AN ASSESSMENT OF THE EFFECTIVENESS OF CORPORATE SOCIAL RESPONSIBILITY ACTIVITIES IN CHILD SERVICE ORIENTED ORGANIZATIONS IN KUMI DISTRICT: A CASE OF ATUTUR CHILD DEVELOPMENT CENTRE

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2014/HD06/1916U

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A RESEARCH REPORT SUBMITTED TO THE COLLEGE OF BUSINESS AND MANAGEMENT SCIENCES IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE AWARD OF A MASTERS DEGREE IN PUBLIC INFRASTRUCTURE MANAGEMENT OF MAKERERE UNIVERSITY

NOVEMBER, 2017
ABSTRACT

This study set out to assess the effectiveness of corporate social responsibility (CSR) activities among child service oriented organizations. The specific objectives of the study were to; assess the nature and type of CSR activities carried out by child service organizations in Kumi district, identify challenges to CSR implementation and to suggest possible strategies for improvement and maximization of the benefits of CSR.

The study employed survey research design on a sample population of 278 participants involving 98 community members, 90 caregivers, 70 children, 16 staff, 01 overseer and 03 supervisors. Data was collected using questionnaires and were analyzed quantitatively using graphs, tables and frequency/percentages and qualitatively using narrative text and context analysis with the help of SPSS.

The findings reveal that the challenges facing CSR include absence of an organizational strategic plan to guide the CSR activities of the organization, limited knowledge of CSR among stakeholders including the staff of the organization, low level of community involvement in the CSR activities of Atutur child development center, absence of an evaluation, monitoring and review arm of the organization to examine the impact of the activities undertaken from time to time, inadequacy of financial resources to engage in wider and bigger CSR activities makes the activities rather limited in terms of coverage. CSR is not a major business goal of the organization, top management is not highly engaged in these activities, inadequate human resources in the organization with required skills and equipment to plan and manage CSR.

The study findings further indicate that strategies to improve and maximize the benefits of CSR include Widening partnership between the Atutur child development center and other like-minded organizations, increase funding for CSR, mainstreaming activities of CSR in the annual plans and budgets, undertake capacity building for staff and management, creating awareness about CSR among stakeholders and general public.

The study therefore, recommends widening partnership, increasing funding for CSR, and mainstreaming activities in the annual plans and budgets, initiate capacity building / training and scale up monitoring and evaluation of CSR activities / initiatives undertaken from time to time.