

## Project format

*Describe a one-year project that you want to showcase at the website and want to raise donations for. Possibly this is your main work. Especially for those who will have a first project online, we require you to showcase a successful project you already run, and whereby extra income leads to reaching more people.*

*Projects must focus on SDG1 (income / poverty reduction); SDG2 (food security and/or climate); and SDG4 (advanced education).*

*Once you managed to reach the target amount with us, you can choose to showcase another project on our website. We can then further discuss together what is the best way to go.*

## Project details

### 1. What is the project title?

Providing vulnerable teenage mothers with skills to transform their lives and the lives of their children. The skills include Catering and Events Management and hairdressing. The participants have to select one among the three choices.

### 2. The project contributes to

- **SDG1 (poverty reduction/economic development)**
- SDG2 (food security)
- **SDG4 (advanced education meaning adult, vocational or secondary education)**
- Other, ....

### 3. What is the project you want to showcase at our website? Please summarise:

In 2020, COVID-19 hit our world. COVID-19 has been a game changer in the lives of many in my community. There has been a steep increase in teenage pregnancy, drug abuse and domestic violence. The girls we work with are impacted by teenage pregnancy, dropping out of school, domestic violence, and getting into commercial sex work to survive and to be able to feed their children.

The aim of the project is therefore, to equip teenage mothers with the skills they need to secure an income without risking their future and that of their children. The intervention includes a leadership and mentorship programme during which the young women are taught reproductive health education and other vital life skills. Each of the girls will also be offered individual counseling by a qualified counselor.

### 4. What is the problem? And how is it addressed in this project?

The Problem

COVID-19 impacted the lives of girls in diverse ways, complicating their lives; lives that were already challenged by a very patriarchal society where women and girls are generally not valued. During the COVID-19 years - 2020/2021, there was a distinct increase in cases of rape of underage girls in Kenya in general and in Meru County, specifically. Teenage pregnancy cases rose significantly during this case. Many girls dropped out of school during these two years. The incidence of GBV also increased tremendously, further complicating the family domain in Meru County. When young girls drop out of school due to early pregnancy, they are more likely than not never able to go back to school. Most schools do not admit girls who have a child. Hence most of these girls end up in abusive marriages or in commercial sex work (CSW). Early marriages for young girls normally means marrying a much older man for most of these girls. This means that they are more likely to be a second or third wife. Our work therefore focuses on giving these girls and young women a second chance to reclaim their lives.

Our intervention is to equip teenage mothers with the skills they need to secure an income without risking their future and that of their children. CSW is risky because of the high possibility of contracting STDs or even HIV/AIDS. The intervention includes a leadership and mentorship

programme during which the young women are taught reproductive health education and other vital life skills. Each of the girls will also be offered individual counseling by a qualified counselor.

The specific objectives of the project are:

- To equip 25 vulnerable girls with their preferred skill of choice over a period of one year
- To equip 25 vulnerable girls with life skills in reproductive health and entrepreneurship
- To provide 25 vulnerable girls with leadership and mentoring skills that will empower them to share their awareness with other vulnerable women in their communities
- To provide 25 vulnerable young women with yoga and meditation skills as tools to calm down, reflect and respond from the heart when faced with difficult situations in life
- To provide 25 vulnerable girls with alternative livelihood opportunities, thereby enabling them to withdraw from commercial sex work and/or escape domestic violence.

### **5. Explain why this solution works best:**

When girls and women have a steady source of income, the family thrives; and even though they did not complete school themselves, they ensure their children go to school. What I have learned doing this work with other groups of girls is that by learning a skill, the girls are able to begin their own businesses and even become job creators. I have also found that in this work there is great need to go beyond merely training them in a skill. By including life skills, trauma release exercises, yoga and meditation, the girls get additional tools to help them navigate challenging situations in their lives. These additional life skills help the young girls to understand their bodies, the dangers they expose themselves to when they engage in commercial sex work and discover their potential to transform their lives. Life skills also enable girls to take charge of their lives, giving them the confidence to build their lives instead of looking for the supposedly easy way out via early marriage.

We have thus included a leadership training component to this program because we have seen how going through the leadership program opened the eyes of young women to their potential as leaders. Their self esteem and confidence is greatly elevated and it is amazing to see their transformation. Our solution works because we have seen how the program changed many of the girls in diverse ways, such as - poise, dress, language, self assurance, and temperament. They also started taking their program very seriously because they recognised that their lives matter and they too are important members of their community. We want this same transformation for many more girls and young women in our community. We hope to do this with the cohort that will be supported by this grant.

### **6. Who are the recipients of the project? And how many?**

Our target population is teenage girls and young women aged 15 to 25 years who have dropped out of school and are mothers of young children.

55 in number.

### **7. Are recipients engaged in the project?**

Yes | no

YES. Recipients are engaged in the project because they are the ones who choose the skill they wish to enroll in. The recipients work with us to create a program that embraces their motherhood and enables them to come to school with their babies. The students also participate in a three month practicum where they give back to the community before they graduate.

### **8. How will their lives be improved in a short-term?**

In the short term they will earn three skills: a hands on skill like catering, hairdressing or tailoring. The second skill they will learn relates to enhancing their life through a life skill program. The

third skill they will learn is leadership and entrepreneurship where they learn how to take charge of their lives.

**9. How will their lives be improved in the long-term?**

- i) The girls will no longer engage in commercial sex work but will be growing their own businesses
- ii) The girls will have increased awareness of reproductive and sexual health and thus, an anticipated decline in the number of teenage pregnancies, as a result of the leadership and mentorship programme
- iii) The rate of STI infections among teenage mothers will reduce
- iv) The young women will effectively respond to challenges in life from an informed and grounded place within themselves.

