Giving in Microsoft

Microsoft employees have donated more than $1 billion, inclusive of the corporate match, since 1983.
Since 1983, Microsoft and its employees have provided more than $8.5 billion in cash, services and software to nonprofits around the world.
Microsoft allows 3 working days to ALL employees to volunteer their time to any non-profit of their choice.
Microsoft donates software to eligible non-profits. We believe technology can be a powerful force that opens exciting opportunities for nonprofits to better achieve their missions and accelerate their impact. That's why we donate, on average, $2 million dollars a day in software to nonprofits around the world. In the hands of nonprofit organizations, technology can boost productivity, increase effectiveness through better collaboration, and extend services to new communities and individuals in need.
Software Donations

What’s Available: Most MS products—up to 10 titles and 50 licenses each. Exceptions can be requested.

Who’s Eligible: operate on a not-for-profit basis and have a mission to benefit the local community

How to Apply: via invitation—email caesa@Microsoft.com

Refurbished Computers: www.Microsoft.com/refurbishedPCs

TechSoup: Outsourced software donation program available in Kenya and Botswana

Solutions for Good

Cloud, mobile apps, and the web as tools to help improve efficiency, deliver programs more effectively, and have a greater impact on the community

Examples: HelpBridge, Local Impact Map, Grants 360
INNOVATION
Smart applications, for Africa, by Africans

WORLD-CLASS
SKILLS
World-class skills for employability & entrepreneurship

AFFORDABLE
ACCESS
Devices for consumers and relevant web services for SMEs
World-Class Skills

World-class skills for employability & entrepreneurship

MySkills4Afrika

4Afrika Academy

Youth: Internships & Training

School of Government
Objectives of MySkills4Afrika

Promote global leadership and skills development amongst Microsoft employees around the world

Transfer vital skills and perspectives to enable Africans to grow, innovate and compete globally

Promote better understanding of the African markets throughout the company
Get access to 130,000 Microsoft employees from 100 countries

MS4A Selection Criteria:

- Aligned to your National Priorities
- Focused on public & private Cloud
- Visible ROI for your business
- Supporting the local leadership team
- Potential to scale to other countries
A diversity of offerings targeted to different employees and hosts, with staggered implementation aligned to the rhythm of the business

<table>
<thead>
<tr>
<th>Target audience</th>
<th>Duration in-country/virtual</th>
<th>Volume &amp; Size of Group</th>
<th>Timing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Senior Executive</td>
<td>Flexible (Longer or repeat engagements)</td>
<td>50 (Group)</td>
<td>Q2 onwards</td>
</tr>
<tr>
<td>MS FTEs</td>
<td>5-14 days</td>
<td>150 (Individual/Group)</td>
<td>All year</td>
</tr>
<tr>
<td>MS Vendors/Contingents</td>
<td>5-14 days</td>
<td></td>
<td>All year</td>
</tr>
<tr>
<td>MS All</td>
<td>1 year virtual</td>
<td>200 (individual)</td>
<td>All year</td>
</tr>
<tr>
<td>External</td>
<td>1 year virtual</td>
<td>50 (individual/group)</td>
<td>Q3 onwards</td>
</tr>
</tbody>
</table>

New program
Existing program

Open enrollment

"Learning Journey"
FTE volunteers
Vendors volunteers
Virtual volunteers
Industry wide (virtual)

Virtual volunteers

Industry wide (virtual)

Virtual volunteers

Learning Journey
FTE volunteers
Vendors volunteers
MySkills4Afrika Process

Reference Group
- Mixed group of stakeholders (LCA, HR, Execs) requested by Winnie to provide advice, support, and help advocate the program around the broader company

M4A team & MEA PAMs/ Relationship managers
- Identify assignment opportunities & support hosts through process including collecting impact data
- Also support participant selection and in-country liaison

PR & Comms
- Support program launch
- Share impact of program

HR and Learning & Development
- Support application process and participate in interviews
- Help to develop program policies and L&D metrics

MS Security
- Support participant before and during assignment

MySkills4Afrika team
Work together managing the whole process, developing and designing systems, leading the selection process and co-delivering the participant preparation, post assignment support & impact assessment components of the program & reporting on progress
MySkills4Afrika Application

• Decision based on scalability, efficiency, flexibility and automation of all MS4A processes
• The new tool will fully automate MS4A Process while showcasing MS technology.
• MS has an opportunity to be a service provider to the Citizenship team & also an industry solution
• Expected launch date in last quarter of 2015
MySkills4Afrika – New Virtual Volunteer Support

- Support in streamlining program management
- Improve virtual volunteer experience and increase participation
  - Develop a platform connected to MS4A Tool to facilitate matching of mentors to mentees, facilitate training and better support mentors & mentees throughout the process
  - Encourage the mentors/mentees to engage in more than one model of mentorship- 1:1, 1 to many, etc.
  - Create a platform where mentees can connect, learn, be inspired and grow by connecting to other MS resources.
- Connect to other existing initiatives.
- Expected to launch in last quarter of 2015
## MySkills4Afrika KPIs

