

INFLUENCE OF HUMANITARIAN FINANCING ON THE IMPLEMENTATION OF HUMANITARIAN AID PROJECTS IN NGOs BASED IN NAIROBI COUNTY KENYA

Catherine Wanjiku Nyambura
PhD student University of
Nairobi, **KENYA**
cwanjiku93@gmail.com

Prof. Charles M. Rambo
University of Nairobi
KENYA
crambo@uonbi.ac.ke

Dr. Raphael O. Nyonje
University of Nairobi
KENYA
nyonjer@gmail.com

ABSTRACT

Humanitarian crisis across the globe continue to increase in size, frequency and complexity challenging the ability of NGOs in disaster relief to save lives of persons in distress. This has been a challenges to countries prone to natural disaster as well as those prone to human conflict such as Syria, Southern Sudan, Central Africa Republic, Yemen, Somalia and Democratic Republic of Congo. In Kenya, humanitarian crises have occurred in the form of recurrent drought, floods, malnutrition and food security, disease outbreak, post election violence, resource based inter-communal conflicts as well as terror attacks. In recent years, disasters have become frequent, complex and growing in size, overstretching humanitarian sector ability to respond timely. As a result there is increasing need to apply humanitarian financing when implementing humanitarian aid projects. NGOs in disaster relief have been accessing limited financing forcing them to choose which lives to save and which lives to let go. The objective of this study was to examine the influence of humanitarian financing and the implementation of humanitarian aid projects. The paradigm guiding the study is pragmatism and the study employed a cross sectional-survey design. The sample was drawn from NGOs in disaster relief using both probability and non-probability sampling technique. Both primary and secondary data was utilized in data collection. Primary data was collected using self administered questionnaires, Key Informant Interview and Focus Group Discussions Guides. Questionnaires issued were 117 out of these, 85 (72.6%) were returned for analysis. The data was analysed using both descriptive and inferential statistics. For descriptive analysis, mean, percentages and frequencies were used. For inferential analysis, correlations and regressions were used. For $p < 0.05$, H_0 was rejected and H_1 accepted. For the strength of the relationships, r values were considered where: $+0.10 < r < +0.29$; weak correlation $+0.30 < r < +0.49$; moderate correlation $+0.5 < r < +1.0$; Strong correlation. The qualitative data was analysed using content analysis. The study findings indicate that humanitarian financing influence implementation of humanitarian aid projects. The study recommended that there is need for NGOs in disaster relief to have long term relations with private sector in order to have more financing instead of relying on adhoc support.

Keywords: Humanitarian financing, Implementation of Humanitarian aid projects, NGOs in disaster relief, Private sector engagement.

INTRODUCTION

Humanitarian financing has continued to shrink and is overwhelmed by the ever growing humanitarian needs. The shortage of humanitarian financing from international donors and the governments has necessitated a call for private financing to meet the needs of the communities in distress. These funds have been raised through philanthropic contributions from individuals and corporate companies through the Corporate Social Responsibility (CSR)

Recently the private sector has been playing a great role in funding humanitarian projects. Altinger and Totella (2007) in the research on the Private Financing of humanitarian action found out that Private sector play a big role in humanitarian aid projects implementation even though their funding flow is volatile. There are institutional mechanisms such as partnering with Humanitarian Organizations to better understand how Private Sector financing can benefit humanitarian donors and recipients. This includes private sector funding in humanitarian financing show that, there will be more engagement by the private sector in the future. Stoianova (2013) argues that even though Private sector funds humanitarian aid projects there lacks consistent reporting on income and expenditure of Private Sector Funding. This lack of reporting or maintaining records can distort the information on the role played by the Private sector in funding implementation of humanitarian aid projects. This study, therefore examines the extent to which the Private Sector engages in humanitarian Funding.

Research objective

To examine the extent to which humanitarian financing influences the implementation of humanitarian aid projects

Research Question

To what extent does humanitarian financing influence the implementation of humanitarian aid projects?

Research Hypothesis

H₁: Humanitarian financing, significantly influences the implementation of humanitarian aid projects.

LITERATURE REVIEW

The study reviewed existing literature on humanitarian financing and implementation of humanitarian aid projects

Implementation of humanitarian aid projects

This study has critically examined the existing literature on humanitarian financing and implementation of humanitarian aid projects as argued by Bryman (2015) literature review is an integral part in any research as it enables the researcher to gather more information about the topic under study. The literature on implementation of humanitarian aid projects exist in peer reviewed journals, grey literature, conference papers, organization reports and printed books. This literature has revealed that the humanitarian sector has been faced by increasing disasters and needs over the years testing their ability to save lives when implementing humanitarian aid projects during natural disasters or conflict. Humanitarian NGOs have been struggling to achieve the required threshold in saving lives when implementing humanitarian aid projects and this has called for other actors including business partners in the private sector and governments (UNOCHA, 2016). The Private sector contributes to achieving implementation threshold by providing better, quicker services and quality products including utilization of high technology to achieve desired goals. Collaboration therefore helps in evidence based aid that informs project design, resourcing, accountability and delivery of programmes. Project results are derived from cause and effect relationships, the changes can be output, outcome and impact. Notably the project changes can be positive or negative, intended or unintended. Similarly, humanitarian implementation starts with inputs, activities and finally outputs that culminate in each project outcome. The persons in distress are then able to give feedback utilized as a strategy to achieve desired goals. Hence, Private sector

engagement and implementation of humanitarian aid projects goes through a process that has given feedback on humanitarian aid projects implemented depicting that the Private sector has the potential to bring about change in the way humanitarian projects are implemented, increasing funding, coverage, timeliness and giving more appropriate support.

