

Upendo United Foundation Partnership And Funding Proposal



Empowering A Generation, One Child At A Time

Regina Reithii

President, Upendo United Foundation



Upendo United Foundation Partnership And Funding Proposal

Upendo United Foundation is a Delaware based nonprofit organization, committed to bridging socio-economic gaps faced by orphans and vulnerable children in Delaware, USA and Nakuru, Kenya. Upendo provides aid and support with the help of volunteers and monetary donations.

Unemployment and high rates of poverty are the biggest challenges we face in Kenya. While, these are societal issues, they disproportionately impact orphans and vulnerable children. Upendo has taken up the challenge to empower this vulnerable segment of society per our motto of "**Empowering A Generation One Child A Time**". For the better future of our next generations, we must act now to address these problems.

We set an action plan to address the challenges, starting in Delaware, USA and Nakuru, Kenya. Our goal is to replicate the model to reach orphans in other parts of Sub-Saharan Africa.

Our target areas are promoting education, juvenile homelessness, basic provision of food, clothing, and medical needs.

We estimate an amount of **\$779,600** for this plan to be fully operational within a 1-2 years' time frame, initiate several mission-sustaining projects over a 2-5-year window, and roll out longer-term plans within years 5-7.

We welcome any inquiries or concerns, and can be reached: via phone at **302-510-2049**, or email at upendo@upendounitedfoundation.org

Appreciate your in time in reviewing the proposal, as well as your consideration to partner with us in this worthy endeavor.

Empowering A Generation One Child A Time!

Sincerely,

Regina Reithii

Founder & President, Upendo United Foundation.

UPENDO UNITED FOUNDATION PROJECT SUMMARY

About Upendo United Foundation

Upendo is a Swahili word that means Love and our desire is to fulfil humanity's greatest commandment of Loving one another through serving, giving, and connecting.

Our goal is to remedy immediate challenges facing orphans and vulnerable children in Delaware, USA and Nakuru, Kenya with a hope of extending our outreach to other parts of Sub-Saharan Africa.

The overarching issues plaguing the area include: Hunger, Juvenile Homelessness, Teenage pregnancies, lack of medical care and lack of educational opportunities.

Our mission:

Our mission and purpose are to address challenges facing orphans and vulnerable children by promoting education, providing shelter, food, clothing, and medical needs; through our core values of Loving, Serving, Giving and Connecting.

Our Founder's Story

Regina Reithii, Upendo's President and Founder was born and raised in Nakuru, Kenya. Regina has been proud Delawarean for the last 18 years and is a passionate advocate for children empowerment. Growing up in Kenya's Rift Valley in the 80's and 90's exposed Regina to life changing experiences having witnessed the horrors of political violence- as her hometown, Nakuru was hard hit. While incidents of serious political violence have reduced, previously impacted areas continue to experience lingering effects and security and economic uncertainties.

Over the last 18 years, juggling roles as a student and a single-parent, Regina has directly supported over 20 orphans by paying for their education, and sponsoring their basic needs, and those of their immediate family members. Through Regina's leadership, Upendo is supporting 145 orphans on an essentials basis with a goal to expand their outreach to 200 children by end of 2022.

Regina is passionate about empowering children through education and imparting income generating skills. While her efforts are currently focused in making a difference in Delaware and Nakuru, Kenya; her goal is to extend the outreach to other parts of Sub-Saharan Africa.

Upendo United Foundation Projects

Upendo Foundation is focused on 6 mission- sustaining projects, based on short to medium term goals (1-2 years) and long- term plans (3-7 years). Upendo Foundation is keen on initiating and developing projects with long-term viability to ensure economic self-sustenance. We are also open to exploring multiple revenue streams to maximize returns on investments.

1. Land Purchase
2. Community Resource Center/Library
3. Commercial Horticulture
4. Small- Scale Livestock Production- Rearing Dairy Cattle & Dairy Goats
5. Trade/Technical School
6. Community Outreach Programs

Land Purchase

Upendo considers land an essential component in actualizing our overall project plans. Land is an invaluable resource that creates growth opportunities for various projects. Currently Upendo's projects operate on a 1/2-acre property donated by its founder Regina Reithii, and our target is to acquire 10 acres by end of 2024. At current market values, it would cost \$150,000 for Upendo to acquire the land at about \$15,000/acre. Our goal is to leverage land for expanded and supplemental economic activity such as growing grass and legume hay, sinking boreholes, additional greenhouse sites, space for the construction of a trade school and installing solar panels for energy independence.

Community Resource Center

Upendo plans to build a Community Resource Center with a goal of creating safe spaces and bridging informational divide. The Covid-19 pandemic exposed a dire scarcity of safe community spaces especially for at risk children. During the pandemic, there has been a surge in teenage pregnancies, increased gender violence, and a rise in the use of recreational drugs. The exigent circumstances created by the pandemic, prompted Upendo to initiate a low-budget solution by using repurposed shipping containers. The space will include a library, a computer lab, and an office. The center will incorporate a social outreach office and provide resources to at-risk, homeless children in their transition back to society. The approximate cost of the Resource Center is \$23,900.