<table>
<thead>
<tr>
<th>Metric</th>
<th>Actual</th>
<th>Target</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Operational Effectiveness</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Number of Participants-in-country</td>
<td>100</td>
<td>200</td>
</tr>
<tr>
<td>virtual</td>
<td>80</td>
<td>250</td>
</tr>
<tr>
<td>NSAT Projects Owners</td>
<td>180</td>
<td>180</td>
</tr>
<tr>
<td>NSAT for volunteers</td>
<td>185</td>
<td>180</td>
</tr>
<tr>
<td><strong>Impact</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>No. of people directly impacted (mentored, trained, coached)</td>
<td>4,300</td>
<td>9,000</td>
</tr>
<tr>
<td>No. of people directly impacted</td>
<td>36,500</td>
<td>74,000</td>
</tr>
<tr>
<td>No. of organizations supported</td>
<td>150</td>
<td>240</td>
</tr>
</tbody>
</table>

## MySkills4Afrika Impact Scorecard

<table>
<thead>
<tr>
<th>Objective</th>
<th>Target</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Objective 1: Promote global leadership and skills development amongst MS employees</strong></td>
<td></td>
</tr>
<tr>
<td>Positive changes in volunteers leadership skills</td>
<td>180</td>
</tr>
<tr>
<td>Volunteers learning is useful for current &amp; future roles</td>
<td>180</td>
</tr>
<tr>
<td>Volunteers will change the way they work in the future</td>
<td>170</td>
</tr>
<tr>
<td><strong>Objective 2: Transfer vital skills and perspectives to enable Africans to grow, innovate &amp; compete globally</strong></td>
<td></td>
</tr>
<tr>
<td>Delivered a sustainable difference to partners/customers</td>
<td>170</td>
</tr>
<tr>
<td>Beneficiaries attributing an achievement due to MS4A</td>
<td>170</td>
</tr>
<tr>
<td><strong>Objective 3: Promote better understanding of the African markets throughout the company</strong></td>
<td></td>
</tr>
<tr>
<td>Increased understanding of customer needs in Africa</td>
<td>180</td>
</tr>
<tr>
<td>Increased understanding of the opportunities for Microsoft within Africa</td>
<td>170</td>
</tr>
<tr>
<td><strong>Impact on the Microsoft Business in Africa</strong></td>
<td></td>
</tr>
<tr>
<td>Partner relationships strengthened</td>
<td>180</td>
</tr>
<tr>
<td>Assignments have impacted one or more of Microsoft’s business objectives</td>
<td>170</td>
</tr>
<tr>
<td><strong>Impact on Employee Engagement</strong></td>
<td></td>
</tr>
<tr>
<td>Volunteers are proud that Microsoft offers the MySkills4Afrika program</td>
<td>180</td>
</tr>
<tr>
<td>Volunteers loyalty to Microsoft is increased through MySkills4Afrika</td>
<td>170</td>
</tr>
<tr>
<td>MySkills4Afrika differentiates Microsoft from its peers and competitors</td>
<td>170</td>
</tr>
</tbody>
</table>
MySkills4Afrika Impact Assessment & ROI definition

- MySkills4Afrika program validation based on objectives, process & contribution to overall 4Afrika goals.
- Validate & have a 360 view of the benefits of the program by targeting all stakeholders of the program and know where process improvement/re-engineering is required.
- Generating business intelligence and innovation and case studies/stories.

Over 400 employees from 38 countries all over the world have completed assignments so far, ranging from... to 1-2 week projects in country.

45 Project Owners have worked with 150 Host Organisations in 18 countries.

long-term virtual mentoring
Value proposition to In-country Participants…

Active contributor in turning challenges into innovation for MS business in Africa

Get a unique international experience

Experiment new ways of doing things

Improved leadership skills & competencies

Accelerate your career and personal development plans

Gain new perspectives & Better understanding of African Markets

“My assignment allowed me to collaborate with a new team and develop a better understanding of the unique challenges and opportunities in developing markets. As a result I am more agile, adaptive and innovative.”
Value proposition to Virtual Participants…

Active contributor in addressing the skills gap for MS business in Africa

Enable young people achieve their potential and discover their strengths

Accelerate your career and personal development plans

Gain new perspectives & Better understanding of African Markets

Improved leadership skills & competencies

Provide a personalized development opportunity to address individual learning needs

How you can contribute

What you will get back
The Value Proposition to Project Owners

Address key business challenges facing in meeting their organization’s mission & objectives

Strengthen relationships with customers & partners

Improve brand perception of Microsoft in your market

Open up doors for new customers

Better understand customer/community needs for business development

Develop best case practices in sector/industry verticals that we could showcase to acquire new customers

