



Touching People...Changing Lives

About the East African Community Service Awards

Every day, we are bombarded with stories and pictures of what is going wrong in our countries and region. Images of gross crimes, road carnage, natural disasters, ravaging diseases, hungry children, broken infrastructure, student anarchy, angry politicians, despondent citizens etc continuously portray Africa in the words of the Economist as “*the hopeless continent*”.

Yet in the midst of these negative occurrences, there exist individuals, organizations, companies, institutions and public bodies which strive to make a difference. They touch the lives of others through seemingly simple acts of kindness, heroism, excellence in service, sound leadership and giving of themselves and their resources. In their action, they show great sacrifice, courage, humanness, compassion and consideration towards others. Their actions remain unreported, rarely celebrated and often ignored.

Started in 2002 by Ufadhili Trust, The East African Community Service Awards seek to Inspire, Recognize and Celebrate the spirit of community. The Awards remind us that while the oft depicted picture of East Africa portrays what is wrong with us, there are things that we can celebrate and proudly say “*this is what is right with us!*”

Why these Awards?

The East African Community Service Awards seek to celebrate the spirit of community. It seeks to identify individuals, companies and organizations that have contributed to the improvement of society through charity, volunteerism, good leadership and public service, acts of courage and kindness. This is a celebration of good deeds, of giving back to society, of fostering the best for society through leadership and public service. It is a celebration of the courage of those who dare to take risks for the betterment of society. A celebration of humanness and acts of kindness by those who have touched the lives of others beyond the norm.

Who is Ufadhili Trust?

The awards epitomize the beliefs of Ufadhili Trust, that East Africans are consistently engaged in actions that improve the well being of their fellow man. Ufadhili Trust, founded in 2001, is a non-profit organization, whose mission is to promote social responsibility for a just and equitable society. Ufadhili was founded to promote social responsibility among citizens, governments, non-profit organizations and companies. Social responsibility denotes concern for the impacts of ones actions on the wellbeing of others. Through these awards, Ufadhili seeks to highlight the positive impacts that are making a difference thus the tagline “*touching people...changing lives*”

Whom do we celebrate?

Ufadhili believes that East Africa’s “Change Makers” are hardly recognized nor celebrated. Recipients of the East African Community Service Awards are characterized by their diversity in status, educational background, religion, ethnicity, social standing, age, gender, nationality etc. The awards recipients truly reflect the diversity of East Africa. Companies that have won the award are leaders in social investment including large, small and medium companies. Yet all these diverse recipients have one thing in common...A passion for people!



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Award Categories

The East African Community Service Awards are open to individuals, companies and organizations in East Africa (Kenya, Uganda, Tanzania, Rwanda and Burundi) in the following categories. All entries will be held in strict confidence.

- **Kufadhili (Philanthropy)**

The award category recognizes acts of excellence in charitable giving by individuals or corporations. This criteria includes individuals or corporations that have demonstrated:

- Track record of financial or in-kind giving to meet the needs of others in society
- Exceptional and profound impact to society through charitable giving.
- Innovativeness in mobilizing resources and facilitating charitable actions.

- **Ushujaa (Heroism)**

The award category recognizes acts of exceptional courage (heroism, valor, bravery) by individuals. The criteria includes individuals who:

- Demonstrate bravery at the risk of life and beyond the call of duty.
- Through acts of selflessness defend and save a life (lives of others)
- Acts of courage while campaigning for social justice and the betterment of society

- **Uungwana (Humanness)**

The award category recognizes outstanding acts of kindness, respect, decency, humanness and high morality. The criteria for nomination include:

- Actions by individuals / organizations that reflect high moral values
- Exceptional acts of kindness and humanness towards others
- Efforts to enhance ethical values and value based leadership

- **Utumishi Bora (Excellence in Service)**

The award category recognizes extraordinary service by public servants (Government Officials). The criteria recognizes individual who demonstrate:

- Consistent actions by a public official that reflect exceptional service to the public
- Efficiency and responsiveness to members of the public.
- Efforts to inculcate a high standards in the quality of services offered
- Transparency and accountability to the public.

