



**[ GOOD KENYAN FOUNDATION ]**

**Growing Youth Talent to Build Livelihoods in the Creative Industry**



"The future of Africa depends on how we prepare our youth today."

## Who We Are

Good Kenyan Foundation is a Kenyan-led organization that unlocks youth potential through a transition bootcamp that prepares youth with clarity and direction, followed by an intensive program offering targeted skills training, mentorship, practical tools, and livelihood pathways in the creative industry.

We primarily serve rural young women through the Regina Yego Girls Center, and vulnerable teens and peri-urban youth through our Daraja and Mwanzo programs.



# Transformation in Action

## Testimonial:

"The program has not only restored my hope but also given me the confidence and mindset to make informed decisions. I now see myself as a changemaker, someone who can contribute meaningfully to society while earning a living."

Daisy Jepleting,  
**GKF Graduate.**



# The Problem

## Youth Demographics & Labor Market

- 35% of Kenya's population is Youth (15-34 years)
- 67% Youth unemployment rate
- About 1,000,000 annual new labor market entrants

## General Employment Landscape

- 5-7% Official unemployment rate (2025)
- 81% of non-agricultural work is informal.
- 20% of youth (15-24) Not in Education, Employment, or Training (NEET).

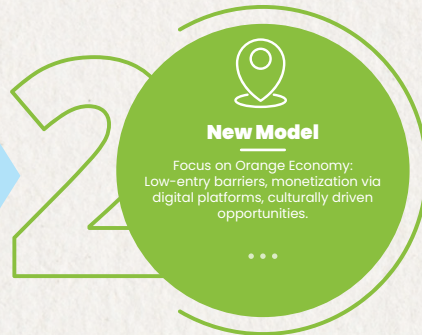
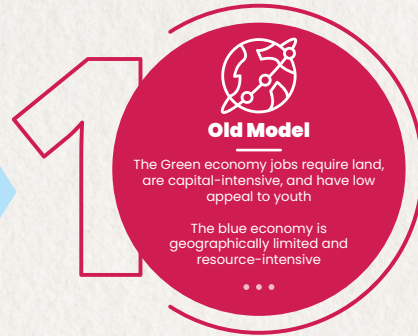
## Education & Skills Mismatch

- 1,000,000+ Secondary school graduates annually 50% are left without without pathways to tertiary education or formal jobs.

## Gender Dimensions

- Female youth unemployment is significantly higher than male youth unemployment.
- Only 15% of women vs 25% of men are in formal employment..

# Our Solution



**IMPACT:** Good Kenyan turns raw talent into livelihoods through two pathways: creative industry careers and circular entrepreneurship, where youth upcycle waste paper and fabric into opportunity.

# The Opportunities

**1**

Provides 7 million jobs across film, music, design, and digital content

**2**

Kenya is projected to be the world's fastest-growing internet advertising market

**3**

Expansion of streaming platforms and digital content monetization opening new revenue channels

**4**

Rising demand for African music, film, and fashion globally creates export potential

**5**

Cultural tourism and the creative economy are positioned as emerging engines of inclusive growth

# GOOD KENYAN PROGRAM FLOW

## Foundational Training (6 Weeks)

## Specialized Training (4 - 6 Months)

## Support

1

### CAREER DEVELOPMENT

Building confidence, workplace readiness, and employability skills.

2

### LIFESKILLS

Communication, financial literacy, problem-solving, and self management.

3

### DIGITAL SKILLS

Practical ICT training for the modern workplace and business



### EMPLOYMENT (6 MONTHS)

#### Format:

5 days of structured learning per week.

#### Specializations Offered:

Graphic Design, Customer Experience and Events Management



### ENTREPRENEURSHIP (4 MONTHS)

#### Format:

2 days of classroom sessions followed by 3 days of business development.

#### Curriculum:

Anchored on the International Labor Organization (ILO) Entrepreneurship Curriculum,

- Recruitment through local high schools, community leaders & alumni.
- Collaboration with government agencies and certification bodies for formal recognition.
- Job placement support and career coaching

- Business development services (BDS).
- Structured incubation model to test, refine, and launch viable enterprises.
- Mentorship & access to networks/markets

