



Mission Statement

We exist to transform and empower young adults through training and creation of innovative environmentally friendly products.

Vision Statement

To contribute to building a positive and healthy society by transforming and empowering Kenyan youth.

The Good Kenyan Model:

Background:

In Kenya, youth ages 15-24 make up 20% of the total population, above the world's average of 15.8%. Out of an estimated total of 10 million youth, it is estimated that 2.5 million are unemployed, and only five percent enter the formal labor market each year. Unemployment then becomes a critical enabler to the cycle of poverty, social vulnerability and risk especially prone to youth.

In the year immediately following high school graduation where young people await their examination results and subsequent eligibility for continuing education, there is an increased likelihood for them being lured into high risk activities, unhealthy relationships or similar which can easily compromise their futures. To further accentuate the long term implications of such high-risk coping mechanisms, Kenya has been ranked as the third highest country for new HIV-infections among young people in the East and Central African regions combined. Currently in Kenya, there are no mechanisms in the formal education system to engage youth during this formative stage that affects the rest of their adult lives.

Furthermore, where lower academic performance in High School closes out the possibility for higher education via scholarships or government loan programs which guarantee continuity of schooling, already disadvantaged youth are left with no other alternative but to turn to these risky coping mechanisms as their only tangible means for survival.

Still, these vulnerable youth are valuable lives and the future of the country. They are deserving of opportunities to thrive, succeed and contribute positively to the communities they live in. Still to date there have been limited opportunities to meet the sheer volume of demand providing options to steer youth in a positive direction and remain active contributors to their communities and society as a whole.

Program Approach & Strategy:

In response to these challenges, **Good Kenyan** was founded. Established in 2017, Good Kenyan is a foundation that aims to mentor, empower and equip high school graduates, grouped into cohorts, through a four-month program that cultivates marketable job skills and career development plans as a launching pad into an actionable self-driven future. Good Kenyan seeks to fill the time-gap that occurs between completion of high school and the commencement of tertiary or vocational education.

Registered as a social enterprise and inbuilt to the curriculum at Good Kenyan is an income generating platform designed to economically empower beneficiaries by making hand-made products using recycled

materials that are sold through various individual and corporate markets. This **paired** approach invests in youth with both immediate and long-term impact on income earning potential. By working through solutions to livelihood challenges today and in the years to come, the Good Kenyan model encourages youth to remain positive and healthy members of society by virtue of this unique approach for self-development.

The Good Kenyan's curriculum applies a mix of learning methods including classroom-style trainings, individualized mentorship and coaching, internship or entry-level job placement and community volunteerism. Applied over a four-month period, the program takes cohorts through the following modules of these diverse methodologies:

- Information communication and technology (ICT),
- Personal Finance management and planning
- Entrepreneurship and business development
- Life skills such as Effective communication, Goal setting, Leadership, Critical thinking, Etiquette, CV writing, Public speaking, Personal branding, Relationships, Drug & Alcohol abuse, Good citizenry, Art of persuasion and negotiation
- Good Kenyan product and craft making
- Career selection and development planning

Perhaps one of the most unique aspects of our model is our central pillar of **mentorship**. Deeply connected with our name, Good Kenyan connects volunteer mentors of good standing in Kenyan society with our young and vulnerable youth to invest in their personal growth and transform their life trajectory. Good Kenyan carefully vets and matches each young person with a mentor aligned in their career interests to create a relationship for ongoing learning and personal development. This grounds the youth in a realistic understanding of what it takes to drive and build a career path, and provides experientially based advice on navigating challenges along the way. The Good Kenyan mentors are 100% volunteers and represent Kenyan professionals across every sector and industry including but not limited to health, education, law, business, media, the arts, sports and technology.

Mentorship can be seen as the thread which ties all aspects of our program together, as it addresses the poverty-related psychological barriers of self-worth and self-efficacy. Mentorship becomes the pathway through which our youth can visualize and action on a plan for their futures. It provides the tangible practice, skill-building, psychological preparation and empowerment that cannot be accessed in a standard classroom alone.

Each youth in our program is expected to select and work on a community project before graduating.

Theory of Change:

Good Kenyan's **strategic objectives** that execute on mission are to:

Objective 1: Promote the sustainable development of high school graduates by equipping them with skills training and mentorship to increase employment and income earning potential for long-lasting economic self-sufficiency.

