



# TEAM KENYA



## Impact Report 2022

Educating girls, empowering women, transforming communities.





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# Message from our Board Chair

Like many small charities, and especially those working in the international development sector, 2022 continued to bring challenges as we focused on the post pandemic recovery. However there were also many new opportunities which appeared alongside annual events such as the Great North Run and the Big Give (which raised over £7,000).

At the beginning of 2022 we produced a document “Team Kenya – Who We are” as a clear, introduction to the charity for everyone to use when engaging with new organisations, partners, trust funds, potential volunteers, donors, and supporters. This document covers our working relationship with Twende Pamoja, background information on Ndhiwa, details of Twende Pamoja’s programme areas, the wider context for our work, our track record and our future plans.

In April we were able to host our first face to face AGM for three years at which we were delighted to welcome our newest trustees (appointed in December 2021).

This event also gave trustees the opportunity to collectively look at our risk-register, our fundraising and engagement strategy and ways of working in a charity where there are more trustees than staff. We also reviewed our new Memorandum of Understanding with Twende Pamoja which clearly outlines activities independent to each organization and activities which are collaborative.

The summer of 2022 saw our first London gathering, kindly hosted and supported by Macquarrie, who provided a room and refreshments at their headquarters in Ropemaker Street. This gave London-based volunteers a chance to meet staff, trustees, and other volunteers. Later in the year Macquarrie’s Zurich office organized a fundraising bowling event as part of their annual Foundation Week.

A big success for 2022 was our Mount Kenya climb, lead by Gordon Wilson, which took place in late August/early September and was a great success, raising over £10,000 in total. We are extremely grateful to Spot White, a popular





North East leisure company and our new corporate sponsor, for their support which has continued beyond this event.

Further thanks go to the Durham Soroptomists who organized a sponsored coastal walk to raise funds for projects in Kenya.

Despite the challenging situation nationally and globally, we met our target income for 2022 and were especially thrilled to receive funds from the Dulverton Trust for agribusiness training and from L'Oreal's Fund for Women which will support our aim to empower women to be more financially independent so that girls can continue to attend school. Money like this is vital for our partners in Kenya so that we can continue to work jointly towards our vision "for every girl in Kenya to have an equal chance to achieve her potential and be free from poverty".

Collaboration with Twende Pamoja remains an important element of our success and enabled us to secure additional funding from the British and Foreign Schools Society for girls leadership, digital training and STEM related activities. The project title "Investing in Equality of Education for Girls: Addressing the Gender Gap" acknowledges that "Gender equality in education benefits every child" [1]

**Lynda Evans Board Chair**

## About Us

Team Kenya was officially established in 2008 to work together with communities in Ndhiwa, South Western Kenya, to support girls and women to live a life free from poverty.

Working hand-in-hand with our long-standing partner organisation Twende Pamoja and local communities, we have transformed the lives of over 60,000 people in Ndhiwa, including 20,000 young girls.

We are committed to being community led and finding holistic, sustainable and effective solutions for families we work alongside, to ensure better outcomes for vulnerable girls.



## Our Strategy

Our strategy in 2022 focused on growing income to a sustainable level so that Team Kenya have the resources to build partnership capacity, increase impact in Kenya and develop awareness of our work and wider global issues in the UK. We would achieve this by working towards 5 goals:

### 1 / Funding and Engagement

Our approach and processes of engagement with new and existing partners are clearly articulated leading to regular fundraising activities, grant applications, advocacy, education and awareness raising, volunteers and donor stewardship.

### 2 / Finance

Team Kenya and Twende Pamoja are well managed, financially resilient and sustainable organisations with diverse funding streams generating restricted and unrestricted income in line with annual targets.

### 3/ Data and Results

Robust monitoring and evaluation processes provide quality information to improve learning, planning and services and contribute to sector knowledge through wider impact reporting and advocacy.

### 4 / Communication

Clear communication strategy, processes and activities are in place enabling us to effectively articulate our vision, mission, values and impact.

### 5 / Resilience Building

Build the capacity and resilience of Team Kenya and Twende Pamoja to ensure they are well governed, resilient, and effective, with efficient and robust operating procedures ensuring they are sustainable, and impactful organisations.





# Our People

Towards the end of 2022, after reflecting on how we can best operate with our resources, a new, flatter structure for our UK operations was devised.

The new structure allows staff and volunteers to work in areas best suited to their knowledge and skills.

This flatter structure takes a step away from top-down governance, allowing us to adopt a more agile way of working and respond quickly to any changes, both internal and external.

