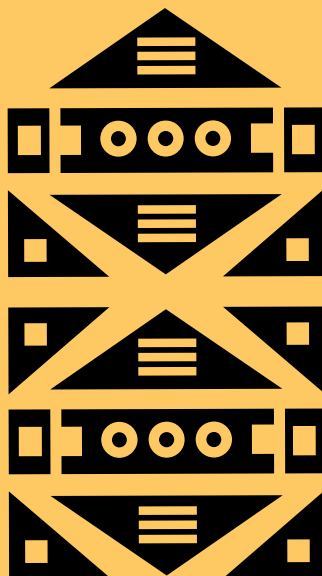


SEND MONEY & INVEST IN KENYA

A GUIDE FOR DIASPORA
REMITTANCES & INVESTMENTS



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by the European Union



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ACRONYMS



| | |
|-----------|--|
| AGM | - Annual General Meeting |
| AIR | - African Institute for Remittances |
| APR | - Annual Percentage Rate |
| CBK | - Central Bank of Kenya |
| CDA | - Central Depository Agent |
| CDD | - Customer Due Diligence |
| CDSC | - Central Depository and Settlements Corporation |
| CDS | - Central Depository System |
| CMA | - Capital Markets Authority |
| IOM | - International Organization for Migration |
| KAIG | - Kenya Association of Investment Groups |
| KBA | - Kenya Bankers Association |
| KENINVEST | - Kenya Investment Authority |
| LLP | - Limited Liability Partnership |
| MTO | - Money Transfer Operator |
| MPI | - The Migration Policy Institute |
| NSE | - Nairobi Securities Exchange |
| RPW | - Remittance Prices Worldwide |
| RSP | - Remittance Service Provider |
| TCC | - Total Cost of Credit |
| UFAA | - Unclaimed Financial Assets Authority |

ACKNOWLEDGMENTS

The production of this booklet was made possible by the commitment and contributions of numerous persons. Thanks should be given to the European Commission for its financial contribution and the EU Delegation to Kenya for its technical inputs throughout the preparation of the booklet. The support of the International Organization for Migration (IOM) Kenya, specifically the Head of Country Office, Mr. Michael Pillinger, is also appreciated.

The contributions of the Government of the Republic of the Kenya were of the utmost importance in the production of this document. Special thanks go to Mr. Washington Oloo, Director of Diaspora and Consular Affairs and Ms. Victoria Rotich, First Secretary. Thanks must also go to representatives of Government of Kenya Ministries and Agencies, multilateral international agencies, diaspora, as well as individuals from the private sector who provided the information contained in this booklet. Special thanks must go to the African Institute for Remittances (AIR) and the World Bank for their technical inputs.

METHODOLOGY

The development of the booklet consisted of a number of work streams covering data collection, compilation and analysis, and receiving feedback from stakeholders. In addition to desktop research, in-depth interviews were held with government agencies, international organizations, diaspora associations, private sector companies and remittance experts.



Photo credit: Kenya Tourism Board and Magical Kenya

FOREWORD



The Diaspora and Consular Affairs Directorate, Ministry of Foreign Affairs – Kenya welcomes you to the *Send Money and Invest in Kenya: A guide for Diaspora Remittances & Investments*, which has been developed for use by Kenyans living abroad through valuable technical assistance from the ACP-EU Migration Action.

The Government of Kenya has over the years recognized the importance of the contribution of the Kenyan Diaspora to the economy and development in general. Kenya's economic blueprint the *Vision 2030* considers Diaspora remittances as one of the flagship projects under the financial sector. Both the Kenya *Foreign Policy* and *Diaspora Policy* underscore the significance of the Government's engagement with the Kenyan Diaspora which is aptly described as the 48th County of Kenya by H.E. President Uhuru Kenyatta. Remittances, whether invested, deposited or donated by Kenyans abroad are an important source of foreign currency inflows into the Kenyan economy. In 2015 alone, remittances hit an estimated USD 1.6 billion. However, the figures are known to be much higher since a large proportion is sent via informal means outside formal financial channels. One of the mandates of the Ministry of Foreign Affairs is to seek ways in which the Kenyan Diaspora can be empowered to invest back home and how the Government can leverage on the remittances from Kenyans residing abroad and channel them towards national development. It is in the backdrop of this agenda that the Diaspora and Consular Affairs Office readily welcomed the development of a booklet on remittances and investments specifically for the over 3 million members of the Kenyan Diaspora.

The booklet provides key information on different channels of Diaspora remittances including the players in this crucial financial sector. Careful research, focus interviews with Diaspora

officials and other stakeholders were undertaken to collate and put together the booklet – the first of its kind for our country. It is expected that this important initiative will contribute in bringing down transaction costs and achieve the UN SDG on Remittances: **To reduce to less than 3 per cent the transaction costs of migrant remittances and eliminate remittance corridors with costs higher than 5 per cent by 2030.**

The Diaspora Office takes this opportunity to thank the ACP-EU Migration Action and the International Organization for Migration (IOM) Kenya Country Office for their continued collaboration in Diaspora and Consular matters affecting Kenyans abroad. We also thank Jean Pouit, the consultant, for the first draft as well as all the Diaspora officials and other stakeholders who provided information which has gone into the production of this guide. Finally, the production of the booklet would not have been possible without the generous funding from the European Commission. We look forward to enhanced cooperation in future with our partners: IOM and the European Union.

It is our sincere hope that this booklet will provide useful insights and will empower Kenyans abroad on issues of sending remittances and investing back home.



Washington Oloo
DIRECTOR/DIASPORA AND CONSULAR
AFFAIRS DIRECTORATE
For: PRINCIPAL SECRETARY



Photo credit: Kenya Tourism Board and Magical Kenya



INTRODUCTION



The need for this booklet arises from significant anecdotal evidence and some research which suggests that Kenyans would like better information about the channels available to them to send money home.

As you read this booklet, you may be working across the border in a neighbouring country or living thousands of kilometres away on a different continent. Despite the distance, it is likely that you have maintained a strong emotional connection to Kenya.

This attachment may reflect in a number of ways. Perhaps you send money to your loved ones regularly. Or, as a bright entrepreneur, you oversee several businesses in Kenya. You may be in the process of building your retirement home. Or as a successful and settled Kenyan abroad, you are giving back to the community that raised you.

Whatever your connection is to Kenya, your love for home is the reason that you are a key resource in the country's development. The remittances you send, investments you make, and skills you transfer create an impact on a large scale and changes lives at a personal level.


This booklet was put together in recognition of that fact. *Send Money and Invest in Kenya: A Guide for Diaspora Remittances and Investments* seeks to help you further by providing clear information on how to send money through safe, affordable and convenient channels. It will also give tips on making payments, saving, investing, and donating while abroad.


The need for this booklet arises from significant anecdotal evidence and some research which suggests that Kenyans would like better information about the channels available to them to send money home.¹ A lack of knowhow as well as fears of being defrauded also highlight the importance of providing information on how to remotely manage local payments and investments with greater independence.²


Send Money and Invest in Kenya: A Guide for Diaspora Remittances and Investments will do this by providing a basic overview of the remittance market, pointing you to tools and resources with specialized information, and highlighting new technology and products that can help you save time and money.


While space constraints may mean that the booklet does not go into detail about matters which you want to learn more about, it remains a bold attempt to help you make informed decisions.

To this end, the booklet is divided into four parts:

 **Part I** provides a background on the size, diversity and location of the Kenyan diaspora. It touches on the important role the diaspora plays in Kenya's national development and the Government's policy towards harnessing their developmental potential.

 **Part II** focuses on sending money to Kenya. It will provide you with pointers on what to think about when choosing/using a remittance service provider (RSP), it will identify a broad cross section of RSPs serving the Kenyan market, and it will outline tools you can use to compare RSPs so you can make cost effective decisions when sending money home.

 **Part III** looks at making payments and managing your accounts remotely. It will provide you with tips on how to open a bank account in Kenya while abroad and make payments (e.g. pay utility bills). This part also outlines a cross section of commercial banks in Kenya that provide services to the diaspora.

 **Part IV** focuses on diaspora investment which is broadly defined to include commercial investment (where a profit is expected) and diaspora philanthropy. It will provide tips on how you can start a business (i.e. the steps for registering a business), how to invest in Kenya's capital markets, and how to invest with groups of likeminded individuals (through chamas). It also touches on how you can use technology to crowdfund and donate for social causes.

It is hoped that the booklet will be a useful resource that will help you to continue contributing to the lives of your loved ones and the country you call home.

A QUICK GUIDE TO USING THIS BOOKLET



This booklet is designed to provide you with practical information to send money to Kenya for multiple purposes. While we encourage you to read it sequentially, we understand this may not be possible. The guide below is designed to help you identify parts of the booklet which may be most interesting and/or relevant to you.

GO TO PART I

- How big is Kenya's diaspora?
- Where are they located?
- How do they contribute to the country's development?
- What is the Government's policy to them?
- Where are Kenyan Missions located and how do they support the diaspora?

GO TO PART II

- What should I think about when choosing a remittance service provider?
- What companies can I use to send money to Kenya?
- What tools can I use to find good deals?
- Why should I be wary of informal money transfer channels?

GO TO PART III

- How can I open a Kenyan bank account when I'm abroad?
- Which commercial banks in Kenya are serving my needs while I'm abroad?
- How can I pay bills locally when I'm abroad?
- How can I gift my loved ones while I'm abroad?
- How do I trace financial assets that I left behind many years ago?

GO TO PART IV

- How can I start a business in Kenya?
- How can I invest in the Nairobi Securities Exchange when I'm abroad?
- How do I invest in Government securities when I'm abroad?
- How can I give to social causes in a transparent and accountable way?



Photo credit: Kenya Tourism Board and Magical Kenya





Photo credit: Kenya Tourism Board and Magical Kenya



PART I

BACKGROUND



INTRODUCTION

Part I seeks to place the booklet in context by providing basic background information. In addition to touching on the estimated size and location of the diaspora, it will highlight the Government's *Diaspora Policy* as well as the role of Kenyan Missions Abroad. Perspectives from diaspora organizations and members are also included.

DIVERSITY, SIZE, AND LOCATION OF THE KENYAN DIASPORA

Diverse, multifaceted, multigenerational and spanning the entire socio-economic spectrum, Kenya's diaspora comprises of professionals, entrepreneurs, domestic workers, students, athletes and more.

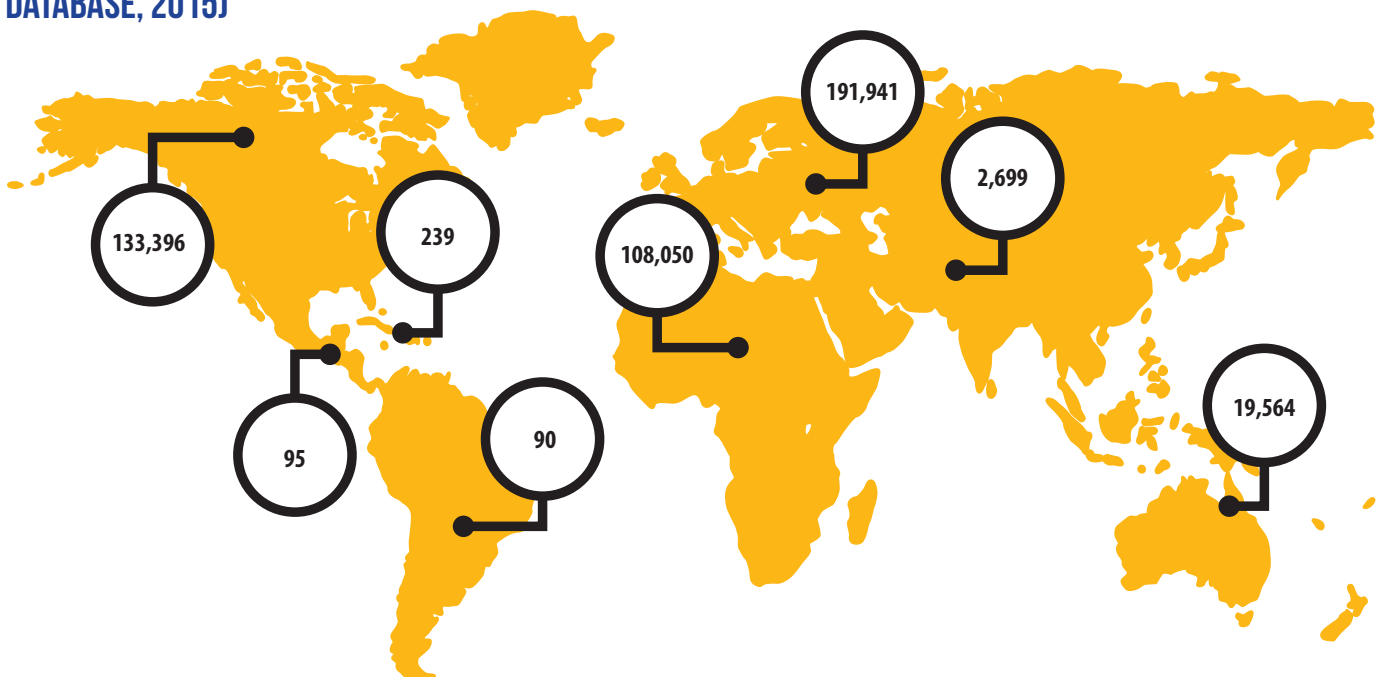
Estimates of its size vary.³ These variations can be attributed to incomplete data and different definitions used by data collectors when defining terms.⁴ According to the Government's *Diaspora Policy*, there are about three

million Kenyans abroad. Kenyans abroad are defined as people of Kenyan origin (i.e. foreign citizens who are of Kenyan descent) and non-resident Kenyans (i.e. Kenyan citizens who reside outside of Kenya).⁵

In contrast, the United Nations Department of Economic and Social Affairs (UN DESA) estimated that there were more than 455,000 Kenyan international migrants in 2015.⁶ According to data from 2012, the size of second generation diaspora in Australia, Europe and the United States was about 124,100.⁷ It is likely that these figures are conservative because of incomplete data collection and the phenomenon of irregular migration.

In terms of location, the diaspora is spread across the globe. Kenyans are found in other African countries, the Americas, Asia, Europe, Australia, and the Middle East, as well as less traditional destinations such as the Caribbean and Pacific.⁸ According to World Bank data, the top destination countries for Kenyan emigrants in 2013 were the United Kingdom, the United States, Tanzania, Uganda, Canada, South Africa, Australia, Germany, South Sudan, and Switzerland.⁹

KENYAN INTERNATIONAL MIGRANTS (UN DESA DATABASE, 2015)



Source: United Nations, Department of Economic and Social Affairs, Population Division (2015). *Trends in International Migrant Stock: Migrants by Destination and Origin* (United Nations database, POP/DB/MIG/Stock/Rev.2015).

DEFINING DIASPORA

IOM



- IOM describes them as ‘individuals and members or networks, associations and communities, who have left their country of origin, but maintain links with their homelands.’¹⁰

AU



- On the other hand, the African Union defines the African diaspora as ‘consisting of peoples of African origin living outside the continent, irrespective of their citizenship and nationality and who are willing to contribute to the development of the continent and the building of the African Union.’¹¹

GOK



- The Government of Kenya describes the Kenyan diaspora as persons of Kenyan origin and non-resident Kenyans. Persons of Kenyan origin are ‘foreign citizens of Kenyan origin or descent’. While non-resident Kenyans are Kenyan citizens who ‘hold a Kenyan passport and/or have dual citizenship and reside outside the country whether for employment, business, vocation, education or any other purpose’.¹²

1.2 THE GOVERNMENT POLICY TOWARDS THE KENYAN DIASPORA

The Government’s policy towards the diaspora is guided by the *Diaspora Policy*, which was launched on 20 January 2015. In this policy, the Government expresses its commitment to implement measures and interventions which will leverage the potential of Kenyans abroad to contribute to the country’s transformation agenda, while meeting their needs and expectations through a mutually beneficial and lasting partnership.

The Government outlines the following as its strategic objectives:

1. Develop and implement strategies to engage, empower and mainstream Kenyans abroad into national development process.
2. Mobilize Kenyans abroad to form town, city or country specific umbrella associations which have a national outlook. Regional and global umbrella associations for effective engagement and representation are also to be included;
3. Develop measures to enhance protection of Kenyans abroad.
4. Develop mechanisms for dialogue and partnership with Kenyans abroad.
5. Establish the necessary institutional mechanism for co-ordination and administration of issues affecting Kenyans abroad.¹³

The Government of Kenya does not have a separate diaspora remittance or investment policy. However, Kenya Vision 2030 identifies a comprehensive remittance strategy as one of the 2012 flagship projects. The second medium term plan to implement Kenya Vision 2030 seeks to increase remittances from the Kenyan diaspora.¹⁴

In the *Diaspora Policy*, leveraging information and communication technology in order to reduce money transfer costs is identified as a strategic objective. To this end, the Government seeks to explore alternative channels for remitting money, and engage financial institutions involved in money transfer in order to negotiate lower costs.¹⁵



1.3 CONTRIBUTION OF THE DIASPORA TO KENYA'S DEVELOPMENT

The diaspora make a significant impact on a country's development through remittances, investment, philanthropy, skills' transfer and more.¹⁹ Remittances are arguably the best measured contribution that they make.

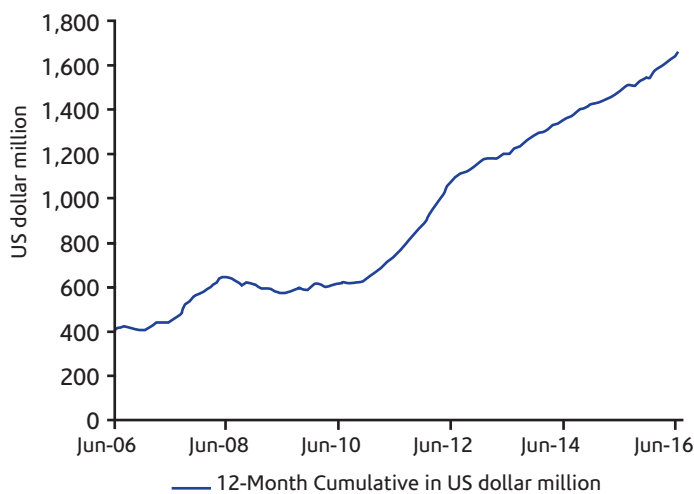
In 2017 it was reported that remittance inflows hit USD 1.68 billion (which represents 12-month cumulative inflows to October 2016). This was an increase of 10.3 per cent from USD 1.52 billion during a similar period in 2015.²⁰ A milestone was marked in 2014 when remittances exceeded tea as the highest forex exchange earner. In the past, remittances customarily ranked behind tea, horticulture, coffee and tourism. This shift is attributed to more Kenyans abroad investing money back home because of attractive investments, especially in the real estate sector which grew by a record 8.9 percent in 2015.²¹

TEXT BOX 1: WHAT ARE REMITTANCES?

