

WOMEN LEADING AND SERVING IN THE FACE OF A PANDEMIC



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We are delighted to bring you this third issue. If you would like to read previous issues, see them [here](#).

NOTE FROM THE ADVISORY BOARD DIRECTOR

Welcome to the April newsletter.

Last year was dominated by responding to the global Covid-19 pandemic. The Jonathan Jackson Foundation (JIF) has developed strong work in its core areas, helping families who are struggling more than usual at this difficult time. I interacted with their work while at the Aga Khan Foundation who have also been in the front line of the response.

As the third wave of Covid-19 brings Kenya to another lockdown, only time will tell how effective different responses to Covid-19 have been. Governments around the world have had the very tough job of balancing the health and safety of the population with the need for people to earn money and put food on their table. For many Kenyans working in the *Jaa Kaji* sector, particularly in the communities that JIF works with, living from day to day in many cases, staying at home has simply not been possible.

I am delighted to be joining the Board of Directors of the Jonathan Jackson Foundation at this critical time in Kenya. It is my joy to be serving an organisation working in economic empowerment, sporting opportunities and humanitarian assistance for some of the most vulnerable people in Kenya. 2021 is going to be another challenging year with the poorest hit the hardest. I know JIF will play a strong part in serving the needs of its core communities, working particularly alongside women and the youth to help develop resilience.

GRAHAM WOOD

Advisory Board Director,
Jonathan Jackson Foundation



IMPACT STORY OF THE MONTH

VISION MAKERS GROUP, SOWETO-KAYOLE

On this year's International Women's Day, we celebrated three ladies from the Vision Makers youth group that demonstrated leadership and economic resilience despite the Covid-19 pandemic.

Patricia Wanjiru had just started her small business of selling milk from a bucket when in 2018 she first joined the Vision Makers group, a community-based organisation that JIF trained on scaling up economic empowerment activities. Her business was loss-making and she didn't know how best to manage or grow it. This placed her in a position of semi-dependence on others. In 2019, Carolyne Kaduka, a member of the group attended the JIF Mini-MBA training where she was equipped with knowledge on branding and book-keeping for small businesses. Just before the Covid-19 pandemic hit Kenya in early 2020, Carolyne went ahead to train other group members such as Patricia, sharing the same skills know-how she had received.



Patricia swiftly put the knowledge to work, incorporating book-keeping into her business management and adequately branding her shop, *Raha Diaries*. A year later, she has acquired a freezer for her milk-selling business and expanded her offering to include other products such as yoghurt, juices and cakes. She has been profit-making since she implemented these changes and is now self-reliant. Patricia hopes to expand her business further and employ others in the near future.

Two other ladies, Cheryl Achieng and Catherine Mumbi, [shared similar testimonials](#) after attending Carolyne's session.

We exist to impact individuals in the communities we work with in this manner, creating a ripple effect of the *Jenga Jirani* philosophy that we live by. This year, JIF aims to take 150 youths like Carolyne and Patricia through the mini-MBA program they benefitted from and with your support, we can make this a reality. Kshs. 30,000 can train one member in social enterprise development and change their life. [Make a donation](#) towards this program to Mpesa Paybill 704870, Account Number Mini MBA, or [reach out to us](#) for more details on other ways you can partner with us on this program.

"I am incredibly happy that I was empowered to make a living through JIF's work in my community."

Patricia Wanjiru, small business owner of *Raha Diaries* and member of Vision Makers CBO

CUSTODIANS OF COMMUNITY CHANGE: SERVICE IN ACTION

THE MONTH AT A GLANCE



Last month, we had the inception workshop for our Mini-MBA's 3rd Cohort in Kibra, with *K-Shoes*. Those enrolled will attend 16 sessions held on Fridays and Saturdays from 8AM to 12PM. So far, we have held 2 online classes (Zoom) to adapt to the restrictive measures laid by the President due to Covid-19. This thus enables them to stay home and still be productive while salvaging their overhead costs incurred with physical classes.