### Meet Alex

In November 2022, Alex Henderson became our marketing and communications advisor. He will be responsible for delivering our online communications and consulting on fundraising activities in the UK.

Alex has been a supporter of Team Kenya since 2013 and has visited our projects in Kenya in 2015 and 2022.

As the founder of Zesty Marketing, a 5 year old digital marketing agency, Alex brings a wealth of knowledge and experience on marketing strategy and communications to us at Team Kenya.

We are excited to welcome Alex to the team and can't wait to see how his expertise will help develop Team Kenya's outreach and fundraising capacity in 2023, allowing us to have a greater impact on lives in Kenya.

### Kirsty's New Role

This year, Kirsty has stepped down from her role as a trustee in order to work for Team Kenya in her new position as Development Manager. Kirsty will be working closely on our partnership with Twende Pamoja. We are very excited to welcome Kirsty into her new role.

"I have been involved with Team Kenya since 2011 as an employee, a volunteer, a consultant and a trustee, including a visit to Ndihiwa

in 2016. My professional experience is as a Monitoring, Evaluation and Learning consultant, a well as working in project and volunteer management and capacity building.

I have a MSc in International Development and have worked in this field since 2016.

I have always worked with smaller organisations, usually specifically focusing on girls and women as this (and environmental sustainability) is where my passion lies!

in 2021 I had a beautiful baby girl and am thankful for the opportunity to show her how strong and powerful working mums, and women and girls all over the world, can be!"





## Our Vision

Our vision is for every girl in Kenya to have an equal chance to achieve her potential and be free from poverty.

## Our Values

Collaboration, empowerment, integrity and respect.

## Our Mission

Our mission is to involve entire communities in gender equality, so that girls in rural Kenya can create their own bright futures.

## What We Do

We work with local Kenyan people to educate girls, empower women and transform communities in rural Kenya.





# Our Twende Pamoja Partnership

We have worked in partnership with Twende Pamoja since they were founded in 2007. All the projects and work we support in Kenya is implemented by Twende Pamoja, meaning that our programmes are community-led, sustainable and ethical.

We help to raise funding and offer guidance and support for Twende Pamoja to deliver their projects. Our joint longer-term goal remains for Twende Pamoja to become sustainable, resilient to change and adaptable to circumstances on a local, national and global level.

By focusing on the organisational development of Twende Pamoja, we ensure sustainable development and resilience building are at the heart of our partnership.

In July 2022, Team Kenya and Twende Pamoja successfully worked together on securing 2-year funding from the British and Foreign Schools Society (BFSS).

This application provides an example of successful collaboration, which was based on a need identified by Twende Pamoja for an approach focused on STEM for girls' education.

Team Kenya and Twende Pamoja working jointly on both the initial application and the associated project log frame created both confidence and credibility.





# Impact In Kenya



## 1. Advocacy for Safe Communities

Girls and young women are equal and respected members of society who are safe at home, in school and in their community.

We will achieve this by:

- Community training in gender equality & children's rights
- Support & advice for victims
- Community advocacy
- Mixed gender football
- Girls' advocates in schools
- Girls' Support Groups

## 2. Girls Education

Girls gain access to and attain a good quality education and have relevant skills and knowledge to fully participate in economic social and cultural life.

We will achieve this by:

- Resources for primary schools
- Teacher training
- Alternative behaviour management training
- Girls' Support Group
- Homework club
- Family income generation for school fees
- Learning Resource Centre
- Income-generating farms for schools
- Youth groups & peer mentors

## 3. Economic Sustainability and Food Security

Families have improved food security and develop sustainable economic enterprises to support girls.

We will achieve this by:

- Demonstration farms
- Table-banking savings schemes
- Small loans for women
- Agricultural training for women
- Provision of tools for women
- Beekeeping
- Co-operative farms
- Community advocacy with parents, teachers and community leaders
- Income-generating farms



# 1. Advocacy for safer communities

Twende Pamoja has continued to develop and extend their work with Girls Support Groups in all 16 of our partner schools, providing support to those in the most serious need, ensuring that the most vulnerable girls not only returned to school following the COVID-19 pandemic, but also had everything they needed to continue their education.

The Peer Mentors spent time counselling and making home visits to make sure that families understand how important the girls' education is.

The life skills sessions have become even more important because many girls had had to deal with difficult relationships during lockdown, and they need the support to rebuild their confidence and self-esteem.

30 Girls Support Group girls from 7 of the partner schools attended the Girls Forum in April, along with 5 of the Community Volunteers for Child Protection.

