

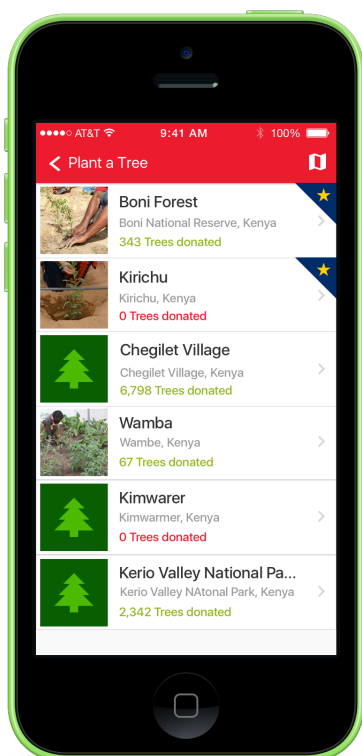
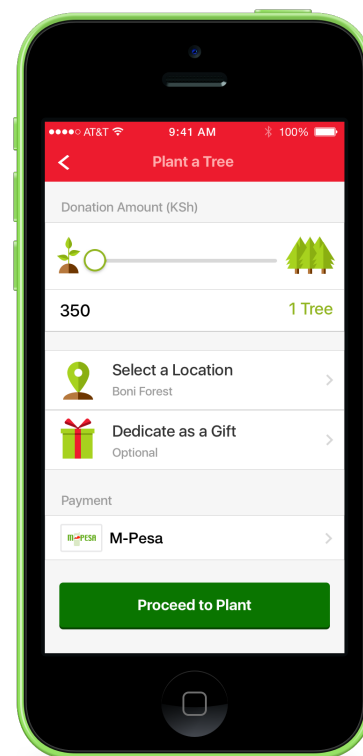
Kenya Red Cross Society 'Plant-A-Tree' App Powered by Connectik

BACKGROUND

Kenya's current forests coverage falls far below the global convention of 12-16%, with the situation only getting worse because of increasing poverty, demand for arable land and rapid population growth. To reverse this situation, the Kenya Red Cross Society (KRCS) and the Kenyan government's Sustainable Environment Restoration Programme (SERP) have launched the 'Tree Challenge', which aims to plant 5 million trees in one hour, doubling the standing Guinness World Record of 2.3 million.

THE CHALLENGE

The KRCS required a powerful platform to coordinate the fundraising and logistics required to enable this ambitious endeavour. Specifically, tens of millions of dollars would need to be raised and the enlistment of thousands of staffers required communication and coordination to enable a pace of over 80,000 trees planted a minute.



THE SOLUTION

Connectik has launched an 'Adopt-a-Tree', a donations feature in the KRCS app that enables users to donate trees at the tap of a button and participate in the conservation and restoration of the environment. The KRCS app itself served as the primary coordination platform, enabling seamless communication between volunteers and staff. Connectik integrates multiple payment methods including MPesa, Credit Cards and more to allow users worldwide the flexibility of donating to KRCS via their preferred method of payment.

Connectik's technology allows companies to create a social network with their customers, staff and business partners, while serving as an internal collaboration and productivity tool. The KRCS app has been able to boost internal productivity and community engagement, while also expanding and improving their services.