- **Uongozi Bora (Excellence in Leadership)**

The award category recognizes excellence in leadership by an elected national, parliamentary or civic leader. The criteria includes:

- Political leaders who have demonstrated exceptional and effective leadership
- Political leaders that portray values-driven leadership particularly integrity
- Political leaders with proven innovativeness and achievements.



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General Entry Rules

Eligibility

The East African Community Service Awards are open to companies, individuals and organizations **who have impacted on the lives of people through their ideas, decisions, innovations or actions**

- All categories are open to individuals
- Categories that are open to organizations / companies are – Kufadhili, Ushujaa and Uungwana
- Utumishi Bora is only open to public (government) servants
- Uongozi Bora is only open to elected political leaders – i.e. Civic, Parliamentary and Presidential (or the equivalent)
- The action to be recognized by the award must have taken place within East Africa

NOTE:

- (1) **The award criteria does not consider the position held by the public servant or elected official. It will only consider the actions of these individuals irrespective of their status.**
- (2) **Previous recipients of the East Africa Community Service Awards or the Volunteer of the Year Awards are NOT eligible.**

Eligibility Period

The activities, which the nominees are being evaluated for, should have occurred within the last three years 2008 – 2010.

Guidelines

The award is based on proven commitment and track record in respect to the key themes indicated in the different award categories and actual achievements. The award will evaluate the level of contribution, innovation, impact of activities, level of stakeholder involvement, sustainability of supported activities, duration of activities and consistency. It will evaluate the extent to which the actions of the nominee embodies

Application will be through third party nomination by an individual, company or organization other than the person or the organization being nominated. Self nomination is not allowed.

Applications should be submitted with:-

- Letter by the individual or institution that is making the nomination.
- Two additional letters of support
- The above letters should clearly indicate what has motivated the nomination, what has or continues to inspire the candidate, impact of the candidates work.
- Any other supporting material, which may include: VHS, CDs, Disks, Clippings, Photos, Research Documents, testimonials and narratives.
- The organizers reserve the right to undertake the necessary authentication of information on the short listed nominees

Please note that materials submitted will not be returned

Awards process

- Nominations will be open from 1st September to 17th November 2010
- Short listing will be conducted during the nomination period and closes on 22nd November 2010
- Judging will close on 25th November 2010
- Winners will be contacted by 3rd December 2010
- The gala event will take place on 10th December 2010 at The Panafric Hotel



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Entry Fees

THERE IS NO ENTRY FEE

Deadlines

All entries must be postmarked by, **Wednesday, November 17th 2010.**

Frequently Asked Questions (FAQs)

- **Does size matter?**

Although the awards take cognizance of the amount of investment – financial, time, in-kind etc – that the nominee has made, this is not the sole criteria for acceptance. Previous recipients include small and large givers, part time and full time volunteers, small, medium and large organizations and companies. Other issues are taken into consideration before the final decision is made.

- **What do the judges look for?**

The judges are interested in evidence of a track record of community services through volunteerism, philanthropy, acts of courage or humanness, good leadership and public service excellence. The track record is the most important issue.

- **Can nominations be made for the same person across different categories?**

Yes. And you don't have to make two nominations. For example, if someone is active in charity work and public service, these issues should all be included in the nomination. Involvement in diverse aspects of community service is a key factor in impressing the judges.

- **Will unsuccessful nominees be contacted?**

Due to the large number of nominations that we receive, only recipients of the awards will be contacted.

- **Can I nominate myself for the award?**

Self-nomination is not permitted and will result into automatic disqualification

- **How will recipients attend the award giving event?**

Ufadhili will facilitate the participation of the nominees at the Award Dinner.

- **Can I appeal the decision of the judges?**

The decision of the judges is final.

- **Who are the previous recipients of the award?**

A list of previous recipients is available on the Ufadhili website

- **Is there cash attached to the award?**

Recipients will not receive a cash award.

Further Information

CONTACT Miriam at Ufadhili Trust +254 (20) 343061 / 2, +254 (0)722214575 or miriam@ufadhilitrust.org or visit our website www.ufadhilitrust.org

Send Entries To:



**The East African Community Service Awards
Ufadhili Trust**

**1st Floor, Rattansi Education Trust Building, Koinange Street,
P. O. Box 14041 – 00100 Nairobi, Kenya**