

KENYA RUGBY

2024 BOARD REPORT



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1. Introduction

The year 2024 was a very busy year for Kenya Rugby with a full calendar of activities. There were mixed results in our various outings but by and large the year carried great successes. The leagues had no surprises this year with the favorites carrying through to the end. Kenya Harlequins emerged top of the SportPesa National Sevens Circuit that provided a beautiful platform for players to display their skills and talent and the national selectors to make their picks.

The National Teams proved formidable within the region and globally, with Shujaa making a comeback to the HSBC SVNS after a year's absence. Chipu surprised favorites Zimbabwe at home and the Lionesses XV's showed what they are capable of, however with mixed performances. The Lionesses 7s came close to qualifying for the Paris Olympics at the final stage and gave a good display of themselves. Simbas retained the Elgon Cup but came up 4th at the Rugby Africa Cup held in Uganda.

Off the field after a slow start at the Annual General Meeting, a follow up Special General Meeting set a roadmap for operations for the rest of the year. The main part of the year ended with the Annual Safari 7s, that moved out of Nairobi for the first time and was held in Machakos County, in partnership with the county government.

On the commercial front many of the activities found partners – SportPesa for the National Sevens Circuit, also renewing and increasing their support for Shujaa. Late in the year, Safaricom through the M-Pesa brand joined in Shujaa support and for the first time, also took up the Lionesses as front of jersey partner. The two partnerships going a long way in meeting the needs of the two teams. Kenya Breweries through Tusker led the charge for a successful Safari 7s. And throughout there was the unwavering support from the Government of Kenya, through the Sports Arts and Social Development fund for the bulk of our activities.

In all 2024 was a growth year in many ways and set the base and platform for even more success in 2025.

2. Administration

The year did not see any changes in the setup at both the Board and Secretariat level. The board members for the year were as below.

Chairman:	Alexander Mutai
Vice Chairman:	Moses Ndale
Hon. Secretary:	Raymond Olendo
Hon. Treasurer:	Dr. Joshua Aroni
Director, Sevens Rugby:	Humphrey Kayange

Director, Fifteens Rugby:	Moses Mukabane
Director, Commercial Services:	Harriet Okatch
Director, Fixtures and Competitions:	Leslie Mwangale
Director, Women’s Rugby:	John Kilonzo
Director, Media & Communications:	Nisha Van Hoek
Director, Finance:	Kairo Thuo
Director, Governance:	Wanjiku Wairia
Director , Development and Women:	Alice Zawadi
Director, Development:	Dr. Ochieng’ Ahaya

At Secretariat level, Thomas Odundo was confirmed as the substantive CEO and is working on reorganizing and restructuring the Secretariat to work optimally in the ever changing and demanding environment. Long serving Michael Kwambo left as head of Media and Communications to pursue other interests in June. Wambi Mumbi took over as head for the remainder of the year. A comprehensive HR review was carried out and is progressively being implemented to improve functionality and efficiency of KRU.

3. National Squads

Simbas (Men’s Senior 15-a-side Team)



The Kenya Simbas competed in two major tournaments in 2024. The Rugby Africa Cup which took place in July in Kampala and the Victoria Cup in November.

In July, the Simbas finished fourth overall after losing to Algeria in the RAC third-place playoff. This tournament was held at the Nelson Mandela Stadium across three match days. Below is the team's overall performance:

Quarterfinals: Kenya Simbas 36 – Senegal 17

Semifinal: Kenya Simbas 12 – Algeria 20

Third-Place playoff: Kenya Simbas 27 – Namibia 38

The first Elgon Cup Leg was held in Nairobi at the RFUEA Grounds on 9th November and the Simbas narrowly edged out Uganda by two points to win 27-25. The return leg was held at Kings Park Bweyogerere and Kenya Simbas won the match 21-5 to retain the Elgon Cup trophy.

