

## Faculti Summary

<https://faculti.net/social-impact-in-kenya-organizations-evaluators-and-beneficiaries/>

This video discusses how organizations often promote their social impact initiatives aimed at addressing societal issues like poverty and education. While these claims can enhance the organizations' legitimacy with stakeholders such as donors and customers, the actual benefits to the intended beneficiaries are often insufficient or even detrimental. Recent research reveals a dynamic interaction among organizations, evaluators, and beneficiaries, where beneficiaries are not simply passive recipients but actively engage in shaping social impact initiatives. They corroborate the organizations' claims to evaluators and negotiate for practices that provide real benefits. By adapting broad global practices to meet local needs, beneficiaries significantly contribute to both the legitimacy of the organizations and the effectiveness of the social initiatives. This video perspective highlights the importance of beneficiary agency in achieving meaningful impacts in social initiatives.