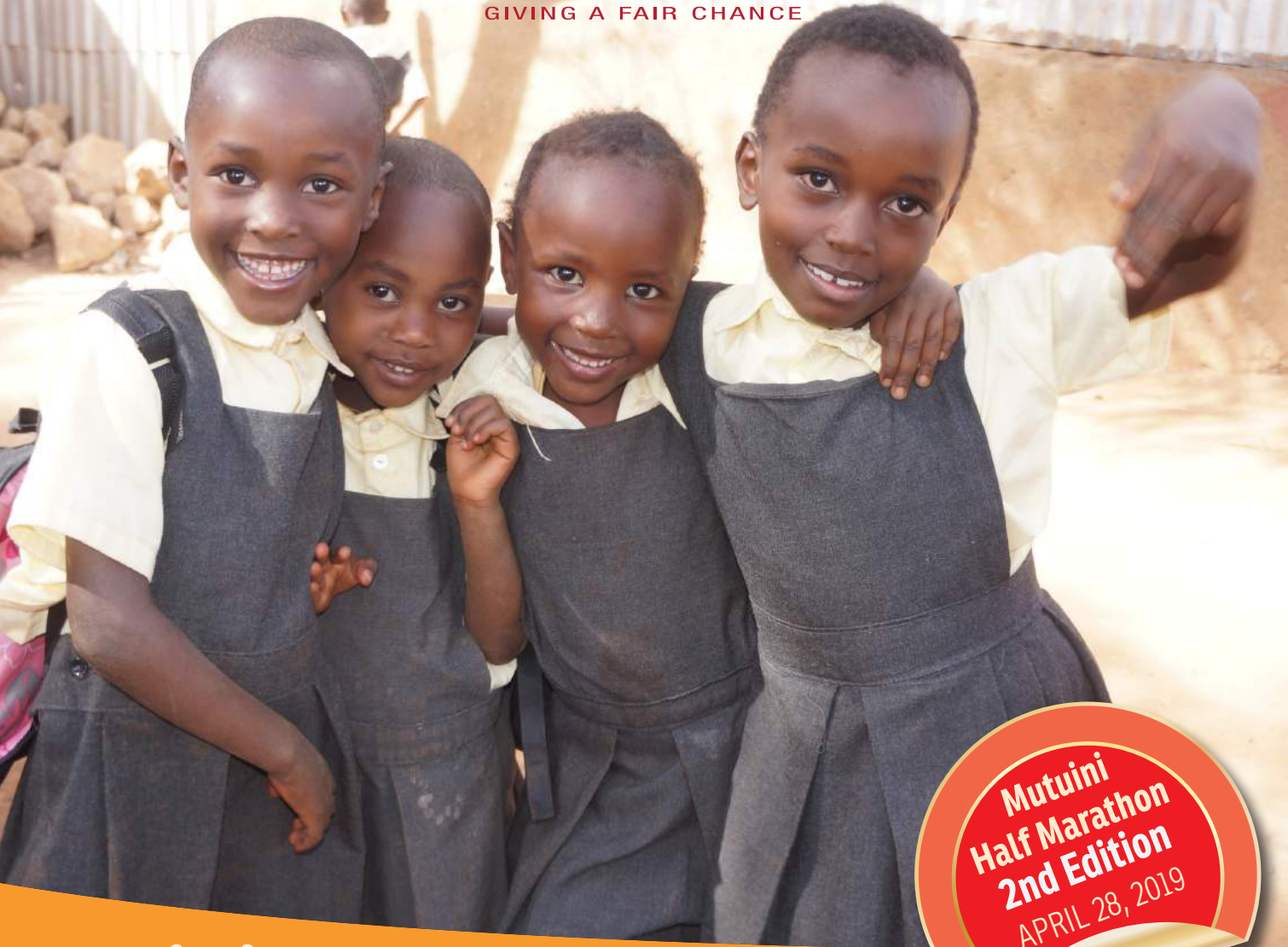




MUTUINI HOPE & DEVELOPMENT PROJECT

GIVING A FAIR CHANCE



**Mutuini
Half Marathon
2nd Edition**
APRIL 28, 2019

This is our story:

MUTUINI Hope Centre

G I V I N G A F A I R C H A N C E



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1

Who We Are

About Us

Mutuini Hope Centre was started in 2015 as a small giving-back initiative through which the founder hoped to keep a few children away from the streets and hopefully afford them decent meals, a safe place to spend their day and a chance to study. But the initiative which began with just 15 children soon took a life of its own – one that was never anticipated by the founder – when more children left the streets and came to seek refuge at the centre, growing the population from just 15 to 70 boys and girls in just three months and with the growth in population came a challenge of resources and space.