Shujaa – Men's 7-a-side Team



2024 was a busy year for the Kenya Sevens team as they competed in the Challenger Series in Dubai, Uruguay, Germany and finally reclaiming their core status in Madrid. In March the team represented the country in the All-Africa Games held in Ghana. In July, the depth within the Shujaa set up was visible as some of the players who participated in the Rugby Africa Sevens tournament also made the Olympics Squad. Below is the team's performance in all these tournaments.

Challenger Series



- Dubai: Winners
- Uruguay: 3rd place
- Germany: 5th Place

In the Challenger Series, we finished in second place securing our slot in the playoffs that were to be held in Madrid in June 2024.

In the playoffs, Shujaa beat Germany to qualify and re-claim the HSBC Core status in the 2024/2025 season.

- Madrid playoffs: qualified

All Africa Games

- Kenya finished 3rd overall

Paris 2024 Olympics

- Kenya finished 9th. This is the best performance by Kenya since the addition of rugby 7s into the Olympics back in 2016

Rugby Africa 7s

Kenya finished in 8th position in Mauritius.

Safari Sevens



The 26th edition of the Safari Sevens was held at the Kenyatta Stadium in Machakos where Shujaa lifted the Robin Cahill Trophy after beating Shogun Rugby. The second string, Morans finished in the third-place playoff.

Lionesses – Women's Rugby Team (7s and 15s)



The Kenya Lionesses kicked off the 2024 year with the HSBC Challenger Series competition in Dubai where they finished that first tournament on a high after reaching the final. They then proceeded to Uruguay in March where they missed out of the top 4 before bouncing back in Poland in May.

Having missed out on the top four at the end of the Challenger Series, they didn't make the playoffs in Madrid. However, NOCK had organized a pre-Olympics camp in Miramas, France for both sevens teams which they went to after the conclusion of the third leg of the Challenger Series before heading back home a week later.

Here's the Lionesses performance in the Challenger Series:

- Dubai 7s: Runner's up
- Uruguay 7s: 8th place
- Poland: 4th place

Rugby Africa Sevens

The Rugby Africa 7s was held in November in Accra Ghana and the Lionesses knew the task at hand. They needed to reach the final of the tournament in order to secure their spot in the 2025 Challenger Series.

They went unbeaten throughout the tournament until the final when they suffered a loss to South Africa in the final.

Safari Sevens



The 2024 Safari sevens was held in October 2024 at the Kenyatta Stadium in Machakos and the Lionesses fielded two sides. The main team was the Kenya Lionesses while the second team was the Kenya Cubs.

The Lionesses lost 10-24 in the Cup final to Spanish based Costa Blanca Barbarians while the Cubs finished the tournament in the 5th place final.

Rugby Africa Women's Cup

The Rugby Africa Women's Cup was held in Madagascar for the third year running from 2nd to 11th May 2024. In order to earn a spot in the 2024 WXV3 tournament, the Lionesses needed to finish 2nd but unfortunately, this was not to be as they finished third with losses to South Africa and the hosts Madagascar. They bagged one win over Cameroon in the tournament.

- Lionesses 22 – Madagascar 29
- Lionesses 05 – South Africa 63
- Lionesses 39 – Cameroon 17

Friendly vs Madagascar



In September, the Lionesses hosted Madagascar for a friendly at the RFUEA Grounds. The match ended 63-19 in Lionesses favor.

Chipu (Men's Under 20)



The Kenya U20 Team traveled to Zimbabwe for the annual Barthes U20 Trophy Tournament and made their intentions known with a convincing 56-17 win over Tunisia. They faced Namibia in a high-scoring match which ended in Kenya's favor with a 34-28 victory before seeing off the hosts 28-13 in the Cup Final.

This was the second time Chipu lifted the trophy, the first one being in 2019.

U20 Barthes Trophy results

- Quarterfinal: Chipu 56 – Tunisia 17

- Semifinal: Chipu 34 – Namibia 28
- Final: Chipu 28 – Zimbabwe 13

World Rugby U20 Trophy

Having won the Barthes U20 Trophy, Chipu earned the African representative slot in the World Rugby U20 Trophy in Scotland in July. They were in Pool B alongside Uruguay, USA and Netherlands.

