PATHWAY TO SUSTAINABILITY

A Collection of Inspirational Stories from Kenyan Civil Society Organizations
Acknowledgement

This publication is a collaborative effort involving multiple stakeholders who have been part of the Yetu Initiative since its inception. First, we wish to recognize the generous financial support of the Aga Khan Foundation USA and the United States Agency for International Development (USAID) without which this initiative could not have been possible.

We recognize implementing partners who played a key role in strengthening the capacities of diverse local civil society organizations in community philanthropy. The Kenya Community Development Foundation (KCDF) and Techsoup Global offered support through the blended learning initiative; Pact supported institutional strengthening efforts; M-Changa offered an e-philanthropy platform which facilitated online and mobile donations; Viwango provided the certification which enhanced credibility, the Aga Khan Graduate School of Media and Communications enabled effective engagement with the media while the International Consultants Marketplace (ICM) provided mentorship and coaching. Kenya Association of Fundraising Professionals (KAFP) facilitated regional workshops.

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Special appreciation goes to the over 200 local CSOs who agreed to take on this journey albeit the uncertainty ahead and whom we engaged through various stages of the program components. We would like to make a specific mention of those who contributed to this publication through telling their stories. This includes: St. Joseph’s Community Based Organization, Nyeri County; Nairobi City, Nairobi County; Merti Integrated Development Program, Isiolo County; Flying Doctors Society of Africa; Nairobi County; Vijana Amani Pamoja, Nairobi County; Brighter Communities Worldwide, Kericho County; Social Welfare Development Program (SOWED), Samburu County; Emali Dedicated Children’s Agency, Makueni County; Echo Network Africa, Nairobi County; Tree is Life Trust, Laikipia and Nyandarua Counties.

To all others who played a role in this initiative and who we haven’t mentioned, we say THANK YOU.
Word from the

USAID Mission Director

At USAID, we are committed to working with a diverse array of partners, including local development organizations, to advance the principles of self-reliance and locally sustained development in Kenya and East Africa.

I believe that a sustainable civic sector must contain a critical mass of local development organizations that are transparently governed, publicly accountable and capably managed. In addition, for the civic sector to be viable over the long-term, local development organizations must be rooted in the communities they serve. This includes mobilizing local resources – not just money, but in-kind contributions of their time and assets.

Under the Yetu Initiative, over 200 civil society organizations and community-based organizations are finding new ways to engage communities to support the causes they care about. They are forming new partnerships and generating philanthropic donations from local sources to meet the needs, priorities and expectations of Kenyans. To date, the organizations have raised over KSH 150 million in cash and in-kind contributions.

Rebecca Wairimu, for example, graduated from vocational school and is working part-time thanks to the support she received from the St. Joseph Community Based Organization in Nyeri County, while 16-year-old EntoMoyiae from Kajiado County escaped early marriage and is now pursuing her educational goals, thanks to Emali Dedicated Children’s Agency.

Stories such as these and more on engaging women and youth – the next generation of leaders of local development organizations – provide powerful insights that continue to inform Kenya’s ever-evolving civic sector.

Mark Meassick
USAID Mission Director, Kenya and East Africa
Civil Society Strengthening remains a critical pillar of the Aga Khan Foundation. The Aga Khan Foundation in East Africa and the United States Agency for International Development (USAID) have supported the Yetu Initiative for the past four years (2014-2018). Yetu has worked with Civil Society Organizations (CSOs) to strengthen the ecosystem of local philanthropy through the development of a philanthropy platform, building on the body of evidence through research, capacity building, establishment of communities of practice and brokering CSOs relations with the private sector.

In the four years, Yetu has strengthened the capacity of 236 CSOs in community philanthropy and maintained a growing community of practice that currently stands at 670 organizations and 1167 individuals. Forty CSOs received intensive and targeted support to conceptualize and carry out their local fundraising campaigns in diverse thematic areas such as; Youth & Women Empowerment, Education, Child Protection, Health, and Climate Change.

The Yetu Initiative embodies our longstanding commitment to philanthropy and civil society strengthening in East Africa. We are delighted to note that CSOs have overcome cultural barriers and maximized resources to expand their reach through the support of Yetu.

These success stories demonstrate the impact of the effort and were provided by Yetu CSO partners highlighting the types of initiatives implemented, the measurable results recorded, along with the positive effects that communities have experienced.