Remittances are 'multidirectional, voluntary, and private international monetary transfers that migrants make, individually or collectively, to people with whom they maintain close links.'¹⁶

They are also defined as 'cross-border person-to-person payment[s] of relatively low value. In practice, the transfers are typically recurrent payments by migrant workers (e.g. who send money to their families in their home country every month).'¹⁷

The graph below shows that remittances have grown steadily over the years. The World Bank attributed the 14 percent increase in remittances in the first half of 2016 as 'mainly driven by the Kenyan diaspora in the United States.'²²

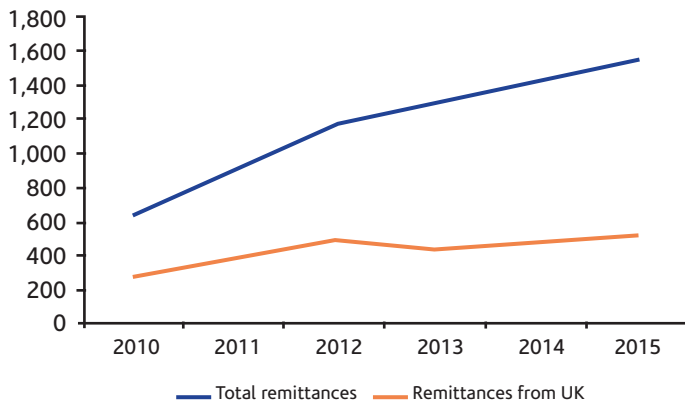


Remittance inflows, however, are likely to be much larger because official figures do not account for money transferred through informal channels (for example, when money is sent through *hawala* or in the pockets of relatives and friends).

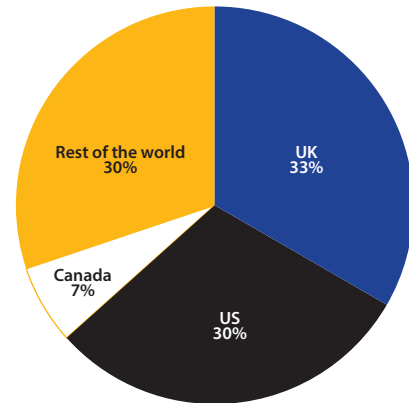
At a macro level, remittances exceed official development assistance and help reduce the country's current account deficit by increasing the amount of foreign exchange. At the micro level (that is, recipient household and family) they boost consumption and investment.²³ Indeed, a 14 percent increase in remittance inflows in the first half of 2016 has supported household consumption.²⁴

Source: Central Bank of Kenya. Available from World Bank Kenya Economic Update: *Beyond Resilience Increasing Productivity of Public Investments*. (October 2016). Page 9. <http://documents.worldbank.org/curated/en/88216147766723804/pdf/109575-REVISED.pdf>.

KENYA'S REMITTANCES INFLOW (US\$ MILLION)



KENYA'S MIGRANTS REMITTANCES INFLOW (US\$ MILLION)



Source: *World Bank Kenya Economic Update: Beyond Resilience Increasing Productivity of Public Investments*. (October 2016). Page 21. <http://documents.worldbank.org/curated/en/882161477667623804/pdf/109575-REVISED.pdf>.

TEXT BOX 2: HOW DIASPORA CONTRIBUTE TO DEVELOPMENT

Development can be understood as the process of improving the well-being and potential of a community, region, or country. One way of understanding the diaspora's role is to think of their 'capital' or the unique value that they bring to the development process. As the below info-graphic illustrates, remittances are one of many ways that diaspora contribute to the development of their home countries:



Although the data is quite limited, household surveys conducted in Kenya reveal that remittances are used for an array of purposes ranging from consumption (such as food, clothes, and rent) to investment. The data suggests that households receiving remittances sent from within Africa are more likely to use the money to construct a new house, for education and for food. Whereas households receiving remittances from outside of Africa use a significant portion of remittances for investment.

Use of remittances by recipient households in Kenya, by source (% of total remittances), 2009

| | Remittance source outside of Africa | Remittance source within Africa |
|---------------------------|-------------------------------------|---------------------------------|
| Construction of new house | 11.2 | 27.5 |
| Food | 12.8 | 14.5 |
| Education | 9.6 | 22.9 |
| Health | 7.3 | 5.8 |
| Business | 3.9 | 8.4 |
| Marriage/funeral | 0.9 | 1.7 |
| Rent (house, land) | 5.7 | 0.4 |
| Rebuilding of house | 5.3 | 3.1 |
| Cars/trucks | 1.3 | 1 |
| Purchase of land | 8.4 | 7 |
| Improvement of farm | 2.3 | 0.4 |
| Investment | 24.2 | 0.6 |
| Other | 7.2 | 6.6 |

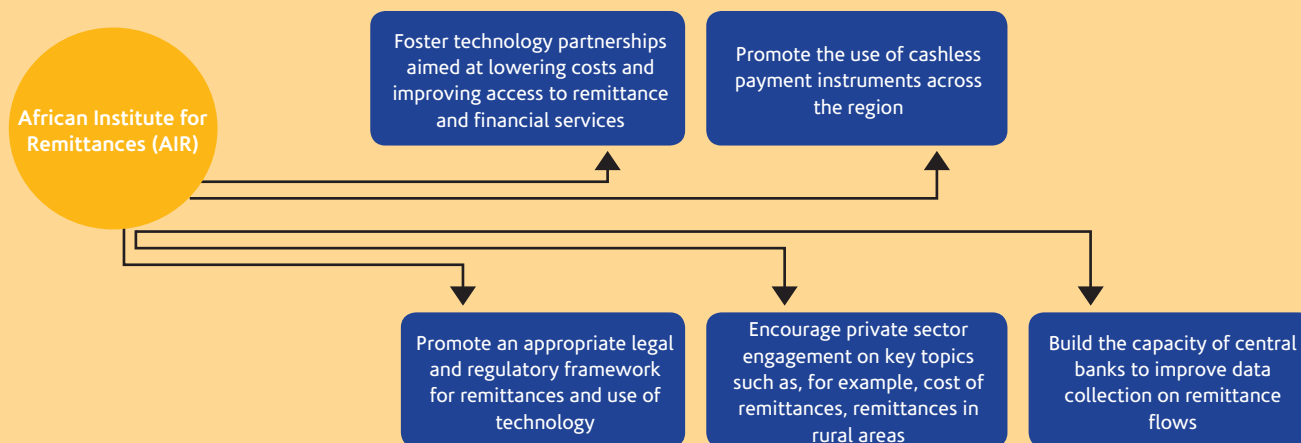
Source: Plaza, Navarrete, Ratha *Migration and Remittances Household Surveys in Sub Saharan Africa: Methodological Aspects and Main Findings*. (2011).

TEXT BOX 3: THE AFRICAN INSTITUTE FOR REMITTANCES

The Government of Kenya, in a historic milestone, won a competitive bid to host the African Institute for Remittances (AIR). AIR is a technical office of the African Union Commission and is the first of its kind in the world.

Launched in 2014, AIR's overall aim is to help harness migrant remittances for social and economic development within Africa, with the specific mandate of ensuring African remittances can be used as a development tool for poverty reduction by making remittance transfers to and within African cheaper, safer, faster, and easier.

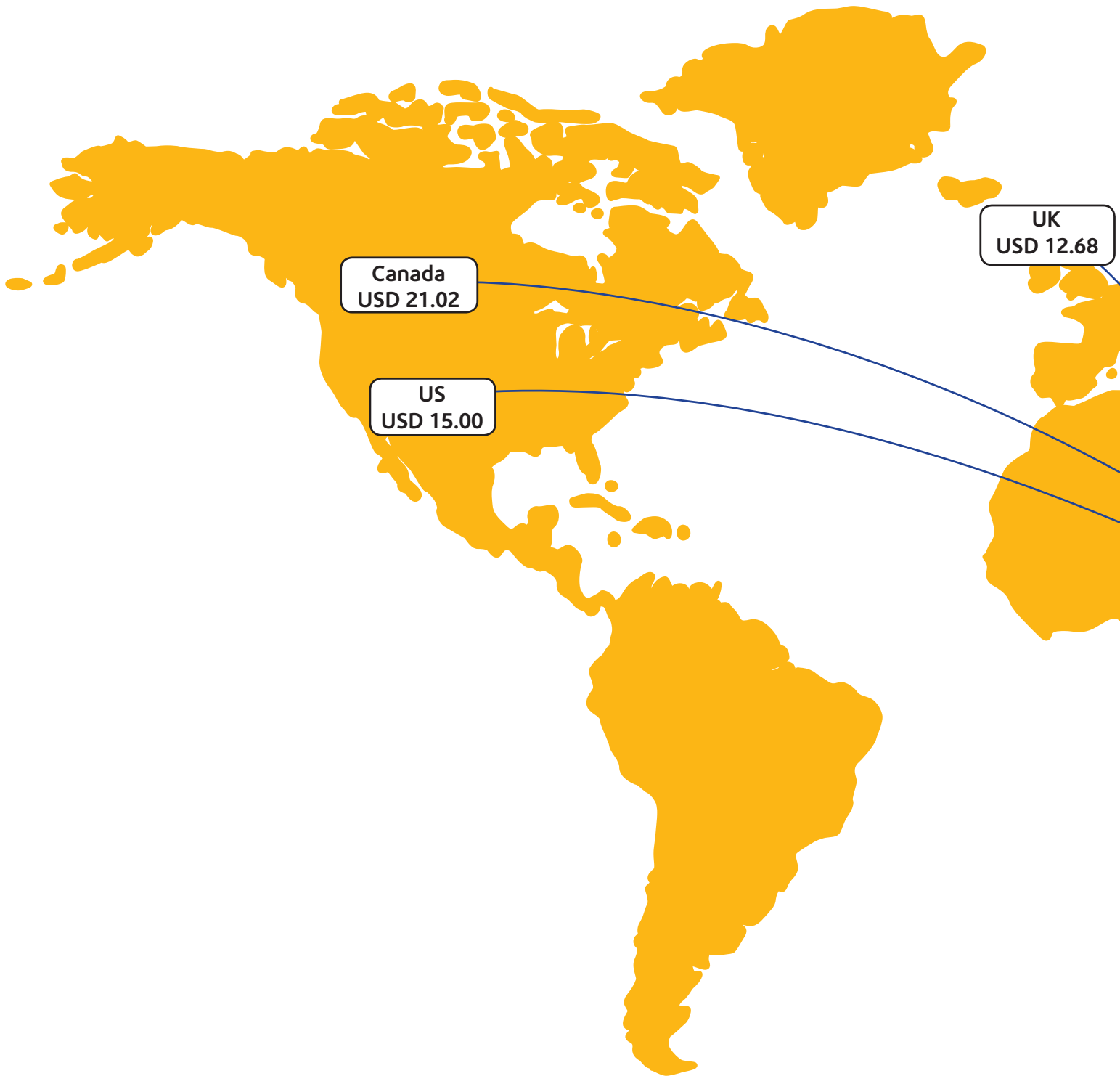
AIR's mandate is important because remittance transfers to and within Africa are among the most expensive in the world. In the fourth quarter of 2016, the average cost of sending money to and within Africa was 9.05 percent against a global average of 7.4 percent.¹⁸ Reducing transfer costs will mean more savings for the African diaspora and their families. The infographic below highlights some of AIR's objectives.

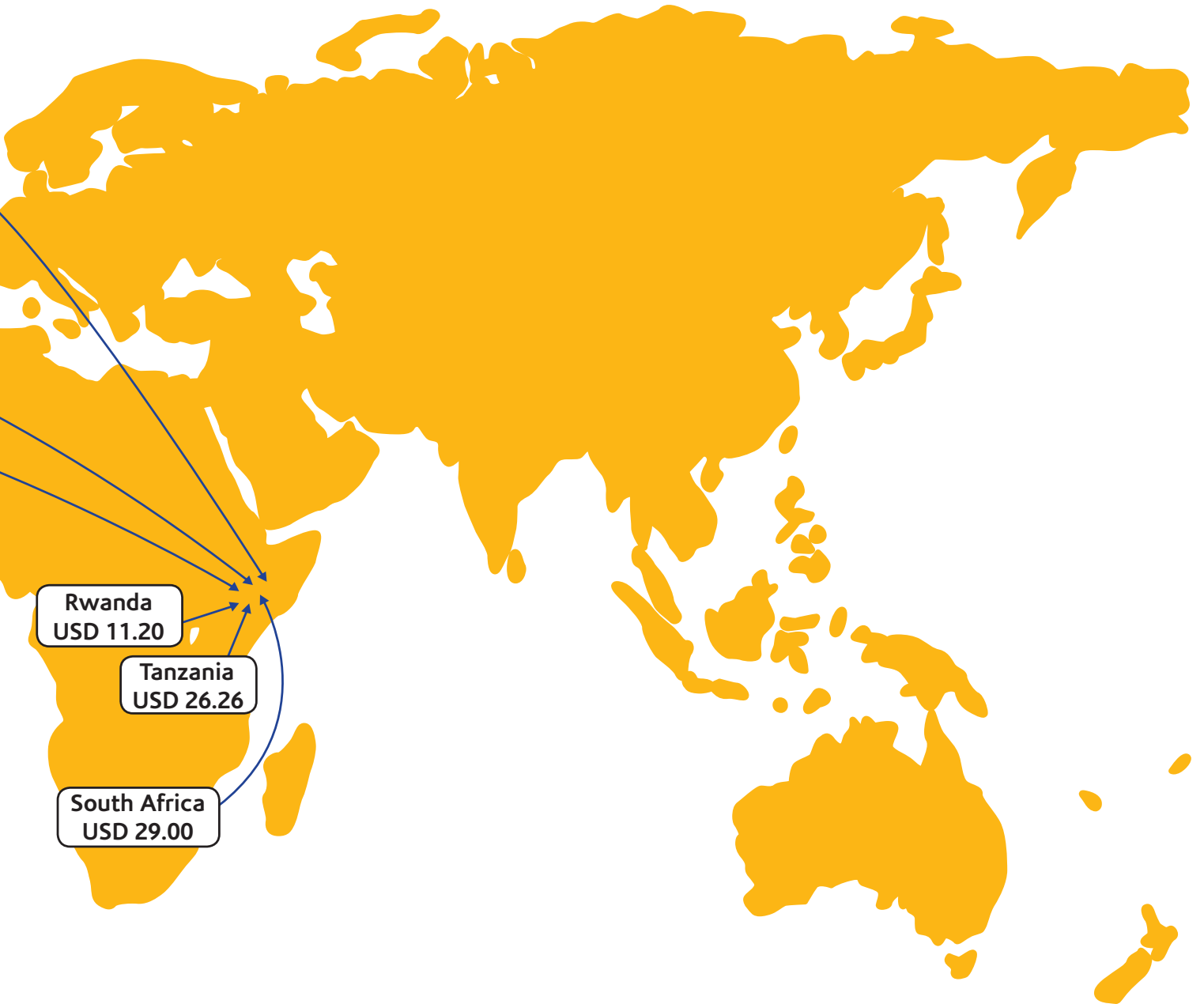


More information about AIR is available on: www.au-air.org or <http://pages.au.int/remittance/about>.

Source: International Organization for Migration, *Migration in Kenya: A Country Profile 2015* (2015).

COST OF SENDING USD 200 TO KENYA





Note: To the authors' knowledge, up to data data on the average costs of sending money along other corridors is not available. The USD figures are based on percentages which represent the total average cost of sending USD 200 in the 4th quarter of 2016. These are average costs based on the services of popular remittance service providers (banks, money transfer operators, post offices). The percentages are: Canada - 10.51%, U.S. - 7.5%, U.K. - 6.34 %, Rwanda - 5.6%, Tanzania - 13.13%, and South Africa - 14.50%.'

Source: World Bank, Remittance Prices Worldwide.

1.4 DIASPORA INVESTMENTS AND SAVINGS

Data on the size and the kind of investments that the Kenyan diaspora is making is limited. One study surveying Kenyans living in the United Kingdom revealed that investments were made in a wide range of sectors including retail, property, agriculture, ICT, transportation and community development activities.²⁵ Information about the size of savings held by the Kenyan diaspora is equally difficult to come by. But if regional projections are indicative (see table 2), it is likely that they are considerable.

TABLE 2

| Estimated diaspora savings for developing regions, 2013 | | |
|---|---------------------------|---------------------------------|
| Region | Diaspora stock (millions) | Diaspora Savings (USD billions) |
| East Asia and Pacific | 31 | 116 |
| Europe and Central Asia | 32 | 80 |
| Latin America and Caribbean | 34 | 129 |
| Middle-East and North Africa | 24 | 55 |
| South Asia | 38 | 80 |
| Sub-Saharan Africa | 23 | 36 |
| All Developing Countries | 182 | 497 |

Source: World Bank, *Migration and Development Brief 24 'Migration and Remittances: Recent Developments and Outlook* Special Topic: Financing for Development'*. (2015). Page 13. [Figures as reflected in the original source.]



Photo credit: Kenya Tourism Board and Magical Kenya



PERSPECTIVES FROM DIASPORA ORGANIZATIONS & MEMBERS



"Many Kenyans have a strong connection to home despite being well settled in Canada. Why? Because they want to see their families prosper and country develop further. In addition to being a great way to mobilize Kenyans for business and investment, diaspora organizations are an important social and support network."

Maryanne Obwaka, Vice-President of the Kenyan Community in Ontario.



"The Kenya USA SACCO gives its members an opportunity to save and accumulate wealth for their future needs. We have expanded beyond savings and credit products and act as a trusted partner to our members, helping them to identify safe investments, to negotiate property prices and facilitate transactions. Importantly, the Kenya USA SACCO is regulated by Kenyan law, which guides and limits our operations. There a number of advantages in joining a diaspora SACCO. Perhaps high on the list is the fact that diaspora SACCOs understand the unique challenges the diaspora face – making them more responsive and flexible. The Ministry of Industry, Trade and Co-operatives can be contacted to learn more about registered diaspora SACCOS. We're an e-SACCO and conduct most of our communication online. Visit our website to learn more"

Simon Nyagah, Vice Chairman Kenya USA Diaspora SACCO (www.kenyadiasporasacco.com)



"Like every Kenyan abroad, I've invested in my home country in a number of ways. I've had projects in housing, supported local development in my place of origin, and remitted money to support my family. But we're trying to change the nature of the diaspora contribution from consumption into capital formation. The hope is that Kenyans abroad will gradually expand to invest in the production of goods and services in Kenya. On a per capita basis, Kenyans have done very well on remittances. They can do equally well in investments given the right incentives."