- Chipu 3 – Netherlands 51
- Chipu 17 – USA 30
- Chipu 7 – Uruguay 25

They finished in eighth place after falling 14-34 to Hong Kong in the 7th Place playoff.

4. Domestic Competitions

Fifteen-a-Side Competitions



The 2023/24 Kenya Cup season concluded on April 6, 2024, with Kabras Sugar RFC emerging as champions after defeating KCB Rugby 29-5 in the finals. On the relegation front, Homeboyz RFC and Catholic Monks were demoted to the Championship league for the 2024/25 season. Meanwhile, in the Championship, Shamas Rugby's withdrawal reduced the league to 11 teams. South Coast Pirates and Impala RFC secured promotion to the Kenya Cup, while Kabarak University was relegated to the Nationwide league. The Nationwide league saw a fiercely contested season, culminating on May 11, 2024, with Tum Marines and Zetech University earning promotion to the Championship league. In the women's competition, Mwamba RFC dominated the Kenya Cup Women's final, securing a 53-0 victory over Northern Suburbs to claim the title.

Our cup competitions faced some challenges in 2024, with the Mwamba Cup not taking place. The Enterprise Cup also saw several walkovers, but the competition came to life in the semi-finals, leading to a thrilling final between Kabras Sugar and KCB Rugby at RFUEA Grounds. In an intense showdown, Kabras Sugar claimed victory, defeating KCB Rugby **32-20** to lift the Enterprise Cup.

Seven-a-Side Competitions



The 2024 National Sevens Circuit (NSC) took place between July 27th and September 15th, 2024, across five host locations namely, Nairobi, Kakamega, Kisumu, Mombasa and Nakuru, nationwide. Notably, KRU co-hosted one leg in partnership with Western Kenya affiliate clubs, led by Kabras Sugar Rugby.

A total of 85 teams participated, distributed as follows:

- ◆ 23 teams in Division 1
- ◆ 49 teams in Division 2
- ◆ 13 teams in the women's category

The men's Division 1 competition remained fiercely contested until the final leg, where Kenya Harlequin FC were crowned overall champions after securing a quarter-final finish and Kabras Sugar failing to make the final. The circuit showcased remarkable competitiveness, with different teams winning each of the six legs, except for one.

In the women's category, Impala RFC dominated throughout and were deservedly crowned overall champions. Meanwhile, in men's Division 2, Kabarak University secured the title in the penultimate leg at Driftwood 7s, solidifying their position as overall champions.

5. Tournaments

Rugby Super Series 2024



2024 saw the return of Rugby Super Series tournament after a 10-year hiatus. Although the tournament was independently run by the Rugby Super Series Committee, the KRU competitions desk was happy to provide support whenever called upon.

The matches were played over 4 weekends in various locations – 2 weekends in Nairobi, 1 in Nakuru and 1 in Kakamega.

The Menengai Cream Cheetahs Franchise emerged as the overall winners at the return event.

2024 15's ASIDE RUGBY SUPER SERIES MATCH RESULTS.

DATE	VENUE	MATCHES			
4TH MAY	NAIROBI	CHEETAHS	18	5	BUFFALOES
		RHINOS	7	29	LIONS
11TH MAY	NAKURU	RHINOS	21	27	BUFFALOES
		CHEETAHS	18	16	LIONS
18TH MAY	KAKAMEGA	RHINOS	23	27	CHEETAHS
		BUFFALOES	5	20	LIONS

25TH MAY	NAIROBI	BUFFALOES			RHINOS
		CHEETAHS	18	10	LIONS

Safari Sevens



The Safari 7s 2024 marked a significant milestone in the tournament's history as it ventured outside its traditional home at RFUEA Grounds, Nairobi, to be hosted at Kenyatta Stadium, Machakos, from October 11th to 13th, 2024. This inaugural out-of-town experience was a bold step toward expanding the reach and impact of the Safari 7s brand.

