

AGEWATCH AFRICA FOUNDATION

Dignity in Every Season

Collaboration & Partnership Pitch Deck

“Leaving No Older Person Behind.”

Richard Waindi Founder & Chief Executive Officer



THE CHALLENGE

A Quiet — and Fast-Growing — Crisis

Kenya is celebrated for its youth. Yet its older population is the fastest-changing demographic in the country — and the least prepared for. Most older Kenyans live in rural areas with little income, fragile health, and no system of care behind them.

3.2M+

Kenyans aged 60+ today — nearly
6% of the population

10.7M

Projected older persons by
2050 — more than a fourfold rise

55%

Of older persons are women, the
majority living rurally

83%

Of older persons still work to
survive — most without a
pension



Poverty & dependency



No access to routine
health screening



Loneliness & social
isolation



Food insecurity & poor
nutrition

Sources: 2019 Kenya Population & Housing Census; NCPD; UNFPA Kenya; UN DESA projections.

WHO WE ARE

A Pioneer in Long-Term Elderly Care

AgeWatch Africa Foundation (AAF) is a Kenyan non-profit social enterprise and one of the country's first home- and community-based long-term care providers for older persons aged 60+.

Founded in 2016 in Kisumu West and elevated to a national foundation in 2019, we blend the discipline of enterprise with a deep social mission: caring for the neighbours' others overlook.



Active in 9 Counties

Kisumu · Kakamega · Busia · Siaya · Migori · Homa Bay · Nakuru · Nairobi · Turkana

5 permanent staff **12+** active volunteers



Mission

Create, improve and maintain access to high-quality, affordable elderly care — and support graceful aging.



Vision

A world where every older citizen can access quality care, regardless of where they live.



Our Model

A scalable social enterprise merging entrepreneurship with a continuum of dignified care.

WHAT WE DO

A Continuum of Care — From Home to Facility

We minimise the disruptive transitions that harm older people's wellbeing by delivering connected care across every setting they need — at home, in the community, and in dedicated facilities.



Home-Based Care

Personal, individualised care delivered in the client's own home.



Adult Day Care

Group day programmes and social meals in community gazebos.



Palliative Care

Compassionate comfort and dignity in advanced illness.



Skilled Nursing

Professional clinical care and chronic-disease management.



Residential Care

A full-service residential facility — our next growth frontier.



Caregiver Training

Nurse-assistant training that builds a skilled care workforce.

OUR REACH & IMPACT

Care That Restores Dignity

9

Counties served across western & Rift Valley Kenya

260+

Older persons cared for directly to date

8,600

Rural elders targeted in our Kisumu West catchment

“The service restores dignity and changes lives.”

Our Pathway to Impact — the Four R’s



Recognise

Make invisible unpaid care work visible and valued.



Reward

Train and fairly employ professional caregivers.



Reduce

Cut the unpaid care burden carried by families.