Project implementation has been a challenge, before the 1990s Barnett (2005) argued that few Humanitarian Organizations measured the consequences of their implementation, assuming that their mere provision of assistance was evidence of their good results. According to Hilhorst (2002) Humanitarian organizations have different approaches to quality of aid and no single definition has been agreed upon, this could be attributed to rivalry and politics within Humanitarian Organizations. The private sector is clear on the quality of their services which are also measurable and in contrast humanitarian organizations face a big challenge in saying what quality is and what it is not. Even though there were different levels of controls in the form of formal checks on management and finance imposed by donors it did not guarantee quality implementation. Emphasise on evidence based aid has been demanded by donors to help them know how their money is spent. The perception of beneficiaries on the crisis affected areas also matter in determining implementation of aid actors however Dijkzeul and Wakenga (2010) argued that this perception can differ considerably between local authorities, agencies and beneficiaries in terms of need based aid. Table 1.1 shows some of the recent disasters in Kenya.

Table 1.1 Chronology of disasters and effects in Kenya

Year	Disaster	Activity / Effect
2019	Dusit 2 Terror attack	Death of 21 people killed by terrorists
2018	Solai deadly floods	Death of 45 people washed away by floods from an agricultural dam
2015	Garissa University terror attack	Terror attack at Garissa University with 147 casualties
2015	Cholera outbreak	Cholera outbreak in 21 counties with 6529 cases reported
2014	Lamu terror attack	Lamu terror attack at Mpeketoni village with 50 casualties
2013	Nairobi Westgate terror attack	Terror attack at a Nairobi Westgate shopping mall with 69 casualties
2011	Drought and famine in Kenya	Widespread across the country and the Horn of Africa
2007/08	Post Election Violence	Conflict across the Kenya

Source: Scientific American Journal (2007) modified by researcher

For aid implementation to be effective those delivering aid need to be conversant with the script of effective aid, Drifmeyer and Liewellyn (2014) study on 'towards more effective humanitarian assistance' determined that the influence of one experience, education and training in humanitarian assistance is key to determining what is considered effective. Proper tools and techniques when delivering aid are also integral to better implementation of humanitarian aid projects. Engaging the private sector that is rich in expertise and knowledge contributes to improving response during disasters. Many researchers argue that it is important that implementation can be measured and be verified by different stakeholders including those receiving aid and this is often done using international standards outlined in the Sphere project as argued by Hilhorst, (2002).

In Kenya there are several disasters including drought, famine, floods to name a few as mentioned by Zyke and Kent (2014) just like other countries Kenya is a recipient of aid money to address humanitarian needs. The Vision 2030 is Kenya's blue print that aims to transform the economy to become globally competitive and prosperous by offering quality life to its citizens. The Second Mid Term Plan of vision 2030 has laid down implementation frameworks requirements for effective aid to be achieved. It is important to address disasters because they have the ability to destabilize economies hindering development.

Humanitarian Financing and Implementation of humanitarian aid projects

Humanitarian funding during emergencies is critical because without financial resources it is difficult to meet needs of the persons in distress during crises. In times of disasters and conflicts victims face deaths, despair, danger and destruction, if these problems are not addressed immediately they can get worse. Funding humanitarian crises is critical to a country's development as crises disrupt immediately the ability of a country's continuity in engaging in economic development projects (Scott, 2015). Research shows that since the year 2000 humanitarian funding has continued to grow exponentially (Scotts, 2015; Walker and Pepper 2007). Walker and Pepper (2007) assert that humanitarian cost has increased by 660% rising from US \$ 1.9B in year 2000 to US\$18.6B in year 2015. This is over the period of the Millenium Development Goals (2000-2015) as shown in figure 1. Humanitarian funding is mainly from public fundraising, Governments and United Nations bodies, even though the private sector and foundations fund humanitarian aid projects, Walker and Pepper (2007) argue that it was impossible to discern funding directed to humanitarian sector.

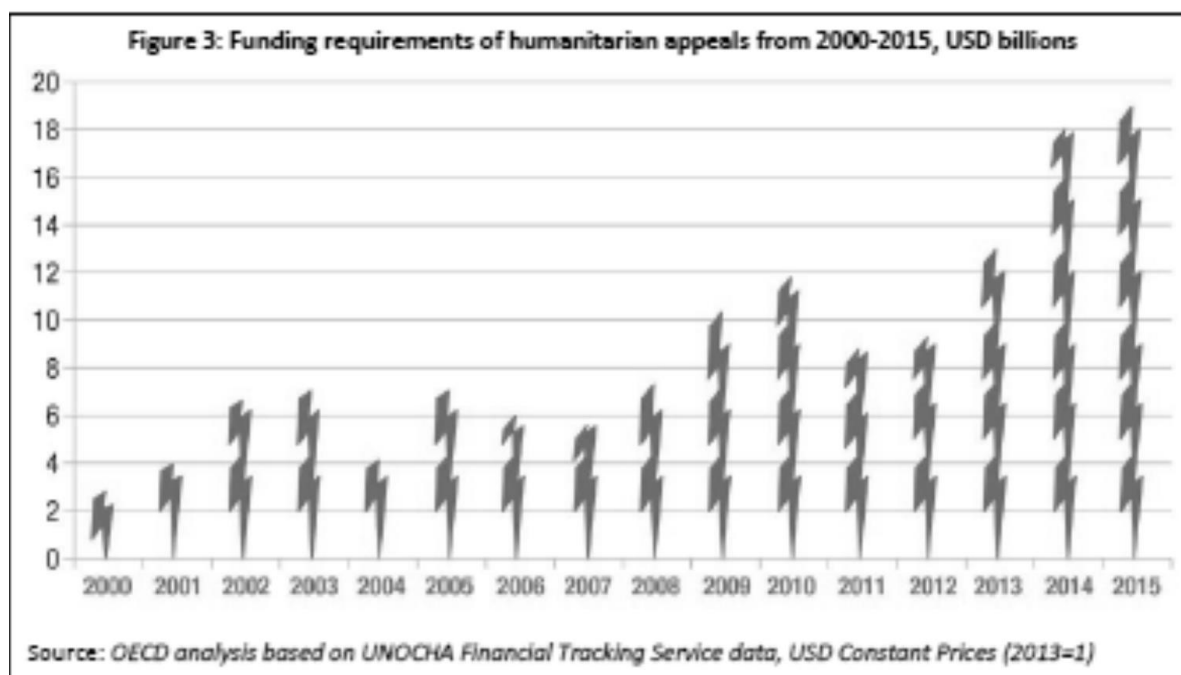


Figure 1: Funding requirements of humanitarian appeals from 2000-2015, USD Billions
Source: OECD, Financing crises, 2015