The event brought together 16 teams across both men's and women's categories, showcasing top-tier rugby talent from six countries:

- ◆ Kenya: Kenya Shujaa, Kenya Morans, Kenya Lionesses, Kenya Cubs and Varsity select.
- ◆ Uganda: Men's team, Women's 1 and 2 teams.
- ◆ Zimbabwe: National team.
- ◆ Qatar: National team.
- ◆ Spain: Costa Blanca Barbarians.
- ◆ United Kingdom: Red Wailers, Lions Rugby, and Shogun Rugby (men & women), a UK select side featuring players from countries like France, South Africa, Portugal, Australia and Russia.

This diversity provided an opportunity for emerging players to experience the vibrancy and competitive nature of Safari 7s firsthand, reinforcing the event's reputation as a premier rugby showcase in Africa.

The fan experience was elevated by the inclusion of a 'Tusker na Sports' Village, courtesy of EABL and its Tusker brand, creating a lively and engaging atmosphere. Fans enjoyed interactive activities, brand activations, and the camaraderie that makes Safari 7s unique.

While there was a slight dip in attendance compared to previous years, attributed to the event's move outside Nairobi, the difference was minimal. The exemplary PR and media campaigns preceding the tournament successfully drove traffic and attention to Machakos, with local media outlets and mainstream platforms playing a pivotal role in ensuring the event's success.

Kenya Shujaa and Costa Blanca Barbarians (ESP) were crowned victors in the Men and Women categories after very thrilling final matches against Shogun Men and Kenya Lionesses, respectively.

Safari 7s 2024 underscored the adaptability and resilience of the tournament, paving the way for future explorations of new venues and formats to grow rugby's popularity in Kenya and beyond.

Kenya Lionesses' vs Madagascar



After a disappointing performance in the Rugby Africa Cup earlier in the year in Madagascar, the Kenya Lionesses had a chance to redeem themselves in a World Rugby-organized friendly against Madagascar at RFUEA Grounds, Nairobi on the 20th of September 2024. The Lionesses delivered a dominant performance, securing a 63-19 victory in an emphatic display of skill and determination.

The planning and organization of the match were well-executed by the secretariat, ensuring a smooth event. However, there was a minor hitch with the PA system during the match.

Elgon Cup



Marking the final international tournament within the World Rugby window before the start of our 2024/25 Kenya Cup season, Kenya hosted Uganda in a fiercely contested Elgon Cup match at RFUEA Grounds, Nairobi, on November 9, 2024. In a thrilling encounter, Kenya edged out Uganda 27-25, setting up high stakes return leg in Kampala on November 16, 2024.

The last-minute decision to schedule the Elgon Cup impacted the Kenya Cup start date, but the adjustments were well managed, ensuring a successful event. Additionally, Tusker's sponsorship for the match played a crucial role in boosting planning and preparations.

6. Training and Education (T&E)

A summary of our 2024 programs for the year were as follows:

Strand/Course	Location	Male	Female
Activate	Nairobi	6	1
Get into Rugby	Coast	12	2
Breakdown Ready	Nairobi	27	2
Tackle Ready	Nairobi	19	2
TR & BR Educator Acquaint	Nairobi	15	3
Educators QA	Nairobi	14	2
Coach of Match Officials	Nairobi, Kisumu	NA	
Immediate Care in Rugby L2	Nairobi	15	7
Level 1 Coaching 15s	Western, Mombasa, Busia	32	4
L 1 C 15s with Activate	Western	11	
Level 1 Coaching 7s	Kisii, Nairobi, Makueni	37	1
Level 1 First Aid in Rugby	Nairobi, Kisumu	18	14
Level 1 Officiating	Nairobi, Embu, Busia, Mombasa,	74	23
Level 1 SNC Adults	Moi Uni Complex	10	2
Level 1 SNC Children	Kakamega,	12	2
Level 1 SNC Youth	Kakamega, Nakuru, Eldoret	10	2
Level 2 Coaching 15s	Nairobi	25	2

Level 2 M.Officiating	Nairobi	15	
Level 2 Coaching 7s	Kisii	14	2
World Rugby Trainer QA	Nairobi	3	
WR Level 3 Coaching 15s	Capetown	1	
Anti-doping Workshops	Nairobi, Turi	3 teams	2 teams

* A Detailed Breakdown available at the Secretariat

The was a total of 34 courses in 2024. Total number of participants male was 370 with female being 71. Total number being 441.