During the forum the girls were able to have an online session on the importance of education for girls and the challenges they go through in the community.

The session was conducted by 2 peer counsellors / leaders from Kenyatta University. Key areas discussed / activities during the forum included:

- Focused Group Discussion on challenges girls face in their community and the importance of education.
- Health Talk.
- Online Session.
- Creativity Presentation Session.
- Impact Assessment Session.







## 2. Girls education

Team Kenya and Twende Pamoja's funding from the BFFS focused on girls' leadership, digital training and STEM through the project 'Investing in Equality of Education for Girls: Addressing the Gender Gap'.

The project meant girls from 16 partner schools took part in Leadership Development Forums during the October and January school holidays.

A further 480 girls were trained through the monthly Leadership sessions and Digital Literacy sessions in the 16 partner schools and the LRC.

Extracurricular activities have been taking place across all the schools and during Girls Forums. Girls Football for Empowerment was relaunched in December with 90 girls attending.

92 girls have participated in singing and dancing, 38 girls in a debate session and 10 girls in public speaking/ news reporting.

1 teacher per school has been trained and engaged in leadership, digital and networking, counselling and mentoring skills through the Girls Advocate training.

Additionally, the target of 480 has been achieved for girls being able to articulate their rights and demonstrate their skills and knowledge in school and at the Girls Forum.

Finally, 93 girls have been involved in peer mentor training and other confidence building, leadership development roles.



### 3. Economic empowerment and food security

Funding from Van Neste and Brian Mercer meant Twende Pamoja was able to deliver a programme designed to enable women to generate income from their land which means they can then support their families and keep their children at school.

The agricultural supplies and training are supported by a 'table-banking' savings scheme, which teaches the women good financial management and allows them to benefit from small loans and 'payback' from their savings.

A total of 480 women were reported as having received training in micro-finance by December 2022. 740 women are currently members of 23 table banking groups. Of these, there are 16 registered groups, each with 30 members.

The weekly meetings for the group provide the women with a rare opportunity to socialise, and many of the groups underline the importance of what they are doing by wearing a uniform.

The women receive training, pass books and guidance on financial management. When the share out takes place (a big day!), the money is put towards, for example, their daughters' school needs, including fees if they have reached secondary school, or it may be invested in agricultural seedlings or equipment, in improvements for their house (e.g. a new and secure door, a concrete floor or a better roof to keep the house dry when it rains), as well as in table banking shares for the next round.

Others are being further trained to create their own small businesses.





# Case Study: Van Neste Foundation

The 12-month funding from Van Neste meant that by November 2022, 450 women were being trained and supported, and they in turn cascade what they learnt to family members and neighbours.

The women involved are the mothers or carers of girls who are supported by Twende Pamoja. The women are trained on the roselle, moringa and aloe-vera value chain for income generation to improve their livelihoods, nutrition and health.

They are also trained on good farming practices on other subsistence crops such as maize, beans, potatoes, cassava, kales, tomatoes and different fruits to increase yields and produce enough food, with the surplus sold for income generation.

They gained skills to develop their land for both short-term and long-term crops to increase food security. 330 women from table banking groups were trained in their local communities to grow sweet potatoes.

This training was carried out in conjunction with the Ministry of Agriculture. Sweet potatoes provide valuable food security in between the regular maize harvesting periods. Alongside their training, women were provided with moringa seeds, aloe vera suckers, roselle seeds, fertilizers, farm tools and equipment.

The ongoing basic financial training continues with every table banking group. The training has now been introduced in the new groups that are being set up at the beginning of the new school year (January 2023).

From the Enterprise staff's December report, we learn that women are now being paid for their roselle supply and they are using the income to buy uniforms and pay levies for their daughters in school. With its exceptional nutritional benefits (especially Vitamin C), families are reporting improved health, particularly in cases of anaemia. The production of roselle juice is a major success.



*“Through Twende Pamoja I was given Roselle seeds, Moringa seeds and pesticides for our farms. With a small piece of land I have been able to carry out intercropping of Roselle and few Moringa which are currently doing good. I am really thankful and grateful for your support. I am expecting to start harvesting my Roselle in early January. Big thank you!”*

**Lencer Akinyi:**



# UK Fundraising Activities

Newcastle University Team Kenya society remained engaged and active throughout 2022, with multiple student volunteers helping with our social media and fundraising.

In August, a group of Newcastle and Northumbria University students and alumni participated in our Mount Kenya 2022 climb. Led by long-term volunteer Gordon Wilson, the climb was a great success, raising over £10,000 in total.