Dr. Mwangi Wachira is a former World Bank economist. Currently he is a consultant based in Washington D.C. He has advised the Government on a range of diaspora matters. In 2009, he was awarded the Order of the Grand Warrior in recognition of his service in this area.



"Patriotism is the reason I'm involved in activities that contribute to Kenya's development. Kenyans in the Park and Friends (an annual day event held in the UK) brings Kenyans and other communities together for business and social networking. Kenyans link up with other Kenyans, including representatives from companies based in Kenya. 3,500 people attended our first event in 2015, and in 2016, 6,000 came. We hope to see 9,000 people join us for our next event in August 2017."

Lydia Tett Olet, Founder Kenyans in the Park and Friends (www.kenyainthepark.com)



“Diaspora Savings and Credit Cooperatives (SACCOs) can be enormously beneficial to Kenyans abroad. By becoming a member and saving regularly, Kenyans can access credit facilities (such as school fees, emergency, developmental and medical loans) which are three times the value of their savings. The Kenya Qatar Diaspora (KQD) SACCO meets the unique needs of Kenyans in the Middle East by designing targeted products. For example, many Kenyans in the Gulf earn less than USD 400 a month. This can lead to hardship in the event of emergencies. To respond to this reality, we provide a return airline ticket where an active KQD member is bereaved of a nuclear relative. We’re also expanding through KQD’s investment arm – the Kenya Qatar Diaspora Investment Company and are supporting members to enter into the Uber taxi business in Kenya.”

Rev. Habakkuk H.O. Wamududa, Founder and Chairman Kenya Qatar Diaspora SACCO (www.kqdsacco.com).



“Diaspora organizations are instrumental to Kenya’s development in many ways. For one, they’re an important platform for marketing Kenya as an investment destination, serving as a hub for Kenyans and foreign investors to discover opportunities at home. They’re also important vehicles for pooling resources for investment. The Kenyans in Japan Association (KIJA) has the Afro East Investors Limited Company for this purpose. It’s key to remember that diaspora organizations can achieve a lot by partnering with the Government and international investors/actors. KIJA was front and centre at the historic 6th Tokyo International Conference on African Development (TICAD-VI) held in Nairobi in 2016. We are now working closely with the Government to develop proposals to tap into the USD 30 billion pledge made by the Government of Japan.”

Dr. Emmanuel Mutisya, Chairperson Kenyans in Japan Association. (www.kija.co.ke)



Photo credit: Kenya Tourism Board and Magical Kenya



KENYAN MISSIONS ABROAD



Kenyan Missions Abroad manage the consular affairs of Kenyans living, working, or traveling abroad. This includes the provision of consular services such as the issuance of documents (for example, passports, certificates of identity, emergency travel documents, certificates of no impediment to marriage, certificates of good conduct, legalization of documents, and registration of Kenyans). Missions also provide advice and practical assistance to Kenyans abroad.

Kenyan Missions Abroad report directly to the Ministry of Foreign Affairs. The Ministry manages and supervises the Missions, which are spread across six continents.

DEFINITIONS

KENYAN MISSION ABROAD



This describes the entirety of the Government of Kenya's official representation in a foreign country. A Kenyan Mission Abroad functions under the supervision of an Ambassador/High Commissioner.

KENYA HIGH COMMISSION



This is a Kenyan Mission in a Commonwealth country. For example, Kenya has a High Commission in Kampala, Uganda, since Kenya and Uganda are members of the Commonwealth.

KENYA EMBASSY



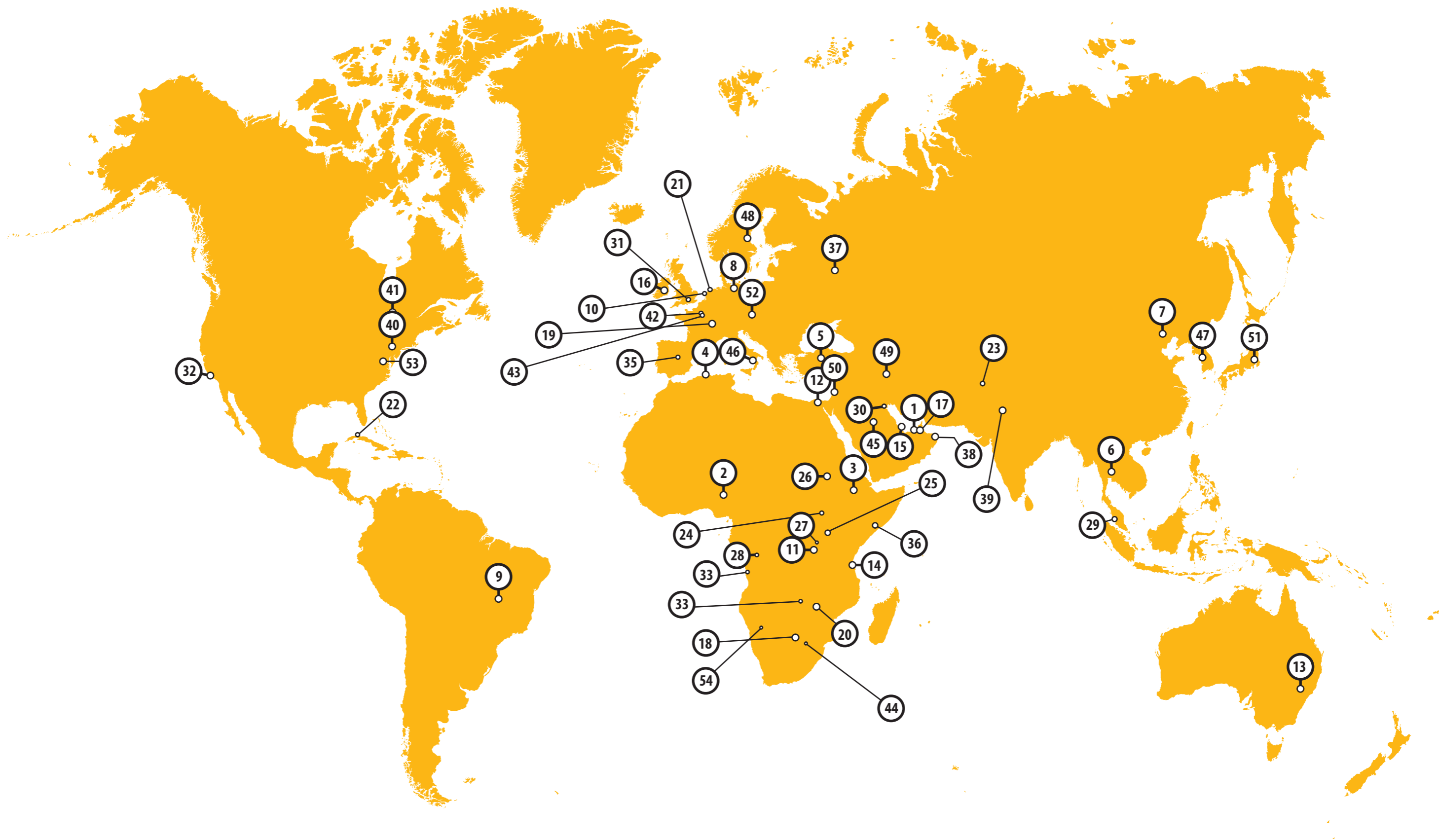
This is a Kenyan Mission in a non-Commonwealth country. For example, Kenya has an Embassy in Paris, France.

KENYA CONSULATE



This is an office established in an important city in another country for the purpose of supporting and protecting Kenyan citizens traveling, residing and working there. In addition, a consulate is charged with performing other important administrative duties such as issuing visas to other nationals wishing to travel to Kenya. The consulate is also expected to play a particularly significant role in connection with the promotion of their Kenya's exports and other commercial activities. For example, Kenya has a Consulate in Dubai.

LOCATIONS & CONTACTS OF KENYA MISSIONS ABROAD



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PART II

SEND MONEY TO KENYA



INTRODUCTION

A good understanding of the ever-evolving remittance market will help save you money and time.

As a member of the diaspora you may already send money to Kenya regularly. Your preferred method may be money transfer operators, mobile money, online platforms, bank transfers, *hawala*, or travelling friends and relatives. You may use the same channel out of habit, because you think it is affordable and convenient, or because you have a mild case of technophobia! Whatever the reason, a good understanding of the ever-evolving remittance market will help save you money and time.

This part of the booklet will outline key points to think about before you decide on a remittance channel. It will provide an overview of various remittance service providers (RSPs) which cover the Kenyan market (including payment and disbursement options); highlight new technology (mobile money and internet based platforms), and identify tools to compare RSPs to help you make more informed decisions.

What is a Remittance Service Provider (RSP)?

An RSP is an entity, operating as a business, that provides a remittance service for a price to end users [the sender or receiver of a remittance transfer], either directly or through agents. This includes (but is not limited to) money transfer operators, mobile network operators, and banks.

RSPs: E.g. Safaricom, Western Union, MoneyGram, WorldRemit, Co-operative Bank, Equity Bank, Kenya Commercial Bank

MTOs: E.g. Western Union, MoneyGram, WorldRemit, Simbapay

What is a Money Transfer Operator (MTO)?

An MTO a non-deposit taking payment service provider where the service involves payment per transfer by the sender to the payment service provider. This differs from banks which take deposits and allow transfers of funds to be made from those deposits.

TEXT BOX 4: HAWALA

Hawala is Arabic for 'transfer'. It generally refers to a method of transferring money outside of conventional banking systems. This form of money transfer tends to operate on the basis of trust.

An example of a *hawala* transaction is where a Kenyan migrant worker wants to send money to a family member in Kenya. The migrant worker approaches a *hawala* service provider in her host country, which is outside the formal financial sector. The migrant worker gives the *hawala* service provider money, for example in US Dollars (USD), and instructions for the transfer.

The *hawala* service provider in the migrant's host country contacts a *hawala* service provider in Kenya, which also operates outside of the formal financial sector. Typically, the *hawala* service provider in the migrant's host country tells the *hawala* service provider in Kenya to pay the mother in the Kenya Shillings equivalent of the USD. The *hawala* service provider in the migrant's host country is paid for this service by charging the migrant worker a fee or through the exchange rate used. After the family member receives the money, the *hawala* service providers in the migrant's host country and Kenya settle the transaction.

Some diaspora favour *hawala* because they see it as a fast, convenient, affordable, and anonymous way of sending money. But *hawala* service providers (as described above) tend to be unregulated.

An entity providing remittance services in Kenya must be licensed by and comply with the relevant Central Bank of Kenya regulations, otherwise it is legally prohibited from offering remittance services.

Beyond regulatory concerns, there are risks associated with the use of unregulated money transfer channels. For example, they can be more susceptible to abuse by individuals involved in money laundering or the financing of terrorism and they tend to offer limited avenues for customer protection, such as correcting errors and resolving disputes.

To buffer yourself against these risks, it is important to use regulated/licenced businesses, which usually have a certificate or licence number that can be checked independently.

Sources: World Bank and IMF 'Informal Funds Transfer Systems: An Analysis of the Informal Hawala System.' (2003). Central Bank of Kenya Money Remittance Regulations (2013).



Photo credit: Kenya Tourism Board and Magical Kenya



2.1. UNDERSTANDING THE REMITTANCE VALUE CHAIN

The remittance value chain is constantly changing because of new technology and actors entering the remittance market. The combination of both has the potential to reduce transfer costs and increase convenience.

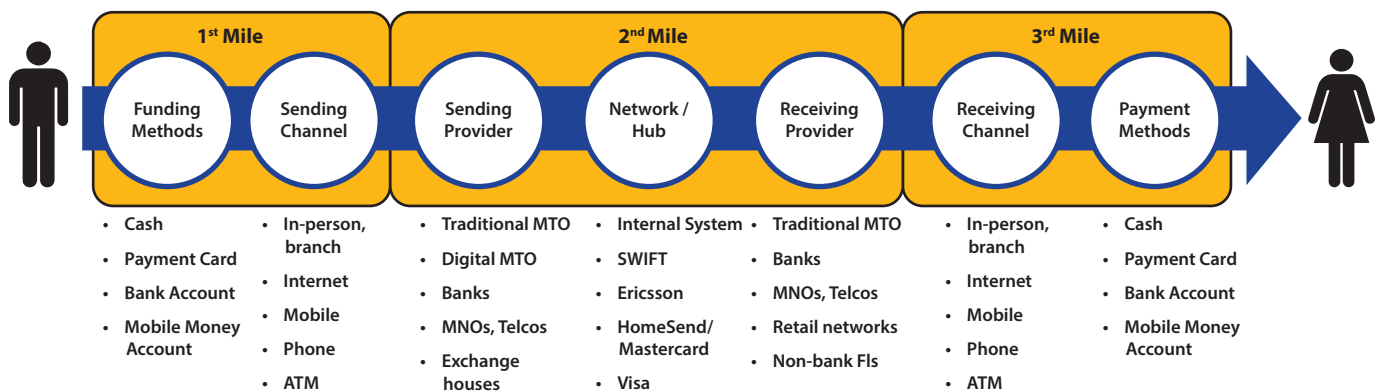
There tend to be a number of actors and financial systems involved when you send money home using a remittance service provider (RSP). The remittance value chain is a helpful way of understanding who is involved in the process of transferring funds and how.

As a Kenyan abroad, you are usually located at the '1st mile'. At this stage – and as a sender – you will decide where and how to make the transfer. The 'how' relates to the funding method, for example through cash, credit/debit card, bank account, or a mobile money account. While the 'where' relates to the channel you will use. For example a visit to a branch to make the transfer, the use of an internet platform, a mobile phone and so on.

The '2nd mile' in the value chain refers to the stage where several financial systems combine to transfer the funds. It involves the sending remittance provider, a network/hub, and the receiving remittance provider. These can be the same or different actors depending on the remittance use case. For example, straight-through processing (the technical term for transactions that are conducted electronically without the need for manual intervention) helps to reduce transfer costs and delivery time. Sending money from Tanzania to Kenya via mobile money is an example of straight-through processing.

The '3rd mile' concerns the recipient you are sending money to. This is where the remittance recipient gains access to the funds that you have been sent. The receiving channel can be in person, through an in-person branch visit or it can be through a mobile phone. The payment methods can be in cash (for example when the recipient collects the money in person), or, through a bank account (where the money is deposited directly into the recipient's account).

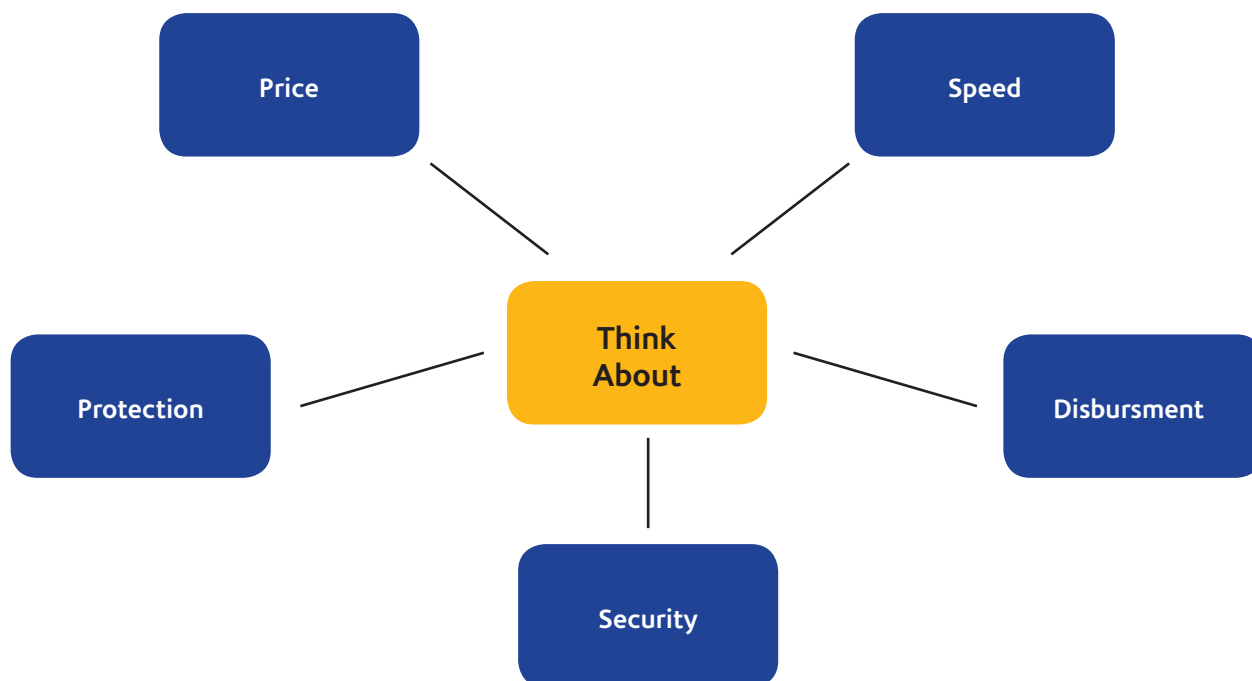
The remittance value chain is constantly changing because of new technology and actors entering the remittance market. The combination of both has the potential to reduce transfer costs and increase convenience.



Source: Developing Markets Associates (DMA) Ltd. 'The Remittance Value Chain'.

2.2 GENERAL CONSIDERATIONS WHEN CHOOSING A REMITTANCE SERVICE PROVIDER (RSP)

When choosing an RSP, it is important to gather full information before you commit yourself to the service.²⁶ Full information relates to the total price, the speed of the service, the disbursement options, consumer protection, and the company's security policy for online/mobile based money transfers.



International good practices recommend that RSPs should provide you with full information without the requirement that you open an account or commit to using the remittance service.³²

AJ THINK ABOUT THE TOTAL REMITTANCE PRICE

It is important to be wary of claims of 'free transfers'. If 'no fee' is charged, it is possible the RSP will make money off of the exchange rate applied to the transaction.

Calculating the cost of sending money is not always easy because the total price can consist of a number of elements, such as the:

- fee for sending (sometimes referred to as the announced fee)
- exchange rate applied (sometimes known as the hidden fee)
- fee charged by the disbursing RSP (if any).

While not all RSPs use this price structure, it is important to be wary of claims of 'free transfers'. If 'no fee' is charged, it is possible the RSP will make money off of the exchange rate applied to the transaction.

