



AMREF INTERNATIONAL UNIVERSITY
SCHOOL OF PUBLIC HEALTH
DEPARTMENT OF COMMUNITY HEALTH
BACHELOR OF SCIENCE IN COMMUNITY HEALTH
END OF SEMESTER (MAIN) EXAMINATION AUGUST 2026

UNIT CODE: CHP 333 **UNIT NAME:** RESOURCE MOBILIZATION
DATE: 4TH AUGUST 2026
TIME: TWO Hours **Start:** 5:30PM **Finish** 7:30 PM

INSTRUCTIONS

1. This exam is marked out of 70 marks
2. This Examination comprises TWO Sections
 Section A: Compulsory Question (30 marks)
 Section B: Long Answer Questions (70 marks)

SECTION A: COMPULSORY (30 Marks)

Short Answer Questions:

Answer all questions.

1. **Using Examples,** Define the following terms.
 - a) Resource mobilisation (3 marks)
 - b) Fundraising (3 marks)
2. Outline four (4) reasons why resource mobilisation is important for sustainability of community health programmes in Kenya. (4 marks)
3. With examples, state two (2) approaches to resource mobilisation used in community health (3 marks)
4. Partnerships are central to resource mobilisation.
 - a) State two (2) types of organisations that can serve as resource providers (2 marks)
 - b) State two (2) principles that should guide a partnership agreement (2 marks)
5. State three (3) components of a grant proposal. (3 marks)

6. State three (3) ethical considerations in fundraising. (3 marks)
7. Outline three (3) challenges commonly faced in resource mobilisation for community health programmes. (3 marks)
8. State three (3) ways of evaluating a fundraising event (3 marks)

SECTION B: Long Answer Questions

ANSWER ANY TWO (2) QUESTIONS (40 Marks)

Question 9

Maendeleo Health Initiative (MHI) is a community-based organisation in County HB, working to reduce mother-to-child transmission of HIV. MHI has been fully funded by one international donor for the past five years. The donor organisation has now announced it will cease funding at the end of the year. The organisation has a team of trained community health workers, strong community relationships, and a meeting hall, but limited financial reserves.

- a) Analyse the resource situation facing MHI, identifying the types of resources they currently have and those they need to mobilise. (8 marks)
- b) Develop a resource mobilisation strategy for MHI, outlining the steps they should follow to secure sustainable funding. (12 marks)

Question 10

- a) Outline the steps involved in preparing a grant proposal, from identifying the funding opportunity to submission of proposal. (10 marks)
- b) Describe the key components a grant proposal must contain. (10 marks)

Question 11

Vijana na Afya CBO in the informal settlement wants to raise funds to establish a youth-friendly health clinic. They are considering three approaches: a community harambee, a social media fundraising campaign, and seeking corporate sponsorship from a local supermarket chain.

- a) Examine each of the three fundraising approaches the CBO is considering.
 - i. State the advantages and limitations of each approach (9 marks)
 - ii. Recommend the most appropriate approach for their context and justify your recommendation (3 marks)
- b) Examine the legal and ethical requirements the CBO must comply with when conducting fundraising in Kenya. (8 marks)