The group of 8, were supported in their adventure by Spot White, one of our corporate partners. One of our climbers has written about their experience on our website.

After the climb, the group spent some time at Karibuni Eco-Cottages in Ndhiwa where they were able to see first-hand the impact of Twende Pamoja's projects.



September saw several key fundraising events – the Great North Run; a bowling event organised by the Zurich office of Macquarie as part of their annual Foundation Week; and a sponsored coastal walk organised by the Durham Soroptimists.



Our UK fundraising activities ended with the Big Give Christmas Challenge. This was a huge success and we reached our target with days to spare. The total raised came to £6948 plus £647 gift aid.

Post campaign evaluation showed that the emails in the campaign were directly responsible for reengaging supporters, and the social media posts reached thousands thanks to the sharing and engagement from supporters.

Following the success of this campaign, we are planning to apply for the Big Give Green Match Fund and the Christmas Challenge in 2023 to maximise the impact of our supporters donations during these campaigns.

# Partners And Funders

## CORPORATE PARTNERS



Mckesson have continued to support us since 2021, and one of their employees Molly Lawrence took part in our Mount Kenya climb this year to help raise funding and awareness for our projects in Kenya.



Following their sponsorship of our Mount Kenya climb, Spot White agreed to take part in a 'Proud to Support Scheme' led by volunteer Ellie Sizeland following her graduation from Newcastle University. This scheme entailed a commitment of a years' worth of quarterly donations from Spot White to support our projects in Kenya and encourage further Newcastle University students and alumni to engage with Team Kenya.



Trustee Frit Wilhelmsen encouraged support from his company Macquarie. In July 2022 we held our first London gathering, which Macquarie kindly provided a room and refreshments for at their headquarters in Ropemaker Street. This gave London-based volunteers a chance to meet staff, trustees, and other volunteers. Those unable to attend in person joined virtually. Macquarie also went on to hold a bowling fundraiser for us at their Zurich office in September.

## TRUSTS AND FOUNDATIONS



Our sincere thanks to the following organisations for their support this year, and to our many individual supporters, donors and volunteers for their hard work and dedication: Fonthill Foundation | Brian Mercer | Hazel's Footprints | Waterloo Foundation | Pat Newman | Memorial Trust | Coles-Medlock Foundation | Van Neste Foundation | E+G Morgan Trust | Southall Trust | BFSS | Dulverton Trust | L'Oreal | Big Give | Durham Soroptimists