Graham Wood
Regional CEO, Aga Khan Foundation, East Africa
Yetu Addresses 12 of the 17 SDG Goals

- **SDG 1** No Poverty
- **SDG 3** Good Health and Well-Being
- **SDG 4** Quality Education
- **SDG 5** Gender Equality
- **SDG 7** Affordable and Clean Energy
- **SDG 8** Decent Work and Economic Growth
- **SDG 10** Reduced Inequalities
- **SDG 11** Sustainable Cities and Communities
- **SDG 16** Peace, Justice and Strong Institutions
- **SDG 17** Partnerships for the Goals
- **SDG 6** Clean Water and Sanitation
- **SDG 13** Climate Action
Word from the
Program Director

We started The Yetu Initiative in October 2014 with a clear goal in mind - to enable Kenyan Civil Society Organizations (CSOs) tell their stories effectively, raise their national profile, and promote the positive impacts they achieve. This would help Kenyans and other local donors to understand why such organizations should be trusted with their donations.

We believe this pursuit was timely given the shrinking funding in the traditional landscape and the need to inculcate greater ownership for local development needs. Sufficient resources coupled with ownership would significantly support the Aga Khan Foundation’s mission on improving the quality of life for the most marginalized.

Four years down the lane in 2018, we have enabled 236 CSOs to tell this story resulting in over KES 124 Million contributions that have supported initiatives within the Health, Education, Women and Youth empowerment sectors. It therefore gives me great pleasure to present to you this success story publication as a testament of the impact of our work here in Kenya.

Throughout the project timeline, Yetu has worked with an internal project team, diverse implementing partners and a steering committee at an advisory role. The Steering Committee was comprised of a mix of organizations that represent the broad reach of the initiative.

We are forever indebted to United States Agency for International Development (USAID) with whom we co-funded this project and without which all these achievements could not have been possible.

Enjoy the reading!

Phyllis Ombonyo
Program Director, Yetu
Giving back should be in a way that is sustainable - not a one-off handout, but an activity that builds people’s capacity to take initiative on their own priorities.

- Manu Chandaria
The Yetu Initiative

The Yetu Initiative (Yetu) is focused on helping Kenyans harness the national spirit of giving to drive sustainable development. Our work is rooted in enabling meaningful partnerships between civil society, the private sector, government, and ordinary citizens, to create local solutions to problems affecting communities across the country. We work with local civil society organizations (CSOs) to catalyze support for local development needs through local philanthropy. The Yetu Initiative takes its name from the Kiswahili word for “ours” and commits partners to support local solutions for local priorities that can be sustained in the long term. Yetu is supported by the Aga Khan Foundation and USAID.

Civil society organizations working to support development provide structured, long-term channels through which businesses, individuals, and government can collaborate in local development projects. The resources required to implement Kenya’s development blueprint cannot come from the government and aid sources only. Where they fall short, the difference has to come from private investment and local philanthropy. When Kenyans give to civil society organizations, we are ensuring sustainability by helping reduce dependency on traditional funding models (often supported by foreign donors) that have in the past led to unsustainable institutions.

Yetu Initiative works to increase linkages and trust between CSOs and like-minded Kenyan organizations, businesses, foundations, governance structures, and individual citizens. We focus on building organizational sustainability by empowering CSOs to innovate around local fundraising and community engagement. Our goal is to help build their assets, capacity, and credibility, thereby rooting them in the communities they serve.

The Yetu Initiative empowers Kenyans to say; “These are our concerns, these are our solutions and these are our contributions.”
Giving Youth a New Lease of Life

By Paul Gatitu
Rebecca Wairimu, a twenty-year-old girl from Mweiga in Nyeri county, Kenya, lost her father, the family’s sole breadwinner, when she was ten years old. Even though her mother and relatives were able to educate Rebecca through secondary school, they could not afford to send her to college. Besides, she could not secure a scholarship because she did not attain college entry grades.

"This was a difficult time for me especially as I watched my peers and friends leaving for university and college. For me, there was no hope," Rebecca narrates. All this changed when Rebecca was introduced to a staff member of St. Joseph, a community-based organisation (CBO), who had been informed of her plight.

For several years, St. Joseph, a CBO established by the Brothers of St. Joseph in Mweiga, has been responding to the social and economic challenges faced by orphans and other vulnerable children (OVC) in Nyeri county. Brother Harun, St. Joseph Project Co-ordinator notes, "One major challenge we have faced over the years is inability to raise enough resources to not only help a large number of OVCs, but also ensure the few we are supporting actually turn the skills they learn into income generating ventures.