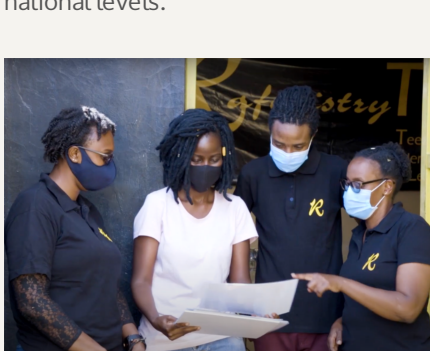
Mtazani Radig hosted JIF and *Tajam Change Resist Crime*, one of our youth group partners, for a discussion on youth economic empowerment programs. We highlighted the steps we take to accelerate the efforts of the youth's economic activeness. Various queries and contributions from listeners were received, including pointers on youth participation and inclusion in economic opportunities at both the county and national levels.



We visited the *Hollywave Crew*, a youth organisation based in Mukuru Kwa Njenga. They host a YouTube show dubbed *Vituko Mtaani* to sensitise and amplify the voice of vulnerable people, showcasing the plight of informal settlement dwellers. We engage with such groups to explore ways in which the society can be impacted through arts and music, turning talent into economic self-sustaining resources. *Photo (file)*



In our work, we have found that informal settlement areas commonly have unused spaces such as fields and abandoned plots. Thus, we seek to encourage community groups such as the *Mwengeye Lifestyle*, a registered youth group in Salka, to use such spaces for self-sustaining economic activities, particularly in agri-business innovations such as hanging gardens and sack farming. This would improve food insecurity and boost nutrition in the community.



As we work to uplift the youths in Nairobi, we met with *Rafikiistry*, a non-governmental organisation in Zimmerman that empowers youths and young mothers on life-skills, sexual and reproductive health, and career progression. Discussions centred around extending our activities and reach to the Northern communities of Nairobi area such as Zimmerman, Githurai 44, Roysambu, Kahawa West and others. *Photo (file)*



As part of our group mapping exercise, we recently met the *Kajembe Reloaded* youth group in Madiaba, Kawangware, who leverage on garbage collection and car-washing for economic gain. JIF also seek to work with youths reformed from crime, drugs and substance abuse to encourage their continued engagement in productive and profitable activities. *Kajembe* is one such group whose 20 members mentor close to 80 youths for reform.

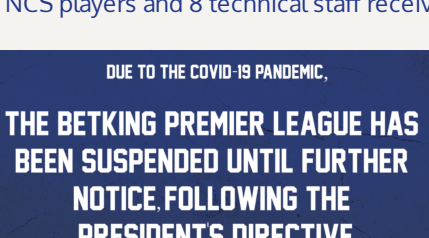
SIMBA WA NAIROBI: NAIROBI CITY STARS



Nairobi City Stars is a Kawangware community-based men's Football Club founded in 2003 as *World Hope Football Club*. The players are young men from marginalised and underprivileged backgrounds. At the point of acquisition by JIF in April 2019, the football club was facing relegation to the third tier of the Kenya Football League. By December in the same year, JIF had put in place a robust team to steer the management of the club. This led to the team regaining its promotion to the Kenya Premier League where it currently competes. JIF supports the Nairobi City Stars and uses Football as a tool to drive change within communities.



Vincent! Jamaica! Otieno receiving the Covid-19 vaccine shot at Kasarani Gymnasium on Saturday 10 April, 2021. A total of 28 NCS players and 8 technical staff received the jab that day.



Football has since been suspended indefinitely after the 15th Presidential address on the Covid-19 pandemic. At a club level, Nairobi City Stars has asked its players and technical bench to remain at home and observe the new measures put in place by the Government. Read the full story [here](#).



City Stars players and technical bench officials received the Covid-19 vaccine on 10 April, 2021 at the Kasarani Gymnasium. "With the exercise now over and done with, we hope it will lead to the possibility of reopening of the sport following its recent suspension," CEO Patrick Korir said. More on this [here](#).

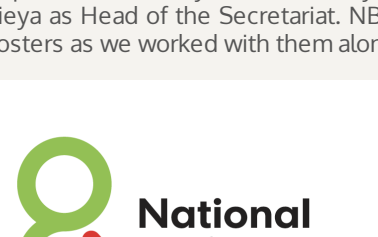


Nairobi City Stars centre back Salim *Shitu Abdalla* voices his disappointment over the current Betting Premier League suspension with the lockdown. "As players, it is the last thing we expected and now we can't train, we can't play, we're losing time, we feel lost..." See from *Shitu's* perspective [here](#).

