

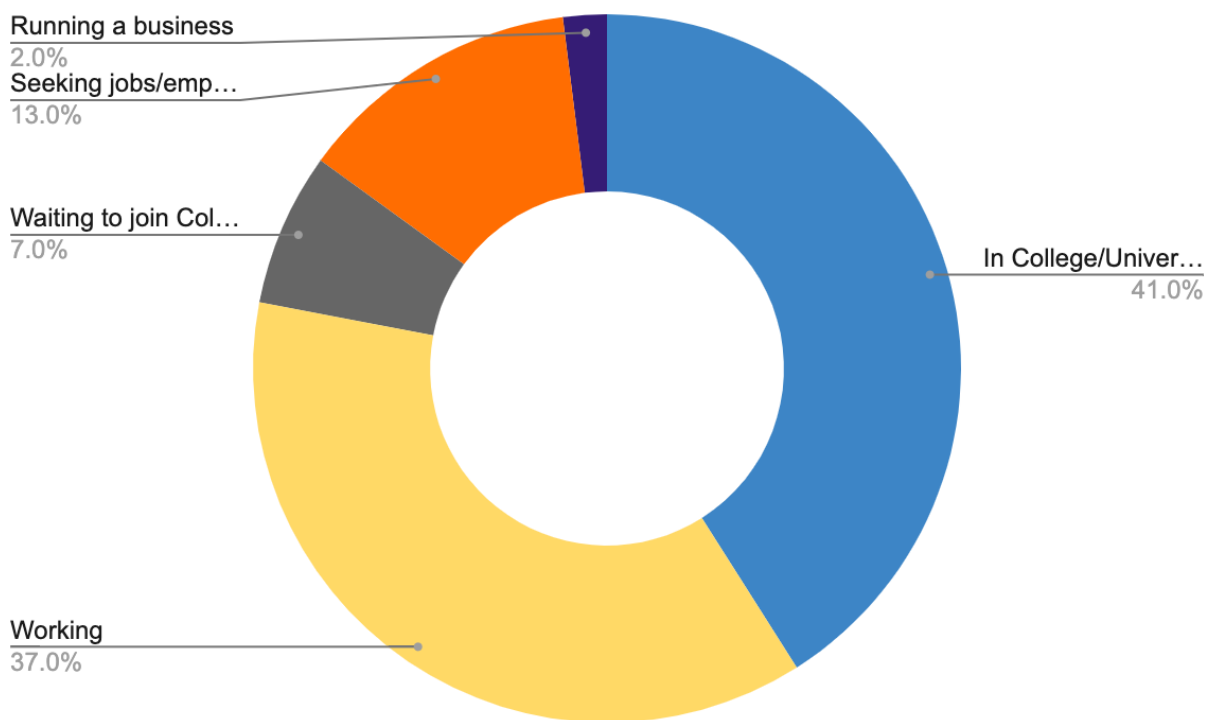


Overview of The Good Kenyan Foundation

The Good Kenyan Foundation is a non-profit organization founded in 2017 to *Equip, Mentor, and Empower* Kenyan Youth from disadvantaged backgrounds to transition productively and thrive through projects that cultivate marketable job skills, and career development plans as a launching pad into an actionable self-driven future. The foundation seeks to support disadvantaged youth during an uncertain and challenging time in transition to use their time productively and chart their own future

Good Kenyan Vision: To contribute to building a positive and healthy society by transforming and empowering Kenyan youth

Impact So Far



Technical Concept

Problem Statement

Poverty is a complex and multi-dimensional global problem. According to the United Nations, extreme poverty rates have fallen by more than half since 1990 but still one in five people in developing regions still live on less than \$1.25 per day. Millions more make little more than this daily amount and are at risk of slipping back into extreme poverty. People live in poverty if they lack basic services such as healthcare, education, experience hunger, social discrimination and exclusion from decision making process.

More than a third, 38.9% accounting for about 13,777,600 of Kenya's youth eligible for work have no jobs in a business environment where the government is struggling to tackle the country's acute unemployment problem¹. According to the world bank, Kenya has the highest rate of youth joblessness in East Africa in with 17% percent of all young people, aged 18 -34 years, eligible for work lacked jobs.

Successful completion of tertiary education in Kenya is considered the gateway to economic independence through employment (informal and formal job sector) and business, but for most of youth this has proved a mirage. The job searching, has turned out to be an unpaid career with frustrating experiences, little or no support at all and despair. As of midyear 2020, Kenya had a population of 53.5 million, annual population growth rate of 2.36%, and 39% of Kenya's population was under age 15. A successful school to work transition is a process where youth acquire the requisite soft skills and attitudes that enable them to navigate a pathway to employment and subsequently sustain and grow in their career.