7. DEVELOPMENT DEPARTMENT

REGIONALS DEVELOPMENT OFFICERS

DISTRICT	COUNTIES COVERED	RDO ATTACHED
1	Busia and Bungoma Kakamega and Vihiga	Ms. Shirley Anindo Mr. Matayo Mwenesi
2	Siaya, Kisumu, Kisii, Nyamira, Homabay and Migori	Mr. Sebastian Ochieng
3	Bomet, Narok and Baringo Nakuru, Kericho and Keiyo Marakwet	Mr. Victor Oduor Mr. John Theuri
4	Trans- Nzoia, west Pokot, Turkana,Samburu, Nandi and Uasin Gishu	Mr. Humphery Kisala
5	Nyeri, Muranga, Laikipia, Nyandarua, Kiirinyaga and Kiambu	Mr. Benson Mwenda
6	Isiolo, Meru, Tharaka Nithi, Embu and Kitui	Mr. Patrick Mwika
7	Kilifi, Lamu and Tana River Mombasa,Kwale and Taita Taveta	Mr. Leon Lubanga Mr. Denis Gem

8	Nairobi Machakos, Makueni and Kajiado	Ms. Sarah Otieno Mr. David Weru
9	Marsabit, Wajir, Mandera and Garissa	Mr. Benah Ogutu

We have 13 RDO's in the country, who are covering Kenya Rugby Union 9 Districts.

WOMENS RUGBY

We had a successful sevens circuit, with women participating in 3 legs, Kabeberi 7s, Christie 7s and Prinsloo 7s. For the first time semis and finals were played along with men's games. We had exhibition women matches in Kakamega 7s.

The Women's Kenya Cup 15s league kicked off with 11 teams, Mwamba, Impala, Northern Suburbs, Nakuru, Western Spears and Maseno University, Rongo University, Shamberere Technical Training Institute, National Youth Service, Meru Women and Kenya Harlequins.

We have a high number of tertiary institutions playing rugby now, with games being played during inter university and TVET events as below.

1. Kenya Medical training Colleges games
2. Kenya Technical and Polytechnic College Sports Association
3. Kenya Teachers Training Colleges Sports
4. Kenya Universities Sports Association
5. Bingwafest

Safari sevens was our climax for age grade events, we accommodated over 200 kids for the festival.

We were supported by clubs to have festivals; this was well noticed during 7s circuit where we had age grade games showcasing.



Under 16

The program started with an interim selection. However, there was no opportunity to field a combined national side.

Under 18

The Kenya Secondary Schools Sports Association collaborated with us to deliver the below.

Boys 7s at National Level

Girls 7s at National Level

Boys 15s at National Level

Girls 15s were played during the National Games but fully organised by KRU

The boys Prescott Cup was played in 3 regions with the winners below.

Nairobi Region - Upper Hill School)

Western Region - Koyonzo Boys High School

Rift Valley - Kabianga Boys

During the East Africa Secondary Schools games, we had our secondary schools ranked as follows.

1. Boys 7s we were represented by Vihiga Boys won Gold, Bwake won Bronze, Kisii School position 4 and St Mary Yala position 5
2. Girls 7s we were represented by St Joseph Girls Kitale won Gold, Kinale Girls won Silver, St Theresa Girls Embu position 4 and Nyagichenje secondary position 6
3. Boys 15s we were represented by All Saints Embu who won gold, Kitondo Boys pos 4, Lenana Schools position 6 while Butula School were unfortunately disqualified.