Seeing that this could no longer be an informal initiative, we registered Mutuini Hope & Development Project, a community based organisation operating in Mutuini Ward, Dagoretti South Constituency in Nairobi County. Led by the founder, Mr Mbugua Mwangi, we are working hard to create a society where everyone has an equal chance to dream and to thrive irrespective of their background and the prevailing social economic circumstances. We want to be remembered and have legacies as a people who dreamt, started out, and reduced socio-economic disorder.



Every great dream begins with a dreamer”
– Harriet Tubman

Mbx:Bus porias es ut inaturestio et alit, si dolor aut andae quunt vendae verclitat acearunt at.



Problem Statement

Our Vision. Mission & Core Values

Making quality education available gives an entry point to quality life, and at MUTUINI we are inspired by what we aspire to achieve for our community. The first action plan before we reach out to the rest of the community is to ensure that every child who should be in school is in school.

Vision

To provide a platform for the underprivileged to dream with Hope

Mission

To create a society in which everyone has a fair chance in life

Core Values

M	-	Mutual Respect
U	-	Unity
T	-	Transparency
U	-	Unparalleled service
I	-	Integrity
N	-	Nurturing care
I	-	Inclusion

1. Poverty and Child neglect

Mutuini has for years suffered social economic neglect. The people here have few job opportunities as the Dagoretti slaughterhouses are the main economic activity here. But only a few can be employed there at any given time. A few others seek opportunities in neighbouring Karen where the lucky ones get to become casual laborers in homes and construction sites. Majority of the people just idle all day long, many of them getting into alcohol and drugs abuse and prostitution. Because of the high poverty incidences coupled with rampant

substance abuse and prostitution, you can bet that many of the children born here don't get requisite parental care. With many absentee fathers and depressed mothers, these children are largely left to their devices, with the older ones fending for their siblings. These children are exposed to sex predators, the same ones who predate on their mothers and we have many cases of young girls who are becoming mothers out of rape. These children also do not enroll into school and those who don't get sponsorship coming their way grow up into illiterate adults.

2. School Dropouts:

According to our research, just about ninety seven per cent (97%) of students who complete primary school don't proceed to secondary school. The local primary schools have huge piles of uncollected Kenya Certificate of Primary Education (KCPE) examination results because the owners hardly have any use for them. Very few enroll for vocational training either and majority end up picking the same lifestyle as the adults.



3. Disease

Where poverty, illiteracy, drugs abuse and prostitution co-exist like Siamese twins, diseases, such as HIV and other ailments, even the curable ones, torment the people who lack the means to seek medical assistance in time. Many youths who should be seeking employment to reduce the poverty in the community are living in dependency due to sickness. HIV and Aids, especially, is the major cause of deaths among youths. What this does is to make a bad situation worse since families that cannot even feed themselves are forced to care for their sick relatives, worse if the bed-ridden adult is also the bread winner.



2 What we are doing about it

Intervention 1: Schooling & Feeding the needy minors

Since we opened our door to vulnerable children, we have always provided them with the day's meals, ensuring that they are full by the time they go home so that they can sleep and wait for the morning to come for breakfast at the centre. We are alive to the fact that food plays a pivotal role not only in the development of the child but more so in giving hope to poor children.

Secondly, we immediately started enrolling the children in public schools around us --

We currently have 25 boys and girls at Kirigu Primary School and 15 at Dr Muthiora Primary School. Besides we are supporting seven boys and girls through secondary education while one girl is at the Taita Taveta University College. To ensure that these children get the best education to enable them fit and compete in the world of the future, we have established our own school which now has more than 130 children between nursery and Grade One. We hope to provide them with international standard education.

Intervention 2: Talent Development & Economic Empowerment

The centre is also geared towards teenage talent nurturing and development especially girls aged 13-years and above who have become mothers at such tender ages. Since women are the keepers and sustainers of our communities and majority are youthful single mothers in MUTUINI, we have established community savings programs and self-help groups to help support, and empower them enough to take care of their families.

Also, we have soccer teams for both boys and girls (juniors) and senior ladies team that is currently competing in the National Division One league and we are hopeful they will qualify for the National Women's Premier league next season.

