



GIVING DIGNITY TO THE AGING MEMBERS OF SOCIETY

AGING IS NOT A DISEASE..... IT COMES WITH IT!

JOYCE WANJIKU KAIRU

10/26/2015

In this document the background of Purity Elderly Care Foundation (PECF) which takes care of vulnerable elderly people of society has been explained, its objective, mission, vision, values and activities have also been highlighted. The project justification, problem statement, sustainability and implementation plan and the project monitoring and evaluation are also explained in detail. Success stories over the last five years have been underlined and challenges have been emphasized and a comprehensive projected budget for 2016 is attached.

FUNDING PROPOSAL

NAME OF FOUNDATION: PURITY ELDERLY CARE FOUNDATION (PECF)

PROGRAMME ELDERLY DIGNITY PROGRAM

CONTACT PERSON: JOYCE WANJIKU KAIRU

TITLE: EXECUTIVE DIRECTOR

Mobile: +254 718 77 8615

info@pecfkenya.org and purityelderlycarefoundation@gmail.com

CONTACT INFORMATION: Website: www.pecfkenya.org

Facebook group: PURITY ELDERLY CARE FOUNDATION

Facebook page: Purity Elderly CARE Foundation

POSTAL ADDRESS: P.O. Box 4 Mweiga, 10104, Kenya

LOCATION: PECF OFFICE, Amboni Road, Mweiga, Nyeri County, Kenya

BANK ACCOUNT DETAILS: Bank Name: Family Bank

Account Name: Purity Elderly Care Foundation

Account no.: 0055000021414

Branch: Nyeri

Swift code FBLKENA

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1. EXECUTIVE SUMMARY

Purity Elderly Care Foundation (PECF) is a non-governmental organization that is registered in the Republic of Kenya to cater for right of elderly persons of society. PECF was established to take care of vulnerable elderly persons in the society who have either been neglected, abandoned, forgotten, sickly and lonely.

The founder established the organization after the death of her late mother who succumbed to cancer of the colon on 3 June 2010. The founder was provoked and convicted for not taking care of her mother who was ailing and she had the capacity to do so and named the organization Purity in honour of her mother.

The founder and chief executive officer left high profile jobs that paid well but to take care of the vulnerable members of society where she has been tagged 'Professional Beggar' for her persistence in seeking support for her calling.

With support from the administration, community workers/policing and volunteers, PECF has identified more than five hundred elderly people who need support but has only managed to support permanently thirty nine beneficiaries through support from well-wishers. The support include Give companionship, taking the sick to hospital, provide basic needs like food, firewood, cleaning, building and, or repairing dilapidated, offer free medical camps, lobby and advocate for the rights of elderly persons, fundraising and observe and celebrate international days annually.

PECF started its operations in Republic of Kenya, Nyeri County, Kieni Constituency, Mweiga Location and has in the last five years expanded in the country.

PECF has over the past few years accomplished a lot. The learning to date is that with deliberate efforts focused on the elderly they have a more meaningful engagement, health conditions improve and they feel once again a sense of dignity.

This document is being presented to request for funding to support the organization to execute its mandate successfully over a two year period. The total **proposed budget in USD 107,040.**

The funds will be professionally managed and regular reporting to donors on the activities and how the funds have been utilized will be done on a quarterly basis.

The appeal of donations can be from USD10 a donor and sponsorship model is in this document to help understand the various participatory requirements in different categories.

2. BACKGROUND

Purity Elderly Care Foundation (PECF) is a Non-Governmental Foundation (NGO) registered in the Republic of Kenya with the NGO Co-ordination Board, Registration No. OP. 218/051/11-0684/7503 with its pilot operations in Nyeri County in the Republic of Kenya.

PECF was founded by Ms Joyce Wanjiku Kairu in honour of her late mother Purity Wanjiru Kairu who succumbed to cancer of the colon on 3 June 2010. Too busy to take care of her mother while in the diaspora, Wanjiku says she could not live with herself for not taking care of her mother personally, a conviction that provoked her to establish the foundation.