**10. Which 1 or 2 of these long-term effects would you really like to measure?**

The first two at #9 above.

**11. What is the best testimonial from a beneficiary of your NGO (best related to this project):**

The best testimonial is of a lady named Lucy who tells of how the life skills sessions changed her from a woman with zero self confidence to one who successfully raised her three children single-handedly; bought land through money raised from the skill she learned and now has build a permanent house for herself. She educated her daughter all the way to the university and the daughter now has a well paying job. Because of the leadership program we run, Lucy became a paralegal volunteer who now teaches women in her community their rights as embedded in the Kenyan Constitution.

**12. When would you consider the project successful?**

What are results you have seen before? Or imagine 1 year from now. How does the project area look like? What should have changed? When are you satisfied? And when do community members consider the project successful?

For me to consider the project successful:

- 25 girls are no longer in commercial sex work but are engaged in their own businesses
- There is an increased awareness of sexual health amongst the participants and an anticipated decline in the number of teenage pregnancies, as a result of the leadership and mentorship programme
- The rate of STI infections among teenage mothers reduces
- 25 young women can effectively respond to challenges in life from a grounded place within themselves.
- The women successfully inspires other women in CSW to leave the trade.

**13. What could be (unexpected) challenges the project could run into?**

Women dropping out of the program due to challenges at home.

**14. What is the budget needed for this project? (in your own currency)**

Ksh1,244,068

*Note: Please consider that projects (or parts of projects) around €10,000 are most realistic to be successful.*

We will use the donations to:  
Buy project materials for the hairdressing and the catering and events training.  
Pay training fees  
Project coordination and pay for the M&E evaluation process.  
Running costs

**15. Are there other sources of income used for this project?**

yes | **no**

NO. Not at the moment.

**16. What is the start and end date of the project?**

Start date: October 2022  
End date: September 2023

**I completed the application questions fully and truthfully and signed in accordance with the Terms & Conditions: <https://impactdirect.eu/terms/>**

**Summary of terms on what is required from you:**

- Monthly updates on the website about the project that you are trying to find funding for, that can also be in the form of participating in an online event.
- Output reporting within 2 months after receiving the final payment of a campaign.
- Outcome reporting twice year in a video and in call.

Date / Location: June 9, 2022

Signature:

Name: Dr. Karambu Ringera

Role in organisation: Founder and President

Please, send your project format to [info@impactdirect.eu](mailto:info@impactdirect.eu) by indicating in the subject line: 'application + name of your organisations'.

**And please don't forget to send some pictures for the website and socials:**

- 3-5 pictures that represents the project
- The NGO's logo
- Links to videos you already have and can be relevant.
- If there will be someone else then you doing the updates at the website, please let us know his/her name and contact details: Wilson Oding <[wilsawillo@gmail.com](mailto:wilsawillo@gmail.com)>

Pictures should be around preferably around 1MB.

Please send it through WeTransfer to [info@impactdirect.eu](mailto:info@impactdirect.eu)

**Thank you very much for your efforts!**

**Budget:**

<b>Organisation name:</b> INTERNATIONAL PEACE INITIATIVES							
<b>Project name:</b> GIRLS RECLAIM THEIR LIVES THROUGH SKILLS EMPOWERMENT							Exchange Rate
<b>Period:</b> 1 YEAR							0.0083
Description	Unit	No. of units	Unit Cost	Frequency	Total costs in Kes	Subtotal	Subtotals and total in €
<b>Activities</b>							
<b>1. Kitchen Items</b>							
Pressure cooker		1	25000	1	Ksh25,000		
Deep Freezer		1	35000	1	Ksh35,000		
Baking mixer		1	17000	1	Ksh17,000		
Juicer		2	9700	1	Ksh19,400		
Pots		4	17500	1	Ksh70,000		
Plates		24	50	1	Ksh1,200		
Curtlery (Spoons, knives, folks)	24*3 @60	72	60	1	Ksh4,320		
Hot Dishes	1 set of 8pcs	1	36000	1	Ksh36,000		
Serving spoons		8	75	1	Ksh600		
Dish Clothes		6	250	1	Ksh1,500		
Aprons		25	100	1	Ksh2,500		
<b>Subtotal</b>						<b>Ksh212,520.00</b>	<b>€ 1,764</b>
<b>2. Hair and beauty products</b>							
Shaving machine		2	22500	1	Ksh45,000		
Salon dummies		10	2500	1	Ksh25,000		
Hair Drier		1	40500	1	Ksh40,500		
Sink and chair		1	50051	1	Ksh50,051		
Shampoo and conditioner		1	50000	1	Ksh50,000	<b>Ksh210,551</b>	<b>€ 1,748</b>
<b>3. Events items</b>							
Chairs		20	€ 950	1	Ksh19,000		
Tables		20	€ 1,250	1	Ksh25,000		
<b>Subtotal</b>						<b>Ksh44,000</b>	<b>€ 365</b>
<b>4. Trainers fees</b>							
Haidressing training fees	monthly	1	€ 16,923	12	Ksh203,076		

Catering and Events Management training fees	monthly	1	€ 15,000	12	Ksh180,000		
Leadership and mentorship fees		1	€ 12,924	1	Ksh12,924		
<b>Subtotal</b>						<b>Ksh396,000</b>	<b>€ 3,287</b>
<b>4. Project Management</b>							
Communication & Stationery			€ 9,000	9	Ksh81,000		
Running costs (Fuel, electricity, gas, water)			€ 20,833	9	Ksh187,497		
Audit fees			€ 37,500	3	Ksh112,500		
<b>Subtotal</b>						<b>Ksh380,997</b>	<b>€ 3,162</b>
<b>PROJECT TOTAL</b>					<b>Ksh1,244,068</b>	<b>Ksh1,244,068</b>	<b>€ 10,326</b>