OTHER EVENTS

1. World Rugby Girls participation program in Gilgil.
2. Kenya Academy of Sports selection and training camps.
3. Kenya National Under 18 selections held all over the country

Our participation numbers which are tracked by World Rugby as well showed improved by approximately 6,000 participants to 18,152 players

8. Match Officials

The role of rugby referees is crucial in maintaining the integrity and fairness of the game. In 2024, referees participated in a one-day camp with top match officials at the beginning of the year. This initiative helped to enhance the skills of the panel of match officials who managed the Kenya Cup Season effectively, leading to strong performances at the international level, particularly during the Rugby Africa competitions.



The National Sevens Circuit provided opportunities for growth among match officials, resulting in a 10% increase in their numbers compared to the previous year. Notably, Joseph Mumo and Brian Nyakundi stood out with their exceptional officiating skills.

On the international front, Duncan Kioko achieved accreditation as a Level Three Match Official in 2024, joining the elite ranks alongside Victor Oduor. Both are part of the Rugby Africa officiating panel, while Constant Cap joined the coach match official panel. We are also proud to have the female representation, with Mercy Dudi on the Rugby Africa officiating panel and Peris Mukoko joining the Match Officials Committee and the coach match official panel of Rugby Africa.

Despite this progress, audits revealed a concerning decline in the number of referees, especially among females. This highlights the urgent need to improve demographic and gender inclusion within the officiating ranks.

Looking ahead, we aim to increase the growth of female referees and referees in general by enhancing development and training opportunities. We also plan to resume training match officials through camps that will help uplift the skills of not only referees but also those involved in competitions.

9. Discipline and by-laws

The Kenya Rugby Union (KRU) is pleased to announce the addition of two new Judicial Officers, Eddie Omondi and Lawrence Kipyegon, bringing the total number of JOs to seven. Their appointments follow the successful completion of the Judicial Officers course in Uganda last year during the Rugby Africa Cup (RAC) Men's games.

Meanwhile, the Appeals Council remains composed of three panel members: Edward Rombo, Mukite Musangi, and Waiyaki Hinga.

In 2024, several disciplinary matters were presented before the Judicial and Appeals panels across both the Sevens and Fifteens formats of the game. In the Fifteens category, 20 cases were reviewed, with rulings issued on 19, while one judgment remains pending. The Sevens format saw 12 cases addressed throughout the National Sevens Circuit, all of which were heard and ruled on. Additionally, one appeal was lodged and successfully determined.

10. Commercial

Commercial Partners

During the course of the year, Kenya Rugby was able to secure support from various commercial partners for the activities.

Aquamist gave varied support as a hydration partner

Coca Cola gave varied support as a hydration partner

Jamii Telecom provided connectivity and media center support for our events as well as the Rugby Super Series as a franchise partner.

KCB Bank were a franchise partner for the Rugby Super Series

Kabras Sugar were a franchise partner for the Rugby Super Series

Menengai were a franchise partner for the Rugby Super Series

Team Sponsorship

SportPesa – front of jersey sponsor for Shujaa

Amara – Official Grooming Partner for Simbas (back of jersey)

Mpesa – front of jersey sponsor for Lionesses 7s and back of jersey sponsor for Shujaa.



Kit Sponsor

Umbro continued as the kit sponsor for all the teams. They were able to provide the match kit used by Shujaa at the Paris Olympic Games as well.

Jersey and other Merchandise Sales

This remains a growth area to be fully exploited. Whilst the numbers are growing steadily, there remains a large untapped opportunity in the leisurewear and other category.

Government of Kenya Funding

The Ministry of Sports remained a major benefactor ensuring team preparation took place, athletes and management got reasonable allowances as well as travel and competition related expenses.

World Rugby Funding

World Rugby provided support for team travel and participation in major events. They played a significant role by also providing High Performance Support for the 7s teams as well as support for the Union Development Investment Programme.