The foundation was originally self-funded until the founder run out funds and started requesting for help from friends, family, businesses, corporates and religious groups. With a lot of challenges the foundation has constructed and revamped twenty two shelters, facilitated medical care for over thirty elderly people, held free medical camps, observed international days, lobbied and advocated for the rights of the elderly both in the community and the government.

Various national and international blue prints also recognize the capacities and abilities of the elderly persons and the need for their support and care. These include the Kenyan Vision 2030 and Millennium Development Goals (MDG). Additionally, Section 57 of the constitution of the Republic of Kenya recognizes the older persons of society and the constitution heavily borrows from a government policy document published in September 2012.

PECF works very closely with both the county and national government on issues affecting the elderly and supplements the efforts of the government. Religious groups, corporates, businesses and other like-minded partners support the work of the foundation in one way or another including sensitizing the society and encouraging the elderly who feel they have no place in the society.

Although the main objective is to sensitize the community about the plight of the elderly, there are still some very needy cases where direct support is essential on a continuous basis. Today, the foundation operates with minimum staff and volunteers as it does not have funding for its operational costs or capital costs, leaving the very needy vulnerable elderly people not getting enough support to give them the dignified life in their twilight years.

Some of the issues affecting the elderly include neglect, abandonment, poverty, substance abuse, disease, loneliness, the global changing landscape and inexorably, old age. PECF emphasizes to both the young and the elderly about the importance of financial investment to take care of them in old age and on how one lives with the community to avoid stigma.

The changing global landscape has significantly altered traditional family relationships and structures that have previously provided support to the extended family. The search for better living conditions and economic opportunities in urban areas and the Diaspora has left many African families split up across the globe.

Elderly persons being a part of an important segment of the Kenyan society have found themselves neglected, abandoned, forgotten, stigmatized, abused and even lonely. As they live through their twilight years, they look back to a rich heritage and legacy that they had over to the present and future generations.

3. PROBLEM STATEMENT

This current urbanization process and individualization has led to a situation where young adults who left home in search of employment are ashamed to go back home with nothing if they are unemployed or are barely making it themselves. They have been caught up in poverty trap that leads to life in slums and thus leaving with the fear of stigmatization if they return home, therefore, abandoning their parents.

Since inception, PECF has come across hundreds cases of serious abandonment and neglect which has resulted in poor health finally yielding to diseases. In some cases, we have found very weak elderly people in houses where the community or family will just place food on the table or beside the bed for an elderly person who cannot even lift a spoon to feed him or her. Most elderly people suffer in their beds where you find that they wet and mess their beds leaving them with acute bed sores because they are not able to get to the toilet. PECF has witnessed eight such cases and intervened by taking them to hospital for medical assistance and others by giving home-based.

Older persons suffer from poor health and are unable to access proper nutrition, which increases their health risk. They lack income to access appropriate health services, some health personnel have negative attitudes toward them, drugs are not available and in some cases they are unable to access health services due to long distances to health facilities. PECF has witnessed hundreds of such cases and intervened by engaging local clinical officers to treat those that they can and PECF pays for the treatment. Sometimes PECF gets drugs from pharmacies

HIV and AIDS infected and affected people presents a major challenge. It is noted that virtually all aspects of development have experienced the severe impact of HIV and AIDS at household, community and national level. To this end, some of the elderly are left with Orphans and Vulnerable Children (OVCs) yet they have no capacity to feed or even take care of. The shelters that these poor old people live in are not spacious enough to accommodate the children and therefore also create both safety and health risks.

Majority of our older persons have no access to decent shelter. In the rural areas, PECF has found that many elderly persons live in deplorable conditions.

In Kenya, neglect, abandonment and violence against older persons has taken age based dimension such as “killings of older men and women on suspicion of practicing witchcraft, domestic violence, rape particularly among older women, kidnapping for monetary gain, fraud to acquire property and money from older members of society engineered by children or in collusion between institutions and close family members, threats and emotional torture, and physical harm. Older persons especially women bear the brunt of abuse, suffering financial hardship and social isolation taking care of their orphaned grandchildren, blamed for every calamity that affects their societies and looked down upon with contempt.

