seven strategic pillars:

- **Agriculture:** EGF helps enhance household incomes, create jobs, improve market access and expand agricultural production by working in partnership with small and medium-sized farmers to increase their production capabilities, business acumen and access to technology and financial services.
- **Education & Leadership Development:** EGF increases access to and transition through secondary and tertiary education and provides leadership and career development in order to break the cycle of poverty and develop the next generation of leaders.
- **Entrepreneurship:** Equity Group Foundation (EGF) stimulates job creation and economic growth by providing micro and small entrepreneurs with advice, mentorship and entrepreneurship training.
- **Environment:** EGF promotes the conservation and smart use of natural resources by expanding forest cover, improving water security and promoting the use of renewable energy and energy-efficient technologies.
- **Financial Inclusion and Literacy:** Equity Group Foundation (EGF) improves financial access, financial capability, consequently individual and household financial security by connecting low-income people to access of financial services and financial literacy training.
- **Health:** EGF increases access to comprehensive health financing and private sector-led, affordable, high-quality and standardized health services.
- **Innovation:** EGF has a strong commitment to innovation in order to promote the uptake of new ideas, solutions and technologies to achieve greater impact and scale for all of its work.

Our Impact

EGF's programmes demonstrate scalability, impact and high returns on investment. Since 2008, EGF has:

- Provided over 10,377 comprehensive secondary school scholarships to academically gifted but disadvantaged students through our signature *Wings to Fly* scholarship programme.
- Assisted over 2,673 high-achieving secondary school graduates to gain access to paid professional internships, leadership training, and college counseling through the Equity Leaders Programme (ELP). Of these, more than 263 students have matriculated to competitive global universities, mostly Ivy League universities in the US while the rest have joined leading public universities in Kenya.
- Trained over 1.2 million low-income women, youth and micro-

entrepreneurs in financial literacy, and over 11,500 micro and small entrepreneurs in advanced small business development.

- Supported 2400 medium-sized farmers to plan and realize farm expansion, capital improvements, and technology uptake to support increased production.
- Supported 500,000 peasant farmers to transit to agribusiness.
- Supported 5 million previously unbanked rural people open basic bank accounts and become included in financial services with basic savings, micro loans and micro insurance.
- Supported 39,000 families to move from in-kind humanitarian support to cash vouchers and eventually into bank remittances.

Leveraging Equity Group

Equity Bank is one of Africa's largest commercial banks with over ten million account holders. As the bank has extended its reach and deepened financial inclusion over the years, it has become apparent that a large segment of the population still needs support to reach a threshold of knowledge, skills and awareness wherein they can start their journey of social and economic transformation. This understanding inspired the creation of EGF in 2008. Today, EGF shares a strong relationship with Equity Bank and benefits from the bank's extensive network of branches and agents; its strong brand; its specialized capacities in finance, technology, and communications; and its entrepreneurial spirit. EGF is also leveraging the Group's mobile platform, Equitel, to extend its reach and scale. By leveraging the Group's infrastructure and resources, EGF is able to scale its programmes while keeping overhead costs low, offering funding partners a particularly good value for program execution.

Our Partnerships

Partnerships with private and public actors play an invaluable role in enabling EGF's programmes to fulfill their mandate. EGF is especially grateful to The MasterCard Foundation, whose support has anchored *Wings to Fly* and financial literacy programmes since their inception, as well as the generous support of the United Kingdom's Department for International Development (UKaid), the United States Agency for International Development (USAID), the German Reconstruction Credit Institute (KfW), The Embassy of the Netherlands, UN agencies, the Kenyan government, and countless local and national partners. With the recent creation of Equity Group Foundation International (EGFI) as a registered non-profit organization in the US, EGF looks forward to growing its profile worldwide and attracting new partners and streams of funding to increase the reach, scope, and scale of our work.