Rapid urbanization is changing the face of poverty in Kenya, with millions of urban residents suffering a daily struggle for food and water. A combination of falling household income, rising prices, and poor prioritization of economic empowerment by the govern. The current global covid-19 pandemic aggravated the situation further. Despite being the richest, Nairobi also hosts the second biggest population of the poor in the country, with 745,000 or 4.5 per cent of 16.4 million poor Kenyans residing in the capital. Whereas the starkest poverty has previously been found in remote rural areas, within the next ten years half of all poor Kenyans will be in towns and cities.

Target Population

The project aims to work with youth aged 18 to 26 years transitioning from high school to the job market and have not been able to secure an opportunity to pursue tertiary education. The life skills and technical skills are designed to address the contextual needs and build technical skills that are market driven. The program will focus on youth coming from resource constrained settings with the selected counties

Geographical coverage

The Mwanzo project will be implemented in low-income settlement area of Kibera in Nairobi and the rural village of Kamagut in Uasin Gishu counties of Kenya. The two geographical areas selected are high burden areas in relation to the rate of unemployment and population size. The areas also provide different learning dynamics based on geopolitical, economic, and cultural contexts for impact evaluation to inform adaptation for scaling and replication. Good Kenyan envisions to implement the project in three phases and will build on learning from each phase to scale in subsequent phases.

Goal

To increase access to employability skills and decent work for underserved youth in Nairobi and Uasin Gishu counties

Objectives/ Outcomes

1. To equip youth with life skills that promote proactive, self-motivated, responsible, and informed decision makers through mentorship
2. To expand access to marketable job skills by building knowledge and skills on selected technical field
3. To provide youth with on job, workplace technical skills and experience
4. To improve access to safe, sustainable income/ livelihood options through decent work and employment

Strategic Approach Result Area 1: To equip youth with life skills that promote proactive, self-motivated, responsible, and informed decision makers through mentorship

Good Kenyan will implement a fusion of case centered and evidence informed approaches to equip youth with life skills that promote proactive, self-motivated, responsible, and informed decision makers. The result area will entail four core intervention areas that are a requisite for all target beneficiaries to go through.

2.1 Life skills Education

The life skills training package equips young people with the knowledge, skills, and tools to make informed decisions. Life skills are psychosocial competences or abilities for adaptive and positive behavior that enables one to deal effectively with the challenges

of everyday life. Life skills enables one to translate knowledge, attitudes, and values into actual abilities.

2.2 Entrepreneurship

Entrepreneurship is a key skill that unlocks doors for young people to different opportunities available within their environment. The Good Kenyan entrepreneurship training uses an experiential learning approach to deliver key modules that include business ideation and evaluation, business planning, operational skills, raising capital and pitching, and business record keeping. In addition to the training business owners are linked to business mentors within the industry to provide ongoing mentorship and support.

2.3 Basics of ICT

Information, communication technology has become part and parcel of the day-to-day operations thus a requisite skill for young people. The intervention will cover office packages (Microsoft word, spreadsheets, and PowerPoint presentations), internet, and mailing, digital marketing

2.4 Mentorship

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.

Result Area 2: To expand access to marketable job skills by building knowledge and skills on selected technical field

Good Kenyan will expand access to marketable job skills by building knowledge and skills on selected technical fields. Over the last five years Good Kenyan has worked with various market and value chains namely: Art and crafts, graphic design and illustrations, event planning and management, digital marketing, basics of hospitality and basics of customer service. The skills will be taught within the Good Kenyan facilities

Result Area 3: To provide youth with on job, workplace technical skills and experience

The project will work with development partners and SMEs to link youth with on job, workplace technical skills and experience. One of the biggest challenges and needs for the youth is hands-on experience coupled by the means to sustain on job learning minus remuneration, while on the other hand SMEs struggle with cash flow and returns. Good Kenyan proposes to support lean sustenance of the beneficiary for a month as they learn. Activity in this result area include

- Matching of trainees to partner SMEs opportunities
- Preparation of relevant paperwork and equipment per trainee
- Place trainees in internship for one month
- Monitor and review the trainee's progress

Result Area 4: To improve access to safe, sustainable income/ livelihood options through decent work and employment

Good Kenyan will collaborate with SMEs, state corporations and development partners to link the target beneficiaries to work. The project will also adopt recent approaches like remote jobs, online work, and outsourced assignments. Work placement in partner organizations will be done based on merit and availability. A work placement officer will coordinate the function of collaboration with other partners and innovative approaches as well

Monitoring and Evaluation

The Mwanzo project aims to address the gap in requisite skills for transition from school to work and thus will be a dynamic program that builds on lessons learnt. To be able to meet the objective Good Kenyan has established robust project monitoring and reporting systems, Additionally the project design will incorporate a learning approach and evaluation in critical steps of implementation

□ To discuss Partnership Kindly contact:

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