Even with these seemingly big figures, humanitarian needs have been increasing making it difficult to fully support persons in distress. More often than not humanitarian crises remain unfunded, underfunded and sometimes forgotten (Scott, 2015). In 2014 according to the United Nations humanitarian report, over US\$13 Billion was needed to reach 52 million people in need in 17 Countries. This was just a fraction of life saving humanitarian action provided globally. There are overwhelming needs and shortage of funding creates a vacuum

to be filled by Private Sector companies. In some cases due to low funding donors and humanitarian organizations are left to choose which lives to save and which ones to let go and the future livelihoods of many are left in limbo after a disaster. The shortage of humanitarian funding from the organizations both local and international and the governments has necessitated a call for private funding to meet the gap in needs of the communities in distress after onset of disaster. These funds have been raised through philanthropic contributions from individuals and corporate companies through CSR. In 2011 there was famine in the Horn of Africa and heavy flooding in Pakistan and Central America leading to economic crisis in the International Aid budget. The United Nations (UN) appeal reported that there were very many needs and only a few were addressed due to low funding. Walker and Pepper (2007) asserted that reduced government funding and increasing demand have contributed to an invitation to the private sector to give financial assistance to persons in distress.

According to Stoianova (2012) private funding has been growing since 2006. Private funding as a share of the total humanitarian response grew from 16% in 2006 to 31% in 2010 and 29% in 2011. This shows that private funding has remained consistent in supporting humanitarian aid activities (Stoianova, 2012). The private companies contribute funds to UN, Red Cross and the NGOs. Foundations are also supporting the humanitarian work including IKEA Foundation and the Bill and Melinda Gates, Credit Co-operation Swiss Group, ING and the Microsoft Corporation. It is important to note that even though the private sector is contributing a lot, lack of reporting of private funds contributions lead to inaccurate information on private sector engagement in humanitarian financing (Stoianova, 2012). Low funding and the inability to predict humanitarian funding has led to an emphasis on the Humanitarian Private Sector Partnership for response.

Table 1.2 NGOs in Kenya Sources of funds FY 2013/2014

FUND SOURCE TYPE	SUM OF AMOUNT (KES)	%
Foreign Government Agency	42,307,118,238.33	34%
Affiliate of NGOs	36,283,315,375.78	29%
NGOs/Foundations/Trusts	20,332,029,206.28	16%
United Nations Agency	9,256,652,290.96	7%
NGOs self generated income	4,280,825,176.17	3%
Individual donors	3,539,214,412.71	3%
Affiliate FBOs	3,334,178,405.05	3%
Unspecified sources	2,305,892,195.68	2%
Corporate foundation/trust/business organization	1,541,005,298.80	1%
Agency of Kenya Government	797,289,817.00	1%
Members/Director's Contribution	637,181,600.76	1%
Research/Academic Institution	595,349,737.45	0.5%
TOTAL	125,210,051,754.97	100%

Source, NGO Co-ordination Board, 2014

It is important to note from Table 1.2 that Corporate foundations/trusts and business organizations in 2013/2014 funding level was higher than that of the Agency of Kenya Government demonstrating that they have the ability to get more engaged.

Conceptual Framework

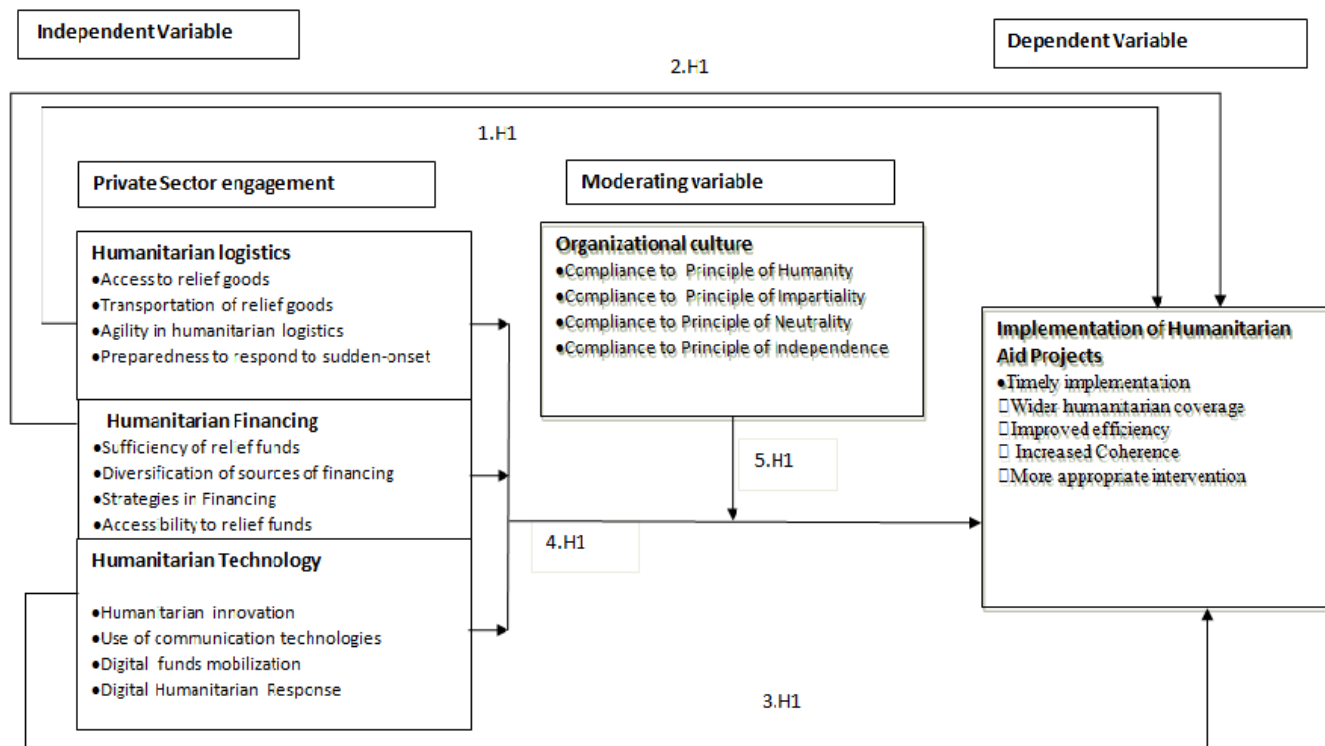


Figure 2: Conceptual Framework on humanitarian financing and implementation of humanitarian aid projects

