



EDUCATING GIRLS, EMPOWERING WOMEN,
TRANSFORMING COMMUNITIES



GIRLS CAN CHANGE THE
WORLD AND TOGETHER WE
CAN GIVE THEM A CHANCE

Partnership opportunities
for business

www.teamkenya.org.uk

Team Kenya

your gender diversity partner



Team Kenya is a leading North East based charity for educating girls, empowering women and changing lives in rural Kenya. Our vision is for every girl in Kenya to have an equal chance to achieve her potential and be free from poverty. We do this by involving entire communities in Ndhiwa in gender equality, so that girls in can create their own bright futures.

One of our greatest assets is our uniqueness, working with businesses to not only make a social impact but also help to align their social strategies and business needs. This in turn makes a real difference to how their gender diversity strategy is supported.

With a strong supporter base our work and influence is growing year on year and value the important work we do in helping transform communities. Organisations large and small play a critical role in making our work possible, both through charitable funding and by influencing and inspiring people across the country to get involved.

We hope your business will join our growing number of corporate supporters who choose Team Kenya as their gender diversity partner. You can be assured that you will be supporting an important cause at the same time as securing genuine partnership benefits for your business.



"I know I have the right to education, shelter, clothing and care and the Girls Support Group helped me understand my rights"

Evarlyne is part of Team Kenya's Girls Support Group at Koduogo Primary School.

Partnership opportunities



At Team Kenya we work with businesses of all sizes and across sectors to deliver inspirational projects and help our partners meet their gender diversity and corporate social responsibility goals. Our philosophy is to consistently deliver bespoke solutions for our corporate partners which deliver mutual and multiple benefits. As consumers become increasingly conscious of gender based issues then Team Kenya is a natural fit for any company looking to improve their diversity credentials, influence consumers, attract new customers or retain loyal ones.

As such, we provide a wide range of options for working with us, including:

- Corporate sponsorship of our initiatives.
- Cause-related marketing.
- Staff engagement through business challenges.
- Individual challenge events.
- Visits to Ndhiwa.

Why Ndhiwa

Over 95% of the girls and women were living in extreme poverty.

Over 80% of girls didn't complete Primary School.

62% of girls had experienced violent or sexual threats in school.

67% of girls felt they needed to reciprocate sexual advances from teachers to progress in education.

With the highest statistics in the country, over 25% of the population were HIV positive, with teenage girls most at risk.

It was widely accepted and indeed endemic that it was ok to abuse or sexually assault a girl.

Child marriage at age 12 was common place.

When I was in primary school my auntie tried to force me into early marriage and sexual relations with a 35 year old man. With the help of Team Kenya I stood up for myself because they taught me how to defend myself and regain my rights to education.