Commercial Horticulture/Greenhouse Farming

Greenhouses are enclosed structures used for production of food crops. They are a viable alternative due to limited acreage and they can be used all year round. We plan to grow food for local consumption and the export market. The target crops are vegetables, herbs, and legumes to meet local demand and the export market. The goal is to install 1 greenhouse by 4/30/2021. Estimated cost is \$5,500 for a customized metallic greenhouse unit covering an area of 2,600 square feet. We project that proceeds generated in 9-12 months, can be used to set up 1-2 additional greenhouse installations.

Small- Scale Livestock Production- Rearing Dairy Cattle & Dairy Goats

Livestock production will be an integral aspect of long-term sustainability as there is a huge demand for milk and other dairy by-products which in turn create value-addition opportunities and enhance economic viability. We will focus on 2 projects: rearing dairy cattle and rearing dairy goats.

- Dairy Cattle Project is ongoing, having begun in 10/1/2020. The Foundation bought 1 in-calf heifers and constructed 2 base structures for the cattle. We plan to get 3 additional cows to fully realize economies of scale. The project will focus on dairy milk production as well as by-products, such as cheese, butter, and yoghurt.
- Dairy Goats Project is due to be rolled out in September 2021. Our plan is to start with 10 high grade Toggenburg Dairy goats for milk production. Goat milk fetches premium market prices in both local and export markets. There are value-add opportunities for by-products such as goat cheese and kefir both of which command global demand.

Trade/Technical School

As part of its long-term plan (5-7years), Upendo Foundation plans to set up a Technical/Trade School to impart life-skills to area residents and especially to vulnerable youth. We envision a public-private partnership where students would be enrolled in a fee-based model. The trade school would offer short-term certificate and diplomas in programs such as Agricultural Technologies, Plumbing, Electrical-Mechanical Technologies, Automotive Technology, Coding & Web Development. Projected cost of \$500,000, planning to break ground by 12/31/2025, and operational by 12/31/2027.

Community Outreach Programs

- **Community Outreach:**
Covid-19 Response-Upendo has partnered with local organizations in bi-weekly campaigns to provide essentials to the homeless. Upendo spends \$200 on a bi-weekly basis, with a goal of making it a weekly program with an estimated annual expenditure of \$20,500.
Community Mentorship- Upendo plans to host monthly skill- building workshops in Delaware to impart essential life skills to vulnerable youth. Estimated annual cost of \$5,500
Upendo also aims to incorporate an International Volunteer Mentorship program where individuals can travel to Kenya serve vulnerable children. Upendo will offer a travel grant, on a sliding scale to volunteers unable to foot the travel costs. Annual projected cost of \$20,000
- **Foundation Vehicle**
Upendo projects will involve a substantial movement of supplies and deliveries in the area. While transportation services are available, they tend to be costly and do not provide last-mile delivery services. Upendo aims to procure a medium size pick-up truck suited for local conditions by December 2022 estimated at \$20,000.

How will accomplish this goal together.

Upendo United Foundation seeks to partner with you to accomplish our goal of Empowering One Child At A Time. Below is a summary of the projects You Can Donate To:

Project	Amount
Land Purchase	\$ 150,000.00
Community Resource Center/Library	\$ 22,700.00
Commercial Horticulture	\$ 7,500.00
Small Scale Livestock Farming- Cattle & Goats	\$ 23,900.00
Trade/Technical Training School	\$ 500,000.00
Community Outreach Programs	\$45,500.00
Foundation Vehicle	\$ 20,000.00
Operational Contingency Fund	\$ 10,000.00
Total	\$ 779,600.00

Monetary Donations Accepted Via Any of the Below Platforms:

Venmo: @UpendoUnited

CashApp: \$upendounited

PayPal: info@upendounitedfoundation.org

Zelle: info@upendounitedfoundation.org

Checks Payable to: Upendo United Foundation

Upendo United Foundation is a registered non-profit organization as defined under section 501(C)(3) of the Internal Revenue Code.

Tax Receipt Available Upon Request.