RESEARCH METHODOLOGY

This study employed a cross-sectional survey research design. This design was appropriate as it allows the researcher to collect data at one point in time as opposed to longitudinal design. The sample was 117 respondents from NGOs in disaster relief. The sample was selected using both probability and non-probability sampling and only those organizations that had engagement in humanitarian aid projects were selected to participate in the study. The study used Self Administered Questionnaires, Key Informant Interviews and Focus Group Discussions. The data was analysed using SPSS software. Quantitative data was analysed using inferential statistics regressions and correlation and descriptive statistics mean percentage and frequencies while qualitative data was analysed using content analysis using the study thematic areas.

FINDINGS AND DISCUSSIONS

Background information of respondents

The study sought general information about the respondents as it was important to know the characteristics of the players in provision of humanitarian aid services. This includes; geographic scope of operation, duration of engagement, humanitarian private sector collaboration, mode of collaboration and key areas of engagement. The results are presented in table 1.3

Table 1.3 Background characteristics of respondents

Categories of background information	frequency	Cumulative frequency	Percentage (%)
Geographic scope of operation			
International	58	58	68.2
Regional	18	76	21.2
National	9	85	10.6
Total	85		100
Duration of engagement in the humanitarian sector			
0-5 years	6	6	7.1
6-10 years	23	29	27.1
11-15 years	13	42	15.3
16 years and above	43	85	50.6
Total	85		100
Humanitarian private sector collaboration			
Yes	69	69	81.2
No	16	85	18.8
Total	85		100
Mode of collaboration			
Long term partnership	15	15	17.6
Implementing partner	18	33	21.2
Short term partnership	23	56	27.1
Adhoc partnership	29	85	34.1
Total	85		100

From Table 1.3 on geographic scope the study findings show that majority of the NGOs in disaster relief engaging in humanitarian activities are mainly international organizations constituting of 58 (68.2%) while 18 (21.2%) were operating regionally and 9(10.6%) were operating nationally. This shows that they have experience and exposure to implementation of humanitarian aid projects that have been applied in other countries and have the ability to translate the same experience when implementing humanitarian aid projects in Kenya.

On the duration of operation in the humanitarian sector findings indicate that 43 (50.6%) have been engaged for more than 16 years. While 23 (27.1%) have operated for 6-10 years and 13 (15.3%) have been in operation for 11-15 years and 6 (7.1%) have been in operation for 0-5 years. With statistics showing that 50.65% of the respondents have been in the industry for more than 16 years clearly indicating that majority targeted players in the sector understand the nature of disasters in Kenya at large, and know the best way to offer assistance given their years of operation in the country.

On humanitarian private sector collaboration, study findings indicate that 81.2% of the humanitarian organizations in Nairobi agree to the fact that humanitarian-private sector collaboration has a huge effect on the implementation of humanitarian aid projects in NGOs within Nairobi. A paltry 16 (18.8%) on the other hand were of the view that humanitarian aid has greatly had not done much to influence implementation of humanitarian aid projects during onset of disasters in the country. These findings seem to confirm the initial assertion by the study that humanitarian-private sector collaboration had

a significant influence on the implementation of humanitarian aid projects during disaster management. It also concurs with Leach et. al (1994); Mc Quid (2000) in their argument that no actor has all the required capacity to respond to the ever increasing disasters in size and frequency in Kenya; resource constraints as well as different ideologies always exist in the same space and need to be well managed to improve implementation.

On the mode of collaboration the study findings clearly show that 15(17.6%) have long term partnership, 18 (21.2%) collaborate as implementing partners, 23 (27.1%) collaborate on short term partnership while 29 (34.1%) collaborate in adhoc partnerships. This indicates that majority of the private humanitarian NGO-private partnerships and collaborations are done on temporary need basis with short term and adhoc collaborations combined taking 52 (61.2%) of the mode of collaboration. This implies that the NGO's only partner with private entities in addressing a certain humanitarian disaster, after which partnerships are quickly dissolved. In 2016 OCHA and KEPISA also observed that such collaborations were more often adhoc and one off donations.

Implementation of humanitarian aid projects

Implementation of humanitarian aid projects is the dependent variable in the study therefore the study sought the opinion of the respondents on their level of agreement or disagreement with the statements on a Likert scale of 1-5 where 1=strongly disagree, 2=Disagree, 3=Neutral, 4=Agree and 5=Strongly Agree. The results are presented in Table 3.