In order to avoid a situation where the recipient receives less than you had planned, it is a good idea to use an RSP which is upfront about the total price before you send the money. It is also advisable to compare the cost of sending different amounts – some RSPs can charge high minimum fees.

TEXT BOX 5: THE EXCHANGE RATE OR THE 'HIDDEN FEE'

A remittance transfer usually involves a foreign exchange transaction, that is, a conversion from the currency of the sending country to the currency of the receiving country. RSPs usually apply an exchange rate that includes a margin above the current interbank/wholesale market rate, which is where they can make money.

The exchange rate applied usually varies from period to period and changes according to the RSP as well as the remittance corridor in question (that is, sending from country A to country B).

You can check internet-based currency platforms like [Oanda.com](https://www.oanda.com) or [XE.com](https://www.xe.com) for an indication of how competitive the RSPs' exchange rate is.

Source: Committee on Payment and Settlement Systems / World Bank General principles for international remittance services (2007)].

B) THINK ABOUT THE SPEED OF THE REMITTANCE SERVICE

This is the time between payment by the sender and the funds being available to the receiver. When identifying which RSP to use, it is important to consider how soon the money will be available to the recipient. With new technology (like online/mobile money platforms) it is now possible for money to be available within minutes. While a lot will depend on how soon the recipient requires the money, it is important to note that some RSPs offer tiered services where instant transfers are more expensive than ones which take longer (for example, where the money is available in three days).

C) THINK ABOUT THE DISBURSEMENT OPTIONS

Being aware of disbursement options is important because they can result in hidden costs. A common example is when you send money to your mother and she needs to travel to an outlet, like a bank to receive it in cash. It is likely she will use time and money (for example on the *matatu* fare) on this excursion. This situation can be avoided by opting for an RSP that offers convenient disbursement options – like depositing money directly into a mobile wallet.

TEXT BOX 6: FINANCIAL ACCESS POINTS IN KENYA

Financial access points can be defined as ‘points where cash-in (including deposits) and cash-out transactions can be performed.’⁵² Commercial bank branches, microfinance institutions, money transfer operators, mobile money agents, and automated teller machines (ATMs) are examples of financial access points.

There were 158,727 mobile money agents spread across Kenya in June 2016.⁵³ In contrast there were only 1,523 commercial bank branches and 2,718 ATMs in 2015.⁵⁴ Given the extensive mobile money agent network, receiving remittances via mobile phones can be extremely convenient for recipients who prefer to cash out!

D) THINK ABOUT CONSUMER PROTECTION

Have you ever been involved in a dispute with an RSP about the money you sent? To safeguard your interests, it is important to be aware of your rights and obligations as a customer, and before committing yourself, read through the FAQs and ‘terms and conditions’ of the service (which are also referred to as the ‘terms of use’ or ‘user agreement’).

This information is usually available at the bottom or top of the RSPs website for those that have an online presence. If you are a walk-in customer, you can ask the RSP for a brochure/leaflet with their terms and conditions. Try to be aware of the complaint procedures and associated timelines in the event that you need to resolve an error or a dispute. It is also a good idea to take note of the customer care contact information.



Photo credit: Kenya Tourism Board and Magical Kenya



TEXT BOX 7: WHY DO RSPS COLLECT YOUR PERSONAL INFORMATION?

RSPs (and other financial institutions) are required by most regulators (like central banks) to put in place measures to manage and reduce the risks of their services being used as channels for crimes, such as money laundering and terrorist financing.

Customer due diligence (CDD) is a measure applied by RSPs to manage and reduce these risks. CDD can mean gathering personal information and verifying the identity of customers, maintaining records (of customer identification documents and transactions); as well as monitoring and reporting suspicious activities, among other things.

The customer's basic information (for example, name, date of birth, and identity document number) as well as documents to confirm this information (passports, national identification cards, driving licenses) are usually collected at the beginning of the business relationship and/or each time the remittance service is used.

But sometimes anti-money laundering and counter-financing of terrorism measures can lead to financial exclusion where certain individuals or groups are excluded from using formal financial services because they do not have valid identification. Undocumented migrants can be particularly vulnerable because they do not usually have valid identity documents which are often required to access an RSP's service. This has proved to be a challenge in some countries, with some suggestions that it has encouraged the use of informal money transfer channels.

There are countries that have adopted flexible approaches aimed at striking a better balance between anti-money laundering/counter-financing of terrorism measures and financial inclusion. For example, in 2002 the United States Department of Treasury announced that consular cards were valid government-issued identification. As a result, undocumented migrants who have consular cards can access formal remittance services.

Source: APG, World Bank and FATF FATF, Guidance Anti-money laundering and terrorist financing measures and Financial Inclusion. (2011). R. Hernández-Coss, 'The U.S.-Mexico Remittance Corridor Lessons on Shifting from Informal to Formal Transfer Systems' World Bank Working Paper No. 47. International Organization for Migration and MPI, Developing a Road Map for Engaging Diasporas in Development: A Handbook for Policymakers and Practitioners in Home and Host Countries. (2012).



Photo credit: Kenya Tourism Board and Magical Kenya

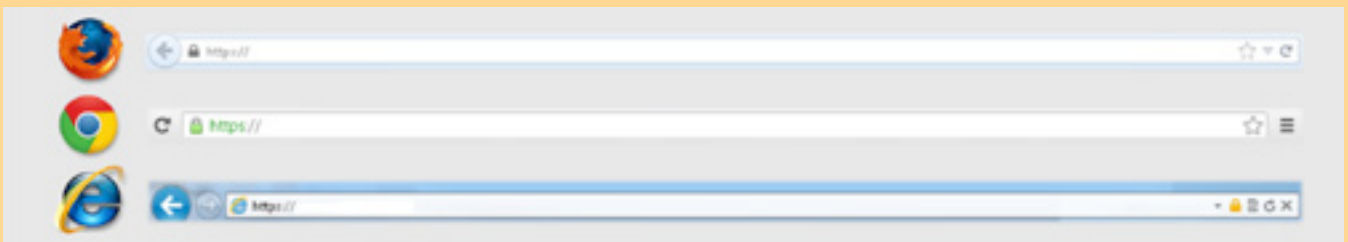


EJ THINK ABOUT THE RSP'S ONLINE SECURITY FOR ONLINE TRANSFERS

There is no doubt that online technology is making life convenient and possibly cheaper for you and remittance recipients. However, online technology does come with risks and it is important to be vigilant about securing your money as well as personal information. One way to do this is to ensure the website and/or mobile application is secure and employs proper system authentication and data protection standards.

TEXT BOX 8: TIPS ON PRACTICING BASIC ONLINE SECURITY

Look for the SSL (Secure Sockets Layer) Lock: When using an online web browser, check that there is a padlock symbol in the browser window frame when you attempt to log in or register. It's important that the padlock is not on the page itself (for example as an image) since this may indicate a fraudulent site. The lock confirms that the data which passes between your web browser and the website's server is private and integral. The web address should begin with 'https://'. The 's' stands for 'secure'.



Always log out of sites which you have logged on or registered your details. It is not enough to close your browser to ensure privacy.

Use a strong password, which has a mix of letters, numbers, and symbols. It is important to use a different password for each of your important accounts, like your email and online banking accounts. Do not use personal information or common words as a password (like letmein). Keep your passwords secure, and if you have difficulties remembering them, a **trusted password manager** may be a good solution.

Regularly review your electronic card and bank statements after payment to ensure that the correct amount has been charged. This is relevant when you are using a bank card as the payment instrument.

Install a high standard, updated antivirus/antispyware software and firewall before you go online, and avoid performing transactions on a public/shared computer as much as possible.

Sources: Google; Get Safe online, <https://www.getsafeonline.org/>.



Photo credit: Kenya Tourism Board and Magical Kenya

2.2 REMITTANCE SERVICE PROVIDERS (RSPS) SERVING THE KENYAN MARKET

This section will highlight a cross-section of RSPs serving the Kenyan market. They include money transfer operators, mobile network operators and online platforms.

The information in the tables may help you identify an RSP which suits your particular situation. You may be looking for an RSP that serves a particular region (for example the Middle East/Gulf Cooperation Council member states),³⁶ accepts a specific payment option (cash), and offers a particular disbursement channel (directly to a recipient's mobile wallet). Visit an RSP's website and/or contact it to learn more.

TABLE 3: SAMPLE OF RSPS SERVING THE KENYAN MARKET

| | MTO | Website | Remittance sources to Kenya | M-PESA? | Android App | iOS App |
|-----|-----------------------------------|---|---------------------------------------|---------|-------------|---------|
| 1. | Western Union | www.westernunion.com | UK, EU Zone, ME, US & OMC | Y | Y | Y |
| 2. | MoneyGram | www.moneygram.com | UK, EU Zone, ME, US & OMC | Y | Y | Y |
| 3. | Ria | www.riamoneytransfer.com | UK, EU Zone, ME, US & OMC | N | N | N |
| 4. | Xoom | www.xoom.com | UK, EU Zone, US & OMC | Y | Y | Y |
| 5. | Worldremit | www.worldremit.com | UK, EU Zone, ME, US & OMC | Y | Y | Y |
| 6. | AZIMO | www.azimo.com | UK, EU Zone, ME & OMC | Y | Y | Y |
| 7. | Xendpay | www.xendpay.com | UK, EU Zone (France, Spain), US & OMC | Y | Y | Y |
| 8. | Skrill | www.skrill.com/en/send-money-to-kenya | UK, EU Zone, ME & US | Y | Y | Y |
| 9. | Xpress money | www.xpressmoney.com | UK, EU Zone, ME, US & OMC | Y | Y | Y |
| 10. | Simbapay | www.simbapay.com | UK & EU Zone | Y | Y | Y |
| 11. | Sendwave | Sendwave.com | US & CA | Y | Y | Y |
| 12. | Sawapay (First choice global Ltd) | www.Sawa-pay.com firstchoicegl.com | US | Y | Y | Y |
| 13. | PoaPay | Poapay.com | US | Y | N | N |
| 14. | Moneytrans | www.moneytrans.eu | UK, EU Zone & RD Congo | Y | N | N |
| 15. | Transfast | www.transfast.com | US & CA | Y | Y | Y |
| 16. | sendvalu | Sendvalu.com | UK, EU Zone, ME, US & OMC | N | N | N |
| 17. | Iftin Express | www.iftinuk.com | UK, EU Zone, ME, US & OMC | N | N | N |
| 18. | Sigue Money Transfer | coinstar.com sigue.com | UK, EU Zone, ME, US & OMC | N | N | N |
| 19. | Small World | www.smallworldfs.com | UK, EU Zone, US & OMC | Y | Y | Y |
| 20. | Lebara Money | Money.Lebara.com | UK | Y | Y | Y |
| 21. | UAE Exchange | Uaeexchange.com/money-transfer | UK, EU Zone, ME, US & OMC | N | N | N |
| 22. | mHits | www.mhits.com.au | Australia | Y | N | Y |
| 23. | Post Finance | www.postfinance.ch | Switzerland | Y | Y | Y |
| 24. | SkyForex | skyforexuk.com | London Kampala | Y | N | N |
| 25. | Transfer Galaxy | transfergalaxy.com/en/destination/kenya | Sweden | Y | N | N |
| 26. | Vodacom Tanzania | www.vodacom.co.tz/mpesa/imt/faqs | Tanzania | Y | N | N |
| 27. | MTN Rwanda | mtn.co.rw | Rwanda | Y | N | N |
| 28. | MTN Uganda | mtn.co.ug | Uganda | Y | N | N |
| 29. | Pesapal | Pesapal.com | East Africa | Y | N | N |
| 30. | P2Pcash | www.p2pcash.com | US | Y | Y | Y |

The table below provides a cross-section of RSPs that are licenced by the Central Bank of Kenya. These RSPs tend to partner with international RSPs and most of their business activities cover transfers to/from Somalia and other neighbouring countries.

TABLE 4: SAMPLE OF RSPS LICENCED BY THE CENTRAL BANK OF KENYA

| | Name of RSP | Online Money Transfer/ Mobile Money (USSD) ³⁸ | Remittance sources to Kenya | Contact | M-PESA? |
|----|--|--|-----------------------------|---|---------|
| 1 | Amal Express Money Transfer Ltd | No | UK, EU Zone, ME, US & OMC | info@amalexpress.co.ke | No |
| 2 | Continental Money Transfer Ltd | Yes | UK | support@continentalmoneytransfer.com | Yes |
| 3 | Dahabshill Money Transfer Company Limited | Yes (US only) | UK, EU Zone, ME, US & OMC | ken.dmtc@dahabshiil.com | Yes |
| 4 | Flex Money Transfer Limited | No | UK, US & ME | info@flex-money.com | Yes |
| 5 | Global Money Transfer Limited | No | UK, US & ME | globalfrx@gmail.com | Yes |
| 6 | Hodan Global Money Remittance and Exchange Limited | No | UK, EU Zone, ME & OMC | Info@hodanglobal.net | No |
| 7 | Juba Express Money Transfer Limited | No | UK, EU Zone, US & OMC | info@jubaexpress.co.ke | No |
| 8 | Kaah Express Money Transfer Ltd | No | UK, EU Zone, US, ME & CA | kaahexpress.kenya@gmail.com | No |
| 9 | Kendy Money Transfer Limited | No | UK, EU Zone & ME | info@kendytechnologies.co.ke | Yes |
| 10 | Safaricom Money Transfer Services Ltd | Yes | UK, EU Zone, ME & OMC | ceo@safaricom.co.ke | Yes |
| 11 | Upesi Money Transfer | Yes | US | m info@upesi.co.ke | Yes |
| 12 | Tawakal Money Transfer Limited | No | UK, EU Zone, ME & OMC | info@tawakalmoneytransfer.com | No |
| 13 | Amana Money Transfer Limited | No | UK, EU Zone, ME & OMC | amanamnytransfer@gmail.com | No |
| 14 | Bakaal Express Money Transfer Ltd | No | UK, EU Zone, ME & OMC | info@bakaal.net | Yes |
| 15 | Iftin Express Money Transfer Limited | No | UK, EU Zone, ME & OMC | iftinforex@gmail.com | No |
| 16 | UAE Exchange Money Transfer Limited | No | UK, EU Zone, ME & OMC | kimathistreet.branch@ke.uaeexchange.com | No |

UK – United Kingdom, EU Zone – Euro Zone, ME – Middle East, US – United States, CA- Canada, OMC – Other Multiple Countries

Source: Central Bank of Kenya <https://www.centralbank.go.ke/lists/money-remittance-providers/>

Note: Some of the RSPs in Table 4 form part of the Kenya Forex and Remittance Association (KFRA). KFRA is a voluntary association with a mandate to enhance best practice in the sector.

CONSIDER NEW TECHNOLOGY WHEN SENDING MONEY: ONLINE AND MOBILE MONEY RSPS

Did you know that using mobile money is on average more than 50 percent cheaper than using global money transfer operators (MTOs)?

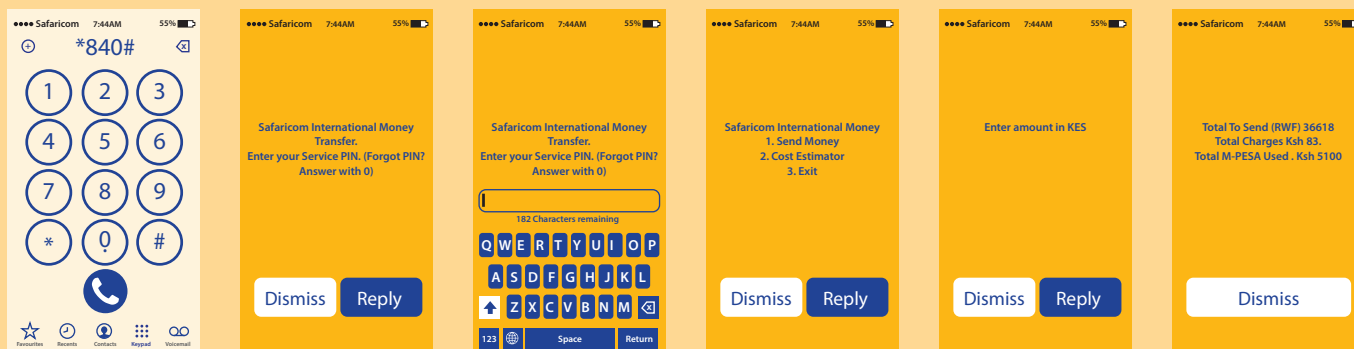
Online and mobile money RSPs are increasing convenience by cutting out physical access points, such as bank branches, agent outlets, or shops. According to one GSMA study, the average cost of sending USD 200 using mobile money was 2.7 percent compared to 6 percent using global MTOs. This means more money in the pockets of remittance recipients!²⁷

With online and mobile technology, transfers can be made into recipients' bank accounts, mobile wallets, or by topping up airtime. Once money arrives in a bank account or mobile wallet, it is possible for the recipient to pay bills, pay school fees, pay for goods, buy airtime, and cash out due to (easily) integrated and wide- ranging mobile banking/mobile money services and agent networks.

For the Kenyan market, **Azimo**, **Equity Direct**, **MoneyGram**, **PoaPay**, **Sendwave**, **Skrill**, **Simbapay**, **Western Union**, **WorldRemit**, **Xoom**, and **Xendpay** are examples of RSPs which provide online and/or smartphone app platforms which allow for transfers from senders' bank accounts, debit/credit, or prepaid cards. On the receiving end, these RSPs have partnered with various Kenyan commercial banks as well as mobile network operators to allow for convenient disbursement options.

TEXT BOX 9: SEND MONEY FROM KENYA TO OTHER EAST AFRICAN COUNTRIES USING M-PESA

Registered M-PESA users in Kenya can now send money to Rwanda, Tanzania and Uganda using Safaricom International Money Transfer services. M-PESA users can send money to MTN Rwanda and MTN Uganda mobile wallets by dialing *840# from their mobile phones.



In the case of Tanzania, an M-PESA user can send money to Vodacom Tanzania by following these instructions:

- Select 'Lipa Na M-PESA' then select 'Pay Bill'
- Enter the business number 255255.
- Enter the recipient's mobile number as the account number in the format '2557XXXXXXXX'.
- Enter the amount, followed by your M-PESA PIN
- Confirm the transaction.

It is also possible to send money to Kenya from a registered Vodacom Tanzania line by dialling *150*00# and choosing 'Send money to MPESA Kenya'.

The same applies when using a registered MTN Rwanda line to send money to Kenya. In this case, dial *830# and choose 'Send money to Kenya'. When in Uganda, dial *165# to send money to Kenya from your MTN line.'

