



**2014** ANNUAL REPORT  
**Breaking New Ground**

**SHOFCO**

Shining Hope  
for Communities





Dear Friends,

2014 has been a pivotal year for SHOFCO. Communities have long requested our model and this year, we responded: SHOFCO officially launched our second site in the Mathare slum. As in Kibera, the keystone of our new model is the Mathare School for Girls, which opened in September with 83 precocious students.

Replicating our success and lessons learned in Kibera, we will build out the model, adding a free health clinic, economic empowerment programs, clean water and more. These services will benefit people like Mitchel, a small but mighty four-year-old at the Mathare School for Girls with big dreams of becoming a doctor. Her dreams are fully attainable in the safe, empowering environment fostered by SHOFCO. We are already thrilled by the deep community buy-in and beginning to measure the positive impact of Mathare programs.

Our work in Kibera continues; in 2014 we focused on recruiting incredible staff to boost our capacity, growing our infrastructure, and deepening our programming.

The scale of our model to Mathare is a momentous step forward; it is also the first of many. Thank you for being a part of our movement to build urban promise. Through your partnership, we stand poised to transform a new community.

Best Regards,

Kennedy Odede & Jessica Posner Odede



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At SHOFCO, we ensure our programs are designed to fit the specific needs of the community, while also investing in programs that promise the highest impact. In 2014, we saw tremendous need to expand our community programs infrastructure and include an Early Childhood Education program. We also saw such high demand for health services, we introduced a Maternal and Child Health program and a new satellite clinic.



**Early Childhood Development Program launched January 2014.**



**Satellite clinic opened November 2014.**

# GROWTH IN KIBERA



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# INVESTING IN WHAT WORKS



4

**Maternal and Child Health Program launched January 2014.**





## Peter Okoth

Kibera Operations Manager

"I am happy because SHOFCO has allowed me to grow a lot. I tend to help other people in any way that I can. That's why I used to do so many things at SHOFCO from Youth and SHOFCO Women Empowerment Program, to administrative work, to finance and IT. From there, I grew into the Operations Manager because I enjoy exploring multiple roles and trying new things. Now, I interact with people from different levels of organizations and I've learned how to manage these relationships. Because I interact with so many people with different skills, I think more broadly.

It is the support that I have from the senior management team that makes a difference. I am a hard working, honest person and SHOFCO is an environment that allows you to thrive if you have these traits. My rewarded has been to explore new areas, allowing me to grow professionally. I went to study program management in school so that I could be more effective in my job and I know that I will continue to grow with the organization. As SHOFCO scales, there are so many new things happening that will require me to learn new things. I like anything to do with technology and next, I want to learn more computer programming. Integrating all technology creates better systems; my growth will create an even better SHOFCO."

**FOSTERING  
GRASSROOTS  
LEADERSHIP**



## Mairo Jairo

Kibera Gender Caseworker

"I've been a SHOFCO gender caseworker for four years now. In Kibera, poverty is very difficult and the rate of sexual and gender-based violence (SGBV) is high. Survivors look for legal assistance but don't know what to do, and worse, police harass them. Even when they take the right steps, the system is so complicated that survivors don't have time to pursue justice.

When I came to SHOFCO we launched a SGBV prevention and response platform that received deep community buy-in. It was difficult at first to work with police but persistence is our greatest tool. Now, people know what to do: they call me to report cases and I see the changes in the community. A lady can walk through the streets peacefully.

What we have accomplished is tremendous, but if I could, I would have a conversation with Barack Obama. I would say to him, "Ok your Excellency, this is what we are going through in Kenya slums. We need you to come up with enforceable policies for children and women to guide our country, so that justice can be found."

I have grown so much from this position personally. I don't fight with my wife; we sit down and discuss issues. Neighbors and community members look up to me and I like to give other husbands advice."Transparency and clear communication between community members--that is the key. We need to break the cycle of violence."