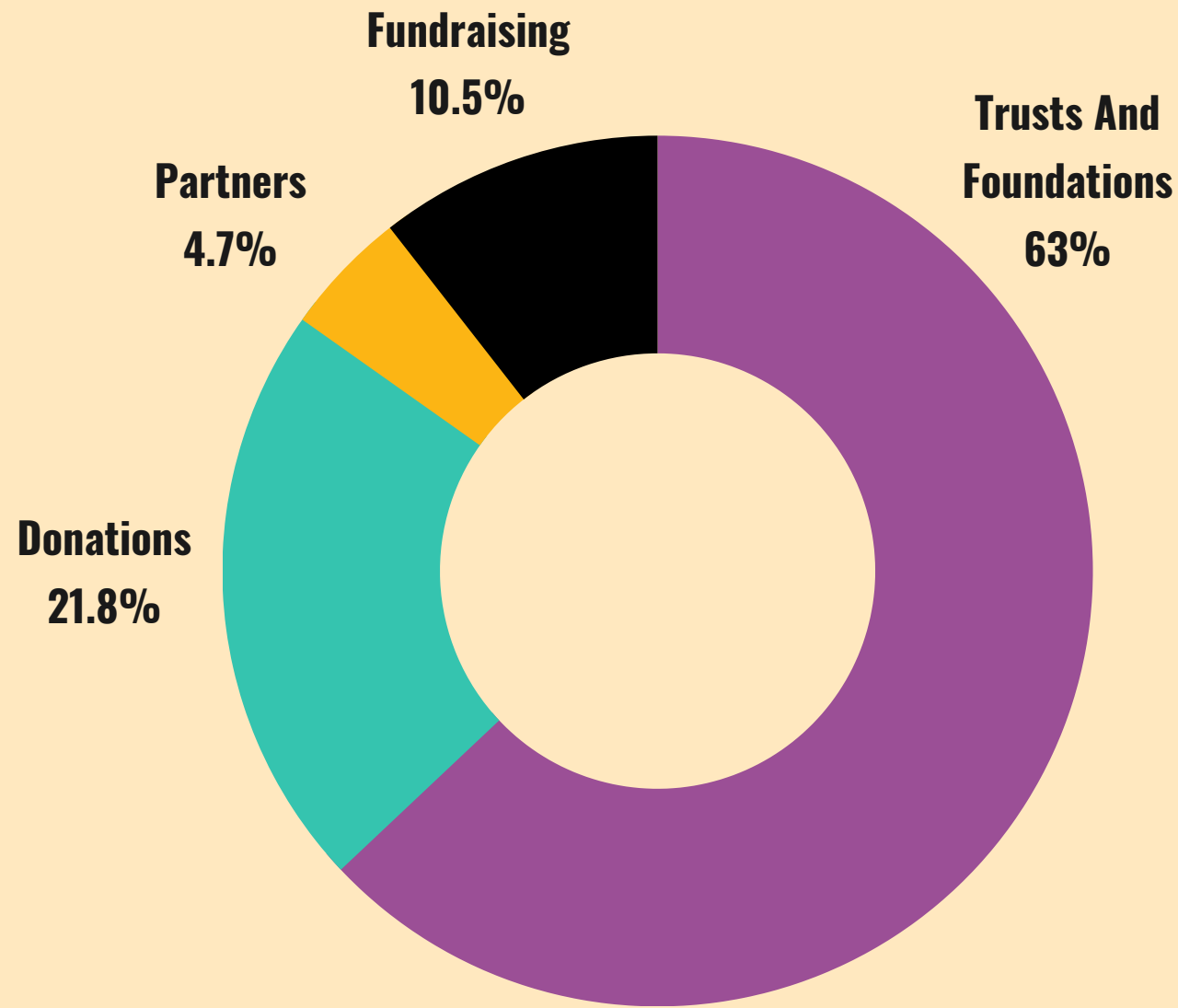
In 2022, our grant applications proved very successful with two big amounts secured towards the end of the year. In November the Dulverton Trust awarded us £34,347 over two years towards the Agribusiness Training Agriculture Programme with mothers of pupils in partner schools in Ndhiwa.



In December, L'Oreal awarded us 35,000 Euros from their Fund for Women to support the Karibuni Women's Empowerment Initiative. These will make a huge impact on our projects to economically empower women and improve their families lives in Ndhiwa over the coming years.

