



A FRIEND INDEED - BETIKA'S DEEDS IN TIMES OF NEED

Betika receives hundreds of daily requests for support by Kenyans who have varied interests, but moreso by those in sports. Betika Na Community was born as a response to this need.

Our Kenyan youth have a wealth of talent and abilities that are untapped mainly due to lack of opportunity and support. By offering support to the youth, Betika Na Community not only gives them hope but also provides a platform and the resources needed for them to take advantage of their God-given gifts.

Since inception, Betika has, through the Betika Na Community initiative, reached hundreds of thousands of youth across the country.

This has been achieved through clubs' sponsorships, event sponsorships, donation of kits and equipment to sportspersons and grassroot teams, rehabilitation of pitches and so much more. Betika has undertaken to improve sports in Kenya through these initiatives.

Apart from sports, the initiative has supported Kenyan youth in their daily hustles through provision of protective gear to mechanics, boda boda riders and *mama mboga* and uniforms to matatu drivers and conductors.

Betika encourages responsible betting and has created an avenue for customers to get help through it's safe betting programme. Customers can get free counselling services by calling **Toll Free Number: 00800724835**. Below are some of the initiatives undertaken by Betika Na Community.



Official BNSL sponsors

Betika are the official Title Sponsors of the Betika National Super League, for a period of 3 years. The league has received over Ksh 90 Million through the sponsorship.



Official SofaPaka sponsors

Betika are the official sponsors of the Premier League side Sofapaka. The club received Ksh 76 Million during the sponsorship renewal in 2020.



Merchandise distribution

Betika Na community supports *Jua Kali* artisans by providing them with protective overalls. The initiative has reached every part of the country with the company, spending millions on mechanics, *mama mbogas* and car wash attendants.



Kit distribution

Over 10,000 grassroots teams have received uniforms, footballs and goalnets across the country through the Betika Na Community Initiative.



Betika Christmas Miracle

Betika has transformed the lives of deaf people in Kenya by providing them with hearing aids enabling them hear for the first time in their lives.

Betika has held professional tournaments across the country, providing teams with kits, balls, nets, prize monies and an opportunity for players to be scouted by established clubs and teams. The initiative has also sponsored tournaments like Karamoja Supercup, Cleo Malalah, Chris Oguso, Simama na Kibera, Sango Lake Basin and many more.

During the Covid-19 pandemic Betika extended a Ksh 27 Million donation to help Kenyans in different sectors overcome the hard times brought about by the pandemic. Among these was Ksh 15 Million to sportsmen and women through the Ministry of Sports Ksh 6 Million to the Ministry of Health, Ksh5 Million to Kenya Premier League and Betika National Super League players and Ksh1 Million to young innovators at Kenyatta University.



Grassroots football tournaments



Sponsorships of football tournaments



Golf: Barclays Open



Ksh 15M to the Ministry of Sports



Ksh 6M to health sector and health care providers



Ksh 5M to FKF



Ksh1M to 16 KU students



Safari Sevens