The media has reported about the elderly people being raped while others have been killed by relatives. One such case of rape was in November, 2014 where one of PECFs beneficiary of 95 years old woman was repeatedly raped in Mweiga, Kieni West Constituency. In another case an elderly woman of 86 years who was killed with a machete simply because the son was jealous that the mother wanted to give land to the older brother.

Elder abuse is largely a hidden problem and tends to be committed in the privacy of the older person's home, mostly by their family members. Another reason is the unwillingness of victims to report abuse for fear of; disbelief, loss of independence, being profiled thus; lose social support (especially if the perpetrator is a relative), and being subjected to future retaliation by the perpetrator(s). Cognitive decline and ill health also prevent the reporting abuses. Lack of proper training of service providers, such as social workers, law enforcers and; nurses; about elder abuse contributes to under reporting of crime.

Abuses against older persons are perceived as less serious crimes by law enforcing agencies and are referred back to family dispute resolution mechanism.

Kenya has made commitments to addressing issues of the elderly through National legal and policy frameworks. In 2010, a commitment to social protection was enshrined in Kenya's Constitution, and asserts the "right for every person to social security" and "binds the State to provide appropriate social security. The 2010 Constitution define old person as people of age 60 or more years. The Older Persons Cash Transfer (OPCT) program however targeted persons of age 65 or more who have attained additional criteria including income status, geographical, and should not be beneficiaries of another CT program. However, OPCT has not been consistent and corruption has been an impediment to successful implementation of the program.

PECF has been working with minimal staff and volunteers with little resources to address most of these problems. Some of the challenges in the work that PECF undertakes as we do home-based care are lack of the full infrastructure to meet all the demands to provide for the basic human needs for the elderly; lack of office space, personnel/staff and transport.

4. VISION, MISSION, VALUES AND OBJECTIVE

5. VISION

To ensure that the elderly members of society will live in dignity, peace and in bliss in their twilight years.

6. MISSION

To empower the community to organize, manage and coordinate collaborative support for the elderly members of society to live in dignity.

7. VALUES

- Commitment
- Respect
- Excellence
- Integrity
- Compassion
- Passion
- Character

8. MAIN OBJECTIVE

To have a community that takes care of their elderly people in the comfort of their own homes through HOME-BASED CARE.

8.1. SPECIFIC OBJECTIVES

- STRENGTHEN community support of the elderly from their own homes through home-based care;
- RAISE community awareness and response to the plight and rights of the elderly persons of society;
- LOBBY & ADVOCATE for mainstreaming the rights and privileges of the elderly persons;
- PUT UP an upmarket "NURSING HOME" for elderly people in for both charity and commercial purpose.

9. SUCCESS STORIES

While many thought that the founder was crazy to leave a well paying job to start helping the elderly, so much has been achieved in making a difference in the lives of the elderly and these include:-

- ✓ Construction of 16 shelters and 6 repaired since May, 2012
- ✓ 22 elderly people have been given free medical care at various Hospitals in Nyeri County.
- ✓ Observed World Elder Abuse Awareness Day (WEAAD) since 15 June 2012
- ✓ Celebrated and observed United Nations International Day for Older Persons since 1 October 2011.
- ✓ Hosted four Year Party since 31 December 2011.
- ✓ Collected thousands of blankets over the years during 'The Elderly and Cold Campaign'

10. STATEMENT OF NEED

Since its inception in 2012, PECF has not had any consistent funding or donations and has therefore been relying on handouts from individuals based on activities or events. PECF is now in a situation where funding is required in order to continue providing essential services to vulnerable elderly people in view of the growing number of needy cases.

