Following liberalization of telecommunication sector in 1999, Telkom Kenya which had been a model in ethical investing has had major gaps in the implementation of corporate social responsibility programmes (Telkom Kenya Update magazine 2006). This is evidenced by the reported cases of corruption; environmental pollution; disbandment of sports team; delayed restructuring programme; tax arrears and delays in remittance of employees benefits (GOK 2006). The broad objective of the study was to investigate the challenges facing Telkom Kenya management in the implementation of corporate social responsibility programmes while the specific objectives of the study was to, 1) determine the level of awareness among Telkom Kenya staff on corporate social responsibility, 2) investigate the effect of corporate culture at Telkom Kenya in the implementation of corporate social responsibility programmes, 3) find out if Telkom Kenya has put in place policies that support corporate social responsibility, 4) determine if Telkom Kenya shareholders are supportive of corporate social responsibility initiatives. Descriptive survey research design was used in this study as it facilitates the collection of information about the target population in a uniform and reliable way. Telkom Kenya has a population of 3000 staff. There are 32 managers who comprise the target population of the study. The researcher interviewed all the managers hence a census of management staff A questionnaire with closed and open-ended questions was used to collect the data. The questionnaire method required the respondents to fill the data and return the document to the interviewer. Secondary data was used to capture the strategies of corporate social investing that Telkom Kenya should adopt in order to enhance public image. Data was analyzed using descriptive statistics method, The reason for choosing this methodology was that it does not restrict respondents on answers and has potential of generating more information with much detail. The analyzed data from the completed questionnaires was summarized and presented in terms of percentages and tables by use of computer software known as statistical package for social sciences (SPSS). The results have shown that even though Telkom Kenya management is well aware of the concept of corporate social responsibility, they have not been able to realize the full potential of ethical investing due to the following hindrances: financial constraints; lack of CSR policy; lack of corporate culture within the organization; lack of shareholder support and insufficient of CSR knowledge among the rest of the staff. The study found that financial constraints prohibit the most the respondents' company from being more socially responsible with 27 out of 32 respondents affirming to this fact. Therefore, organizations should create an annual reserve from their retained profits or surpluses to cater for corporate social responsibility. This way corporations will win the community's support and reap the benefits of making the community an equal partner in development.