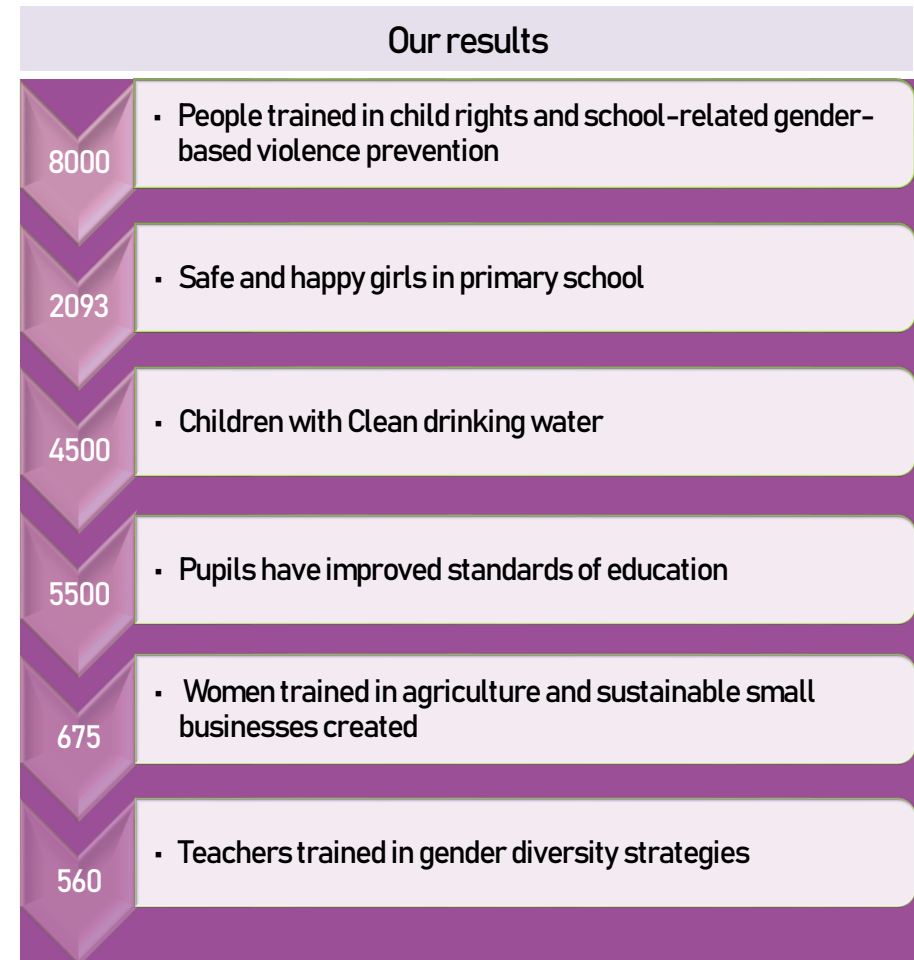
Making a real difference



By linking with a reputable UK charity like Team Kenya, you will enter into a partnership which is guaranteed to deliver mutually-beneficial benefits – meeting diversity goals whilst delivering impact on your brand, profile, reputation, and most importantly your bottom line.

Here are some of the benefits of working with the Team Kenya:

- Build brand profile with your customers and stakeholders as an equal opportunity business and employer.
- Reach your CSR and gender diversity targets.
- Gender diversity training
- Use of our logo as part of marketing and PR campaigns.
- Hands on support from our team.
- Direct links with the communities you are helping.



There are many ways to support us.....



We provide a number of off-the-shelf products and solutions to enable companies to support us and benefit from a compelling diversity and social marketing message to build brand profile.

Corporate membership

Our standard corporate membership packages range from just £500 up to £10,000 to suit all business needs. Benefits vary according to the package selected, but include as standard:

- Annual Corporate Membership subscription.
- Use of a marketing message for corporate communications.
- Company listing on our website.
- Gender diversity training.
- Corporate Membership certificate.
- Receipt of our enewsletter.

Challenges

We operate a number of challenges across the year which can be done as apart of a team building initiative to boost moral or a way for individuals to support the work we are doing directly. These include;

- Great North run
- Hadrian's Wall Walk
- Follow in her footsteps
- Mount Kenya

Payroll giving

Payroll giving is a fantastic way for individuals to support Team Kenya. Companies can support us by promoting our charity to their staff and offering them the means to donate to the Trust directly from their salary. It's the quickest and most tax-efficient method of motivating staff in voluntary charitable work, and will boost your companies reputation as a diverse employer.

Volunteering

There are many ways in which your staff can support or work through volunteering. Our volunteer roles range from hands on activity for campaigns, being on our board or supporting us with our marketing and social media. A successfully managed employer supported volunteering programme can be a fulfilling experience for everyone. Participating employees can gain new skills and experiences which can often be applicable to their role in the business they work for.

The potential benefits include:

- Developing future leaders
- Building strong teams
- Employee skills development
- Improvement in staff attraction and retention
- Increased staff morale and reduced sick leave
- Improving reputation and brand management



"In my community, in the past, families didn't value girls but nowadays girls are going to school and most people treat them equally and mothers say they are 'the key to the bank'. But it's not the same in the villages where Team Kenya haven't been working, there girls are still neglected, abused and drop out of school. We need to do more to reach every girl. Team Kenya have made me who I am - a strong empowered women respected in the community, equal to any man"

Millicent is a single mother of 3 girls



“If you had spent your whole life believing you were worthless that is hard to change, We were seen as not worthy, a dog would sometimes get food before a girl. Now you have invested in us we know we are worthy. If you educate a girl you educate the whole community”

Meryl went to Ogande School and has gone on to further education with our support.



www.teamkenya.org.uk

To discover more about working in partnership with Team Kenya or to discuss the right solution for your business, please contact us:

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