For a long time, we have relied on donations channeled through the church and international donors to fund the program, and this has threatened the sustainability of our program." Through capacity building offered by Yetu Initiative, St. Joseph CBO realized that the most effective way to secure the future of OVCs is through establishing a sustainable community fund to support their vocational educational needs and also provide business start-up kits to help them establish small businesses.

To mobilise community support, St Joseph launched a campaign dubbed 'Action for Orphans.' They created awareness about the campaign through the church and approached the county government and local businesses in Nyeri town for partnership.

"Using resource mobilisation, communication and community engagement skills, we organised a Family fun day and a Cultural day where all proceeds were channeled to the campaign including gate fees and proceeds for T-shirt sales. We got corporates to sponsor the event, and they would in turn set-up a booth displaying their merchandise. One key strategy was a raffle competition where upon purchase of raffle tickets, community members stood a chance to
win several prizes which had been donated by various supporters. This activity is now an annual fundraising event for St. Joseph CBO,” Brother Harun explains.

Other campaign supporters included volunteers and beneficiaries of St. Joseph OVC programme. Paul Gatitu, who provided communications support on a voluntary basis during the campaign explains the engagement strategy: “We used a variety of media including local radio stations, social media and TV to reach out to people and mobilise resources for the campaign. We also had alumni beneficiaries give testimonials about how the program had impacted their lives.”

Rebecca was one of the first beneficiaries of Action for Orphans campaign.

She enrolled at Bradegate International College where she pursued a certificate course in food preparation, and graduated top of her class. She secured a paid internship at the Green Hills Hotel in Nyeri, one of the top hotels in central Kenya.

Due to commitment, discipline and hard work, Rebecca received a 50% scholarship to further her studies and pursue a Diploma course in Hospitality Management. She works part-time as a caterer during events, a source of income that she uses for her own upkeep as well as supporting her mother.

“Action for Orphans campaign literally threw me a life-line when I had almost given up. By supporting my education, they gave me a new lease of life and a livelihood to my family,” explains Rebecca.

The experience on Action for Orphans, which increased the number of OVC enrolments, has motivated St. Joseph’s CBO to think bigger.

“We are now planning to establish a technical and vocational training centre, which will allow those who can afford tuition to subsidize those who cannot afford it. This will enable us become more sustainable while reaching more OVCs”, concludes Bro. Harun, St. Joseph Project Co-ordinator.

Finding new models for sustainability like that tuition arrangement can make the difference for many other organisations too.

*Paul Gatitu is a volunteer with Action for Orphans*
In an age where community involvement and partnerships with civil society are increasingly being recognized as indispensable, there is clearly a growing potential for cooperative development and renewal worldwide.

Kofi Annan
Learning to Leverage Relationships

To Make Change

By Absalom Ragira
For several years, Tree Is Life Trust (TILT), a local non-governmental organisation has worked with rural communities in Laikipia and Nyandarua counties, educating them on alternative energy sources to reduce reliance on wood as a source of fuel.

TILT began a campaign to promote use of biogas as a source of clean and renewable energy for rural communities in Nyandarua county. While the expectation was the community would quickly adopt the new idea, the reality was that the community was resistant despite several field demonstrations. For organisations like TILT, local participation is key. Yet TILT’s leadership could not see why their good idea was not capturing the community’s interest.

"In 2017, Tree is Life Trust was selected to take part in the second series of the Yetu Bootcamp. For the eight-month period, two staff members underwent intense practical training on local resource mobilisation, community engagement, communication and marketing strategies to run the campaign. It was during one of the sessions that we realised that we did not have a good community engagement strategy for our Biogas campaign," explains Thomas Gichuru, the Executive Director at TILT.

He adds, "We relaunched the Biogas campaign under the banner "Adopt a Biogas, Save our Planet". We refined the campaign and came up with effective community engagement strategies that included: getting local community leaders on board, establishing a project team with clearly defined roles, setting realistic targets for the campaign and laying out ways we would build on the few successes we had."

To implement this new strategy, TILT used local chiefs and community influencers to help with community sensitization and enhance the organisation’s credibility.

During demonstrations, some community members who had installed biogas in their homes shared their testimonials on how their lives had been impacted since embracing biogas. After only a few weeks, there was a noticeable increased interest from other community members.