Table 1.4 Implementation of Humanitarian Aid Projects

Statements	1	2	3	4	5	Mean	SD
a. Our organization implements humanitarian aid projects on time	2(2.35%)	14(16.47%)	11(2.94%)	42(49.41%)	16(18.82%)	3.59	0.817
b. Laxity by our organizations in responding to disasters can result to loss of lives of persons in distress	1(1.2%)	14(16.5%)	14(16.5%)	43(50.6%)	13(15.3%)	3.73	1.005
c. Our Organization ensure wider geographical coverage of disaster site to ensure most persons in distress get help	4(4.7%)	13 (15.3%)	10(11.76%)	42(49.41%)	16(18.82%)	3.65	0.972
d. Humanitarian aid reach persons in distress without any access difficulties to the disaster site	3 (4%)	17 (20%)	9 (10.6%)	42 (49.4%)	17 (20%)	3.41	1.080
e. Humanitarian aid projects implementation is not efficient	5(5.9%)	6 (7.1%)	12(14.12%)	50 (58.8%)	12(14.12%)	3.27	1.159
f. Efficient implementation puts persons in distress at the core of disaster response	4(4.7%)	8 (9.4%)	10 (11.8%)	51 (60%)	12(14.12%)	3.73	0.822
g. Private sector and Non-Governmental Humanitarian Organizations share common goals	8%)	9 (10.59%)	15(17.65%)	50(58.82%)	12(14.12%)	3.22	0.993
h. Policies and Principles of Non-Governmental Humanitarian Organizations and Private sector Companies are dissimilar	2(2.35%)	28(32.94%)	13(15.29%)	33(38.82%)	9 (10.59%)	3.40	0.928
i. Humanitarian aid projects implemented do not meet the priority needs of persons in distress	1(1.18%)	20(23.53%)	8 (9.41%)	46(54.12%)	10(11.76%)	3.93	1.078
j. Ownership of Humanitarian Aid Projects by persons in distress lead to provision of appropriate support	2(2.35%)	20(34.12%)	14(16.47%)	34(40%)	6 (7.06%)	3.44	0.970
Composite Mean and Standard Deviation						3.447	0.3718
n=85							

The findings in Table 1.4 show that all data items had their means above 3 and standard deviation of 0.37 which implies that there is a positive influence from majority of the respondents who agreed with the assertions made with regard to implementation of humanitarian aid projects in humanitarian organizations within Nairobi. On 'our organization implements humanitarian projects on time' 2 (2.35%) Strongly Disagree, 14 (16.47%)

Disagree, 11(2.94%) were Neutral, 42 (49.41%) Agreed and 16 (18.82%) Strongly Agreed. This line item had a mean score of 3.59 and a standard deviation of 0.817 which is above the composite mean of 3.447 and standard deviation of 0.3718. This implies that the respondents are more certain and therefore agree more with the assertion in this data item than they would for aggregated data items. On 'laxity by our organization in responding to disasters can result in loss of lives of persons in distress' 1 (1.2%) Strongly Disagree, 14 (16.5%) Disagree, 14 (16.5%) were neutral, 43 (50.6%) Agreed and 13 (15.3%) Strongly Agreed. This line item had a mean score of 3.73 and standard deviation of 1.005 which is above the composite mean and standard deviation. This implies that the statement has positive influence on implementation of humanitarian aid projects. This assertion concurs with an observation by Delgado et al., (2013) which argues that the first five minutes of a disaster are critical to the survival of the victims, and that delayed humanitarian response exposes victims to more pain and trauma, and in some cases deaths that could have been avoided. The statement 'our organization ensure wider geographical coverage of disaster site to ensure most persons in distress get help' 4(4.7%) Strongly Disagreed, 13 (15.3%) Disagreed, 10 (11.76%) were neutral, 42 (49.41%) Agreed and 16 (18.82%) Strongly Agreed. This statement has a mean score of 3.65 and standard deviation of 0.972 which is higher than the composite mean and standard deviation. This implies that the line statement has positive influence on implementation of humanitarian aid projects. According to the National Disaster Response Plan, a plain wide area with close proximity to the disaster site should always be selected as an assembly point, to ease the evacuation and victim rescue process (NDOC, 2009).

Fourth statement 'humanitarian aid reach persons in distress without any access difficulties to the site' 3 (4%) Strongly Disagreed, 17 (20%) Disagreed, 9 (10.6) were neutral, 42 (49.4%) Agreed and 17 (20%) Strongly Agreed. This line item has a mean score of 3.41 and a standard deviation of 1.080 which is equal to the composite mean and above the composite standard deviation of 0.3718. We can therefore conclude that this statement has positive influence on the implementation of humanitarian aid projects. The above data item assertion has been greatly addressed following rigorous disaster management awareness programs, which resulted in civic education on responding to disasters. On the fifth statement 'Humanitarian aid projects implementation is not efficient' 5 (5.9%) Strongly Disagreed, 6 (7.1%) Disagreed, 12 (14.12%) were neutral, 50 (58.8%) Agreed and 12 (14.12%) Strongly agreed. This line item has a mean score of 3.27 which is below the composite mean and standard deviation of 1.159 which is above the composite standard deviation. This shows that the respondents are less certain in agreeing with the assertion in this data item and therefore agree less with this statement than they would for aggregated data items. A higher standard deviation than the composite standard deviation implies that there were more widespread responses with figures below the composite mean. On 'efficient implementation puts persons in distress at the core of disaster response' 4(4.7%) Strongly Disagreed, 8(9.4%) Disagreed, 10 (11.8%) were neutral, 51 (60%) Agreed and 12 (14.12%) Strongly agreed. The mean score of this line item is 3.73 and standard deviation is 0,822 which are above the composite mean and standard deviation. This implies majority of the respondents were in agreement with the assertion made in regard to implementation of humanitarian aid projects.

On the sixth statement 'Private sector and Non-Governmental Humanitarian Organizations share common goals' 1 (1.18%) Strongly Disagreed, 9 (10.59%) Disagreed, 15 (17.65%) were neutral, 50 (58.82%) Agreed and 12 (14.12%) Strongly Agreed. This line item had the least mean of 3.22 which is lower than the composite mean and standard deviation of 0.993 which is higher than the composite standard deviation. This shows that even though respondents agreed that private sector and humanitarian NGOs share common goals, majority

were less certain on the influence of shared common goal on the implementation of humanitarian aid projects. Line item on 'Policies and principles of Non-Governmental Humanitarian Organizations and Private sector companies are dissimilar' 2 (2.35%) Strongly Disagreed, 28 (32.94%) Disagreed, 13 (15.29%) Agreed and 9 (10.59%) Strongly Agreed. This line item has a mean score of 3.40 which is equal to composite mean and standard deviation of 0.928 which is above the composite standard deviation of 0.3718. This implies that there was unanimity among respondents in agreement with the assertion made in regard to the influence of NGOs and private sector principles and policies on implementation of humanitarian aid projects, even though the responses were widely, hence a higher standard deviation.