Intervention 3: Taking Care of the Sick and Elderly

MUTUINI Hope Centre's commitment and purpose cannot be well defined without addressing the plight of our senior citizens who live amongst us and need support from the society. We, therefore, have taken the step of providing food rations to vulnerable senior citizens who are often left on their own when everyone goes out of the home.



The numbers

Food programme
beneficiaries:

160
children daily

35
senior citizens
daily

Youth programme:

80
Soccer players

150
Youth
empowerment
programme

Education:

140
Pre-primary and
Primary school

7
Secondary school

1
Mid-level College

1
University

Where We Want To Be

A Need to Grow

The existing space we have currently is small. The number of the needy children is also growing exponentially, and we have an influx of different demands from the community due to the social fabric that we feel obliged to address. MUTUINI Hope Centre's vision posits that we can provide a platform for the underprivileged to dream with Hope, and we believe and have faith it's possible. Below are some of the things we hope to achieve from this year onwards:

A) School expansion

As the number of children in our centre increase, and they move from one class to another every year, we must keep expanding our infrastructure including classrooms and furniture to accommodate them. Our staff will also grow as we expand.

B) Sustaining existing programmes

We must ensure that the programmes that are already on-going do not fail. The feeding programme, the youth agenda, senior citizens programme, education sponsorships and school must all be kept alive in order to maintain the transformation tempo of our community. We must at all times device new ways of raising money and other resources and be innovative enough to move to the desired vision.

C) Mutuini School for Girls

In our estimation, it is possible to end, or drastically reduce the number of vulnerable and neglected children in our society if we deal with the source. Majority of these children are offspring of teenage girls who did not progress with their education up to secondary school level. To solve this problem, we have concluded that the way to contain this situation is by way of ensuring that as many girls as possible remain in school for as long as possible. We therefore mooted the idea of establishing the Mutuini School for Girls, a secondary school that will cater for all the poor girls in our community regardless of their KCPE score. This project is long overdue and will start as soon as resources are available.



If you can
dream it,
you can do
it." — Walt
Disney



D) **Rehabilitation, Counselling & Wellness Programmes**

Even as we take care of the children and youth, we must be compassionate on those who are wallowing in substance abuse. There is a growing number of users of hard drugs in Mutuini and unless they are helped and rehabilitated, their bad influence and example is bound to influence our children. We are therefore mulling the possibility of partnering with the NACADA to bring rehabilitation facilities near home. We are cognizant of the fact that we cannot leave anyone behind and still hope to secure the future for the next generation.

E) **Land purchase**

Our centre currently stands on land that was given to us for a period of six years. This is our third year now. We therefore see the urgency to raise enough money to buy our own land and put up the centre for permanency. On the land we hope to put up the Mutuini Hope Complex that will house the school up to secondary level, have a technical college, a talents development academy, a gym and sports arena and other facilities for the benefit of all the Mutuini people.

5. **We need your support**

So far, it has been made clear to you that we require serious investment of time, money and other resources to win in our endeavours. By our own we can do so much, but with your partnership we believe we can make greater strides towards achieving a society in which children and youth long for daybreak because there are opportunities for them; a society in which mothers and girls are not subjected to indignity just to make ends meet; a society that takes care of its senior citizens is what we dream about.

We, therefore, kindly ask you to be generous in your giving so that together with you we can take Mutuini Hope Centre to the next level of growth and impact.



B) **Choose your level of support**

Table 1: Donor Categorization

No	Categorization of the Donor	Donation Range - KSh
1	1 st Category – Simba (HIGHEST IS RACE SPONSOR)	5,000,000 and above
2	2 nd Category – Chui	3,000,000 – 4,999,000
2	3 rd Category – Ndovu	2,000,000 – 2,999,000
4	4 th Category – Twiga	1,000,000 – 1,999,000
5	5 th Category – Papa	100,000 to 999,000
6	6 th Category – Kiboko	1,000 to 99,000
7	7 th Category – Corporate team	100,000 for 20 runners

Note:

1. The highest Simba category sponsor shall be our MUTUINI HOPE HALF MARATHON sponsor for 2019.
2. All Partners and sponsors first shall have corporate sponsorship benefits as spelt out in the Corporate Benefits Document.
3. All sponsors in category 1 to 5 will get 10 free race T-shirts for 10 participants.