Source: Safaricom, <http://www.safaricom.co.ke/personal/m-pesa/international-money-transfer/imt-east-africa#1>

2.3 REMITTANCE PRICE COMPARISON TOOLS

With such a wide selection of RSPs it can be difficult to compare services and identify one which is best for you.

The previous subsection highlights the large number of RSPs that serve the Kenyan market. With such a wide selection, it can be difficult to compare services and identify one which is best for you. To help you compare RSPs and make more informed decisions, organizations and companies have developed remittance price comparison databases. A key objective of these databases is to address transparency issues which affect remittance markets and contribute to high transfer costs. The rationale is that consumers continue to use traditional RSPs because they are not aware of and experience difficulty comparing different services and products.²⁸

Price comparison databases are available online and compare RSPs on a number of parameters such as fees, payment instruments,²⁹ access points,³⁰ sending network coverage, transfer speeds,³¹ receiving methods,³² disbursing network coverage, and exchange rate margins. These comparison tools use different models and may differ on: corridor coverage, frequency with which they are updated, price information (some only include transfer fees without providing information on exchange rate margins), and data collection methods (some tools collect the price information directly from the RSPs while others use mystery shopping exercises).

IOM'S MIG APP:

IOM's MigApp – a platform which you can log on to using your mobile device – has a price comparison feature. You can use this feature to compare remittance service providers serving the Kenyan market on a number of bases such as cost.

The first release of MigApp will be available for download from the Google Play Store and Apple App Store in 2017. The picture on the right shows how MigApp's remittance comparison feature will look like on your mobile device.



MIG APP

THE WORLD BANK'S REMITTANCE PRICES WORLDWIDE:

The World Bank maintains a price comparison website called [Remittance Prices Worldwide \(RPW\)](http://www.remittanceprices.worldbank.org/en) which covers 365 country corridors.³³ For the Kenyan remittance market, RPW provides price comparison information for six incoming corridors (that is Canada to Kenya; Rwanda to Kenya; South Africa to Kenya; the United Republic of Tanzania to Kenya; the United Kingdom to Kenya; and the United States to Kenya). Four outgoing corridors are covered (Kenya to Rwanda; Kenya to the United Republic of Tanzania; Kenya to Uganda and Kenya to South Sudan). Visit RPW's website: www.remittanceprices.worldbank.org/en

| Firm | Payment Instrument | Access point | Fee | Exchange rate margin (%) | Total cost (%) | Total cost (USD) |
|------------|--------------------|--------------|------|--------------------------|----------------|------------------|
| WorldRemit | Internet | High | 4.59 | 2.00 | 3.00 | 15.00 |
| Ria | Internet | High | 5.00 | 2.85 | 3.85 | 19.25 |

THE AFRICAN INSTITUTE FOR REMITTANCES (AIR) SEND MONEY AFRICA

The African Institute for Remittances (AIR) also maintains a regional price comparison tool called 'Send Money Africa', which is certified by the World Bank.³⁴ Send Money Africa provides price comparison information on the following corridors - Canada to Kenya; the United Republic of Tanzania to Kenya; the United Kingdom to Kenya; and the United States to Kenya. Price comparison information is available for three outgoing corridors, namely Kenya to Rwanda; Kenya to the United Republic of Tanzania; and Kenya to Uganda. Visit Send Money Africa's website: www.sendmoneyafrica-auair.org/.

Send Money Africa
MAKING AFRICAN REMITTANCES MARKETS MORE TRANSPARENT

Search for...

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Home > Corridors > Corridor

From Canada you can also send money to Kenya

from Canada you can also send money to Kenya

Select Sending Country Select Receiving Country

Data collected on: Sep 29, 2016
Collection period for: Sep 2016

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| Firm | Product | Cost | Amount Received | Transfer Speed | Network Coverage |
|--------------------|---------|------|-----------------|----------------|------------------|
| X-Press Money | | 3.58 | 14,422.66 | | |
| Small World FS-LCC | | 6.94 | 109.63 | | |

WORLD BANK STANDARDS
CERTIFIED
for REMITTANCES DATABASES

MONITO:

Monito (formerly Tawipay) uses a different model from RPW and other World Bank certified price comparison databases. Monito partners with RSPs and uses various methods of collecting data on prices and other information. It helps you to compare money transfer costs, by collecting real-time data directly from RSPs. According to Monito 'this allows it to display very accurate information.' When direct data is not possible, Monito collects data manually or through reliable sources such as the World Bank. It is free to use Monito to compare transfer costs.

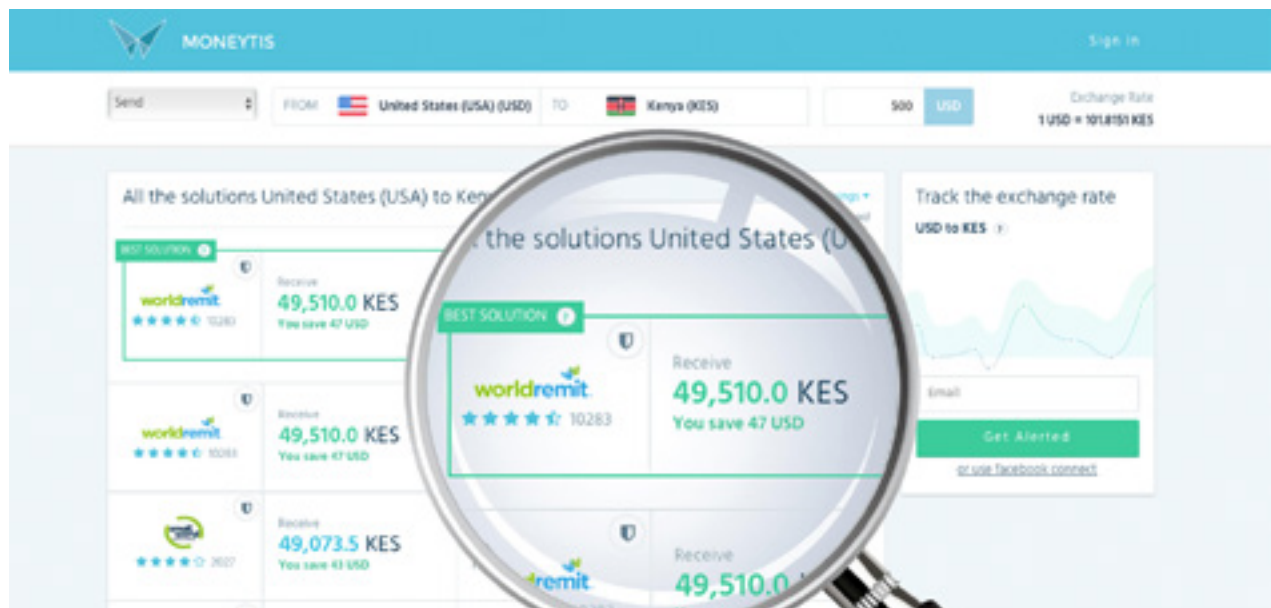
Visit Monito's website: www.monito.com/en/.



MONEYTIS

Moneytis aims to help people compare money transfer costs. Its system automatically scans RSP partner exchange rates in real-time, comparing them and giving the customer solutions for affordable ways to send money abroad. Moneytis earns money from RSP partners which pay it a lead fee when someone uses its service. The company states it is 'attentive to avoid any conflict of interest, and will never suggest a solution as the best, if there is no verifiable metrics.'³⁵

Visit Moneytis' website: www.moneytis.com/



FXCOMPARED:

FXcompared is a comparison website for international money transfer. It lists a selection of RSPs serving a particular corridor (e.g. US to Kenya) as well as the average savings you could make if you chose the listed RSPs versus a bank transfer. It lists the amount the recipient will receive in local currency, transaction speeds, and the RSP's exchange rate and/or fees charged. According to FXcompared, it only lists reputable RSPs, vetting them before they are featured on the website. Visit FXcompared's website: www.fxcompared.com/.

The screenshot displays the FXcompared website interface for a money transfer from USA to Kenya. The page title is "TRANSFER MONEY: USA TO KENYA" with a value of KES4,171.98. A magnifying glass is positioned over the "Amount Received" section, which shows "KES19,965.44" and "KES4,171.98 saved vs. banks". Below this, a green "SELECT" button is visible. The "Top 1 Money Transfer Providers" section lists WorldRemit with a 5-star rating and a "SELECT" button. The page also includes navigation links like "MONEY TRANSFER", "INTERNATIONAL PAYMENTS", and "PERSONAL GUIDES".

LIMITATIONS TO PRICE COMPARISON TOOLS:

There are limitations to price comparison tools:

- They do not cover all RSPs
- They do not cover all corridors to Kenya (e.g. Burkina Faso to Kenya).
- They compare prices for certain value amounts (for instance, sending USD 200 and USD 500),
- The information they contain is not always real time.

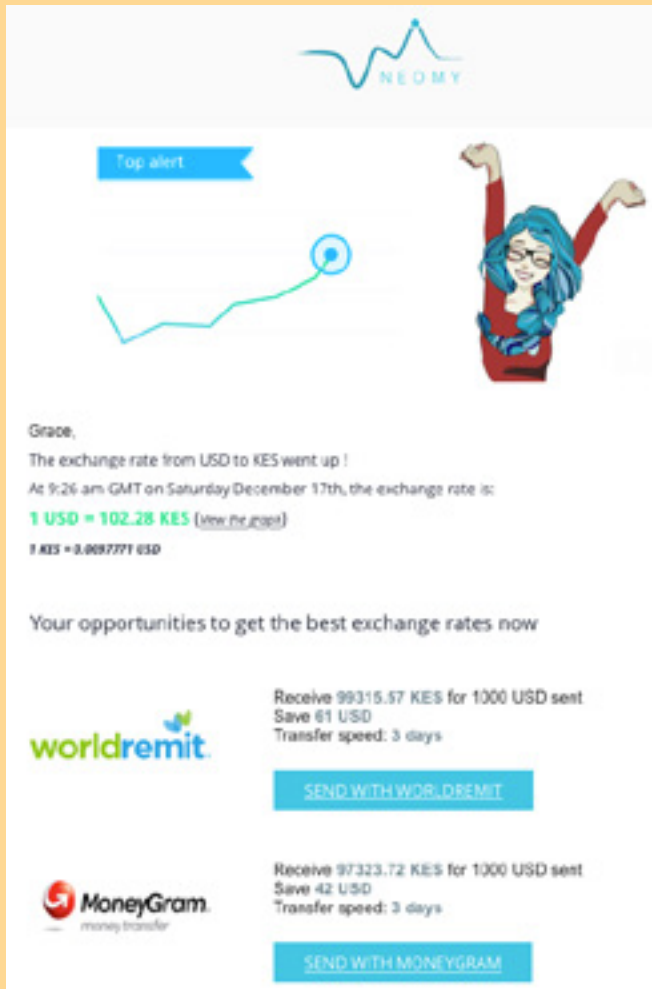
Nevertheless, price comparison tools can be extremely useful because they can help you to benchmark RSPs and ultimately save money.

TEXT BOX 10: GET ALERTS ABOUT WHEN IT IS FAVOURABLE TO MAKE A MONEY TRANSFER

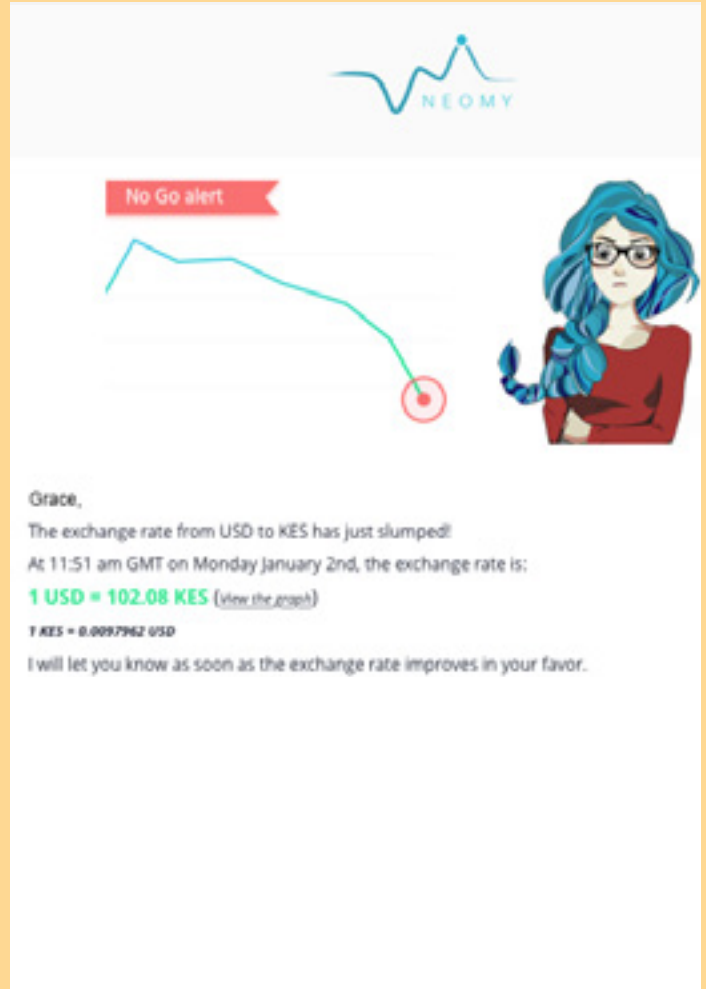
The exchange rate applied to an international money transfer is an important component of the process. Because currencies are volatile (fluctuating not only every day, but every minute), it may be useful to get alerts about when it is a good time to make a money transfer.

Neomy is an online platform which checks exchange rates that you are interested in, in 'real time'. It identifies significant changes, and sends you an alert (via email) about when it is a good time to complete a transfer.

Visit <https://neomy.io/> to learn more.



The screenshot shows a 'Top alert' notification from Neomy. It features a line graph with a blue circle at the end of an upward-trending line, indicating a favorable exchange rate. A woman with blue hair and glasses is shown celebrating with her arms raised. The text reads: 'Grace, The exchange rate from USD to KES went up! At 9:26 am GMT on Saturday December 17th, the exchange rate is: **1 USD = 102.28 KES** ([view the rates](#)) 1 KES = 0.0097771 USD'. Below this, it says 'Your opportunities to get the best exchange rates now' and lists two options: WorldRemit (Receive 99315.57 KES for 1000 USD sent, Save 61 USD, Transfer speed: 3 days) and MoneyGram (Receive 97323.72 KES for 1000 USD sent, Save 42 USD, Transfer speed: 3 days). Both options have a 'SEND WITH' button.



The screenshot shows a 'No Go alert' notification from Neomy. It features a line graph with a red circle at the end of a downward-trending line, indicating an unfavorable exchange rate. A woman with blue hair and glasses is shown looking disappointed. The text reads: 'Grace, The exchange rate from USD to KES has just slumped! At 11:51 am GMT on Monday January 2nd, the exchange rate is: **1 USD = 102.08 KES** ([view the rates](#)) 1 KES = 0.0097962 USD'. Below this, it says 'I will let you know as soon as the exchange rate improves in your favor.'



Photo credit: Kenya Tourism Board and Magical Kenya



PART III

MANAGE KENYAN ACCOUNTS AND MAKE PAYMENTS REMOTELY



INTRODUCTION

As a member of the diaspora, the ability to make payments remotely is probably extremely important. For example, you may want to manage your Kenyan accounts and make payments without having to rely on family or friends. This part of the booklet will highlight tools and provide you with tips to help you manage your accounts and make payments with more independence.

3.1 ONLINE BANKING WITH COMMERCIAL BANKS

Kenya is recognized as having one of the most sophisticated, progressive, and innovative banking sectors in Africa. In line with this, many commercial banks offer diaspora products and services that can be accessed and utilized remotely. As a person living abroad, online banking is an important gateway for you to manage your local financial affairs. Opening a diaspora account is the first step towards enjoying the functionalities of online banking.

TYPES OF DIASPORA ACCOUNTS

Commercial banks in Kenya offer a range of accounts to the diaspora. These include business current accounts (in multiple currencies), transactional accounts (in multiple currencies), savings accounts (in multiple currencies), fixed deposit accounts (in multiple currencies), investment accounts (in multiple currencies) and more.