10.1. SUPPORT FOR THE ELDERLY

1. **To raise community awareness and response to the plight and rights of the elderly persons of society with the objective of sensitizing the community on how the elderly can be accorded a dignified life in old age.**

- 1) Staffing and Capacity Strengthening
- 2) Undertake rapid assessment of the status of and create a quantitative database of conditions and needs the elderly on the ground.
- 3) Hold awareness meetings and campaigns
- 4) Identify and form/strengthen community support groups
- 5) Identify and train care givers to provide support to the elderly
- 6) Community awareness through mass and social media
- 7) Observe international days for the elderly

The outcome expected is increased community participation with a voice of championing the rights of the elderly persons.

2. **To strengthen community support of the elderly from their own homes through home based care.**

- 1) Provision of basic care i.e. cleaning homes, fetching water, firewood and feeding the very vulnerable
- 2) Medical and healthcare support
- 3) Provision of shelter i.e. repair or construct new houses
- 4) Adopt a granny model i.e. meet the basic needs like food, shelter, clothing and medical services
- 5) Individual family member contributing towards supporting their own elderly people.
- 6) Strengthen organizational and community planning, monitoring and evaluation
- 7) Resource mobilization and fundraising

The outcome will be improved living condition of the elderly persons of society.

3. **Lobby, advocate and mainstream the rights and privileges of the elderly persons in the existing governance structures at the national and county government levels and like-minded partners**

- 1) Engage with relevant ministries and county government
- 2) Network and collaborate with like-minded partners

The outcome expected is improved policies and laws that address the rights of the elderly persons

The following are some of the needs that the foundation is seeking support for, for the next one year.

10.2. OFFICES RENTAL

Due to inadequate funding, PECF has not had offices, staff, transport or even program support and this has left many vulnerable elderly people with minimal support and the foundation is handicapped.

PECF has been working with minimum infrastructural support and this has as led to inadequate office management practices. This being a challenge, PECF has found the need to seek support for an office as per the following:-

- 1) **Office infrastructure**
- 2) **Office equipment**
- 3) **Office supplies**

10.3. TRANSPORT

Lack of permanent and reliable transport (vehicle) has resulted to donations not being collected and delivered consistently. PECF team uses public transport, hired taxis, motor bikes and even walks for kilometers to conduct home-based visits, collect and deliver non-food and, food items, firewood and building material. There is therefore a dire need for an all-purpose motor vehicle with a capability of meeting all the transport needs for the organization to provide services efficiently. In addition, fuel, maintenance and insurance will be required.

10.4. PERSONNEL/STAFF

PECF's founder has been operating the foundation almost single-handedly with limited support from four volunteers who have been helping with field work and events organization. With the overwhelming activities in the last three years, the team feels overstretched in providing services due to the growing number of the vulnerable elderly people in need. This therefore, necessitates the need for PECF to outsource and recruit, hire, train and develop highly qualified and committed disciplinarians to support the vision and mission of PECF.

To optimize PECF's benefits, in its management structure we have identified human resource needs to be either engaged permanently or outsourced to execute the foundation's mandate. The founder of PECF who is qualified with MBA in Strategic and Project Management will for the time being stand in for Human Resource, Programme and Operations Management to minimize overhead costs. However, Financial Management and IT management will be outsourced on a needs basis as these have been identified as a capacity gap in the foundation.

Nevertheless, PECF requires some permanent staff for day to day operational activities and these are:-

1. Project Coordinators (1)
2. Office Administrator (1)
3. Driver/messenger (1)
4. Field Officers (6)

10.5. PROGRAM DESCRIPTION

1. Sensitization and community awareness will involve the following:-

- Recruit staff and train to support the program
- Develop program documents
- Organize public meetings, talks and presentations
- Organize awareness campaigns, social and mass media
- Organize fun and sports days
- Form community support groups
- Observe international days