Mr Charles Njoroge from Siron, in Laikipia County who previously depended on firewood is one of the community members who installed a biogas unit in his homestead. "I was motivated to try biogas through demonstrations conducted by TILT during community meetings locally known as barazas."
With the use of biogas, I have made a lot of savings as I don’t purchase fuel anymore for cooking and lighting. In addition, I have channelled bio-slurry (a by-product of biogas) to my farm, which has enhanced my crops growth and yield,” says Njoroge.

Before implementing the new community engagement strategy, TILT had a biogas uptake of around 2-3 homesteads per month. Today, TILT installs biogas in 10 homes every month and the demand from neighbouring communities is increasing. One advise the team would give other local community organisations is that cultivating relationships is key to success.

Increased uptake means that the income for TILT has increased thus enabling the organisation to become more self-sustainable. TILT is now expanding the geographical coverage of its environmental conservation efforts towards safeguarding Kenya’s dwindling tree cover.

*Absalom Ragira is the Project officer and Technical Coordinator at Tree Is Life Trust*
I believe that social progress will require quality inputs from all three sectors: public, private and Civil Society. Sustainable progress will build on a three-legged stool. And that progress can be particularly impressive when the three sectors work closely together.

Aga Khan IV
Collaborating with Peer Organisations
For Greater Impact
By Michelle Tuva
For over 15 years, Nairobits has empowered youth from disadvantaged communities with skills for Information and Communication Technologies (ICT), such as graphic and web design, coding and basic computer skills. These skills enable the youth to get a decent source of income, thus improving their quality of life.

With a consistent funding source through our international partners and a network of sister organisations across the region, we previously did not put much effort and value in building networks with other local civil society organisations (CSOs).

However, during one of the initial capacity building trainings organised by Yetu, we went through a session on how through peer learning we could partner with other like-minded local CSOs to achieve greater impact. We also realised that such peer networks provided a platform to share ideas and collaborate on similar projects.

Though we were sceptical if networking with other local CSOs would be successful, we partnered with four organisations based in Nairobi. It was during the first peer network meeting, that we connected with Echo Network Africa, who were implementing a youth empowerment program.

This program targets girls from disadvantaged backgrounds who have finished school, preparing them for the job market by imparting them with entrepreneurial and soft skills.

One major setback we had with the majority of our graduates was that while they had ICT skills, they did not have the capacity to venture into entrepreneurship. We forged a partnership with Echo Network Africa where they would offer entrepreneurial and soft skills training to young women attending the Nairobits program. In exchange Nairobits provided ICT training for participants in the Echo Network Africa youth empowerment program.

We went further and merged the classes to enhance efficiency and effectiveness. We have jointly trained two successful cohorts of 54 young women in Kibera and Korogocho slums; majority of whom never had a chance to complete formal education.
We held a joint graduation ceremony which unexpectedly turned into another avenue for local fundraising as parents, friends, former graduates and the local community were impressed with the partnership. This is more so because 17 girls had secured placement opportunities from reputable institutions such as the Kenya Broadcasting Corporation (KBC).

Trans Nzoia Youth Sports Association (TYSA), one of the other peer organisations we had networked with, offered an ICT internship opportunity to one girl. We are also in talks with yet another peer, Mathare Youth Sports Association (MYSA) which implements youth empowerment programs in Mathare through sports to establish an ICT training centre in their premises.

Nairobi grads pose for a photo after graduation
Those who bring sunshine into the lives of others cannot keep it from themselves.

Anonymous
Mobilising the Community

For Emali Children's Rescue Centre

By Michelle Tuva
Sixteen-year-old, EntoMoyiae was rescued from early marriage in Kajiado by Emali Dedicated Children’s Agency (EDCA). She is delighted to be in a safe space.

“My parents had identified a suitor for me, and had it not been for EDCA, I would now be in my matrimonial home at only 16 years,” Ento says.

Ento is one of the beneficiaries of EDCA, and a resident of Emali, an area predominantly inhabited by Kamba and Maasai communities. These communities still practise Female genital mutilation (FGM) and early marriage despite years of government crackdown.

Since its formation in 2002, EDCA has rallied the community through education and economic empowerment programs with a view of changing their attitudes and mind-set on female genital mutilation and early marriage. For the 10 years the program has been in operation, EDCA realized the need to establish a rescue centre to provide shelter and a safe environment for the girls. Building the rescue centre was however a tall order as the organisation did not have enough funds. The project underscored the long-term need for EDCA to become financially sustainable. Representatives of EDCA had an opportunity to take part in the training offered under the Yetu initiative.

One of the key skills that they learned was on resource mobilisation, where they realized they could seek the support of the local community to mobilize assets in-kind, beyond just cash contributions, towards construction of the rescue centre.

