

# **PORT FLORENCE YOUTH INITIATIVE**

**CREATING AN ENABLING ENVIRONMENT FOR  
SUSTAINED DEVELOPMENT**

**facebook page:(Port Florence Youth  
Initiative)**

## What is Port Florence Youth Initiative?

**Port Florence Youth Initiative is duly registered as a local non-governmental organization in Kisumu (Kenya), that brings together like-minded young people committed to a sustained developmental agenda that forestalls environmentally induced poverty. The work of the organization is based on the principle of deepening participation of young people in addressing socio-cultural, economic and health issues affecting peoples lives. The organization started its operation in the year 2002.**

# GUIDING PRINCIPLES

## OUR GOAL

Improve productive opportunities and better quality of life especially for the youth.

## OUR VISION

A society at peace with itself in which people lead a dignified life.

## OUR MISSION

Advancing the Right of young people to Adequate standards of living.

## OUR VALUES

Prudence  
Partnership  
hard work

## Where does it operate?

The organization has its main office in Kisumu county of Nyanza Province in Kenya and two satellite offices i.e. in Bondo (Siaya County of Nyanza Province) and Budalangi (Busia County of Western Province)

## Who are the Target Group/Beneficiaries of Programme?

The primary target group for the programme are youth both in and out of school.

To date the programme has supported over 50 youth clubs in school and over 50 youth groups in the community. The established clubs and groups have contributed to providing thousands of young people with practical skills, information and services in the areas of health, sports, education, environment, human rights etc.

## Who is behind Port Florence Youth Initiative?

**The delivery of the Port Florence Youth Initiative mission requires responsibilities and functions to be discharged through separation of functions and specialized units. At the moment the organization has three units.**

- **Governance Unit**
- **Management Unit**
- **Implementation Unit**

### Governance Unit

**The organization has a 7 member Board of Directors as its top most organ. The Board is responsible for policy making.**

### Management Unit

**The management team comprises: 1 Executive Director, 2 Programme Officers, 1 Finance/logistics officer, and 1 field Coordinator. The team is responsible for the day to day management of the organization and operations.**

### Implementation Unit

**This consists of the management, a technical team specialized in the intervention areas and volunteers. These team is in charge of rolling out projects on the ground and engages with the local communities, service providers and local authorities.**

## What are the activities/programs of Port Florence Youth Initiative?

### Peer Education by Port Florence Youth For Youth Program

**This has taken the peer leadership model of identifying few members of the peer group who receive special training in order to facilitate a desired change within the larger group and adapted it in several key ways;**

- **The young people form youth clubs in school or out of school in the communities, this retains the dynamism of peer groups while giving members a greater sense of ownership.**
- **The club members elect their leadership (who then receive training on club management)**
- **The members establish club rules and identify a range of activities the club will undertake.**
- **The members are trained on Facilitation Skills, Sexual and Reproductive Health, HIV and AIDS issues etc.**
- **Members are trained on practical skills including enterprise development, farming , vocational training etc.**

## Mass Edutainment Program

- Mass-edutainment (Education and entertainment) has played a significant role in bringing about changes in social and sexual behaviour and in promoting adoption of other measures in Health, Environmental conservation, Human Rights etc.
- Firmly rooted within the oral traditions in which we operate, the program is using sports like football and folk media methods including music, dance, poetry and drama to promote social values, raise awareness, disseminate information, provide role model and encourage positive attitude and behaviour change.
- These performances are social events that bring people together and encourage collective problem solving.
- Services are offered during these events i.e. Disability intervention, Reproductive Health services, Treatment, HIV counseling and Testing, Male circumcision etc

## IEC Materials Production and Distribution Program

IEC comprise of a wide range of media: including brochures, posters, information leaflets as well as audio and video. Youth clubs and people in general play an important role in the production and dissemination of IEC material. The program facilitates their full involvement in the design, development, pre and post testing, evaluation and communication of all material.

IEC developed under the program framework addresses:-

- Aspects of HIV and AIDS prevention.
- Gender violence and coercive sex.
- Drug abuse.
- Child labour.
- Human rights issues.
- Environmental conservation etc.
- Disability Rights



# ACHIEVEMENTS

To date the organization has:-

- Established 50 peer educator clubs in 50 schools.
- Trained 1500 peer educators in 50 schools.
- Trained 5000 life skill Advocates in 50 schools.
- Helped establish and capacity building over 50 youth groups in the community.
- Helped establish 20 high school football teams/clubs.
- Conducted successful outreach campaigns to offer HIV & AIDS and reproductive health, and Disability Intervention services.
- Helped thousands of youth and youth groups to link with various service providers including health facilities, human rights assistance, government support etc.
- Produced and distributed over 300,000 pieces of IEC material.

**NOTE:** Through the above activities the organization continues to engage thousands of young people in a bid to offer productive opportunities to the youth and ensure a healthy generation.

# HOW CAN YOU GET INVOLVED?

Port Florence Youth Initiative needs your help:  
How?

- Financial Donation.
- Material Donation.
  - Volunteer.

# Financial Support

To help the organization continue to offer its services you can pledge a monthly gift or a one time donation. Sent to the account below.

**Name of Account:** Port Florence Youth Initiative.

**Account Number:**0290290499647

**Name of the Bank:** Equity Bank (Kenya).

**Name of Bank Branch:** Kisumu Branch.

**Swift Code:** EQBL KENA

# Material support

Help us in building the capacity of the groups and school clubs through provision of :-

- New or used computers.
- New or used books and IEC materials.
- Audio and video.
- Sports Gear
- Disability supportive devices

# Volunteer

The organization invites volunteers and professionals who bring skills, dedication experience and resources that aim to further its activities and programs.

- Please note that “professionals” is used in the broadest sense possible i.e. artiste (theater, drawing, painting, music, graphic art, dance etc. Health care professionals, teachers, international development specialists, grant application specialists, sports specialists (coaches, players, coordinators etc) and other professions and skills focused areas.

# How to contact us

Organisation Address  
Port Florence Youth Initiative  
P. O. Box 2755 Kisumu - 40100-  
KENYA.

Email: [florenceport@yahoo.com](mailto:florenceport@yahoo.com)

Contact person  
Erastus Onyango  
The Executive Director  
Email: [erastusonyango@yahoo.com](mailto:erastusonyango@yahoo.com)