2. Community strengthening will involve the following:-

- Provide elderly people with one or more of the basic care support services
- Conduct home visits
- Hold medical camps
- Construct or repair shelters
- Prepare adoption agreement for 'adopt a granny' model
- Arrange to have families members to contribute and provide care towards their own elderly family members
- Develop and institutionalize community monitoring and feedback systems
- Internalize the vision, mission, values and objectives
- Program internal and external evaluation
- Conduct fundraising events

3. Lobby and advocacy will involve the following:-

- Hold consultation and engagement meetings with like-minded partners i.e. both national and country government
- Adopt and implement policies and laws that will positively influence towards the elderly

11. MONITORING AND EVALUATION

PECF executive director will act as Programme Manager for the time being to reduce overhead costs. Project coordinators will be engaged who will be in charge of the day to day monitoring process of the project guided by the detailed implementation quarterly and annual plans. A monitoring plan will be developed and will use various data collection instruments such as elderly persons databank, physical field visits where the project activities are being implemented, focus group discussions, interviews, beneficiary registers, store inventory, financial and narrative reports, photos, videos, indicator performance tracking matrices, success stories/stories of hope and mass media. The various project reports shall then be presented to the Management Board which is entrusted with coordination, supervision and management of the project. PECF will also be undertaking joint quarterly review and planning meetings to assess progress and inform key stakeholder of the coming projects plans and obtain their valuable feedback and inputs.

PECF will also form and strengthen community participatory planning, monitoring and evaluation committees. This will be through community monitoring groups and will include representation from local administration, county government, district monitoring and evaluation committee, religious groups, learning institutions, community opinion leaders among other.

PECF will undertake a rapid assessment in the first quarter of the first year to obtain baseline data that will be used to assess the existing situation of the elderly persons which will be a reference to measure progress towards outcomes and impact at midterm internal evaluation in year 1 and final

external evaluation in year 2. The evaluations will be participatory processes as opposed to independent evaluations. Midterm internal evaluation in Year 1 will be conducted by the PECF project staff as a way of sustaining this process and have members of the board and partners to evaluate the project. An external consultant will be engaged in order to lead PECF through the learning process. Best practices will be incorporated in the future management of projects undertaken by PECF.

12. SUSTAINABILITY

PECF will enhance sustainability through the following approaches:

- 1) Empowering communities by creating awareness and creating a critical mass that will be able to embrace and implement the objectives of PECF such as community social capital and support groups mechanisms, business community for financial support, religious groups for spiritual and moral guidance, learning institutions and neighbours to volunteer and participate in supporting the elderly as well as to learn traditional moral and values.
- 2) Empower the growing number of elderly people to start simple income generating activities like fishing, poultry keeping and kitchen gardens to have a sustained stream of income in old age.
- 3) Networking and collaborating with likeminded foundations to mobilize fund, resources and services to create a pool that will be sustainable to support the execution of PECF objectives. These will include among other partnering, sponsorship, donations, volunteering, adoption of grannies and Secondment of professional staff that will provide technical advice and backstopping.
- 4) Lobbying and advocating for the elderly member of society through national government, county government and civil society to ensure that governance policies entrench the rights of the elderly. This will enhance alliances and collaborations that will continuously institutionalize the voice of the elderly in decision making in forums on policy formulation, resource allocation and effective participation.