Leverage on global expertise & new perspectives to develop locally relevant solutions

Support with achieving your business objectives

“The opportunity to recruit the greatest experts from within Microsoft to help individuals and businesses adds immense value to our partners in Africa” MySkills4Afrika Project Owner
MySkills4Afrika – Impact Assessment

Promote global leadership and skills development amongst Microsoft employees around the world

98% say MySkills4Afrika led to positive developments in their leadership skills and competencies. (NSAT 183)

“My project honed my skills in being comfortable with ambiguity. I also practiced being agile and flexible and had the opportunity to work with very culturally diverse teams, which helped my collaboration skills.”

MySkills4Afrika Volunteer

“Most fulfilling experience in my career at Microsoft to see customers love what we my team has built.”

MySkills4Afrika Volunteer

Transfer vital skills and perspectives to enable Africans to grow, innovate and compete globally

84% of host organisations confirm that MySkills4Afrika delivered a sustainable difference to their org. (NSAT 153)

“We have closed an Office 365 deal because of this support and we have a decent pipeline of 3 to 4 deals more.”

Microsoft Partner Kenya

“The MySkills4Afrika intervention was exactly what we needed to resolve critical strategic and project challenges we had. The Microsoft representative on site gave us the technical depth and credibility to move our business forward with one of the country's largest banks.”

Start Up Senegal

Promote better understanding of the African markets throughout the company

96% reported that MySkills4Afrika had positively impacted their understanding of the opportunities for Microsoft within Africa. (NSAT 167)

“My project honed my skills in being comfortable with ambiguity. I also practiced being agile and flexible and had the opportunity to work with very culturally diverse teams, which helped my collaboration skills.”

MS4A Volunteer

“I have gained a great deal of confidence in my own abilities and this enables me to take on more complex tasks and embrace new challenges.”

MS4A Volunteer
Promoting Global Leadership

98% developed their leadership skills & competencies (NSAT 191)

83% will change the way they work in the future as a result of MySkills4Afrika (NSAT 145)

100% reported that the personal learning they gained will be useful for current & future roles within Microsoft (NSAT 164)

MySkills4Afrika participants develop Microsoft leadership competencies....

100% are proud that Microsoft offers the MySkills4Afrika opportunity (NSAT 200)

100% feel the MySkills4Afrika program differentiates Microsoft from its peers and competitors (NSAT 173)
Transfer of Vital Skills & Perspectives to African Businesses

100% of project owners reported a positive impact on their business objectives.

MySkills4Afrika has strengthened relationships between Project Owners and Host organisations.

80% of issues addressed were business critical.

80% had altered their perceptions of what Microsoft can offer their organisation.

167
Project Owners
MySkills4Afrika NSAT score

“IT is now considered to be a strategic enabler hence opening the doors to improved process documentation and automation” KRCS IT director

100% Host Organisations reported that the assignment impacted their organizational capacity and/or strategy.

“Accelerated the completions of projects.” Alex Nyingi, CTZ Lead MEA.
## Better understanding of African Markets

<table>
<thead>
<tr>
<th><strong>Product</strong></th>
<th><strong>Partner</strong></th>
<th><strong>Startup</strong></th>
</tr>
</thead>
</table>
| 1. Build partner and ISV capability to develop locally relevant applications on cloud platforms to drive consumptions beyond deployment  
2. Affordable pricing for cloud in Africa  
3. Build cross platform applications as main platform used in Africa is Android  
4. Focus on end user solutions that SMEs can consume easily as most of them are not primarily technical  
5. SME Toolkits should tie marketing concepts to business strategy, operations and financing to be relevant  
6. Build user interphases that can be easily optimized for slow speed internet bandwidth as this can help address areas with slow internet connection speeds | 1. Build local partner capacity by creating playbooks/guidelines on huge deployments on O365 including architecture guides.  
2. Set up mentoring sessions with partners either product or solution focused to accelerate learning  
3. Build standard showcase scenarios that can drive usage of cloud  
4. Small businesses should be a core business segment to emerging markets  
5. Best support to help our partners is through 1:1 consultations. Develop case studies/scenarios that can address same issues at scale  
6. Increase Customer Immersion Experience for Microsoft partners so they can better understand Microsoft product portfolio sand value propositions | 1. Develop metrics that will redefine our strategy on which startups to focus on based on highest potential to scale and leverage on our technology  
2. Target SMEs for Windows 10 2-in-1 CTE devices  
3. MO partnerships by country necessary for app-monetization  
4. Mentorship required to accelerate growth of startups to ensure they maximize use of technology to scale with the right business models |
Case Study: Technology Skills Support to NGOs

Project Owner: Alex Nyingi

Host Organisation: Kenya Red Cross

Volunteers: MSIT Team

Business Critical Issue

Microsoft provides a software donation program to NGOs. However NGOs do not always align software requests with organisational strategy. In addition the deployment and uptake of the software can be limited where organisations are unfamiliar with the software provided.