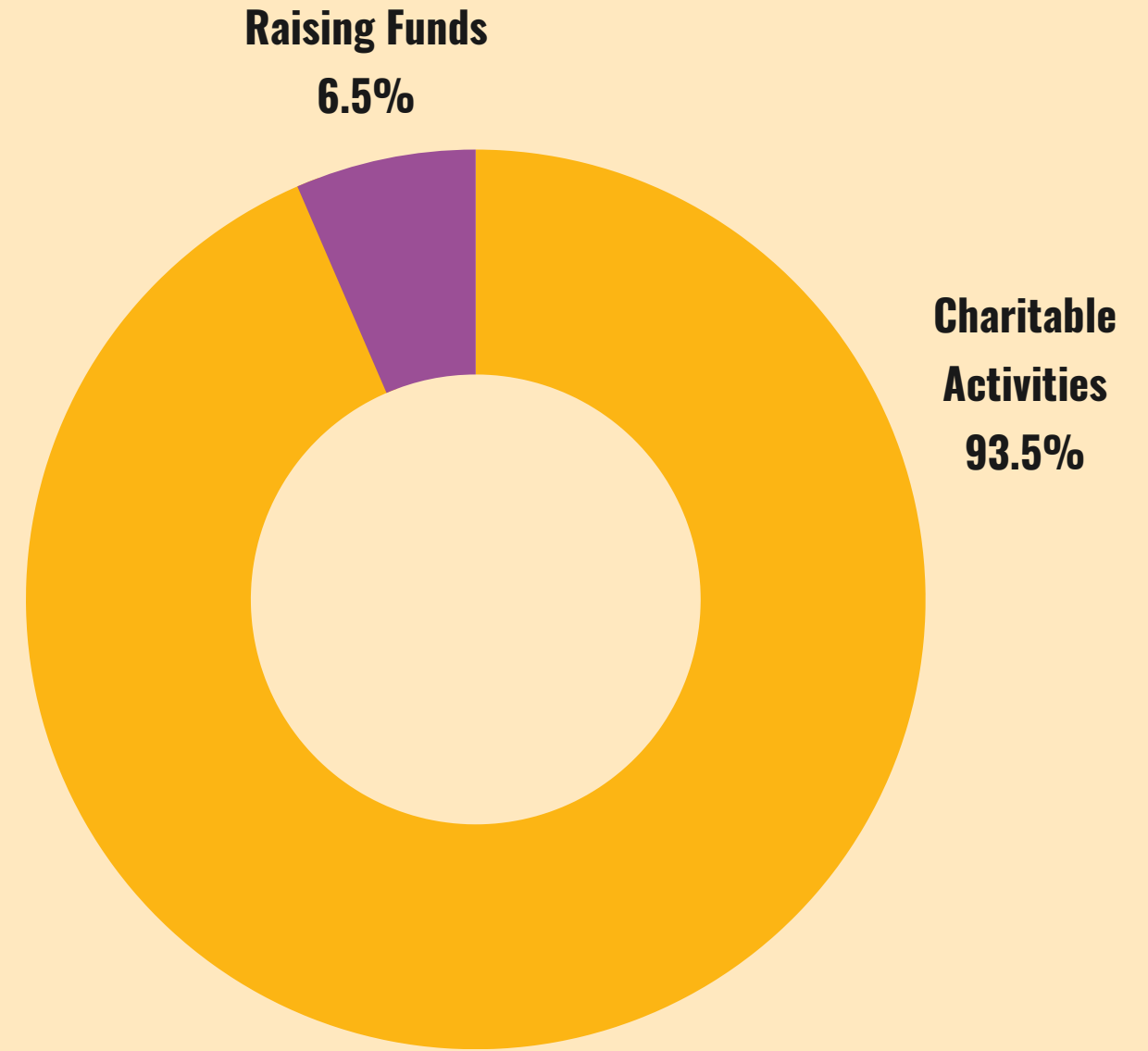


# Income



Trusts and foundations	£ 115,390
Donations incl Gift Aid	£ 40,002
Corporate/Education partners	£ 8,532
Fundraising Events	£ 19,322
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<b>Total</b>	<b>£183,246</b>
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# Expenditure



Charitable activities	£ 161,269
Raising funds	£ 11,192
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<b>Total</b>	<b>£ 172,461</b>
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# Plans For The Year Ahead

In 2023 we want to increase our activities in the UK through partnerships and education. This means securing and investing resources to build, strengthen and sustain UK based activities alongside our collaborative work with Twende Pamoja, where we jointly strive to achieve social justice and equity.

Through a focus on our values of collaboration, empowerment, integrity and respect, we continue to pass more responsibility and accountability to Twende Pamoja, to become a strong, sustainable, and independent organisation, through capacity building and with links to latest best practice in international development.

To effectively achieve our mission, Team Kenya will do the following:

- Partnership networking: overcoming the challenges of poverty cannot be achieved in isolation so we are committed to develop existing partnerships and actively seek out new ones.
- A holistic approach to development: responsive to change, targeting the entire community and using integrated, inclusive, participatory and flexible strategies.
- Measuring impact and sharing results: measuring success based on the purpose of the charity, the needs of the beneficiaries, the quality of services and the resources available.
- Learning and improving: being able to improve performance through continuous assessment.
- Feminist leadership: investing in women's leadership in the UK and Kenya to amplify the voices of women and girls.

Moving forward, we will continue to keep in mind three important cross cutting themes to our work:

- Gender mainstreaming: integrating a gender equality perspective at all stages and levels of policies, programmes, and projects to achieve gender equality.
- Climate-sensitive approach: a focus on the specific needs, priorities and realities of women exposed to the effects of climate change.
- Embracing the power of digital: access to digital technology can accelerate gender equality.

In the coming years, we have a strong focus on our sustainable agenda. We will be working to improve operational sustainability with new environmental policies, and we would like to encourage new projects with Twende Pamoja involving young people in work surrounding the demonstration farm, and innovative sustainable practices to ensure climate-sensitive development is taking place.

## 15 Year Anniversary

In 2023 we will celebrate Team Kenya's 15th year anniversary. This marks a momentous occasion for our charity, and we will use the year to reflect on all that has been achieved since 2008, and the impact we have had on the community in Ndhiwa. We thank and appreciate everyone who has supported us on our journey so far including organisations, staff, and volunteers without whom our work and impact would not have been possible. Celebrate with us on 22nd July 2023 at our anniversary ball. Contact us to get involved.







# Impact Report 2022

Find out more on our website:  
[www.teamkenya.org.uk](http://www.teamkenya.org.uk)

**TEAM KENYA** 

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