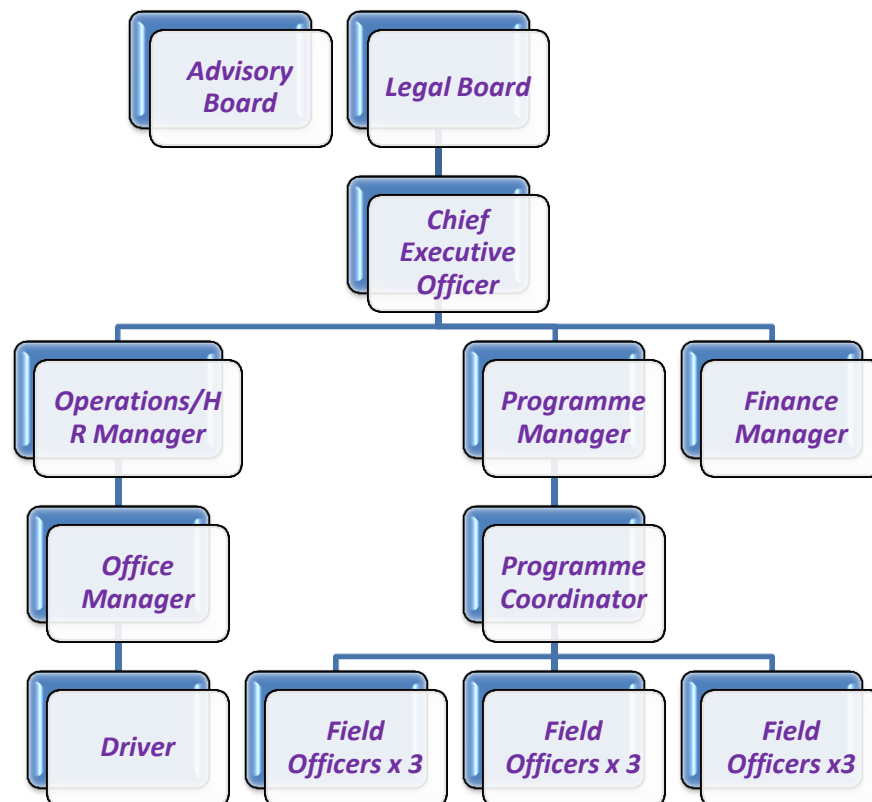
13. PECF MANAGNEMENT CAPACITY

The legal board is governed by the PECF Constitution and therefore it is not salaried while the advisory board has been appointed by the legal board to advice on matters relating to the running of the organization and it is also on a volunteer basis but will be paid for travel and subsistence allowances.

(LEGAL)	Description	ROLES:
Herman Kairu Mutitu	Chairman (Patron)	Policy formulation
Joyce Wanjiku Kairu	Secretary (Founder)	Overall leadership
Ps. Simon Mwangi , Parklands Baptist Church, Senior Pastor	Treasurer	Approvals of various technical recommendations from the Advisory Board
		Supportive supervision to the Executive Director and the Advisory Board
ADVISORY		ROLES:
Mr. Irungu Nyakera	Equity Bank	Policy implementation guidance
Mrs. Jacqueline Wariko Waita	Kenya Red Cross	Supportive supervision to the project team
Mrs. Emily Wanjiru Kamere	Ps. Living Faith Ministries	Approval of the project operations and budgets
Mr. Peterson Wangai	Francis	Developing and coordinating fundraising and resource mobilization strategies
Mr. Elias Gicheru	Drummond/Wambugu Wangai Auditors	Implementation of the program
	Head Teacher	Monitoring and evaluation

14. PROPOSED MANAGEMENT STRUCTURE

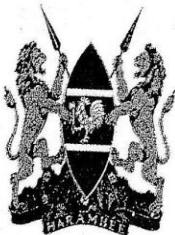
PECF's organization structure is lean to cut on staff related costs and composes of Executive Board which is the main decision making organ, and Advisory Board. The day to day running of PECF will be performed by Executive Director assisted by a number of qualified staff as outlined in the structure below.



15. CERTIFICATE OF REGISTRATION

Form 5

REPUBLIC OF KENYA



OP.218/051/11-0684/7503

OFFICE OF THE VICE-PRESIDENT



(r.11)

MINISTRY OF STATE FOR NATIONAL HERITAGE AND CULTURE

CERTIFICATE OF REGISTRATION

I, AMB. PETER O. OLE NKURAIYIA, CBS, Executive Director of the Non-Governmental Organizations Board, certify that xxx PURITY ELDERLY CARE FOUNDATION xxx has this day been registered under section 10 of the Non-Governmental Organizations Co-ordination Act as applied for.

Dated 08TH NOVEMBER, 2011


AMB. PETER O. OLE NKURAIYIA, CBS
Executive Director of the Board