MySkills4Afrika Assignment

Alex requested a small team of Microsoft volunteers to work with staff from Kenya Red Cross to:
- Identify their software needs analysis,
- Trouble shoot on deployment
- Training staff in the software to maximise the utilisation.

MySkills4Afrika Assignment Objectives

The volunteers from MSIT connected virtually with the Kenya Red Cross team, followed by 3 weeks working in-country. In addition to the assignment objectives the volunteers sought to develop their leadership, collaboration and innovation skills.
The Impact of this Assignment was Profound...

Developed my leadership skills & competencies
Increased my engagement with Microsoft & Microsoft’s work in Africa
Delivered a sustainable difference to our organisation
Strengthened our relationship with Microsoft

Alex Nyingi
Ben Christen, Eileen Chou, Rayleen Hillman & Shishir Abhyanker

Supported Microsoft’s objectives in Africa
Supported my business objectives

Builds upon the donation program, increasing the success of another Microsoft initiative
Integrated Microsoft software into a large NGO enhancing its use and encouraging market share
Accelerated the completion of several projects that Microsoft were supporting
Helped the organisation to review and envision their IT path making better use of Microsoft support
Kenya Red Cross is now a showcase at integrating IT for other NGOs at a pan-African level.
# The Impact of this Assignment was Profound...

<table>
<thead>
<tr>
<th>Alex Nyingi</th>
<th>Kenya Red Cross</th>
<th>Ben Christen, Eileen Chou, Rayleen Hillman &amp; Shishir Abhyanker</th>
</tr>
</thead>
<tbody>
<tr>
<td>Supported my business objectives</td>
<td>Supported Microsoft’s objectives in Africa</td>
<td>Developed my leadership skills &amp; competencies</td>
</tr>
<tr>
<td>Supported Microsoft’s objectives in Africa</td>
<td>Delivered a sustainable difference to our organisation</td>
<td>Strengthened our relationship with Microsoft</td>
</tr>
<tr>
<td>Strengthened our relationship with Microsoft</td>
<td>Improved implementation and usage of Grants360 and Office365.</td>
<td>Increased my engagement with Microsoft &amp; Microsoft’s work in Africa</td>
</tr>
<tr>
<td>MySkills4Afrika engagements has deepened our relationship.</td>
<td>Developed long-term IT strategy to increase effectiveness and impact across the organization.</td>
<td>Highly impacted my adaptability.</td>
</tr>
<tr>
<td>Our perception of what Microsoft can offer us have changed.</td>
<td>Positioned the ITC team to be a trusted advisor to the business.</td>
<td>Strongly developed my problem solving skills.</td>
</tr>
<tr>
<td>Increased my loyalty to Microsoft.</td>
<td>Improved implementation and usage of Grants360 and Office365.</td>
<td>Highly impacted my collaboration skills.</td>
</tr>
<tr>
<td>Increased my motivation to do my job.</td>
<td>Developed long-term IT strategy to increase effectiveness and impact across the organization.</td>
<td>Strongly developed my self confidence.</td>
</tr>
<tr>
<td>Increased my understanding of customer needs in Africa.</td>
<td>Positioned the ITC team to be a trusted advisor to the business.</td>
<td>Highly impacted my customer focus.</td>
</tr>
<tr>
<td>Increased my understanding of the opportunities for Microsoft within Africa.</td>
<td>Improved implementation and usage of Grants360 and Office365.</td>
<td>“I came to realise that I don’t need to know everything, you’re a stronger leader if you can acknowledge your need for help and adopt a learners mentality.”</td>
</tr>
</tbody>
</table>

“I am very satisfied with my MySkills4Afrika experience and have recommended the program to my colleagues.”

“Kenya Red Cross is now a showcase at integrating IT for other NGOs at a pan-African level.”

“IT is now at the decision making table.”

“We believe that we can only deepen our relationship with Microsoft and future MySkills4Afrika teams.”

“Best work experience in my career so far (20yrs!”

“Kenya Red Cross is now a showcase at integrating IT for other NGOs at a pan-African level.”

“We believe that we can only deepen our relationship with Microsoft and future MySkills4Afrika teams.”

“Best work experience in my career so far (20yrs!”
How our Future Looks Like..

1. Partner with Government to support them in driving national development agendas by supporting through volunteering.

2. Advocate for Private Sector Organizations to embrace International/local volunteerism and providing the ‘playbooks’ to be able to pilot them in their organizations.

3. Provide industry-wide solutions to support VIOs to manage their volunteer programs- in-country or virtual

4. Scale our programs by partnering with VIOs that are aligned to our company objectives