## Key Enablers – Good Kenyan Social Enterprise

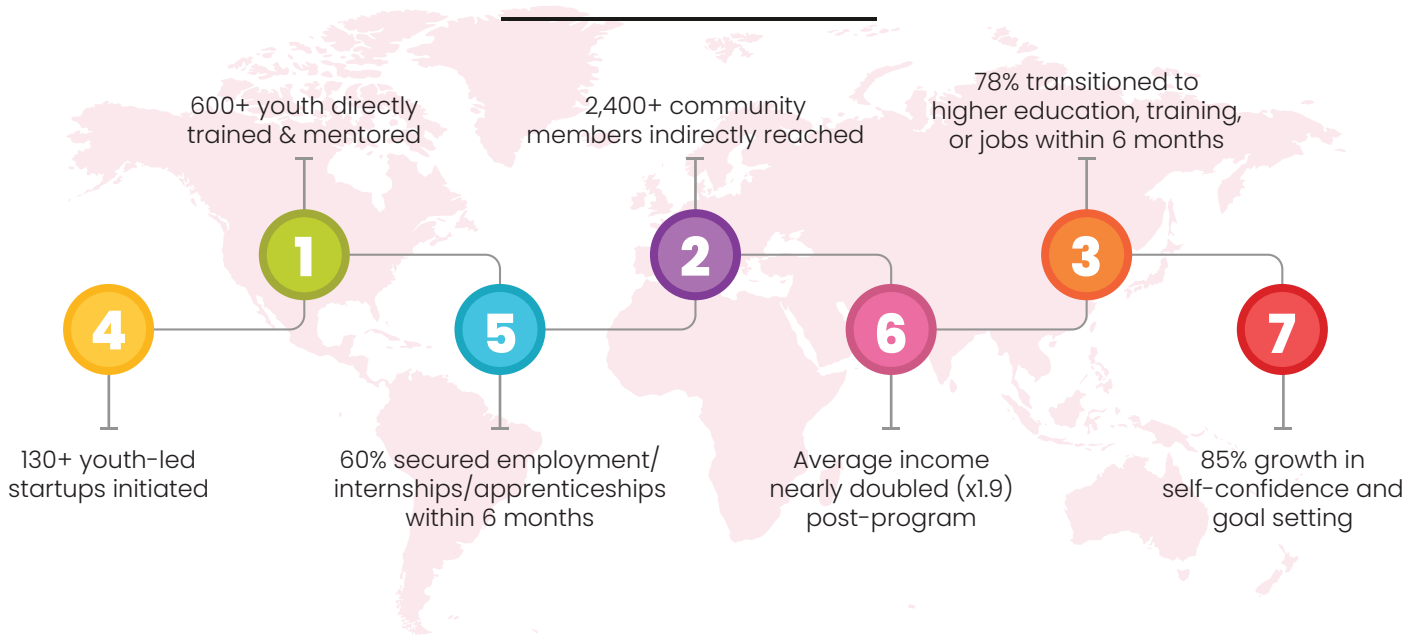
Youth are deployed into Good Kenya's own events, partner gigs, or supported to start micro-enterprises.

Recycling plant produces décor materials and products, creating a circular economy revenue stream.

Graphic design vertical strengthens branding, event materials, and digital outputs.

# Our Impact (to Date)

Real Numbers, Real Change





# Alumni Journey - Vinicky:- **From Passion to Purpose**

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After high school, I didn't have the grades or financial means to continue. I felt lost. In 2019, I joined Good Kenyan's Cohort 5, and it became the turning point in my life. Through mentorship, I discovered new ways to grow my art and also learned how to earn from it through recycling glass, candle making, and upcycling textiles.

Good Kenyan helped me see the difference between simply being an artist and building a business. Since then, I've started art clubs in schools, opened my own studio in Lower Kabete, and launched HOV Africa, where I create and run a recycling and upcycling business. My dream now is to build an art academy to inspire and equip the next generation of young artists.



**\$ 300,000/-**

Raised - \$60,000/-  
Deficit- \$240,000/-

**Invest  
Champion  
Partner**

...

**Seeking an anchor  
partner to close the  
gap!**

enabling 300 women to  
gain skills for dignified  
livelihoods and stronger  
families.



## Why Good Kenyan?

**Proven track record:** 78% transition, 130+ businesses Kenyan-led and grassroots, deeply rooted in community realities.

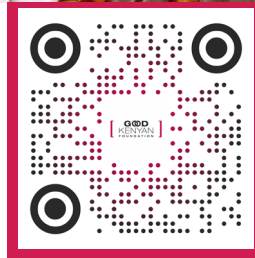
Sustainable model blending skills, structured mentorship, and holistic support.

**Ripple effect:** Alumni mentor peers, multiplying impact



# Thank You

LET'S BUILD SUSTAINABLE FUTURES TOGETHER.



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