This research study was intended to examine the impact of corporate social responsibility activities among the urban poor. It is a case study of the corporate social responsibility (CSR) activities of Kenya Airways Limited and Automobile Association of Kenya in Mukuru Kwa Njenga slums in Nairobi, Kenya. This research study was significant because, there was no other research that has been carried out in Kenya to establish the resultant effects of a company's CSR activities on society. Chapter 1 covers the background of the study, background to Kenya Airways Limited and Automobile Association of Kenya, statement of the problem, objectives of the study, research questions, significance of the study, scope of the study and the limitations of the study.

Chapter 2 covers the main review, the past studies done in the area of CSR, the dependent and independent variables, critical review of major issues, summary and gaps filled by the study and the conceptual framework. The researcher adopted a descriptive research design. Out of a population of 74, a sample size of 40 respondents, representing 54% was picked. The data was collected by the researcher by use of a questionnaire and personal interviews. The data was coded and analyzed by SPSS (Statistical Package for Social Studies). The findings are represented in chapter four in the form of tables, charts and percentages. The researcher established that although the two firms have invested heavily in CSR initiatives in the slum, the residents have a low level of awareness of the same. This implies that a lot more needs to be done in areas of putting up more educational and sanitation facilities. Security in the slum is also wanting, and a lot more needs to be done in order to salvage the grave situation. It is recommended that further research be done to investigate the reasons as to why the two companies are little known in their CSR activities, yet most companies use CSR to build a strong image and brand. The slum is vast in size as it stretches from Enterprise Road in Industrial Area to Outer Ring Road. This proved to be a limitation since respondents in one area may not be aware of CSR initiatives in another part of the slum.