On the statement 'Humanitarian aid projects implemented do not meet the priority needs of persons in distress' 1(1.18%) Strongly Disagreed, 20 (23.53%) Disagreed, 8 (9.41%) were neutral, 46 (54.12%) Agreed and 10 (11.76%) Strongly Agreed. This line item had a mean score of 3.93 and standard deviation of 1.078 which is above the composite mean and standard deviation. This implies that majority of the respondents were in agreement that most humanitarian projects do not meet the needs of disaster victims. Lastly on 'Ownership of humanitarian aid projects by persons in distress lead to provision of appropriate support' 2 (2.35%) Strongly Disagreed, 20 (34.12%) Disagreed, 14 (16.47%) were neutral, 34 (40%) Agreed and 6 (7.06%) Strongly Agreed. This line item had a mean score of 3.44 and standard deviation of 0.970 which is above the composite mean and standard deviation. This implies that the respondents are more certain and therefore agree more with the assertion that involving local people in implementation of humanitarian projects makes them feel more supported in times of distress, than they agree with aggregated data items. This in line with Leach et.al., (1994) in emphasizing that there should be genuine participation of local community that has been affected by the disaster.

Interviews and Focus Group Discussions were conducted to triangulate the results from the questionnaires and there was a similar observation. The issue of implementation of humanitarian aid information was important to the persons in distress. In terms of timelines and appropriateness of the response one of the respondents said;

'Sometimes the NGOs are late but the companies are able to help us with water and food which save our lives.'

This support from the private sector companies prevent further suffering by the persons affected by disasters.

Humanitarian Financing and Implementation of humanitarian aid projects

In analyzing the extent to which the private sector engagement in humanitarian financing influences implementation of humanitarian aid projects, the study carried out the following tests and findings given as explained below. The study sought to establish the frequencies for each data item response on the Likert Scale of 1-5 where: 1=Strongly Disagree, 2=Disagree, 3=Neutral, 4= Agree, 5=Strongly Agree. As well as gauging the data item mean vis-a-vis the composite mean, with the findings as tabulated in Table 1.5

Table 1.5 Humanitarian Financing and Implementation of Humanitarian Aid Projects

Statements	1	2	3	4	5	Mean	SD
a. Humanitarian funding for sudden on-set disasters is sufficient	6(7.06%)	26(30.59%)	8(9.41%)	30(44.71%)	7(8.24%)	3.16	1.163
b. Limited financial resources restrict professional implementation	1(1.18%)	19(22.35%)	15(17.65%)	41(48.24%)	9(10.59%)	3.45	0.994
c. Our Organization diversifies sources of financing	10(11.76%)	13(15.29%)	12(14.12%)	38(44.71%)	12(14.12%)	3.69	0.9
d. Over dependency on one donor leads to less humanitarian funding	1 (1.18%)	15(17.65%)	6 (7.06%)	46(54.12%)	17 (20%)	3.74	1.014
e. Our organization has different strategies in humanitarian financing	1 (1.18%)	17 (20%)	12(14.12%)	49(57.65%)	6 (7.06%)	3.49	0.934
f. Different humanitarian financing strategies have improved our ability to respond to humanitarian crises	8 (9.41%)	17 (20%)	10(11.76%)	37(43.53%)	13(15.29%)	3.64	0.974
g. Private sector issue grants to Humanitarian organizations for sudden on-set disasters	8 (9.41%)	7 (8.24%)	13(15.29%)	40(47.06%)	17 (20%)	3.88	0.822
h. Private sector offer free technical assistants in sudden on-set disaster	10(11.76%)	11(12.94%)	11(12.94%)	41(48.24%)	12(14.12%)	3.75	0.858
i. Humanitarian funding can be easily accessed whenever it is required in disasters	9(10.59%)	10(11.76%)	20(23.53%)	37 (43.53%)	9(10.59%)	3.42	0.956
j. We have multiple funding plans for disaster projects each year	3(3.53%)	26(30.59%)	13(15.29%)	40(47.06%)	3 (3.53%)	3.16	1.022
Composite Mean and standard deviation						3.538	0.41005
n=85							

Statement (a) 'The humanitarian funding for sudden onset disasters is sufficient' of the respondents 32(37.65%) disagreed while 37(43.53%) agreed and 8 (9.41%) were neutral. The mean score of this line item is 3.16 which is lower than the composite mean while standard deviation is 1.163 which is higher than the standard deviation. This implies that even though majority of the respondents agreed with the assertions made about adequacy of humanitarian funding, their agreements were not as strong as those made about the aggregate financing for humanitarian aid projects in Nairobi. Statement (b) 'Limited financial resources restrict professional implementation' of the senior disaster and humanitarian managers who responded 20(23.53%) disagreed while 50(58.82%) agreed and 15(17.65%) were neutral. The mean score for this line item was 3.45 which is lower than the composite mean 3.538 and standard deviation was 0.994 which is higher than composite standard deviation. This implies that majority of the respondents disagreed with the assertions about limited financial resources for implementation of humanitarian aid projects in Nairobi.

Statement (c) 'Our organization diversifies sources of financing' of the senior humanitarian /disaster managers 23(27.06%) disagreed while 50(58.82%) agreed and 12(14.12%) were neutral. The mean score of this line item was 3.69 and standard deviation was 0.9 which is higher than the composite mean. This implies positive influence on implementation of humanitarian aid projects, as argued by (Stoianova, 2013; Altinger and Totella, 2007) many Private sector actors give support to humanitarian organizations and this contributes to diversification of funding. Statement (d) Over dependency on one donor leads to less humanitarian funding' 16(18.82%) disagreed while 63(74.41%) agreed and 6 (7.06%) were neutral. This line item had a mean score of 3.74 and standard deviation of 1.014 which is higher than the composite mean and standard deviation. This implies that majority of the senior humanitarian/ disaster managers are in agreement with the assertion. Statement (e) Our organization has different strategies in humanitarian financing' 18 (21.18%) disagreed while 55(64.71%) agreed and 12(14.12%) were neutral. The mean score on this line item 3.49 which is lower than the composite mean and has a standard deviation of 0.934 which is higher than the composite standard deviation. This implies that even though majority of the respondents agreed with the assertions made financing strategies, their agreements were not as strong as those made about the aggregate financing of humanitarian aid projects in Nairobi.

