

Good Kenyan Concept Note for Remote Learning due to Covid-19

Introduction:

Good Kenyan Foundation was established in 2017 as an organization that ***trains, mentors and empowers high school graduates***. We do this by working with cohorts of around ***16 youth, 3 times a year***. After selection we put the youth through a four-month program which cultivates ***marketable job skills and builds individual career development plans***, which then acts as a launching pad for these youth to turn into an actionable self-driven future. This is supported by a one on one ***12-month mentorship program***. Good Kenyan connects volunteer mentors of good standing in the Kenyan society with our young and vulnerable youth to invest in their personal growth and transform their life trajectory. We carefully vet and match 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 also provides experientially based advice on navigating challenges along the way. 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.

Good Kenyan seeks to fill the time-gap that occurs between completion of high school and the commencement of tertiary or vocational education. Initially in 2017 we were established as a social enterprise; before then, we had been registered as non-profit private foundation to be able to fulfill the mission of supporting these youths through scholarship provisions.

Initially established as a social enterprise, Good Kenyan is now registered as non-profit private foundation to be able to fulfill the mission of supporting these youths through funding partners.

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.

On completion of high school 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. This is also the time when most are unsure about what careers to undertake and how to about them. Coming from underprivileged homes, most of these youth have no role models or people to look up to in the career of choice.

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 youths 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.

Good Kenyan's strategic objectives:

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. We achieve this objective by:

- Training and developing skills in personal and small-business financial management, business development and entrepreneurship using a customized curriculum.
- Training in practice basic computer and internet skills that meet minimum proficiency for multi-sector employment.
- Developing and building critical thinking skills, self-efficacy and personal growth through life skills training and applied learning.
- Providing 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: Empower youth economically through participation in Good Kenyan's income generating social enterprise efforts. We achieve this objective by:

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

Methodology

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

Desired Outcomes:

- 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.

- Increased economic viability of youth and their households
- Develop and grow a community of Good Kenyan graduate alumni that are responsible citizens, future leaders and give back to new younger generation.

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 overtime. 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 youths 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
- A safe space at our youth center where the youth can learn and grow in a positive environment.
- Successful reports from organizations partnering in work exposure program.

Impact to Date

- In just about three years of operation, the Good Kenyan model is bearing fruit and demonstrating proof of concept.
- To date 66 youth successfully completed and 18 are currently undergoing the program.
These are the some of the results:
 - 95% of 70 youth recruited completed the program,
 - Mentorship community has a membership of 70 professionals with an additional 40 guest speakers and trainers.
 - 6 youth funded to attend college and university programs after graduation from their cohort by Good Kenyan Partners
 - 21 youth received admission letters to local universities and colleges

- 20 youth employed after graduating from their cohort
- 14 youth started small business from the training and skills acquired at Good Kenyan

Due to the prevailing COVID -19 Pandemic; Good Kenyan seeks your support to run our classes, mentorship workshops and meetings online

We are looking for donations of refurbished or used laptops that our students can use at home to continue learning and be able to complete the curriculum. It's very important to ensure our students are not idle ensuring this pandemic.

We currently have 16 students and 4 trainers running the classes and are looking for **16 laptops**.

We will continue to provide internet bundles and payment for the trainers to undertake this with supervision from the founders and program coordinator.

The laptops will remain as property of the foundation on completion of this cohort and used for future classes in and out of the center. We will insure and sign agreements with students to ensure safety.

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>

We will be happy to answer any questions regarding our request or if you need more information. Contact us on lucy@goodkenyan.co.ke. +254722756607, humphreykayange@goodkenyan.co.ke +254723603199.

We thank you again for your consideration and look forward to hearing from you soon.

Sincerely



Humphrey Kayange Emonyi



Lucy Chepchumba Kimaru