EDCA rolled out a campaign to locally mobilize resources. They engaged the communities through forums to sensitize them on the importance of having a rescue centre, and how they could contribute either by donating construction items or volunteering labour and time. They also engaged local community leaders in Kajiado and Makueni including county governments.

As a result of the campaign, the County Government of Kajiado donated two acres of community land to EDCA, where the rescue centre will be constructed. This significantly scaled down the cost of putting up the structure. Discussions are now ongoing with Makueni county, who have also pledged to provide in-kind contribution towards the construction. Once established, the rescue centre will offer a safe environment for girls who have been neglected, deprived and abused. Through the centre, the girls will receive support to ensure they are integrated back to the community.

Even as plans to establish the rescue centre are underway, EDCA continues to provide a haven for vulnerable girls, so far, 15 girls have been rescued from early marriages and FGM. Seven of these girls are currently in vocational institutions under full EDCA sponsorship.
A Boost to Girl Child Education

In Isiolo County

By: Jedida Nkirote
Among the nomadic communities in the northern part Kenya, education for girls is not a priority. Where they must choose, families opt to invest in educating boys. As a result, there is a huge gap in the literacy levels between girls and boys. Compounding this problem are conflicts related to the pastoralist lifestyle and cultural practices which disrupt girls school attendance. It is common for girls to drop out of school once they enter puberty. This is often due to absenteeism during menstruation, as well as domestic responsibilities.

Merti Integrated Development – Program (MID-P) is one of the organisations that has been advocating for girl-child education both at secondary and tertiary levels in Isiolo County. The organisation runs the Girl Child Education Project which started in Garbatulla in 2000, through providing scholarships to four girls. At the time, the organisation was relying on support from Mission for Peace and Development – a group of retired pensioners from Eindhoven, Netherlands. From the initial four scholarships, the program has grown to provide support to 315 girls in secondary school and 48 girls in tertiary education.

After 18 years of providing support, the Mission for Peace and Development donors indicated they were not able to continue funding the initiative. This was because the members of the funding initiative were aging, the oldest was 101 years, while the youngest was 76 years old. Due to this development, MID-P signed a 3-year gradual phase-out plan. With dwindling donor support, MID-P struggled to figure out what would happen at the end of the close-out phase. Previous efforts to raise funds locally had not been successful.

MID-P decided to focus on the girls who were already enrolled in the scholarship program and were expected to complete their studies in 2020. An opportunity to go through a capacity building program under the Yetu Initiative, changed MID-P’s perspective on local resource mobilization. The team went back to the drawing board, and developed a local resource mobilization strategy, focusing on establishing partnerships with corporates, individuals and the county government.

Through this renewed focus, they rolled out a campaign through which they raised Kshs.5,333,559. These efforts unlocked an additional Kshs.900,000 from their existing donors in appreciation of their efforts to raise funds from local sources. The additional funds have doubled the annual sponsorship target from six to 12 girls.
Spurred by the success, the team is currently mobilizing resources to build a Smart Centre on a 10-acre piece of land which was donated by the Isiolo County government. Several other supporters have expressed interest in supporting the construction of the center, which will offer vocational training for past beneficiaries and the community at large. Recently, the program received a recurring 10% annual allocation of the County Development Fund, an achievement which is attributed to increased community ownership of their campaign.

Staff at the now renamed Isiolo Girl Child Education Trust have a renewed sense of optimism that the future is bright through renewed ties with the Trust’s existing donors and new opportunities with local government, they see prospects for growth. They are looking forward to ensuring more girls have access to secondary and tertiary education.

*Jedidah Nkirote is a Girl’s Education Officer with Merti Integrated Development Programme.*
In line with Yetu’s objective of building a body of knowledge in local philanthropy, we published 3 research findings. Access them at Yetu.org
Changing the Lives of Youth
And Building a Network for Civil Society

By Mariah Muguku
Pathway to Sustainability

If someone could take me back to January 2017 and tell me that a local non-profit organisation such as ours can succeed in not only mobilising resources locally but also building a successful peer network with other civil society organisations, I would laugh it off as an ambitious goal. I am Mariah Muguku, Program Co-ordinator at Echo Network Africa (ENA), and this is the story of how we successfully ran a youth empowerment program fully-funded through local resources with guidance from Yetu Initiative.

Echo Network Africa, previously known as Kenya Women Holding has for the past ten years undertaken programs to empower women, youth and persons with disability across the country.