EIN# 85-2539624

UPENDO UNITED FOUNDATION PROJECT SUMMARY

Project Expenditure Information	Projected Amount	Actual Amount Spent	Line Item Cost Justification	Target Completion Date	Status
1. Land Purchase	\$ 150,000.00	\$ 15,000.00	* Target Acreage 10 acres *Provides increased opportunity to leverage land for supplemental economic activity such as growing legume hay, sinking boreholes, additional greenhouse sites, building a trade school and installing solar panels for energy independence.	12/31/2024	NOT STARTED
	\$ 150,000.00	\$ -	* Current market rates in Nakuru County, Kenya for non-prime commercial property zoned for mixed use- (Agricultural & Light Industrial). About \$15,000 per acre		NOT STARTED
		\$ 15,000.00	* Founder Regina Reithil donated 1/2 acre of land to the Foundation		COMPLETED
2. Community Resource Center/Library	\$ 22,700.00	\$ -	* Creating safe spaces and bridging informational divide. * Center to include an office, library and a computer lab * The center will incorporate a social outreach office and provide resources to at-risk, homeless children in their transition back to society	6/30/2021	ON TRACK
Repurposed Shipping Container	\$ 2,300.00				
Shipping & Placement Costs	\$ 3,100.00				
Refrabrication, Fittings And Utility Setup Costs	\$ 4,000.00				
Utility Costs (Water, Sewer & Electric)- 2 years	\$ 4,000.00				
Books To Stock the Library	\$ 2,000.00				
Computers	\$ 1,800.00				
Data Costs (2 years)	\$ 1,500.00				
Personnel- 2 PTE- (2 years)	\$ 4,000.00				
3. Small-Scale Livestock Production	\$ 23,900.00	\$ 1,100.00		9/30/2021	PARTIAL START
a. Zero Grazing- Dairy Cattle	\$ 5,500.00	\$ 1,100.00	* High demand for milk and other dairy by-products which in turn create value-addition opportunities and enhance economic viability. * Purchased 1 incalf heifer	9/30/2021	PARTIAL START
b. Zero Grazing- Goats (Cost of 10 Toggenburg Hybrid	\$ 2,500.00	\$ -	*Goat milk fetches premium market prices in both local and export markets. * Value-add opportunities for by-products such as goat cheese and kefir both of which attract global demand	9/30/2021	NOT STARTED
c. Farm Personnel- Seasonal Labor (2 years)	\$ 1,000.00				
c. Farm Personnel -1 PTE (2 years)	\$ 2,500.00				
d. Project Manager- 1 FTE (2 years)	\$ 3,600.00				
e. Farm Supplies, Livestock feed & veterinary services	\$ 3,500.00	\$ 800.00			
f. Livestock structures, feeding sheds & milking pens	\$ 5,300.00	\$ 1,400.00			
4. Commercial Horticulture	\$ 7,500.00	\$ 4,500.00	*Greenhouses provide a viable alternative due to limited acreage- Estimated cost is \$4,500 for a customized metallic greenhouse unit covering an area of 2,600 square feet. * The goal is to install 1 greenhouse to produce food for both the local market and export. Project that proceeds generated in 9-12 months, can be applied to 2 additional green house installations.	* Greenhouse 1- 6/30/21 * Greenhouse 2 & 3- 12/31/21	ON TRACK
GreenHouse- Costs & Setups	\$ 5,500.00	\$ 4,500.00			
Seasonal Labor	\$ 2,000.00				
5. Trade/Technical Training School	\$ 500,000.00	\$ -	*5-7 year goal to establish a Technical Trade School *Public-Private partnership with students enrolled in a fee-based model. *The school would offer short-term certificate and diplomas in programs such as Agricultural Technologies, Plumbing, Electrical-Mechanical Technologies, Automotive Technology, Coding & Web Development.	12/31/2025	NOT STARTED
6. Community Outreach Programs	\$ 45,500.00	\$ 2,000.00		VARIOUS- ONGOING	ONGOING
Covid-19 Response	\$ 20,000.00	\$ 2,000.00	* The Covid-19 pandemic created unprecedented crisis of increased juvenile homelessness, teen pregnancies, gender violence and hunger among already vulnerable children. * Upendo set up a Covid-19 Response by partnering with local organizations in bi-weekly community outreach programs to provide basic essentials to about the homeless. * Upendo spends \$200 on a bi-weekly basis for this outreach, with a goal of doing it on a weekly basis	ONGOING	ONGOING
Community Mentorship	\$ 25,500.00	\$ -	* Hosting monthly skill- building workshops in Delaware to impart essential life skills to vulnerable youth *International Volunteer Mentorship program where individuals can travel to Kenya serve vulnerable children. Upendo will offer financial assistance grant, on a sliding scale to volunteers unable to meet the travel costs	*ONGOING- Monthly Virtual Workshops * 01/31/2022	ON TRACK
7.Foundation Vehicle	\$ 20,000.00	\$ -	*Project activities involve a substantial movement of farm and animal produce, livestock supplies and deliveries in and around the area. *Transportation services are costly and rarely provide last-mile delivery services. * Upendo aims to procure a certified-used medium size pick-up truck suited for local conditions by September 2022 estimated at \$20,000.	9/30/2022	NOT STARTED
8. Operational Contingency Funds	\$ 10,000.00		* Cushion Fund For Unforeseen Circumstances and emergency situations	9/30/2021	NOT STARTED
TOTAL PROJECTED EXPENDITURE	\$ 779,600.00	\$ 22,600.00			