The year ended with renewed interest from commercial partners, laying a foundation for renewed vigor in our activities and engagements.

11. Finance Performance

Income

There was a decrease in Revenues in 2024 compared to the previous year mainly due to a decrease in locally hosted regional and international events. These events in 2023 required a lot of logistical support from The Government, Rugby Africa as well as World Rugby.

Expenditure

Reduced revenues mirrored reduced expenditures. This required optimisation of available funding to enable all activities to take place as planned.

Financial Position Summary

- **[OBJ]** In 2024 the organization registered an Income of Kshs 269.95M for the year ended December 2024 and Expenditure of Kshs 284.33M over the same period resulting to a deficit of 14.38M.
- **[OBJ]** In 2023 the organization registered an Income of Kshs 420.5M for the year ended December 2023 and Expenditure of Kshs 450.5M over the same period resulted in a deficit of 30M.
- **[OBJ]** The organization received a total of Kshs 168.89M worth of Sponsorship in 2024 against Kshs 247.6M in 2023.
- **[OBJ]** Due to the decrease in revenue KRU Balance sheet deficit expanded from 108.17M to 122.55M in the current year

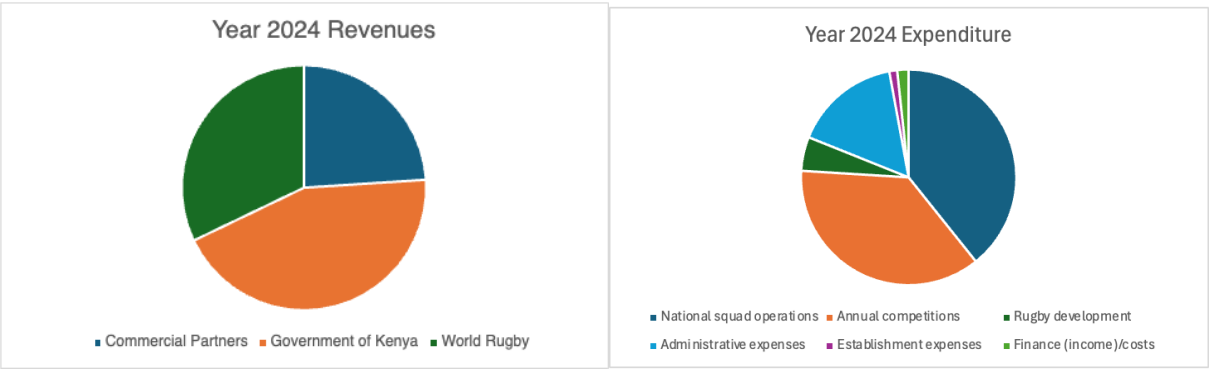
Sponsor	Year 2023	Year 2024
Media Max Limited	19,928,356.00	0
Government of Kenya	171,919,426.00	109,286,676.00
Greenspoon	-	50,000.00
Sportpesa	36,790,000.00	35,966,663.00
Jamii Telecommunication	-	1,500,000.00
Dorcas Rigathi Foundation	-	1,160,000.00
Chloride Exide	-	50,000.00
Haco Industries Limited	-	1,550,000.00
Safaricom Ltd	-	7,324,589.00
EABL	15,000,000.00	12,000,000.00
Coca-Cola	500,000.00	-
NOC-K Grant	2,932,360.00	-
World Rugby Grant	112,919,825.00	79,847,095
TOTAL	360,564,967.00	248,735,023.00

Expenditure	Year 2024	Year 2023
National squad operations	115,582,841	138,473,365
Annual competitions	108,094,637	257,545,515
Rugby development	14,972,240	14,658,990
Administrative expenses	47,250,162	19,853,194
Establishment expenses	3,476,470	4,270,565
Finance (income)/costs	(5,041,567)	15,736,312
Total expenditure	284,334,783	450,537,941

Source: KRU Financial Statements

NOTE: The Union deficit has Increased in the current year due to provision of accounts receivable of 25M due to Media Max in our books, The Union Income has reduced due to reduction of government Funding, No media Sponsor during the year and mainly due to World U20 Hosting grant in the previous year absent in current year.