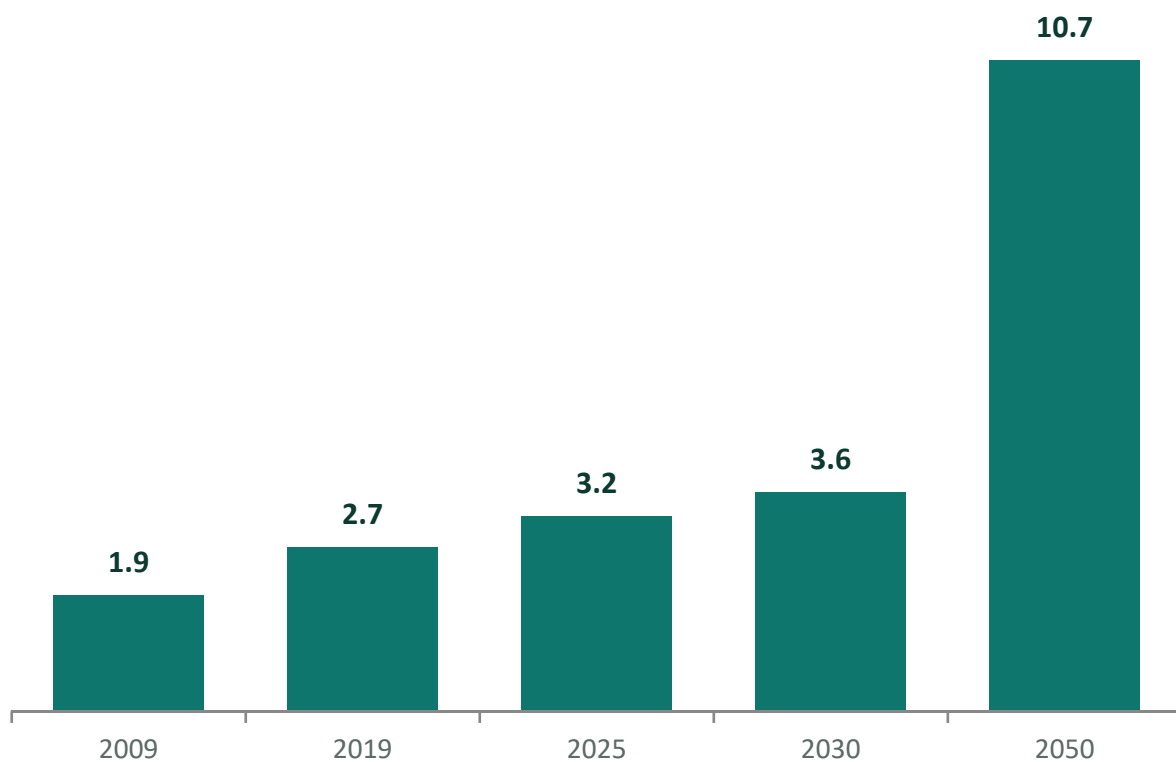
Redistribute

Shift care from households to a skilled workforce.

THE OPPORTUNITY

An Opportunity Whose Time Has Come

Kenyans aged 60+ (millions)



Projected to more than quadruple by 2050.

Why Now



Demand is surging — and demographic shift is irreversible.



A widening policy gap: Kenya still has no Older Persons Act.



Inua Jamii cash transfers reach few; private care is scarce.



A vast, underserved care economy ready for investment.

Trusted by the World's Leading Names in Aging



HelpAge International

Member of the global HelpAge network — supporting community outreach, caregiver support, protection and health promotion.



UNHCR

Active Memorandum of Understanding supporting interventions and established community networks within the Kakuma refugee operation.

Advancing five UN Sustainable Development Goals



Good Health
& Well-being



Quality
Education



Gender
Equality



Decent Work &
Growth



Reduced
Inequalities

From Proven Model to National Scale

With the right partners and capital, AAF will convert a proven, community-trusted model into nationwide infrastructure for dignified and graceful aging.

01



Geriatric Centre of Excellence

Transform an underused care home in Kisumu into a Geriatric Health, Palliative & Rehabilitation Centre.

02



First Residential Facility

Launch AAF's flagship full-service residential care home for older persons.

03



Deepen County Reach

Strengthen and expand services across our seven counties and beyond.

04



Scale the Care Workforce

Grow nurse-assistant training into a pipeline of certified, employable caregivers.

Three Ways to Create Lasting Impact



Donors & Grantmakers

- Fund home & day-care programmes
- Underwrite the Geriatric Centre
- Support caregiver training



Collaborative Partners

- Join consortia & joint bids
- Co-deliver community interventions
- Share networks & technical expertise



Private-Sector Investment

- Invest in scalable care infrastructure
- Back a high-impact social enterprise
- Activate ESG & shared-value goals

We also welcome support with board development and long-term institutional strengthening.



Let's Build It Together

Stronger, healthier and more resilient communities — where every older person ages with dignity.

“Leaving No Older Person Behind.”



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