



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 aged 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 to continue with their higher education and explore different career options, there is an increased likelihood of them being lured into high-risk activities or unhealthy relationships 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 the 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. 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 an organization that mentors, empowers and equips high school graduates, grouped into cohorts, through a Three-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 nonprofit and inbuilt to the curriculum, 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 the society by virtue of this unique approach for self-development.

The Good Kenyan's curriculum applies a mix of learning methods including classroom-style training, 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
- Work exposure

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 the 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 stationery 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 need-based transport allowances and meals at the community center during the 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 towards 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

Impact So Far

In just four years of operation, the Good Kenyan model is bearing fruit and demonstrating proof of concept. To date, 170 youth have undergone the program transitioning to universities, colleges. Entry level jobs or starting and running micro enterprises.

Institutional Partnerships:

We have developed strategic partnerships to leverage resources in the form of expertise, and services that are aligned to 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 Centre 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 advice at this stage of Good Kenyans institutional establishment and growth.

Funding Partners:

- We are a grantee of the **Ford Foundation, Global Giving special fund** and **Segal Family Foundation**
- We are also majorly funded by **individuals** with shared value through monthly and yearly gifts, events and partnerships.

Our Team: Leadership and Management

Lucy Chepchumba Kimaru; Co-founder and Executive Director

Humphrey Kayange OGW; Co-founder and Head of Finance

Evelyne Waruguru Kagema; Program Coordinator

Advisory Board

1. Susan Odongo- Social Development Practitioner
2. James Chege Macharia – Certified Public Accountant
3. Mark Agoya - Humanitarian

To Partner

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