We have always depended on international donors and proceeds from some commercial ventures to fund our projects. In June 2017, we got an invitation from Yetu to participate in a practical capacity building program on local resource mobilisation.

Although skeptical about the prospects of a local fundraiser being successful, my two colleagues and I attended the first boot camp workshop. This was an eye opener for all of us. We learnt how to map potential donors in Kenya, tactics on engaging with corporates and how to leverage on existing relationships with the community for brand building and profile raising.

Most of our colleagues in the office did not buy into the idea of getting resources from fellow Kenyans and were not supportive of the campaign. We organised a meeting to get staff buy-in and their support to run a fundraising campaign dubbed, Millennials for Change Mentorship Program. The goal of the program was to prepare 100 youth for the job market.

We got an opportunity to learn from peer organisations that were doing local resource mobilisation, and were greatly inspired by Ndugu Nyoro, a renowned local fundraising champion who has raised millions of shillings locally. His experience and expertise gave us a sense of confidence and belief that things would work.

Our main strategy was to get a buy-in from corporates in Kenya. We mapped potential corporates who showed interest in youth empowerment and created a unique value proposition for each one of them in our request for support.
Pathway to Sustainability

We ran a drip campaign involving all our previous beneficiaries, local partners, suppliers and friends of the organisation. Though this resulted in a few donations, it raised our organisation’s brand and the campaign profile.

To enhance accountability and support, we held several donor engagement sessions including a dinner for targeted potential donors and their friends, to interact with some of the program beneficiaries. In addition, we also held a successful golf tournament, which was made possible through cash and in-kind support from various corporates including: Liberty Life Insurance, AAR Insurance, Enkavilla Properties, Safaricom and Co-op Bank. Within eight months, we had raised Kshs. 4,200,000 ($42,000) in cash and in-kind.

As part of the peer learning and networking with other CSOs, we established a partnership with Nairobits, a local NGO that empowers youth in informal settlements with Information Technology (IT) skills. ENA offered entrepreneurship and soft skills training to the young women attending Nairobits IT training, while Nairobits provided ICT skills training to our program participants. To date we have successfully enrolled 54 girls into the Nairobits program. Out of these new enrolments, 17 young women secured internship placement even before they completed the program.
"There is hardly a thing like too much kindness. There’s always someone in need of your kindness, give it"

Anonymous
Restoring Dignity to Women in Kenya

By Juliet Gitau
Obstetric fistula is a serious problem in the world’s poorest countries, where too many mothers give birth without any medical help. If a woman’s labor becomes obstructed, she will endure days of painful, prolonged labour and her baby is unlikely to survive. If she survives, her body is literally broken by childbirth leading to uncontrollably leaking bodily wastes.

These women are too often shunned by their families and communities. They suffer a loss of self-esteem and are likely to be abandoned by their husbands and treated as outcasts by society. In Kenya, obstetric fistula accounts for at least six percent of all maternal deaths and prenatal loss if left untreated, with an estimated 100,000 new cases annually. Women continue to suffer from this heart-breaking but treatable condition.

The Flying Doctors’ Society provides free Fistula correctional surgeries to women throughout Kenya. The objective of this initiative is to reduce the effects of untreated fistula and enable women affected by fistula to resume a normal life. However, the organisation had not created strong relationships with its biggest supporters in Kenya.

As part of its involvement in the Yetu Initiative, the Society rolled out a six-month local resource mobilization campaign dubbed, Restoring Dignity to Women in Kenya, through which they organised a fundraiser and received cash and in-kind donations from individuals and corporations.

As a result, two health camps were held in Kisii and Embu counties in Kenya. During the camp, a total of 89 women were treated, representing a 400% annual increase, while 239 community health workers were trained on how to identify fistula cases and encourage affected women to seek treatment.

Mobilization of patients had always been a challenge because of the stigma associated with fistula. Unlike in the past, the Flying Doctor’s Society engaged the community and media more intensely and creatively including use of local radio stations which increased awareness levels.

“We trained community health volunteers (CHV’s) and they were able to mobilize more patients through their engagement with the community. We also engaged a well-known social media influencer in Embu who had a big following to spread the message about the camp.
Pathway to Sustainability

We further engaged the community through a radio activation by a renown media personality called Wilbrodaon Radio Citizen who not only created awareness about fistula but also helped to raise funds towards the campaign”, says Juliet Gitau, Program Co-ordinator.