Photo credit: Kenya Tourism Board and Magical Kenya





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TABLE 5: EXAMPLES OF DIASPORA ACCOUNTS

The table below provides an outline of a cross-section of diaspora banking accounts including the features you can expect, their advantages, the documents you may require to open the account and the possibility of having it in Kenya Shillings or a foreign currency.

| TYPES OF DIASPORA ACCOUNTS IN COMMERCIAL BANKS IN KENYA | | | | |
|---|--|--|--|---|
| TYPE | FEATURES YOU CAN EXPECT | ADVANTAGES | DOCUMENTS A BANK MAY REQUIRE TO OPEN AN ACCOUNT | POSSIBLE TO OPEN A FOREX CURRENCY ACCOUNT? |
| Personal account | <ul style="list-style-type: none"> ☑ No or minimum balance required to open/operate the account. ☑ Free monthly e-statements. ☑ No or minimum account maintenance fee. ☑ Access to a cheque book. ☑ Access to debit card. ☑ Access to internet and mobile banking. | <ul style="list-style-type: none"> ☑ Good for performing day to day transactions in a fast and efficient manner. | <ul style="list-style-type: none"> ☑ Passport photo. ☑ Copy of Kenyan national identification card or valid passport (biodata page). ☑ Address verification document (electricity bill/driver's license). ☑ Signed indemnity form for internet and mobile banking services. ☑ All copies need to be notarized by a lawyer/notary public/Kenya Mission Abroad. | <ul style="list-style-type: none"> ☑ Yes this option tends to be available in major currencies (US Dollar, Euro, Great Britain Pound, and sometimes South African Rand). |
| Business account | <ul style="list-style-type: none"> ☑ No or minimum balance required to open/operate the account. ☑ Free monthly e-statements. ☑ No or minimum account maintenance fee. ☑ Cheque book. ☑ No limit on the frequency of withdrawals. ☑ Possibility of earning interest. ☑ Access to debit card. ☑ Access to internet and mobile banking. | <ul style="list-style-type: none"> ☑ Good if you are a registered business owner looking for a way to manage your company/ business' finances while outside of the country. | <ul style="list-style-type: none"> ☑ Copy of Kenyan national identification card(s) or Kenyan valid passport(s) of the company director(s). ☑ Passport photo(s) of company director(s). ☑ Copy of company certificate of incorporation. ☑ Copy of company memorandum of understanding. ☑ Copy of company articles of association. Resolution to open an account signed by the director(s) on the business letterhead. ☑ Company Tax PIN certificate. ☑ Document copies need to be notarized by a lawyer/notary public/Kenya Mission Abroad ☑ If the business is a partnership/sole proprietorship - the Tax PIN certificates of the director(s), the business registration certificate, resolution to open an account are required. ☑ Signed indemnity form for internet and mobile banking services. | <ul style="list-style-type: none"> ☑ Yes this option tends to be available in major currencies (US Dollar, Euro, Great Britain Pound, and sometimes South African Rand). |
| Chama/ Investment group accounts | <ul style="list-style-type: none"> ☑ No or minimum monthly charges, no minimum or minimum operating balance and no minimum deposits. ☑ Competitive interest on savings. ☑ Access to internet banking. ☑ Free financial investment advice. ☑ Ability to access loans up to multiple times of the group's savings. ☑ Support in registering non-registered Chamas/ investment groups in Kenya. | <ul style="list-style-type: none"> ☑ Good for registered/non-registered groups which aim to have an account to save money and borrow against the same. | <ul style="list-style-type: none"> ☑ Copy of Kenyan national identification card(s) or Kenyan valid passport(s) of account operators. Passport photo(s) of account operators. ☑ Resolution to open an account signed by the account operators. ☑ Signed indemnity form for internet and mobile banking services. ☑ All copies need to be notarized by a lawyer/notary public/Kenya Mission Abroad. | <ul style="list-style-type: none"> ☑ Yes this option tends to be available in major currencies (US Dollar, Euro, Great Britain Pound, and sometimes South African Rand). |
| Savings account | <ul style="list-style-type: none"> ☑ Facility to save small fixed amounts and earn interest. Possibility of using savings in the account as security to access a loan. | <ul style="list-style-type: none"> ☑ Good if you want to build savings in Kenya while abroad. | <ul style="list-style-type: none"> ☑ Passport photo. ☑ Copy of Kenyan national identification card or valid passport (biodata page). ☑ Address verification document (electricity bill/driver's license). ☑ Signed indemnity form for internet and mobile banking services. ☑ All copies need to be notarized by a lawyer/notary public/Kenya Mission Abroad. | <ul style="list-style-type: none"> ☑ Yes this option tends to be available in major currencies (US Dollar, Euro, Great Britain Pound, and sometimes South African Rand). |
| Fixed / call deposit accounts | <ul style="list-style-type: none"> ☑ Competitive interest rate. ☑ Ability to borrow against the amount in the account. ☑ Ability to secure a letter of credit. ☑ But usually requires a certain opening balance. ☑ Amount in the account cannot be accessed by the account holder for the agreed on period without penalties/forfeits. | <ul style="list-style-type: none"> ☑ Good if you have a lump sum amount which you want to invest for a certain period of time at competitive rates. | <ul style="list-style-type: none"> ☑ Passport photo. Copy of Kenyan national identification card or valid passport (biodata page). ☑ Address verification document (electricity bill/driver's license). ☑ All copies need to be notarized by a lawyer/notary public/Kenya Mission Abroad. | <ul style="list-style-type: none"> ☑ Yes this option tends to be available in major currencies (US Dollar, Euro, Great Britain Pound, and sometimes South African Rand). |

OPENING DIASPORA ACCOUNTS



Online banking offers a range of services that allow you to manage your accounts and make payments. The most convenient way to do this is by downloading a commercial bank's smartphone app.

Before you can engage in online banking you will need to open an account with a commercial bank in Kenya which provides online banking services. Many commercial banks aim to make the process of opening an account as convenient as possible without requiring you to physically be in Kenya.

One way this is being done is through a global network of authorized bank agents located in key cities/regions. The authorized bank agents (who are often members of the diaspora) tend to be located in areas where there are high populations of Kenyans abroad, namely Northern America, Europe, the Middle East and Australia. The authorized agents act as a key link between you (working/living abroad) and the bank in Kenya. They can offer a range of services like account opening assistance as well as other support like certification of forms, loan referrals, and fielding general queries. The location and contact details of authorized agents are usually available on the websites of the commercial banks.

In addition to authorized agents, a number of commercial banks regularly go on marketing tours/roadshows in cities with high numbers of Kenyans. These tours are an opportunity to open accounts and learn more about the services that the bank is offering the diaspora. Often the tours/roadshows are publicized on the bank's social media accounts as well as diaspora information portals like Mwakilishi.com. For some commercial banks, it is possible to open accounts by couriering account opening documents to the bank's diaspora department.

It is always useful to contact the diaspora departments directly to discuss opening an account and to raise any other queries you may have. These departments can usually be contacted over telephone, email, and WhatsApp.

DOCUMENTS REQUIRED WHEN OPENING A DIASPORA ACCOUNT

The documents required to open an account will depend on the particular commercial bank and the kind of account that is being opened. However, the standard required

documents tend to be an account application form, a copy of a Kenyan identification (passport/national identity card), proof of address, and passport photos.

Generally, these documents have to be certified and the manner in which this is done will depend on the particular commercial bank. Some require certification by a Kenyan Embassy/High Commission, Public Notary, Commissioner of Oaths, or another bank. Other commercial banks also accept documents certified by their authorized agents.

It should be noted that some commercial banks allow dual citizens (for instance, people with Kenyan and US citizenship) to open diaspora accounts. If this applies to you, you may be required to submit additional documents in order to comply with the domestic laws of your second country.

FUNCTIONALITIES OF ONLINE BANKING

Online banking offers a range of services that allow you to manage your accounts and make payments. The most convenient way to do this is by downloading a commercial bank's smartphone app (Android, iOS, Windows etc.). This app will allow you to check your balance, make inter and intra bank transfers, request mini and full bank statements, track credit/debit card payments, get FOREX rates and more to manage your account.

It will also allow you to pay bills and utilities such as electricity bills, internet, satellite television, KRA Tax and more. Transferring money from bank accounts to mobile wallets, like Safaricom's M-PESA and Airtel Money, is also possible.

These functionalities essentially mean that you can manage a household in Kenya despite being thousands of kilometres away. For example, with online banking you can ensure that utilities and employees (domestic and business) are paid on time without involving third parties. This may be particularly important if you are responsible for taking care of ageing parents or extended family members.

Review Text Box 7 for tips to safeguard your money and personal data while online.

COMMERCIAL BANKS IN KENYA



TABLE 6: DIASPORA SERVICES FROM A CROSS-SECTION OF COMMERCIAL BANKS IN KENYA

The table below provides an overview of diaspora services that are offered by a cross-section of commercial banks in Kenya.

| | | e-banking | M-banking | Diaspora banking | Weblink |
|----|--|-----------|-----------|------------------|--|
| 1 | African Banking Corporation Limited | Y | Y | Y | www.abcthebank.com |
| 2 | Bank of Africa Kenya Limited | Y | Y | | www.boakenya.com |
| 3 | Bank of Baroda (K) Limited | Y | Y | Y | www.bankofbarodaKenya.com |
| 4 | Bank of India | Y | Y | Y | www.bankofindia.com |
| 5 | Barclays Bank of Kenya Limited | Y | Y | | www.barclays.co.ke |
| 6 | CFC Stanbic Bank Limited | Y | Y | Y | www.cfcstanbicbank.co.ke |
| 7 | Chase Bank (K) Limited | Y | Y | Y | www.chasebankkenya.co.ke |
| 8 | Commercial Bank of Africa Limited | Y | Y | Y | www.cbagroup.com |
| 9 | Consolidated Bank of Kenya Limited | Y | Y | | www.consolidated-bank.com |
| 10 | Co-operative Bank of Kenya Limited | Y | Y | Y | www.co-opbank.co.ke |
| 11 | Credit Bank Limited | Y | Y | Y | www.creditbank.co.ke |
| 12 | Development Bank of Kenya Limited | | | | www.devbank.com |
| 13 | Diamond Trust Bank Kenya Limited | Y | | | www.dtbafrica.com |
| 14 | Diamond Trust Bank Kenya Limited | Y | | | www.dtbafrica.com |
| 15 | Ecobank Kenya Limited | Y | Y | Y | www.ecobank.com/ke/personal-banking |
| 16 | Equatorial Commercial Bank Limited (Spire Bank) | Y | | | www.spirebank.co.ke |
| 17 | Equity Bank Kenya Limited | Y | Y | Y | www.equitybankgroup.com |
| 18 | Family Bank Limited | Y | Y | Y | www.familybank.co.ke |

| | | e-banking | M-banking | Diaspora banking | Weblink |
|----|--|-----------|-----------|------------------|--|
| 19 | Fidelity Commercial Bank Limited | Y | Y | Y | www.fidelitybank.co.ke |
| 20 | First Community Bank Limited | Y | Y | | www.firstcommunitybank.co.ke |
| 21 | Guaranty Trust Bank (K) Ltd | Y | Y | | www.gtbank.com |
| 22 | Guardian Bank Limited | Y | Y | | www.guardian-bank.com |
| 23 | Gulf African Bank Limited | Y | Y | Y | www.gulfafricanbank.com |
| 25 | Habib Bank A.G Zurich | Y | | | www.habibbank.com |
| 26 | Habib Bank Limited | Y | Y | Y | www.hbi.com |
| 27 | I & M Bank Limited | Y | Y | Y | www.imbank.com |
| 29 | Jamii Bora Bank Limited | Y | Y | | www.jamiiborabank.co.ke |
| 30 | KCB Bank Kenya Limited | Y | Y | Y | www.kcbbankgroup.com |
| 31 | Middle East Bank (K) Limited | Y | Y | | www.mebkenya.com |
| 32 | National Bank of Kenya Limited | Y | Y | Y | www.nationalbank.co.ke |
| 33 | NIC Bank Limited | Y | Y | Y | www.nic-bank.com |
| 34 | Oriental Commercial Bank Limited | Y | | | www.orientalbank.co.ke |
| 35 | Paramount Bank Limited | Y | | Y | www.paramountbank.co.ke |
| 36 | Prime Bank Limited | Y | y | | www.primebank.co.ke |
| 37 | Sidian Bank Limited | Y | Y | | www.sidianbank.co.ke |
| 38 | Standard Chartered Bank Kenya Limited | Y | Y | Y | www.standardchartered.com |
| 39 | Trans-National Bank Limited | Y | Y | | www.tnbl.co.ke |
| 40 | UBA Kenya Bank Limited | Y | Y | Y | www.ubagroup.com |
| 41 | Victoria Commercial Bank Limited | Y | | | www.victoriabank.co.ke |



Photo credit: Kenya Tourism Board and Magical Kenya



TABLE 7: USEFUL FINANCIAL SERVICES, PRODUCTS & TOOLS

The private and public sectors have developed a range of financial tools, products, and services which can assist you to make financial payments and decisions. You can access them online, while abroad. Check out Table 7 for more information.

| | Service/product/tool | Function | Advantages | Comments | Website |
|---|---|--|--|---|---|
| 1 | Jijini Markets: Compare bank and insurance services to find good options. | Jijini Markets is a free commercial bank and insurance comparison tool. You can compare a range of products and services such as bank accounts, fixed deposit accounts, loans mortgages, and forex rates offered by commercial banks in Kenya. | It is a useful tool if you are looking to benchmark bank products and services in order to identify the best option for you. | The rates, quotes, contacts and bank information displayed on Jijini Markets are collected directly from the financial institutions displayed. They are updated periodically, in some cases daily or weekly. Not all commercial banks are covered by Jijini Markets. | www.jijinimarkets.com |
| 2 | APR calculator: Calculate the cost of credit to find out how much loans/mortgages will cost. | The Annual Percentage Rate calculator is designed to help you make informed decisions when shopping for and comparing loans and mortgages. It calculates the Annual Percentage Rate (APR) which is the Total Cost of Credit (TCC) expressed in a percentage form. The TCC is made up of the interest rate, third party costs as well as bank charges and fees. | By calculating the APR you will be able to easily compare different bank loan/mortgage costs on standardized parameters. | The calculator is available as a smartphone app on the Google Play and Apple iOS stores. | www.cost-of-credit.com |
| 3 | UFAA: Track forgotten financial assets. | UFAA has developed a platform to trace unclaimed financial assets (dormant bank accounts, unclaimed dividends from stocks and shares, unclaimed death benefits from insurance companies, and more). | While out of the country, you can search the Unclaimed Financial Assets Authority (UFAA) database to find out if your, or a family member's, financial assets have been handed over to the UFAA. | By law, financial institutions have to handover unclaimed assets to the UFAA. The UFAA holds these assets on the owner's behalf and the owner has a perpetual right to be reunited with them. | www.ufaa.go.ke |
| 4 | Gift loved ones through E-commerce businesses. | E-commerce stores allow customers to purchase goods and/or services via electronic channels like the internet. Payment for the goods/services can be done through a number of channels - for example, credit/debit card, mobile money, bitcoin and more. | E-commerce stores are a convenient way to gift your loved ones in Kenya while you are abroad. It is possible to buy a range of goods and services - clothes, shoes, groceries, cakes, school fees, school stationery, cinema and concert tickets, beauty and spa services, and meals at restaurants. | The E-commerce businesses serving the Kenyan market offer a broad range of goods and services. For example, it is possible to purchase a goat and have it delivered to your family upcountry - a treat for your family during the festive season. The delivery options are broad with some E-commerce companies offering free deliveries countrywide. | Examples of E-commerce businesses targeting the Kenyan market: Mama Mikes - www.mamamikes.com/en ; Mookh - www.mymookh.com ; Suregifts - www.suregifts.co.ke |
| 5 | Diaspora insurance products | These products protect the insured against financial losses such as unexpected death, medical emergencies, destruction of property and more. | Insurance products are a good way of managing risk and protecting your wealth. The general rule is you will be compensated should the loss you have been insured against occurs. | There are insurance products that are tailored to the specific needs of the diaspora. Examples include: travel or funeral expense insurance. The latter can cover repatriation of the body, funeral expenses, and other incidentals. To be insured you will usually sign a policy (i.e. a contract) with an insurance company and pay premiums (i.e. money for the policy). | A number of commercial banks in Kenya offer their diaspora clients insurance products. For example, Kenya Commercial Bank has a 'Diaspora Travel Insurance' package which offers emergency medical treatment and personal accident cover during your visit to Kenya. Alternatively, you can contact insurance companies to learn about the diaspora products they offer. For example, CIC Diaspora offers a 'Group Funeral Expense Cover' which caters for the cost of returning a body from abroad and other funeral expenses. |



PART IV

INVEST IN KENYA



INTRODUCTION

This part of the booklet will provide you with information to support your financial and social investment in Kenya. Investment is defined broadly to include financial investments (where a financial return is expected) as well as diaspora philanthropy.

Because both financial investment opportunities and social needs in Kenya are close to infinite, this part of the booklet will focus on providing information to support the process of investing or giving. This means that specific investment opportunities and social causes will not be identified.

4.1. FINANCIAL INVESTMENTS

This subsection will provide information to assist you with investing in Kenya through: starting a business, a chama (investment group), and Kenya's capital markets.

STARTING A BUSINESS

Starting a business is a common form of investment by the diaspora. This is because you often have the 'best of both worlds'. You have been inspired by international business models and ideas, and you know your home country well – you speak the language(s), understand the culture, and you may have a network to rely on. However, due to the number of years you have lived outside of the country or lack of experience, you may require extra guidance.

To support you, the **Kenya Investment Authority (KenInvest)** has developed the **Kenya Investment Portal**. The Portal is a one-stop-shop for information on investment opportunities and the necessary permits required to set up a business and operate in Kenya.

The portal has three components:

- 1) **A database** where investors can find out more about *Vision 2030* projects and mega-investment opportunities in a range of sectors including agriculture, tourism, manufacturing and more.
- 2) **An investor guide** which contains strategic information which is helpful as you plan your business. This includes information on labour matters (employment contracts, typical wages, social security contributions), taxes (corporate, income, VAT, list of countries with which Kenya has a double taxation agreement), investor rights (legal protections, intellectual property, dispute resolution) and more.
- 3) **eRegulations platform** which outlines step-by-step procedures for setting up and running different types of businesses in Kenya. This includes information about registering a business, registering for social security and paying taxes. More information is available in Text Box 10.

The information in the Kenya Investment Portal is collected and maintained by KenInvest officials and is updated as procedures evolve, including at the county level.

TEXT BOX 11: GUIDANCE TO START A BUSINESS IN KENYA

The KenInvest eRegulations platform is a useful resource to use when planning to start a business. It gives you step-by-step, in-depth, and easy to understand information about registering a range of business vehicles (see Table 8 for different types of business vehicles). It should be noted that a lot of these steps need to be completed while you are in Kenya. However, if this is not possible you can appoint an agent to assist you. The platform does this by:

- Identifying the agencies you will need to visit (e.g. Huduma Centre, Companies' Registry, City Hall) as well as the number of interactions you will have with each agency.
- Outlining the documents you will get (e.g. certificate of incorporation or Tax PIN certificate), as well as those which are required from you (e.g. application

forms, identification, and passport photos).

- Providing an indication of the timelines to complete the process according to minimum and maximum days. Quite usefully, the timelines are broken down into the time you may spend waiting in a queue, at the counter, and between each step of the process.
- Indicating the total cost of the process.
- Providing the legal justification for the process by identifying the relevant legislation and regulations.

