IDEATION SESSION: 25th February, 2017, 9.30 am - 1.00 pm

Design Topic: Help us co-create the future of Giving Back

Design Questions
1. How might we re-imagine giving back/doing social good for Nairobians?
2. How might we make giving back to the community easy, fun and impactful for Nairobians?

Overview
Giving back to the community or impacting someone’s life is undoubtedly one of the most satisfying feeling someone can have. We give back through different ways including; spending our time with the less-fortunate at a Children’s home, volunteering our skills to teach/help others, participating in charitable causes and events, making donations in kind or in cash, sharing stories of the less fortunate or standing for their rights, among other many ways.

The world is rapidly changing. Technology is affecting how we live, work and interact. Kenya’s urban population is mostly made of young people, whose needs and wants keep changing day in day out. The population has become busier than ever, with bills to pay, family to take care of, friends to connect with, personal goals to achieve and career paths to follow. Despite all these things demanding for attention, one thing still remains constant for them: the need to give back to the community.

The Challenge
Giving back to the community has always been done the same old way; people spending time at a children’s home, individuals donating cash and items to the less fortunate, participating in charitable events year in, year out. While this has worked in the past and will partly work in future, there is need to come up with new and innovative ways which will enable the young urban population to give back to the community.

The Opportunity
With your help during our ideation session, we hope to bring a new perspective to how giving back to the community is done.

We are hoping to see ideas that:
- Will fit into the ever changing needs of the young population
- Will help the young people connect and take part in causes that they care most about
- Will foster connection/collaboration/interaction among the social good community
- Will make giving back easier, fun and impactful
- Are disruptive to the old way of giving back
- Will cut across the spectrum for any person interested in giving back
**Why do this?**

Started in 2015, Chagua Charity is a community platform that makes it fun and easy for people to give back to the community. Over the past 2 years, we have noticed that, despite people wanting to give back, they have been faced with numerous challenges, including:

1. Time constraints - with the current approach, one needs to dedicate a lot of time to finding a great opportunity to give back
2. Information gap - not knowing how to go about giving back or where to start or which institutions to give back to
3. Impact gap - no ways of measuring impact or assessing impact from giving back. Issues with transparency.
4. Individualism - more of show off, people competing to give back, or people in their silos giving back
5. Connection gap - those giving back not able to connect/collaborate with each other.
6. Perception gap - giving back seen as being top down; from provider to the needy - and not horizontal.

As a fun and social community excited about giving back, we would like to take the lead in addressing the above gaps.

**Who can participate**

We will work with diverse minds of students, charitable institution leaders, innovators, company representatives and community members during the ideation session.

**About Chagua Charity**

Chagua Charity is a fun and social community excited about doing social good, giving back and impact. We are creating a community where people can connect and collaborate for social good. Through our platform, we are making it easy and fun for individuals, teams and organizations to give back to causes they care the most about. More at [www.chaguacharity.org](http://www.chaguacharity.org)

**About Solve4Work Club**

Solve4Work club is a platform that brings together students, industry experts, business leaders, innovators and communities to design solutions to the biggest local challenges, with the goal of enabling learners gain real-world practical skills, collaborate with each other and connect with the industry and local community. More at [www.mideva.co/solve4work](http://www.mideva.co/solve4work)