She adds, “We held a fundraising event with high net worth individuals. This was different for us because previously, we had never thought of having an event targeted at these individuals. We were also able reach out to big influencers such as Ms. Pinky Ghelani and Mr. Jeff Koinange as hosts”. Sixty-year-old Alice Kagendo a resident of Embu County, is one of the beneficiaries of the free corrective surgical procedure offered by The Flying Doctors.

For three years, Alice had suffered the humiliation of leaking urine condemning her to a life of isolation. Alice is now a fistula survivor, after undergoing corrective surgery, during one of the health camps held at Embu level five hospital in May 2018. “I am very happy because I will no longer live a life of humiliation. I am now keen to be an advocate and use my experience to educate other women,” says Alice.

With new skills for connecting with major supporters in Kenya, Flying Doctors’ Society has found a way to move toward helping many more like Alice.

Alice Kagendo, a Fistula survivor
Visit Yetu.org to learn more about Community Philanthropy and How to plan and execute a successful local fundraising campaign.

Yetu, Our Community, Our strength
Employability and Entrepreneurship
Opportunities for Disadvantaged Girls in Nairobi.

By Ann Nduku
Pathway to Sustainability

Our organisation, Vijana Amani Pamoja (which loosely translates as 'Unity and Peace among the Youth') works with young people living in informal settlements, empowering them with skills to help them generate income. Our work not only helps keep them away from vices, but also provides them with an opportunity to escape the cycle of poverty.

After enrolling in Yetu Initiative’s capacity-building program in July 2017, we launched a campaign dubbed ‘Employability and Entrepreneurship for mobilizing resources to equip young needy girls with skills and competencies that would enable them to find employment or start businesses. To help more girls, we needed to make our organisation self-sustaining.

During the capacity-strengthening process, we realised that the best way to ensure sustainability of our program is to forge long-term partnerships with corporations. They can provide both support through funding -- and job placements for our graduates, a win-win scenario as they get to have a pool of potential employees from us and we get to provide an opportunity for our graduates to get on job training. We were inspired by one of the speakers, Dr. Stanley Kamau, founder of Ahadi Trust Kenya known for the Anti-jigger campaign, which is 100% funded by local corporate partners.

We mapped out potential corporates and developed proposals on how we could build beneficial partnerships with them. This mapping included looking at past relationships regardless of whether or not they had borne fruit. We had a prior lukewarm engagement with Standard Chartered Bank; they had funded some of our previous campaigns but at a minimal level.

We approached them for a partnership on this campaign, deciding to better demonstrate our intended results and continue to nurture the relationship. They came on board, and even committed to working with us long-term.

In September 2018, StanChart agreed to host our goal achievers’ graduation ceremony. In this event, several of our beneficiaries were recognised by the Bank for emerging top in the 2018 StanChart Photography competition, which attracted some generous cash prizes. Stan Chart’s agreement to host the event was a testament of the strong relationship cultivated.
Pathway to Sustainability

Hilton Hotel also came on board. They will be offering placements for our catering graduates. We are currently in talks with Kenyatta University to offer sports management training and we hope to seal a partnership deal in the coming months.

Within eight months of running the campaign, we managed to raise Kshs.3,500,000 (USD 35,000). We have also secured political goodwill from local area leaders who have pledged to help where necessary. To date, the campaign has successfully trained over 140 girls from informal settlements, equipping them with employable skills.

In January 2019, we were pleased that StanChart donated KES 6 million (USD 60,000) to facilitate our youth empowerment programs for the year. These private-sector relationships can help provide a path toward a financially stable future for those important programs.
Discover

M-Changa

Fundraising

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Identifying Donors for Upgrading Sanitation Facilities
In Public Primary Schools

By James Wallunya
The introduction of Free Primary Education in Kenya in 2003 resulted in an unprecedented population explosion in all registered public primary schools. Learning institutions located in densely populated, low-income urban areas continue to be the most affected despite lack of adequate infrastructure, especially toilet facilities.

For two years, Social Welfare Development Programme (SOWED) had been implementing the Toilet for Girls (T4G) project, which identifies and upgrades sanitation infrastructure in schools in Kajiado County. However, the project had not had any major impact mainly due to lack of donors. With minimal project success, we considered shelving the project.

The turning point for us as an organisation was in November 2017 when SOWED was invited to take part in a practical capacity building training offered under the Yetu Initiative. We learned that we could successfully raise funds locally, something we had never done before. We learned how to identify high net worth individuals in the community and map strategies that would enable us to get community support for our project. We relaunched the Toilet for Girls (T4G) campaign. After undertaking a mapping exercise of potential donors, we realised the best people to approach were the alumni of targeted schools and county government of Kajiado. Through heads of schools, social media and an outreach campaign, we were able to reach out to alumni.