Statement (f) Different humanitarian financing strategies have improved our ability to respond to humanitarian crises' 25(29.41%) disagreed while 50 (58.82%) agreed and 10(11.76%) were neutral. The means score of this line item is 3.64 and standard deviation of 0.974 which is higher than the composite mean which is 3.538 and composite standard deviation of 0.41005. This implies that majority agree with the assertion made on the Private sector engagement in humanitarian funding on the implementation of humanitarian aid projects. Statement (g) Private sector issue grants to humanitarian organizations for sudden onset disasters' of the senior humanitarian disaster managers 15(17.65%) disagreed while 57(67.06%) agreed and 13(15.29%) were neutral. The mean score of this line item is 3.88 and standard deviation is 0.822 which is higher than the composite mean and composite standard deviation. This implies that the managers agreed on the stated assertion on Humanitarian funding and implementation of humanitarian aid projects. Statement (h) Private sector offer free technical assistants in sudden onset disasters' of the respondents 21 (24.71%) disagreed while 53 (62.36%) agreed and 11(12.94%) were neutral. The mean score of this line item is 3.75 and standard deviation is 0.858 which is higher than the composite mean and standard deviation. This implies the managers were in agreement with the assertion made on humanitarian funding and implementation of humanitarian aid projects.

Statement (i) 'Humanitarian funding can be easily accessed whenever it is required in disasters' 19 (22.35%) disagreed while 46 (54.12%) agreed and 20(23.53%) were neutral. The mean score of this line item is 3.42 which is lower than the composite mean and standard deviation of 0.956 which is higher than the composite mean. Lastly the statement on humanitarian funding (j) We have multiple funding plans for disaster projects each year' of the senior humanitarian/ disaster managers who responded to this statement 29 (34.12%) disagreed while 43 (50.59%) agreed and 13(15.29%) were neutral. The mean score on this line item is 3.16 which is lower than the composite mean which is 3.538 and a standard deviation of 1.022 which is higher than the composite standard deviation which is 0.41005.

Qualitative data gathered by the use of KII and FGDs were instrumental in answering the question why Humanitarian finance has a significant influence on the implementation of humanitarian aid projects. An interviewee mentioned that private sector humanitarian

financing is evident and it is often done through Corporate Social Responsibility and others giving support in kind. In focus group discussions one of the respondents said that;

'Sometimes NGOs did not help us we got help from the nearby shops who donated free food to us when we could not leave the house, they are close to us'.

This kind of support from small micro enterprises is not recorded anywhere and therefore goes unnoticed. Key informants argued that Private sector is sometimes working with NGOs and sometimes they do it on their own. Either way the persons in distress get support and lives are saved. The strategic alliance of the two sectors is crucial and has supported efficiency for instance in cash programming. Other strategies being applied include bank transfers, use of smart cards or mobile money transfers to persons in distress.

Inferential statistics for humanitarian financing and implementation of humanitarian aid projects

The Inferential statistics in this section covered correlation analysis, regression analysis of humanitarian financing and implementation of humanitarian aid projects and hypothesis test.

Correlations of humanitarian financing and implementation of humanitarian aid projects

Correlation analysis was employed to establish the nature and the degree of the interaction between private sector engagement in humanitarian financing and implementation of humanitarian aid projects. The results obtained were as shown in Table 1.6

Table 1.6: Correlation Matrix for Humanitarian Financing

		Implementation of humanitarian aid projects	Humanitarian Financing
Implementation of humanitarian aid projects	Pearson Correlation	1	0.574
	Sig. (2-tailed)		0.027
	N	85	85
Humanitarian Financing	Pearson Correlation	0.574	1
	Sig. (2-tailed)	0.027	
	n	85	85

The results in Table 1.6 indicate that there exists a significantly strong positive relationship between humanitarian financing and implementation of humanitarian aid projects, with a correlation coefficient of 0.574. The relationship is statistically significant since the p-value is 0.027, which is below the statistically accepted significance level of 0.05.

Regression analysis of humanitarian financing and implementation of humanitarian aid projects

The study assessed the relationship between private sector engagement in humanitarian financing and aid project implementations and obtained the model specification results as presented in Table 1.7.

Table 1.7: Model Specification for Humanitarian Financing

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.747 ^a	0.691	0.690	0.0373

a. Predictors: (Constant), Humanitarian Financing.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.747 ^a	0.691	0.690	0.0373

a. Predictors: (Constant), Humanitarian Financing.

b. Dependent Variable: implementation of humanitarian aid projects

The study found that private sector engagement in humanitarian financing has a very high correlation index of 0.747 against implementation of aid projects in humanitarian organizations. This is an indication that there is a defined relationship between implementation of aid projects and the private sector in the country. Humanitarian financing was also observed to have very high coefficient of determination of 0.691 against implementation of aid projects, an indication that it has the ability to explain 69.1% of the changes in aid project implementation. This is an indication of a very high ability of the private sector engagement in humanitarian financing affecting implementation of humanitarian aid project implementation within the model of the study.

The regression analysis was carried out and the following outcomes presented in table 1.8 were observed.