The below is a screen shot of the eRegulations platform:

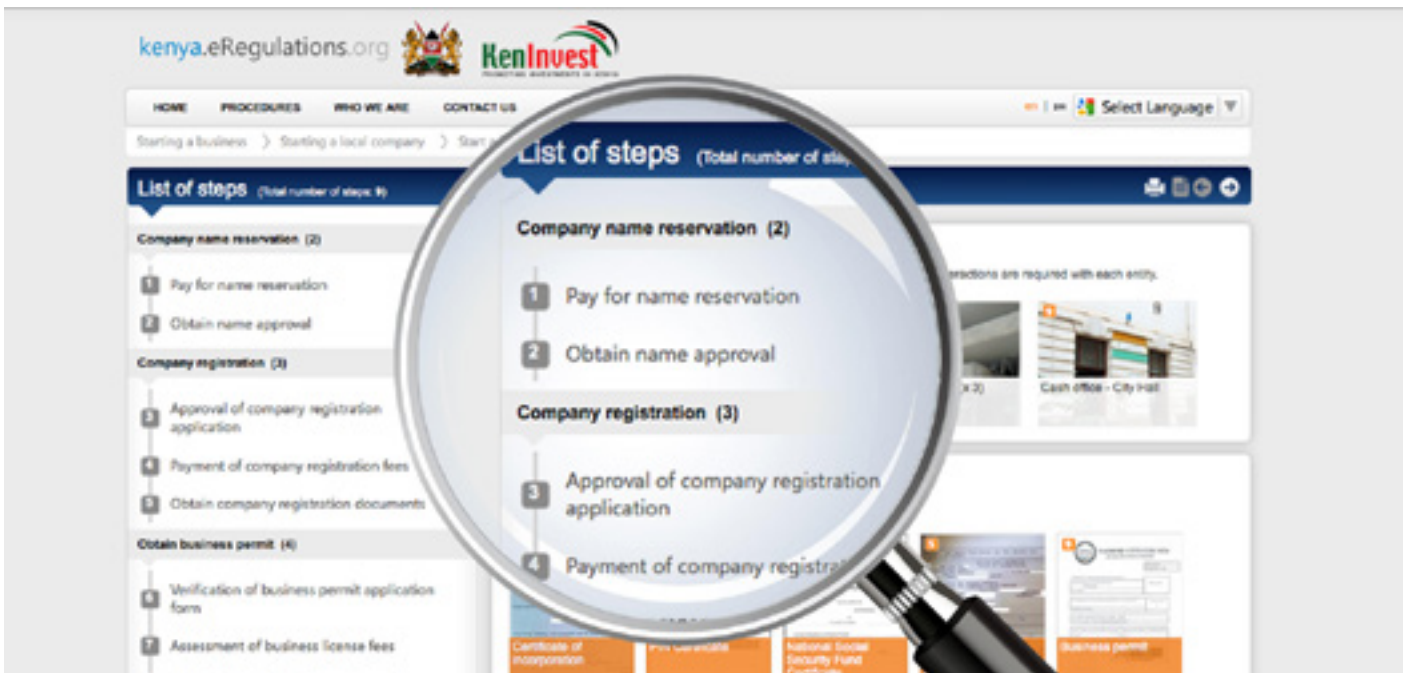


TABLE 8: TYPES OF BUSINESS VEHICLES IN KENYA: ³⁶

| TYPE OF BUSINESS | CHARACTERISTICS |
|---|---|
| Company | A company incorporated in Kenya may take the form of: a company limited by shares; a company limited by guarantee; or an unlimited company. The registration process for the various forms of local company is the same but the requirements and costs vary. |
| Foreign company with a branch in Kenya | Companies incorporated outside of Kenya can do business in Kenya by registering a branch. The registrar of companies issues a certificate of compliance once all the requirements have been met. |
| Sole proprietorship (registering a business name) | This is a business structure operated and owned by one person. The owner is the sole decision maker in the business and is liable for all the losses and returns of the business. As the legal costs of formation are minimal (e.g. a lawyer is not required to draw memorandum and articles of association), it is an attractive business structure for smaller entrepreneurs. |

| | |
|-------------------------------------|--|
| Limited liability partnership - LLP | A limited liability partnership (LLP) is a unique business association provided for in the Limited Liability Partnership Act which combines the characteristics of both a company and partnership. Once it is registered, it gains a corporate legal entity different from its members and is able to own property in its own name. In addition, it is effective from a tax perspective as the partnership income is taxed in the hands of each partner. |
| Partnership | A partnership is a form of business structure between two or more people who have a common view of making profit. The level of financial risk in partnerships is less when compared to sole proprietors as any loss incurred is shared between all the partners. Since it also involves more than one person's expertise, the chances of the business failing is also reduced. In addition, the formalities of registration (cost, requirements, duration) are minimal making it an attractive business structure. |

INVESTING THROUGH GROUPS – OR CHAMAS

Chamas, or informal investment groups, are a popular way of pooling money in order to save and invest with people with whom you share common values and interests. Your chama may consist of fellow Kenyans in the diaspora or comprise of a mix of members living in Kenya and abroad.

To help your chama be more accountable and profitable, the Kenya Association of Investment Groups (KAIG), which is a non-profit organization, has developed a [Chama Handbook](#). The Handbook outlines the benefits of belonging to a chama, the basic principles of a chama, and tips to starting a chama, including the legal considerations. The booklet provides in-depth and helpful information on assets you can invest in as a chama, for example, shares, bonds, saving accounts, real estate, and offshore products. The Handbook is available from KAIG's website: www.kaig.org

There are also online tools to help 'automate' your chama, making the group investment process more accountable and transparent. [Chamasoft](#)³⁷ is an award-winning web application that enables investment groups to manage group activities and communications. The cloud-based software acts as an online treasurer (reconciling records), recording withdrawals transfers, and deposits, tracks expenses, records loans (for chamas that conduct internal lending), generates financial records and more. Chamasoft is available at a cost of KES 600 (monthly), KES 1,500 (quarterly) or KES 5,000 (annually).³⁸

INVESTING IN CAPITAL MARKETS IN KENYA

Channelling your savings into capital markets makes it possible to plan for a range of obligations as well as eventualities – such as school fees, medical costs, and retirement.

For an economy to grow, idle money and savings need be channelled into productive activities. One place where this can happen is capital markets. Capital markets facilitate the buying and selling of financial instruments. Financial instruments include equity securities (also known as stocks) and debt securities (also known as bonds).

Diaspora investment in capital markets is a little studied area but it is generally accepted that there is value in migrants supporting these kinds of financial flows. From the Government, local banks and businesses' perspective, these diaspora investments represent 'long-term funds that power wealth creation' and support development.³⁹

From your perspective, capital market investments (buying stocks and bonds) may be a viable avenue for you to grow your savings. For example, as a shareowner you can earn dividends. You can also make profit when you buy shares at a lower price and sell them at a higher price. Shares are also assets and are accepted as collateral when borrowing from cooperative societies and banks in Kenya. In turn, bonds are a reliable source of income and can be bought to meet specific needs (for example, it is possible to buy a bond whose interest matches the payment of school fees). Like shares, a bond is accepted by cooperative societies and banks in Kenya as collateral for many types of loans. They are also easily transferable and can be easily/quickly sold in times of need. Channeling your savings into capital markets makes it possible to plan for a range of obligations as well as eventualities – such as school fees, medical costs, and retirement.

TABLE 9: TERMINOLOGY FOR CAPITAL MARKETS⁴⁰

| | |
|--|---|
| Market | A market is any medium through which two or more parties engage in an economic transaction. |
| Capital Market | Capital markets are a broad category of markets facilitating the buying and selling of financial instruments. |
| Capital Markets Authority (CMA) | The CMA is a statutory agency (established by an Act of Parliament). It is responsible for regulating the development of orderly, fair, and efficient capital markets in Kenya. It licenses and supervises market intermediaries (securities exchange, central depositories, investment banks, stockbrokers etc.) It also conducts market surveillance and enforces compliance. |
| Financial instruments | Financial instruments can be real or virtual documents representing a legal agreement involving any kind of monetary value. Equity-based financial instruments represent ownership of an asset. Debt-based financial instruments represent a loan made by an investor to the owner of the asset. |
| Nairobi Securities Exchange (NSE) | The NSE is an organized market for buying and selling listed securities (shares, bonds). It is licensed and regulated by the Capital Markets Authority. |
| Share | A share is a unit of ownership of a company or enterprise. When you buy a share, you become an investor and thereby an owner of a piece of the company's profit or losses. |
| Shareholder | A shareholder is a part owner of a company. S/he/it is an investor who buys shares with an expectation of profit in the form of a dividend, gain in share price, bonuses and cheaper shares (e.g. through right issues – where the company offers shares to existing shareholders at a discounted price). |
| Dividends | Are part of a company's profits, which is distributed to shareholders as cash after they have been declared and approved in an Annual General Meeting (AGM). The amount of profit not distributed are retained as reserves of the company. |
| Bond | The bond is a loan between a borrower and a lender. It is a debt instrument issued for a period a time with purpose of raising capital by borrowing. Bonds are issued by governments, corporations, municipalities and more. |
| Bondholder | A bondholder is a lender. The holder expects a profit in the form of an interest at a specific agreed date in future. S/he/it does not vote or participate in the management of the company. The investment is made with the expectation of a reasonable return at a low risk. |
| Central Depository System (CDS) | The Central Depository System is a computer system operated by the Central Depository and Settlement Corporation (CDSC) that facilitates holding of shares in electronic accounts, opened by shareholders. It also manages the process of transferring shares at the Nairobi Securities Exchange. |
| Central Depository System account | This is an electronic account that holds your securities (bonds and shares). |
| Central Depository Agent (CDA) | A Central Depository Agent (CDA) can be a stockbroker, custodian bank, or investment bank which has been authorized by the Central Depository and Settlement Corporation to open accounts in the CDS on behalf of investors. |
| Stockbroker | A market professional who buys and sells securities on behalf of clients at a stock exchange in return for a brokerage commission. |
| Investment Bank | Broadly, investment banks assist in large and complicated financial transactions. This may include advice on offers of securities to the public, corporate financial restructuring, takeovers, mergers, privatization of companies, underwriting of securities, and more. They do not take deposits from clients. But they can engage in the business of a stockbroker. |

HOW TO INVEST IN SECURITIES WHILE ABROAD WITH A COMMERCIAL ENTITY

In Kenya, the Nairobi Securities Exchange (NSE) is the organized market for buying and selling stocks and non-government bonds. To buy and sell securities on the NSE you must first open a CDS account with a Central Depository Agent (CDA).

Commercial banks, stockbrokers, and investment banks are examples of CDAs provided they have the required authorisation from the Central Depository and Settlement Corporation (CDSC). It is also important to note that you must already have an operative bank account in a commercial bank in Kenya before you can open a CDS account.

TEXT BOX 12: HOW TO OPEN A CDS ACCOUNT WHEN ABROAD WITH A COMMERCIAL BANK

A commercial bank can be a convenient way to open a CDS account since an operative bank account in Kenya is a requirement. Diaspora banking departments have devised ways to help you open a CDS account while you are abroad. While procedures may differ from bank to bank, the below is an example of the steps which can be expected:

VIA EMAIL

You can instruct your commercial bank to open a CDS account on your behalf via email. The first step is to have an operative account with the bank. In the email request, you will need to attach a completed and signed [CDS Form 1: Securities account opening/maintenance form](#)⁴¹. You will need to attach a coloured passport size photo and a scanned copy of the identification card/passport which you used to open your operative bank account. These documents are emailed to the bank's diaspora banking department. CDS Form 1 can be downloaded from the commercial bank's website or requested via email. Once you have opened a CDS account, you can instruct your bank – via email – to buy and sell shares on your behalf.

To use this service, you will usually need to sign an 'email indemnity form' and submit it to your commercial bank. Broadly, this form instructs the bank to act on your instructions which you send over email (as well as those transmitted over fax/telephone). The form usually states that your bank will not be held liable for any loss you incur as a result of it acting on (or refusing to act) on your emailed instructions. This covers the bank from liability where the emailed instructions turn out to be false, incomplete, inaccurate, delayed, erroneous or unauthorized.

VIA DIASPORA ONLINE SELF-SERVICE

Some commercial banks have diaspora online self-service portals which allow you to open a CDS account. The process is similar to opening an account via email. You must first have an operative account with the bank and you will need to register for the self-service. You will complete and sign the CDS Form 1, but instead of emailing the Form to the diaspora banking department, you will upload the Form onto the portal. The diaspora self-service platforms allow you to place stock buying and stock selling orders, as well as view the stocks in your portfolio. Commercial banks which have this feature, such as Equity Bank, provide clear and simple steps to complete the account opening and trading process. With this service, you will usually have to sign an indemnity document that covers the bank from liability.

So while information and communication technology help you to invest while out of the country, it is important to be aware of the risks involved. Review Text Box 7 for basics on online security and discuss extra measures to safeguard your investments with your diaspora relationship manager.

The table below lists commercial banks which are authorized securities' dealers as of April 2016.⁴² Contact their diaspora departments to learn more about how they can help you invest in Kenya's capital markets.

TABLE 10: COMMERCIAL BANKS IN KENYA THAT ARE AUTHORIZED SECURITIES' DEALERS

| | Name | Contact | Website |
|----|--|---|---------------------------|
| 1 | African Banking Corporation Limited | talk2us@abcthebank.com headoffice@abcthebank.com | www.abcthebank.com |
| 2 | Bank of Africa Kenya Limited | headoffice@boakenya.com | www.boakenya.com |
| 3 | Barclays Bank of Kenya Limited | barclays.kenya@barclays.com | www.barclayskenya.co.ke |
| 4 | CFC Stanbic Bank Limited | cfcstanbic@stanbic.com | www.cfcstanbicbank.co.ke |
| 5 | Chase Bank (Kenya) Limited | info@chasebank.co.ke atyourservice@chasebank.co.ke | www.chasebankkenya.co.ke |
| 6 | Co-operative Bank of Kenya Limited | customerservice@co-opbank.co.ke | www.co-opbank.co.ke |
| 7 | Equity Bank Limited | info@equitybank.co.ke | www.equitybankgroup.com |
| 8 | I & M Bank Limited | invest@imbank.co.ke | www.imbank.com |
| 9 | Kenya Commercial Bank Limited | kcbhq@kcb.co.ke | www.kcbbankgroup.com |
| 10 | National Bank of Kenya Limited | info@nationalbank.co.ke | www.nationalbank.co.ke |
| 11 | NIC Bank Limited | info@nic-bank.com | www.nic-bank.com |
| 12 | Prime Bank Limited | headoffice@primebank.co.ke | www.primebank.co.ke |
| 13 | Standard Chartered Bank Kenya Limited | Talk-Us@sc.com | www.standardchartered.com |
| 14 | Trans National Bank Limited | info@tnbl.co.ke | www.tnbl.co.ke |

The below table lists stockbrokerage and investment banks which are authorized securities' dealers as of April 2016.⁴³ Contact them for more information on how they can serve your needs as a Kenyan living abroad.

TABLE 11: STOCKBROKERAGE AND INVESTMENT BANKS THAT ARE AUTHORIZED SECURITIES' DEALERS

| | Name | Type | Contact | Website |
|---|---|-----------------|------------------------------|---|
| 1 | ABC Capital Limited | Stockbroker | headoffice@abccapital.co.ke | www.abccapital.co.ke |
| 2 | African Alliance Kenya Investment Bank Limited | Investment Bank | info@africanalliance.com | www.africanalliance.com |
| 3 | AIB Capital Limited | Stockbroker | info@aibcapital.com | www.aibcapital.com |
| 4 | Apex Africa Capital Limited | Stockbroker | invest@apexafrica.com | www.apexafrica.com |
| 5 | Barclays Financial Services Limited | Investment Bank | barclays.kenya@barclays.com | www.barclayskenya.co.ke |
| 6 | CBA Capital Limited | Investment Bank | contact@cbagroup.com | www.cbagroup.com/ investment-banking |
| 7 | Dyer and Blair Investment Bank Limited | Investment Bank | shares@dyerandblair.com | www.dyerandblair.com |
| 8 | EBI Investment Corporation Kenya Limited | Investment Bank | Not yet online | www.ecobank.com/personal-banking |
| 9 | Equity Investment Bank Limited | Investment Bank | ecbcustomerservice@ecb.co.ke | www.equitybankgroup.com |

| | | | | |
|----|---|-----------------|-------------------------------------|---|
| 10 | Faida Investment Bank Limited | Investment Bank | info@fib.co.ke | www.fib.co.ke/contact-us/ |
| 11 | Francis Drummond & Company Limited | Stockbroker | info@drummond.co.ke | www.drummond.co.ke |
| 12 | Genghis Capital Limited | Investment Bank | customerservice@genghis-capital.com | www.genghis-capital.com |
| 13 | KCB Capital Limited | Investment Bank | contactcentre@kcb.co.ke | www.ke.kcbbankgroup.com/diaspora/agents/ |
| 14 | Kestrel Capital (East Africa) Limited | Investment Bank | info@kestrelcapital.com | www.kestrelcapital.com |
| 15 | Kingdom Securities Limited | Stockbroker | info@kingdomsecurities.co.ke | www.trading.kingdomsecurities.co.ke/tradeweb |
| 16 | NIC Capital Limited | Investment Bank | NICCapitalInvestment@nic-bank.com | www.nic-bank.com/main/nic-capital/about-nic-capital |
| 17 | NIC Securities Limited | Stockbroker | info@nic-securities.com | www.nic-securities.com/nic-securities/contact-us-2/ |
| 18 | Old Mutual Securities Limited | Stockbroker | | www.oldmutual.co.ke |
| 19 | Renaissance Capital (Kenya) Limited | Investment Bank | info@rencap.com | www.rencap.com |
| 20 | SBG Securities Limited | Investment Bank | sbgs@stanbic.com | www.sbgsecurities.co.ke |
| 21 | Standard Investment Bank Limited | Investment Bank | Talk-Us@sc.com | www.standardchartered.com |
| 22 | Sterling Capital Limited | Stockbroker | info@sterlingib.com | www.sterlingib.com |
| 23 | Suntra Investments Limited | Stockbroker | info@suntra.co.ke | www.suntra.co.ke |

HOW TO INVEST IN GOVERNMENT SECURITIES WHILE ABROAD

In addition to investing in securities listed on the NSE, Government of Kenya securities can also be an attractive investment. Government of Kenya securities can provide you with a return and/or a consistent source of income over a specified period of time. Diaspora investors who buy these securities are loaning money to the Government, which commits to repay the investors after a specified period of time, called a maturity.