Together with school heads, we created alumni WhatsApp groups to aid in mobilisation of resources for refurbishing or construction of toilets in their former schools. Most alumni pledged to provide in-kind support in the form of construction materials and labour. The county government provided support in terms of fast-tracking necessary approvals needed for toilet construction.

So far, we have begun construction of toilets in three public schools including Ongata Rongai Primary School that has one of the largest pupil populations in the county. Recently, we received KES 1.2 million (USD 12,000) from the office of the Member of Parliament in conjunction with the county government for construction of toilets at Nkaimurunya Primary School.

Latrines are critical to keeping children in school and we envision that the T4G project will change the lives of school-going children in Kenya one toilet at a time. By identifying and approaching the most likely local partners, we have ensured that change will have even greater impact.
Creating a Larger Conversation,
Demystifying Menstruation

By Maria Kidney
Civil society organisations that tackle important issues – even once-taboo topics can often engage the wider public in their cause. Inadequate menstrual hygiene management is a problem in many rural communities in Kenya. A girl misses one week of school every month because of the challenges arising from lack of sanitary towels. This adversely affects the girl’s attendance and performance in school and is usually the onset of other social cultural pressures including early marriage, female genital mutilation (FGM), gender-based violence and child labour. As a result, this is a huge hindrance to Kenya as a country striving to achieve its Education for all goals.

Since 2002, Brighter Communities has been implementing community empowerment programs especially on menstrual health in Londiani, Kericho County in Kenya. In the past, this has been made possible through funding support from donors based in Ireland. The donors have also been responsible for overseeing program operations. However, the donor support that has been our lifeline since inception is dwindling. We realised that the only way to ensure sustainability of our programs is through mobilising resources from Kenyans. In January 2018, we partnered with the Yetu Initiative to run a Menstrual Hygiene Campaign dubbed ‘Nothing Will Stop Me’.

The aim of the campaign was to create awareness on myths and misconceptions related to menstruation and reproductive health, provide access to sustainable sanitary kits and construction of girl-friendly latrines in schools. Through this partnership, we learned about the importance of community ownership and involvement in projects, how to get community buy-in and mobilise resources, both cash and in kind.

This prompted us to change our approach on how we engage the communities which we work with. We revived our local board and ensured that all members were actively involved in the campaign. We held a baraza (community town hall meeting) where we had discussions with community leaders on the campaign and sought their views on how best to implement while mobilising resources from the community.

To officially launch the campaign, we organised a social media blast for our hashtag that reached over 400,000 users online. A Kenyan local musician and female health activist, Suzanne Gachukia collaborated with other local artists.
and released a theme song entitled ‘Nothing can stop me’ with all proceeds being channelled to the Menstrual Hygiene Campaign.

We also convened a local committee that included representatives from all 7 divisions across Kipkelion and Londiani. Each member of the committee was responsible for a local sub-committee to enable them reach out to their respective communities for awareness creation and fundraising.

The local sub-committees helped in mapping out all influential people including politicians, business people, celebrities and athletes from the area. We reached out to them, through round table discussions with the aim of getting them to support the campaign. A significant highlight of this exercise was when the County Assembly Speaker helped mobilise legislators from the county to support the campaign by speaking publicly and pledging to support enactment of relevant legislations.

In three months, we managed to mobilise Kshs.3,553,438 (USD 35,500) both in cash and in-kind. The culmination of the campaign was a celebration to mark the Menstrual Hygiene Day on May 26th at Kipsirichet Secondary School, in Londiani, Kericho County. The event, run as a Harambee which means "All pull together" in Swahili, saw individuals, schools, division sub-committees and invited dignitaries donate to the campaign amid the festive atmosphere of song and dance. Local leaders pledged support towards efforts to provide sustainable solutions to menstrual health management. The campaign will now be held annually, culminating on the Menstrual Hygiene Day.

Davies Rotich, the head teacher of Kipsirichet Primary School, says that there is now a greater level of openness in schools as well as in the surrounding community on menstruation matters. He directly attributes this change to the campaign.
Participants during the YETU inaugural Bootcamp in Naivasha, Kenya.

Participants pose for a group photo during the second Bootcamp Programme in Naivasha, Kenya.
Our communities. Our strength.