The Union Deficit mostly constitutes of CAREITAS Loan that continues to accrue interest as years go by. The leagues have not had a substantive sponsor in years and some National Teams are also without sponsors despite their activities that require funding.



12. Media and Communications

Kenya Cup

The media and communications team covered the 2024/25 league season across its digital channels such as:

- Kenya Cup Official Website - kenyacup.co.ke
- Twitter handle - @thekenyacup
- Facebook page facebook.com/kenyacup

There was also coverage of the subsidiary leagues i.e KRU Championship, KRU Nationwide League as well as the Women's Kenya Cup across these channels.

The incorporation of the Championship and Nationwide subdomains has catapulted the Kenya Cup website into a one stop shop for all news and information related to the KRU league competitions.

Barthes Cup, World Rugby U20 International Matches

This year's Barthes Cup was hosted in Zimbabwe where Chipu emerged victorious, being crowned Barthes U20 Trophy champions earning them a slot in the World Rugby U20 Trophy in Scotland. The Media & Communications team was able to cover the games with live updates on our socials to deliver all round coverage related to the tournaments.

The Media & Communications team played a pivotal role in ensuring the tournament received widespread visibility and engagement.

This entailed articles, feature stories and interviews to create awareness and encouragement to fans and the general public to support the team.

National Sevens Circuit

The Media and Communications team was able to comprehensively cover the 2024 Sportpesa National Sevens Circuit. This was an all-around approach that involved pre-and post-tournament analysis as well as live updates and match day reports on the KRU Communications channels which proved to be a popular and reliable source of information, data and news throughout the entire series

World Sevens Series

The Media and Communication team's coverage of the World Sevens Series revolved around the Kenyan national teams, Shujaa and Lionesses who participated in the Challenger series.

The coverage revolved around team announcements, player and coach interviews, real time match updates and social media postings across KRU media platforms.

Social Media Engagement

- The Kenya Rugby X-handles (@officialkru (134,125), @kenyasevens (88,365, @thekenyacup (30,662), @KenyaSimbas (15,436) @safariasevens (3,977) attracted a combined total of **9.85million impressions (views)** during the calendar year 2024. This averaged **820,000 monthly impressions** per month over the calendar year.
- The handles further attracted **333,800 engagements** over the calendar year, making for a monthly average of 24,800.
- The X- handles have a combined following of **272,565 likes/followers** across @officialkru, @kenyasevens, @thekenyacup @kenyasimbas and @safariasevens
- The Kenya Rugby Facebook pages (Kenya Rugby, Kenya Sevens, Safari Sevens, Kenya Cup, Kenya Lionesses and Kenya Simbas) have a 268,506 combined following.
- These pages attracted **19.5 million** impressions over the calendar year 2024 which translates to **1.6 million impressions per month**.
- Additionally, there were **20.8 million engagements** on KRU social media posts in 2024, translating to **1.734 million per month**.
- The KRU official website, kru.co.ke attracted 137,752 visitors in 2024, an average of 11,480 visitors per month.
- The Kenya Cup official website attracted 80,763 visits in 2024, an average of 6,838 visits per month.
- In 2024, Media & Communications also intensified the coverage of age grade, training and education activities too.

13. Conclusion

The story of Kenya Rugby in 2024 is one of resilience, resurgence, and relentless pursuit of excellence. From the players and coaches on the pitch to the administrators, partners, and fans off it, every stakeholder played a role in driving the game forward. Whether it was Shujaa reclaiming core status, the Lionesses standing tall in international fixtures, or grassroots programs reaching new communities, this year has shown what is possible when we work together. As we move into 2025, we carry forward the energy, unity, and purpose that defined 2024, committed to building a stronger, more inclusive, and world-class rugby ecosystem.