Objective 2: Empower youth economically through participation in Good Kenyan's income generating social enterprise efforts.

Good Kenyan delivers on this through the following core activities implemented throughout each four-month cohort cycle:

Objective 1:

- Train and develop skills in personal and small-business financial management, business development and entrepreneurship using a customized curriculum.
- Train in practice basic computer and internet skills that meet minimum proficiency for multi-sector employment.
- Develop and build critical thinking skills, self-efficacy and personal growth through life skills training and applied learning.
- Provide individually tailored career mentorship and life coaching from mentors whose expertise is aligned with the interests of each young person
- Identify and match youth with opportunities for continuing education, job placement or seed-funding for cohort graduates bridging their exit of the program into their actionable career plans.

Objective 2:

- Train and produce various stationary and packaging products using recycled textiles and eco-friendly materials including greeting cards, bookmarks, carriers, gifts bags and gift boxes
- Provide sale-based financial compensation to youth participating in the social enterprise activities.
- Provide of need-based transport allowances and meals at the community center during length of the program.

Desired Outcomes:

- Increased economic viability of youth and their households
- Increased preparedness of enrolled youth to make decisions, own and drive their life and career
- Increase access and uptake of economic and academic opportunities for high school graduates
- Reduce risk and vulnerability of disadvantaged youth
- Increase and influence the volunteerism and giving among Kenyan professionals in the youth development sector
- Develop and grow a community of Good Kenyan graduate alumni that give back to new cohorts for mentorship and other support.

Monitoring & Evaluation:

Good Kenyan is developing a robust monitoring and evaluation system which tracks both qualitative and quantitative measures demonstrating results, informing decision making and program design for improved quality of our work over time. This includes pre and post program surveys, reporting tools and feedback reviews that are used for the evaluation of the program overall. This includes but is not limited to the following quantitative indicators that track and measure results:

- Number of youths who graduated from the Good Kenyan program
- Number of youth accessing opportunities to further education or employment after graduation
- % of graduates in school or employed after one year of graduation
- Number of Mentors engaged and paired with youth
- Average % change in income earning of youth at enrollment to one year after graduation
- Average monthly profits generated from Good Kenyan product sales

Results to Date

In just two and half years of operation, the Good Kenyan model is bearing fruit and demonstrating proof of concept. To date 66 youth have undergone the program and these are the some of the results:

90% of 66 youth recruited completed the program, with an average of 13 enrolled per cohort.

380 of the 500 gift boxes produced have been sold

Cards totaling 700 and we managed to sell 400 of that.

Mentorship community has a membership of 60 professional with an additional 30 guest speakers and trainers

3 youth funded to attend college and university programs after graduation from their cohort

5 youth received admission letters to local universities

5 youth employed after graduation from their cohort

Good Kenyan transitioned from a shared space to its own designated community center and office space.

Institutional Partnerships:

We have developed strategic partnerships to leverage resources in the form of expertise, and services that are missionally-aligned of our work. This allows Good Kenyan to build a scalable model that ensures limited financial resources are being applied in the places where they are needed most without wastage of duplicating efforts or re-creating existing and tested tools, processes and systems. To date our active Institutional partnerships includes the following:

Wylde international through **The WYLDE SME Business Skills Program**

The WYLDE SME Business Skills Program is tailor made for Good Kenyan students to help them learn the foundational aspects of developing and growing small enterprises. They are expected to learn how to provide business solutions to social problems in their communities. The participants get to learn, share experiences and grow together to the next level while holding each other accountable to implementing the things that they learn in the program.

Seeds for Hope: is a non-profit organization whose mission is to promote holistic development among underserved children and youth in Kenya through integrated health and social programs that expand access to education, health services and economic opportunity. Seeds for Hope works in partnership with Good Kenyan in the referral of eligible youth for cohort intakes and provides three academic scholarships per year for college (certificate or diploma level) for successful graduates of the Good Kenyan cohort.

Warande Advisory Center is a regional technical assistance support center that promotes excellence and institutional development with the goal of creating healthy institutions that are sustainable, productive and competitive in today's environment. Broad based organizational development support and technical advisement at this stage of Good Kenyans institutional establishment and growth.