Testimonial

My name is Magdalene Ndanu. I was born in Makueni 21 years ago. Life seemed okay up to 2013 when my dad lost his job. My mother was a housewife. It was no longer possible for me to continue with my education and so I dropped out of Form Three in May 2013.

From there I went to Kitengela where I worked as a house girl for 3 years and supported my family with the salary. I was afterwards fired and went back home. I had no other option but to stay home to take care of my mum who was very sick at the time. My younger sister was supposed to join Form One then but had to stay at home because my dad was still not working and no one could help us. Life became hard, but luckily my aunt called me to work at a hotel in Waithaka, Dagoretti.

I came and worked for half a month and the man who had employed me sent me away because he wanted me to become his girlfriend but I refused. I had to go back to my aunt's place but she too sent me away when she learnt that I had objected to the hotel owner's advances. I did not lose hope. I got another job as a house girl but at the same time my sister got a job at Gikambura in a private school and so she asked me to stay with her baby who was 2 months old. She promised to take me back to school if I stayed with her baby so that she could go to work. Things became worse and she could not afford my school fees, the school paid her very little. I promised myself to be patient because I knew that one day God would open a way.

I stayed with her child from February 2017 until June 10th 2018 when I got a new chapter in my life. My sister's workmate told her about MUTUINI HOPE CENTRE. We came here and you really listened to us. You took me to Waithaka Riverside School in Form Two just three days later on June 13. I was very happy because I could now study and have hope for my career. I would like to become a nurse in future, and now through your support I believe I will make it.

You opened a new chapter in my life. I am really grateful for giving me a chance, now I feel my life has changed. Despite all that I have passed through, I promise to work hard in my studies and above all to portray high levels of discipline. I will make sure I recover all that time I was not in school and work without minding my past life. I am really happy and I promise to come back to this place after my studies because this is like a small heaven to me. THANK YOU.



	Simba	Chui	Ndovu	Twiga
CORPORATE BENEFITS				
Own event Brand Theme	✓			
Own Brand or Corporate Mascot	✓			
Corporate logo on Bib Numbers	✓			
Presence and Mention in media Conferences	✓	✓	✓	✓
Participate in the Road shows	✓	✓	✓	✓
Photo opportunity with Guest of Honour & Winners	✓	✓	✓	✓
Mention in all radio Announcements	✓	✓	✓	✓
Top horizontal bar branding at the Start/Finish area	✓	✓	✓	✓
Tags in our social media promotions	✓	✓	✓	✓
Top vertical bar branding at the Start/Finish area	✓	✓		
Corporate Logo on all TV campaigns	✓	✓		
Speaking opportunity for Company representatives	✓	✓		
Corporate/Brand advert in the race Guide	✓	✓		
Logo or mention on TV Promotional spots	✓	✓		
Corporate logo on 3,000 event Ad Posters	✓	✓		
Corporate logo on 3,000 event Ad Fliers	✓	✓		
Corporate logo on 2,000 event T-shirts	✓	✓		
Corporate logo on Newspaper ads.	✓	✓		
Event Venue booth space	✓	✓	✓	
Price presentation ceremony	✓	✓	✓	
Only one sponsor per industry	✓	✓	✓	
Live on stage mention on event day	✓	✓	✓	
Invitation to the event launch	✓	✓	✓	✓
4 Brands/Corporate banners on race route	✓	✓	✓	✓
invitation to the Sponsor Appreciation Dinner	✓	✓	✓	✓
Post event certificate of Apperciation	✓	✓	✓	✓
Mention in all online press releases	✓	✓	✓	✓
Sponsors listing in 500 Bronchures - Race Guides	✓	✓	✓	✓
Sponsors listing in official event program	✓	✓	✓	✓
Listing on event website	✓	✓	✓	✓
Listing on event social Media postings	✓	✓	✓	✓
Team branding of corprate paticipants	60	30	25	20
Standard banner near start & finish area	24	12	8	6
Reserved ViP seat at the event	6	4	3	2
Reserved ViP parking at the event	10	5	3	2
Free advertising in our race day magazine	Full page	3/4 page	1/2 page	1/4 page
SPONSORSHIP AMOUNT IN KSH.	25 – 30 M	20 - 24 M	10 - 19 M	1 - 9 M



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For a majority of children the primary problem is not lack of school fees but lack of food. It's that basic. Feed the children first and then think about schooling. You cannot educate a hungry child” – Mbugua Mwangi, Founder & Director