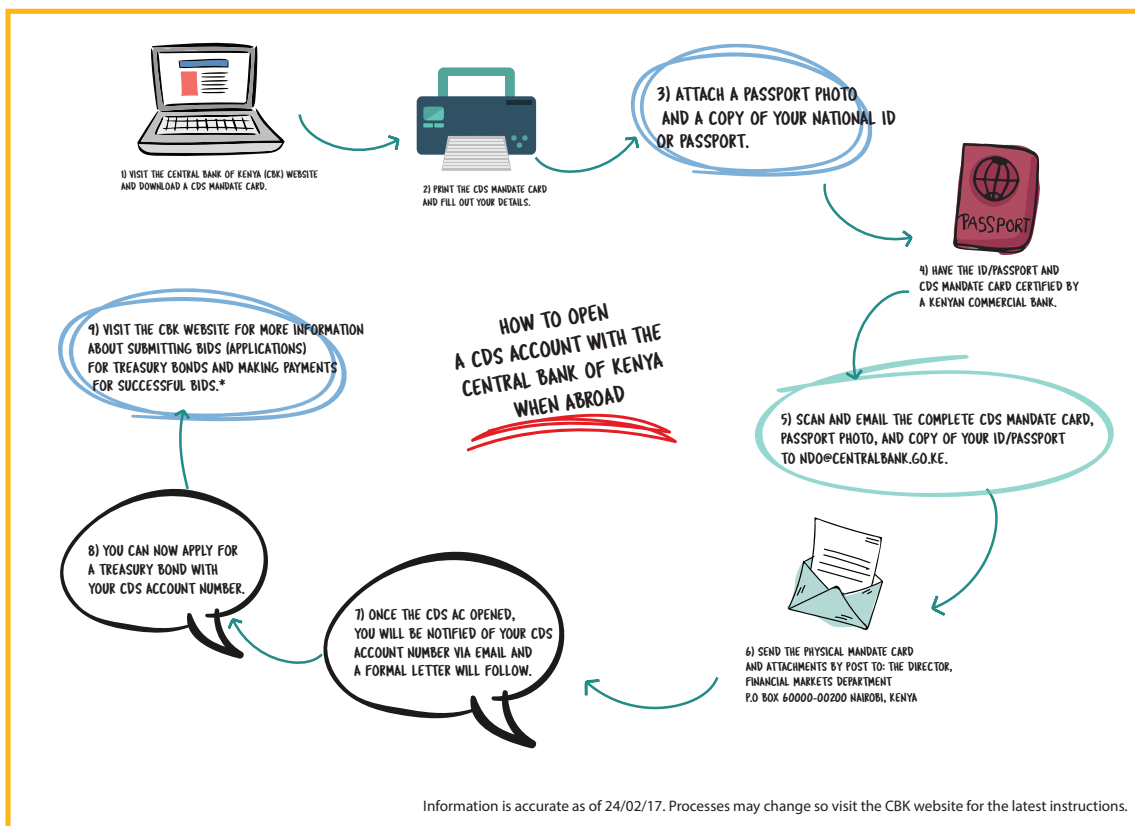
The Government, via the National Treasury, offers two types of government securities: Treasury Bills and Treasury Bonds. A Treasury Bill is a short-term investment, with maturities of 91 days, 182 days and 364 days. This means that if you invest money in a Treasury Bill, you will receive that money back within three months, six months or one year, depending on the Bill you choose. Investors make money on Treasury Bills because they are sold at a discount. For example, if you invest in a 91-day Treasury Bill, you will pay less than the Bill's face value, but after 91 days you will receive the full face value. If you would like to purchase a Treasury Bill, you must invest a minimum of Kshs. 100,000.

In contrast, a Treasury Bond is a medium to long-term investment, and its maturity can range from one year to 30 years. There are many different types of Treasury Bonds, but their basic operations are similar. Investors buying Treasury Bonds are loaning the Government money for a specified period of time, which is the Bond's maturity. With most Bonds, investors will receive interest payments every six months throughout that period of time, and at the end of that period they receive the face value amount that they invested. If you would like to purchase a Treasury Bond, you must invest a minimum of Kshs. 50,000.

It is possible to invest in Treasury Bonds with the Central Bank of Kenya (CBK) while you are abroad. The first step is to open a CDS account with the CBK.

HOW TO OPEN A CDS ACCOUNT WITH THE CENTRAL BANK OF KENYA (CBK) WHEN ABROAD

The CBK has come up with a mechanism for Kenyans abroad to open a CDS account and invest in Government securities.

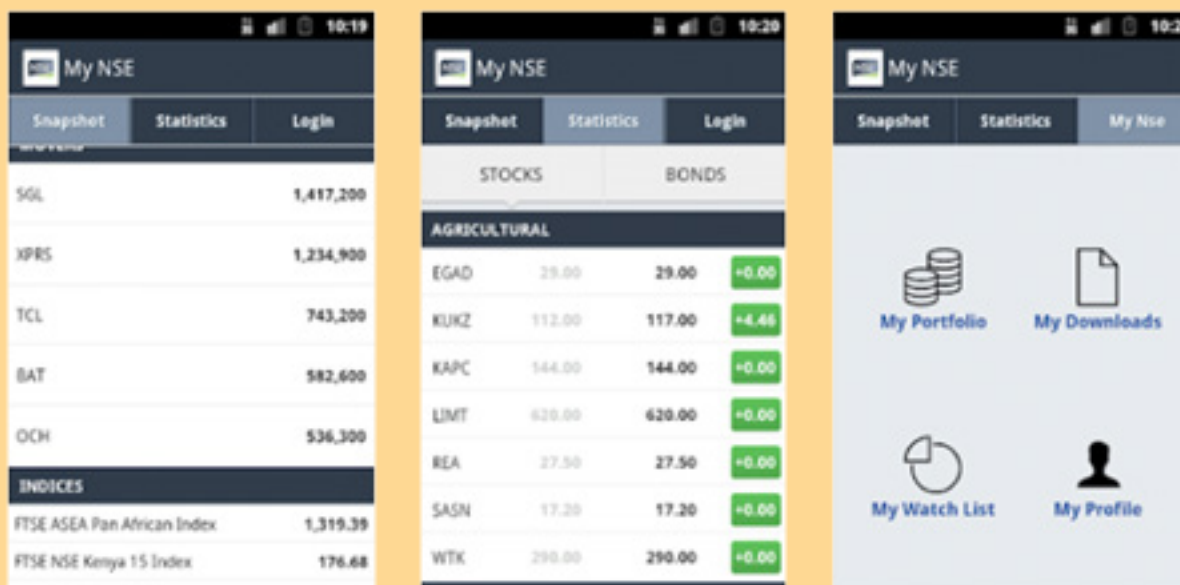


Once you have a CDS-CBK account (with a designated number) you can bid for a Treasury Bond. This will involve you completing a Bond application form and submitting it to the CBK (ndo@centralbank.go.ke). If your bid is accepted by the Central Bank, you will be informed and instructed to pay for the bond, which will usually involve a transfer from your local commercial bank account. More information about this process is available from the CBK's website www.centralbank.go.ke.⁴⁴ It is also important to note that you can also invest in government securities through a commercial bank or investment bank.

Some countries have issued diaspora bonds which are marketed towards their diaspora, Ethiopia, Israel and India are examples. These kinds of bonds are often tied to national development or finance projects which the diaspora are interested in. The Government of Kenya has not issued a diaspora bond to date, but this does not stop you from investing in Treasury Bills and Bonds.

TEXT BOX 13: WHERE TO FIND INFORMATION ON CAPITAL MARKETS

The [Nairobi Securities Exchange \(NSE\)](http://www.nse.co.ke) website is a good source of information for securities listed on the NSE. The Market Statistics tab provides a wealth of information about the performance of equities and bonds listed. The NSE has also developed a [Smartphone App](#) called 'My NSE'. This App provides market statistics for listed securities, information on corporate actions which affect their securities holdings, and has a section where you can view the market performance in real-time, as well as connect to your CDSC account to see how your shares are performing (also in real-time). With this smartphone app you will be able to access timely information about the market's and your portfolio's performance, no matter where you are in the world.



The App is downloadable from the Google Play, Apple App Store, and Windows Phone App store.

The NSE also publishes an annual 'Investor Handbook' which gives investors essential information about the companies listed on the NSE. The 'Investor Handbook for 2015 -2016' is available on the NSE website: www.nse.co.ke⁴⁵

KEEPING A TAB ON YOUR CDS ACCOUNT(S)

Regularly checking your CDS account(s) is important for a number of reasons. Most obviously because it enables you to quickly address instances where someone makes unauthorized transactions.

Checking it regularly also allows you to track how well your securities are performing, which is critical when deciding whether to buy or sell. This functionality is available on the 'My NSE' App as it integrates real time market performance with your current portfolio.

Aside from the 'My NSE' App, you can check the status of your CDS account(s) by subscribing to the Central Depository and Settlements Corporation's (CDSC) monthly email service. To use this service, make sure that you provide your Central Depository Agent (commercial bank/investment bank/the CBK) with a valid and up to date email address.

The CDSC also provides online access to your CDS account through an encrypted and secure website. Accessing this service will allow you to check the current status of your account, view your transaction history, and download/print your current CDSC statement. More information is available on the CDSC's website www.cdskenya.com.⁴⁶

TIPS AND STRATEGIES WHEN INVESTING IN KENYA'S CAPITAL MARKETS

The Capital Markets Authority (CMA) has developed a [Beginners Guide to Investing in Capital Markets](#). This guide has a number of important tips and strategies to help you invest in Kenya's capital markets.

For example, at the very beginning it is important to conduct a financial self-examination before investing. This involves thinking hard about your financial objectives, your income sources, and your risk appetite. For first timers, it is advisable not to invest in capital markets with borrowed money. It is important to deal only with financial entities

licensed by the CMA. And, crucially, you ought to be in full control of your CDS account by remaining vigilant and never letting anyone (including your broker/dealer) trade on your account without your knowledge.

Finding out what products are available, knowing your investor profile, doing your homework (researching the investment thoroughly), thinking long term, building a buffer (i.e. make sure you have enough cash available to cater for financial emergencies), not putting all your eggs in one basket, staying on course, and being aware of scams are all important investor strategies that you should keep in mind.

More information on the CMA's tips and strategies is available on the CMA website www.cma.or.ke⁴⁷

TOOLS TO HELP YOU IDENTIFY REAL ESTATE OPPORTUNITIES

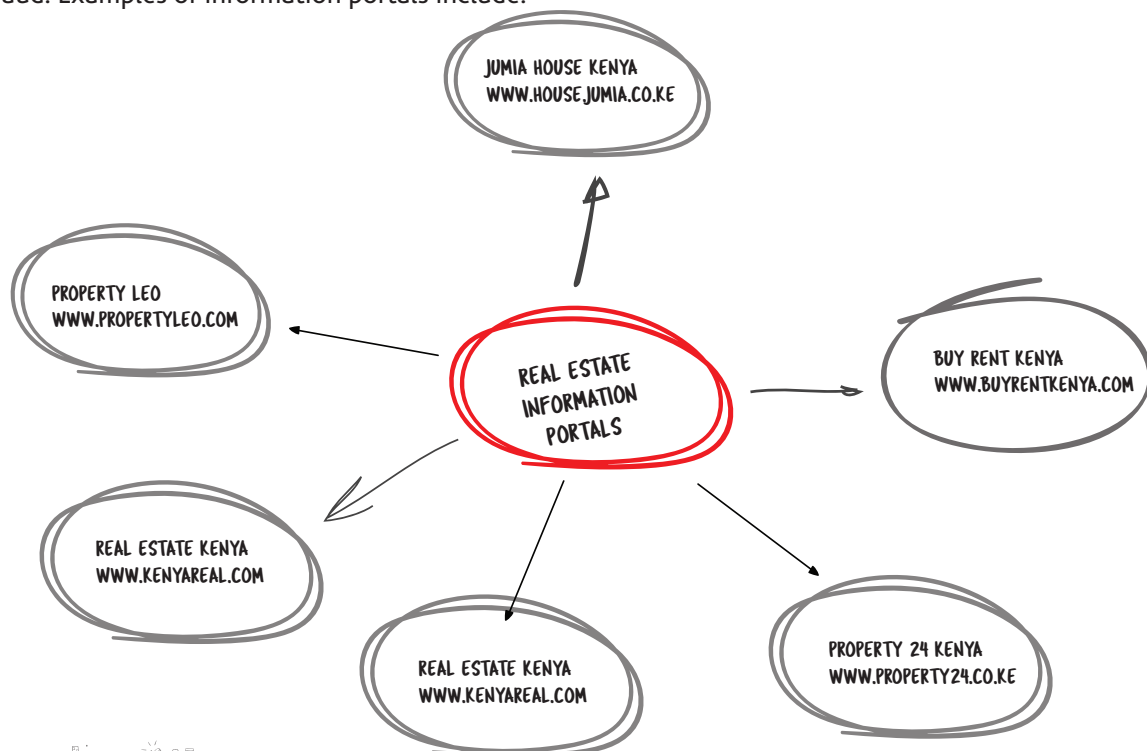
Kenya's real estate sector has grown steadily over the recent years. In 2015, the sector grew by a record 8.9 percent which was a continuation of a growth trajectory that began in 2012.⁴⁸ While diaspora investments are said to have played a role in the sector's growth, Kenyans abroad often face challenges when it comes to obtaining reliable and timely information about real estate investment opportunities.

Real estate information portals can be a helpful way to address information gaps. They collect and showcase information about real estate opportunities – connecting real estate seekers with real estate providers and vice versa. They are available on websites and sometimes Mobile Applications (Google Play Store and iOS App Store). Moreover, they are usually free to use.

Real estate information portals can help you to:

- identify real estate all over Kenya by connecting you to properties and their agents
- sell or rent out real estate you already own
- benchmark the sector so you can find good deals; this is because they contribute to the sector's transparency and competition
- receive alerts (email/push notifications) when properties, which match your interests, are listed

Some portals also have mechanisms to verify that the listed property agents are reputable, which helps to safeguard against fraud. Examples of information portals include:



Attending exhibitions is another way to learn more about opportunities in the real estate sector. [The Kenyan Diaspora Homes & Investments Expo \(KDH Expo\)](#) is an initiative that seeks to link Kenyans abroad directly to the real estate industry. KDH Expo holds exhibitions in a number of foreign cities with the purpose of introducing property companies to Kenyans abroad. This can be a useful way to obtain information directly from the representatives of real estate companies/ developers without leaving your host city. KDH Expo can be followed on their social media accounts for regular updates.

4.2. DIASPORA PHILANTHROPY & SOCIAL INVESTMENT

Diaspora make valuable contributions to their countries of origin through philanthropy. Diaspora philanthropists come in all forms – they include high net worth as well as middle income and less financially able individuals. Some diaspora philanthropists give directly and independently to causes, while others chose to use intermediaries such as faith/ community-based organizations, diaspora associations, hometown associations and internet-based platforms.

DEFINITIONS

| | |
|-----------------------|---|
| Philanthropy | There are many ways to define philanthropy. One definition is 'private resources donated out of an altruistic interest to advance human welfare.' Generally, 'philanthropic contributions are not directed exclusively to the donor's own family and friends, are not intended to generate direct commercial gain for the donor, and are not primarily for the purpose of achieving political power.' ⁴⁹ |
| Diaspora philanthropy | Diaspora philanthropy can be defined as 'private donations of diasporas to a wide range of causes in their countries of origin.' ⁵⁰ |
| Social investment | Social investment has been defined as the 'strategic and systematic investment of private philanthropic resources to address complex, inter-connected manifestations of chronic underdevelopment.' ⁵¹ |

This section will not identify specific causes or organizations in need of support. This is because needs are close to infinite. Instead, the section will highlight internet-based platforms which you can use to:

- identify existing causes – if you are looking to give
- register new causes – if you are looking to fundraise for a particular cause

There are a number of advantages of using internet-based platforms. If you are looking to give:

- it is possible for users to filter through social causes by need and location
- it is often possible to track the extent that a cause has been funded
- users often have multiple donation (payment) options (ranging from mobile money to credit/debit card)

When one is looking to fundraise, they are often easy and free to use. Many:

- provide fundraisers with a dedicated campaign webpage
- tend to apply zero or low fees for donations
- offer real time record keeping
- integrate with social media (which allows you to reach a wider pool of donors)
- offer multiple donation (payment) options.

TABLE 12: INTERNET-BASED PLATFORMS WHICH CAN SUPPORT DIASPORA PHILANTHROPY / SOCIAL INVESTMENT

| | Name of platform | Description | Comments | Website |
|---|------------------|---|---|--|
| 1 | M-changa | Is an online and mobile-based fundraiser management platform which allows you to pool resources for social causes. | M-Changa can be used to give to an already listed cause. It can also be used if you are looking to fundraise for a new cause. It is possible to donate via a PayPal account, credit/debit cards, Airtel Money, Equitel and Safaricom M-Pesa. | www.changa.co.ke |
| 2 | GoFundMe | GoFundMe offers personal online fundraising websites for individuals, groups and organizations. | GoFundMe can be used for a wide range of causes – such as medical expenses, education costs, volunteer programs, youth sports, funerals and memorials. Note that receiving donations via GoFundMe is not possible from all countries. Supported countries include: the US, UK, Canada, Australia and some European Union countries. | www.gofundme.com |
| 3 | Watsi | Watsi is a global funding platform dedicated to medical treatments. | Watsi enables anyone to directly fund healthcare for people in need. Healthcare needs must be listed by Watsi Medical Partners. | www.watsi.org |
| 4 | MIGFUNDER | MIGFUNDER is a crowdfunding platform, aimed primarily at funding migrant start-ups, as well as development projects, humanitarian initiatives and research projects focusing on migrant and refugee communities, worldwide. | For development, humanitarian and research projects, MIGFUNDER offers the 'flexible funding' option, meaning that the Project Owners keep whatever funds they have raised, whether or not they have reached their funding target. For migrant start-ups, MIGFUNDER offers the 'full funding' option, meaning that the Project Owners only receive the funds raised if the target set is met. If the target is not met, funds are returned to the Project Backers (i.e. the donors). | www.migfunder.com |
| 5 | GlobalGiving | GlobalGiving is an online crowdfunding platform that connects non-profits, donors and companies. Donors (individuals, companies, foundations etc.) can donate to projects listed by non-profits. | GlobalGiving only allows registered non-profits to use its platform. Non-profits must apply and be vetted in order to become members of GlobalGiving's community. It is possible to filter and identify projects and non-profits that support various causes in Kenya. | www.globalgiving.org |
| 6 | JustGiving | JustGiving is an online platform for giving. People can use it to crowdfund for individual causes, while charities can register projects. | Crowd-funders/fundraisers can access donations via bank transfer or PayPal. JustGiving charges fees for its services – 5% on all donations. | www.justgiving.com |
| 7 | Kiva | Kiva is a platform to provide people with interest-free micro-loans (not donations). Loans made on Kiva reportedly have a 97% repayment rate. | If you are looking to lend, it is possible to filter the website to identify hundreds of Kenyan individuals/groups/organizations in need of loans. In order to borrow via the Kiva platform, it is necessary to have your project posted by a Kiva Field Partner – such as a microfinance institution. | www.kiva.org |

| | | | | |
|---|-------------|--|--|----------------------|
| 8 | Credit Sawa | Credit Sawa is an online platform or 'credit marketplace' linking lenders and borrowers. Lenders and borrowers can use the platform to provide and access financial capital for a range needs. | Borrowers go through a screening process managed by Credit Sawa. Credit Sawa moderates, verifies, grades and lists loan needs on the platform. The grading that Credit Sawa gives to a loan need is an indication of whether Credit Sawa thinks that the borrower is offering enough interest on a loan. | www.creditsawa.co.ke |
|---|-------------|--|--|----------------------|

FINAL WORDS AND ALL THE BEST!

This booklet had the objective of providing information on how you can send money through safe, affordable and convenient channels. It also provided tips on how you can make payments, save, invest, and donate while abroad. The array of services and products identified provide a window into the dynamism of the remittance and diaspora services' market. It is hoped that after reading the booklet you will be in a better position (and more open) to researching and using new services and products.



Photo credit: Kenya Tourism Board and Magical Kenya



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