African Creative Coding and Learning Foundation: is an African based nonprofit devoted to expanding the availability of digital literacy to children and youth through creative and fun coding tools. ACCL Foundation believes that the impact of coding has impact beyond the normal Computer Science, but it is a vital skill that every child/youth should learn. We understand that for children to learn than educators also need to be empowered to impart this knowledge in a systematic and innovative manner.

Funding Partners:

We are mainly funded by individual donors in Kenya through our annual fundraising dinner.

Corporate or other institutional funding

- **Ford Foundation:** We were awarded USD 10,000 by the FORD foundation towards our mentorship arm in July 2019.
- **Jade Communications**

Our Team: Leadership and Management

Lucy, Co-founder: Lucy has over 10 years management experience and takes on the roles of the roles of Head of program, Fundraising and Partnerships at Good Kenyan. Prior to founding the organization, Lucy established herself in private sector management. She is a qualified marketer, public relations and advertising professional with further training on entrepreneurship. She founded and ran Memoirs Gifts Ltd, a corporate gifts and branded merchandise firm for 8 years. She grew the company from inception to one of the most recognized corporate gifts and merchandise companies in Kenya. Her previous work experience includes supervisory roles at Airtel Africa and Doctors without borders. She is also a mentor at Akili Dada, which provides mentorship for young girls in high school and upcoming women entrepreneurs.

Kayange, Co-founder: Humphrey has over 10 years' work experience in organic chemistry and currently serves as a Principal Research Analyst at the Kenya Bureau of Standards (KEBS). He is also a highly celebrated and internationally decorated athlete with a 12-year professional rugby career. Humphrey is a 2016 Olympian who holds honors as the Order of the Golden Warrior (OGW) awarded by H.E. President Kibaki in 2012. He currently serves as the Chairman of Athlete's Commission at the National Olympic Committee of Kenya (NOCK) and was newly appointed as a board member of the Kenya Academy of Sports, influencing policy and practice of the sports sector in Kenya and globally. Prior to founding Good Kenyan, Humphrey has invested significantly in coaching and mentoring up and coming rugby players and is passionate about youth accessing opportunities to expand their horizons through sports. At Good Kenyan, he provides financial management, Leadership support, ensuring curriculums are running and the mentorship program is well undertaken.

Advisory Board

1. Adembesa- Strategy and Business Planning
2. Susan - Social Development Practitioner
3. Jane -Seasoned marketer, Communication expert, transition and strategy specialist.
4. Terryanne- Journalist, Communicator, Digital Media expert
5. Kendagor - Deputy Registrar Judiciary of Kenya
6. Mukunya HR and Training Specialist
7. Timothy – Risk specialist and Auditor

Program Monitoring and Evaluation

Winnie

Over 10 years working in the humanitarian and community development sector both in Australia and Kenya primarily in program coordination and resettlement. Winnie is extremely an adaptable individual and able to work across different technical areas in multidisciplinary teams. Possess exceptional communication, organization and innovation skills. She also enjoys working in leadership, welcomes challenges and have great interpersonal skills. Interested in managing programs that involve direct service provision to disadvantaged and humanitarian communities in Sub Saharan Africa. Her other specialties are Program Management and Coordination, Adult and Children Training, Budgeting and Program Financial

Management and lastly Partnership and Donor relationship management.

Susan: Independent Contractor

Social development practitioner who believes that communities can drive their own change. My role is to support communities identify their potential and empower them to use this potential to influence and inform their development. She has a Career span of fifteen years, focusing on social policies and governance in Kenya and the East African region; partnership and network management between government and civil society; program management and resource mobilization in the non-profit sector; social research and training on social development issues.

Dr. Public Health Specialist

Experienced Health Specialist with a demonstrated history of working in the medical practice industry. Skilled in Analytics, Implementation Research, Epidemiology, Supervisory Skills, and Medicine. Strong healthcare services professional with a master's degree focused in Public Health from The University of Edinburgh.

Expanding our program for Reach and Impact

Good Kenyan currently has a waiting list of ready mentors and students that are looking to enroll in our program. To meet this steady demand and expand our operational capacity, we are looking for partnersto invest nfully expanding our operational capacity.

Upon request we can provide a budget that delineates in more details these emerging needs and intersect with already existing resources.

Learn More Online:

Official Website: www.goodkenyan.co.ke **Facebook page:** <https://www.facebook.com/goodkenyann>

Twitter: <https://twitter.com/GoodKenyan> **Instagram:** <https://www.instagram.com/goodkenyann>