SERVING TOGETHER: PARTNERS AT WORK

NAIROBI BUSINESS COMPACT FOR CORONAVIRUS (NBCC)

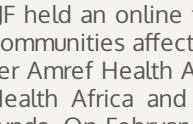
In this issue we feature the *Nairobi Business Compact on Coronavirus (NBCC)*, a coalition convened by The Marketing Society of Kenya to accelerate local action and support the Kenyan government's efforts in countering the Covid-19 pandemic. The NBCC is made up of various brand partners from the private sector, government, nonprofit industry, international organisations and professional associations. JIF is proud to be a brand collaborator in this compact. During the onset of the pandemic in Kenya, NBCC swiftly set up a Board to head the coalition, with *Dr. Myriam Sicibe* as the Chair and *Maggie Rarieya* as Head of the Secretariat. NBCC, donated to us hand-washing stations, soaps, masks, hand sanitisers and campaign posters as we worked with them alongside the *Komesha Corona* campaign.



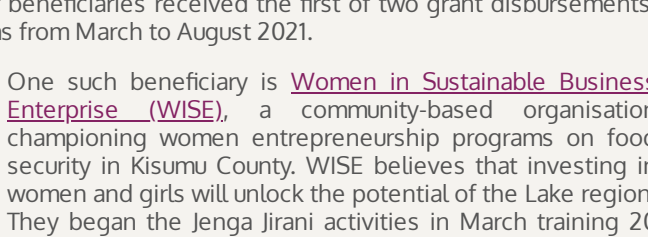
Established at a rapid pace, the NBCC built on existing relationships and trust, worked in alignment with government priorities and harnessed core business competencies alongside public, philanthropic and donor funding. In their recent *report* highlighting the insights gleaned from the success of the NBCC crisis response model a year on, *Jane Nelson*, Director of the Corporate Responsibility Initiative at Harvard Kennedy School, cites "The NBCC mobilised something new and novel, and due to the lack of a formal entity, everyone felt ownership and part of its success." The detailed report identifies key elements that were integral to its success and that provide insights on the way organisations could work together to tackle future crises. From them, we learned that collaboration is the winning way to swift positive impact.

JENGA JIRANI CHARITY FESTIVAL (JJCFEST) BENEFICIARIES UPDATE

In November 2020, JIF held an online festival dubbed the *Jenga Jirani Charity Festival* to raise funds towards empowering different vulnerable communities affected by the Covid-19 pandemic. The public donations were received and accounted for by our fiduciary partner *Amref Health Africa*. A five-member oversight committee that includes representatives from Kenya Red Cross, *Amref Health Africa* and *Kibera Trust*, among others, selected four community-based organisations as beneficiaries of the funds. On February 25th, three of the four beneficiaries received the first of two grant disbursements. They will be implementing their *Jenga Jirani* community programs from March to August 2021.



One such beneficiary is *Women in Sustainable Business Enterprise (WISE)*, a community-based organisation championing women entrepreneurship programs on food security in Kisumu County. WISE believes that investing in women and girls will unlock the potential of the Lake region. They began the *Jenga Jirani* activities in March training 20 women farmers on conical gardening at the household level. Through this program, WISE aims to equip 50 women with the ability to provide nutritional food for their families and communities during the Covid-19 pandemic.

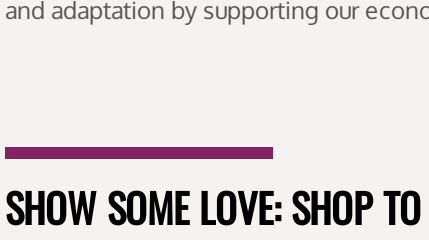
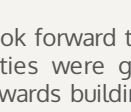


We anticipate positive community impact by all four of our community partners and look forward to sharing the reports of growth, development and individualism in the coming issues. As many communities were grossly impacted by the pandemic, we welcome individuals, corporates and organisations to [partner with us](#) towards building community resilience and adaptation by supporting our economic recovery programs.

SHOW SOME LOVE: SHOP TO SUPPORT



Shop our collection of *Jenga Jirani Charity Festival* merchandise and help fuel our work in the communities. Visit our *Junia Store* and shop now.



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