Table 1.8: Humanitarian Financing Regression Model Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	4.525	1.294		0.703	0.012
Humanitarian Financing	0.749	0.0319	0.749	1.084	0.000

a. Dependent Variable: Implementation of humanitarian aid projects

The regression analysis carried out provided the study with the coefficient of the relationship between involvement of the private sector in humanitarian financing and implementation of aid projects. The regression model constant was observed to be positive, an indication that humanitarian financing and aid project implementation are positively correlated. At a 95% confidence level presumed in the study, humanitarian financing has a p-value (sig.) of less than 0.05 ($p < 0.05$), indicating that the variable is statistically significant and has the ability to be used in the study. The variable was used in the study model and provided the following regression model:

$$Y = 4.525 + 0.749 X_1$$

The regression outcome indicates that humanitarian financing has a significantly positive influence on the implementation of aid projects in Kenya. Given that the p-value (0.027) is below 0.05, we reject the null hypothesis in favour of the alternative, and conclude that private sector engagement in humanitarian financing has a statistically significant influence on the implementation of humanitarian aid projects.

Test of Hypothesis

The second objective of the study was analyzed by carrying out and regression analysis in testing the following hypothesis.

H_0 : Humanitarian financing does not significantly influence the implementation of Humanitarian aid projects.

H_1 : Humanitarian financing significantly influences the implementation of Humanitarian aid projects.

At the 95% confidence level presumed in the study, humanitarian financing has a p-value (sig.) of less than 0.05 ($p < 0.05$), indicating that the variable is statistically significant and has the ability to be used in the study. Given that the p-value (0.027) is below 0.05, we reject the null hypothesis in favour of the alternative, and conclude that private sector engagement in humanitarian financing has a statistically significant influence on the implementation of humanitarian aid projects.

RECOMMENDATIONS AND CONCLUSIONS

This objective focused on humanitarian financing and implementation of humanitarian aid projects. The results of the study revealed that there was a strong positive correlation. Indicating that the private sector is playing a crucial role in supporting persons in distress during disasters when it comes to financing. Many traditional humanitarian actors and donors still are tied to traditional ways of funding humanitarian work. In the 21st century there are more and more private sector companies supporting humanitarian work through corporate social responsibility. Due to lack of reporting on private sector funding most goes unrecorded and unknown giving an impression that it does not happen. This study has stepped forward to bring attention to the lots of funding from the private sector that provides support during disasters. By accepting and reporting it regularly then even the organizations will be more accountable in their implementation demonstrating value for money. One of the reasons why funds from the private sector ends up not being reported is because of their nature of support which is often adhoc or one off donations which does not attract a lot of attention. This study has therefore argued that there should be long term partnerships in order to maintain and sustain support during disasters. This study is important in highlighting the importance of acknowledging the work done by philanthropic organizations through CSR and encouraging them to continue in the same way in order to save more lives in distress. Therefore humanitarian financing is key to the implementation of humanitarian aid projects within NGOs in disaster relief.

There have been a lot of discussions in the humanitarian arena on funding from the traditional donors such as state funding, international organization funding, United Nations Funding among others. However, little has been discussed on how to treat private sector funding which in some organizations is only reported as other sources of funding. The reason for this funding being referred to in this way is because it is often an expected, adhoc or one off funding when crises happen. This view of private sector funding has therefore resulted in overshadowing the great funding to humanitarian organizations from the private sector that often goes unrecorded in financial documents. It is probably the time to appreciate this funding as mainstream funding by having better funding plans that are recognized within the institutions. Consequently in regard to the humanitarian funding this study recommends that such funding should be brought forward and recorded appropriately to avoid painting a picture of lack of contribution by the private sector.

There is need for strategic private sector-humanitarian partnerships, this will be helpful in responding to the ever growing disasters in Kenya that have often resulted in dozens of people dying. This study showed that more often than not humanitarian organizations take it alone and sometimes they are overwhelmed by the size and complexity of disasters. If they can form partnerships then they will be able to relieve some services to the private sector and this will benefit humanitarian response. If this does not happen sooner, humanitarian

organizations will be risking being irrelevant as they continue to watch helplessly as people die when disasters happen.

Most studies in the humanitarian field have been carried out in small numbers by organizations and a few research institutions. Also, few institutions offer skills in humanitarian aid yet it consists of a whole ecosystem in our economic, social and political life. This study shows that if more research is done on humanitarianism then there will be better preparedness and response to disasters in Kenya. Perhaps it is time to focus on the effects of disasters and find out how they hinder our day to day development progress then the policy makers can focus their money and energy to minimize lack of knowledge in humanitarian field through investing in research.

REFERENCES

- Altinger, L., & Tortella, V. (2007). *The Private Financing of Humanitarian Action, 1995–2005* (Humanitarian Policy Group Briefing Paper) London: Overseas Development Institute.
- Ary, D., Jacobs, L. C., & Sorensen, C. (2010). *Introduction to research in education* (8th ed.). California: Thomson Wadsworth.
- Bailey, S. (2014). *Humanitarian crisis, emergency preparedness and response: the role of business and the private sector: A strategy and options analysis of Haiti* (Humanitarian Futures Program) London: Overseas Development Institute.
- Stoianova, V. (2013). Private funding for humanitarian assistance. *Producido por Global Humanitarian Assistance*. Retrieved from: <http://www.globalhumanitarianassistance.org/wp-content/uploads/2013/08/private-funding-2013-online1.pdf>.
- Stromberg, D. (2012). Natural disasters, economic development and humanitarian aid. *The Journal of Economic Perspectives* 21 (3), 199-222.
- Stoddard, A. (2009). Humanitarian firms: commercial business engagement in emergency response. *Humanitarian Assistance: Improving US-European Cooperation*, (pp.235-66). Retrieved from http://www.gppi.net/fileadmin/gppi/Humanitarian_Assistance_EU-US_Cooperation.pdf.
- Tabachnick, B and Fidell, L. (2001). *Using multivariate statistics* (4th ed.). Boston: Ally and Bacon.
- Teddle, C. & Tashakkori, A. (2009). *Foundations of Mixed Methods Research: Integrating Quantitative and Qualitative approaches in the social and behavioural sciences*, London:
- Walker, P., & Pepper, K. (2007). *Follow the Money: A review and analysis of the state of humanitarian funding*. Tufts: Feinstein International Center, Tufts University.