# EXPANDING TOMATHARE



In September 2014, SHOFCO launched its second free school for girls, the Mathare School for Girls. Equipped with 20 classrooms, an auditorium, a computer lab and a playground, the innovative facility houses a superior education and holistic support for Mathare's brightest and most vulnerable girls. This new space also hosts our growing economic empowerment and youth programs.



Godfrey Waka  
Mathare Community Relations

"I was born in Mathare. I was always a bit of a rebel. But, I read Kennedy's story a few years ago in the Ghetto Mirror and set out to find him because it changed me. Ken told me to work in and with the community. As a grassroots organization, SHOFCO doesn't just launch into any community; it works from the ground up with community buy-in.

SHOFCO staff is so close that after work is one of the best times to discuss challenges around replicating SHOFCO's model in Mathare. There is a lot of wasted youth in Mathare compared to Kibera and the level of crime is higher. But, I like challenges. Challenges are learning tools. Because we support and encourage each other at SHOFCO, we overcome them."



Irine Oiro  
Gender Development Team Lead

"Building SHOFCO has been everything: tough, good, bad, exciting, fulfilling. I was intimidated by launching SHOFCO in Mathare. No one initially believed that there could be free education; that youth could volunteer for social good. But I was determined. I went door-to-door educating people about how positive change could happen.

When we finished the Mathare School for Girls, a huge, beautiful, blue building, people started believing. When the mentality of the community changes everything else does too. Women are never told they have that potential. So now, I tell women they can do it. I say, "You can move this community forward and you can do great."





## MATHARE SCHOOL FOR GIRLS

Launched September 4, 2014



### 2014 IN MATHARE

84 bright students  
113 youth groups  
636 beneficiaries served







# Metrics & Evaluation

SHOFCO is deeply committed to rigorously measuring and evaluating our impact on the community and the effectiveness of our programs. Our M&E system is made up of annual community baseline surveys, new membership surveys, follow-up membership surveys, and program/issue-specific surveys. Our community baseline and follow-up membership surveys are comprised of 1,200 randomly selected households each, and used not only to assess our current impact, but also the needs of the community, allowing us to design tailored programs that matter. Each member also receives a unique ID card with a barcode, allowing us to track each time a service is used.







260

students enrolled in the Kibera and Mathare School for Girls

5,911

SHOFCO members participated in our Community Empowerment programs

10,280

SHOFCO members used our WASH facilities in Kibera

36,746

clinic patients in Kibera

**EXPANDING**OUR**REACH**

53,197

beneficiaries reached





Female members have shown:

**4X** greater income growth rate since 2012 than the community at large

**5X** greater growth rate in opening bank accounts than the community at large

**WOMEN EMPOWERMENT**  
CLOSING THE ECONOMIC GENDER GAP



**42%** of female members reported having a savings in 2014, a 1.75X greater growth rate than the community at large

**69%** of female members were employed in 2014, a 6% greater growth rate than the community at large



School for Girls

**124 | 260**  
new students girls enrolled

**100%**  
of our students tested at or above grade level in 2014

**INVESTING IN EDUCATION**  
THE NEXT GENERATION OF LEADERS



Early Childhood Education Program

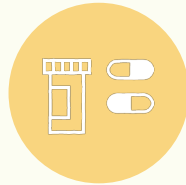
**86** children enrolled in our Early Childhood Education Program

**89%** of children who tested positive for severe or mild malnutrition were cured and discharged or are meeting development milestones





# GIVE WITH MEANING



**\$50**  
Provides deworming medicine to 7,000 children a year



**\$100**  
Sponsors a girl's education for one month (includes daily meals, uniforms, school supplies, and healthcare)



**\$1,500**  
Sponsors the salary of a community health worker for one year



**\$2,500**  
Provides early childhood training for our staff for one year



**\$5,000**  
Builds a two-room satellite health clinic



**\$10,000**  
Builds a clean water kiosk

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- Kennedy Odede  
Founder & CEO
- Jessica Posner Odede  
Co-Founder & COO

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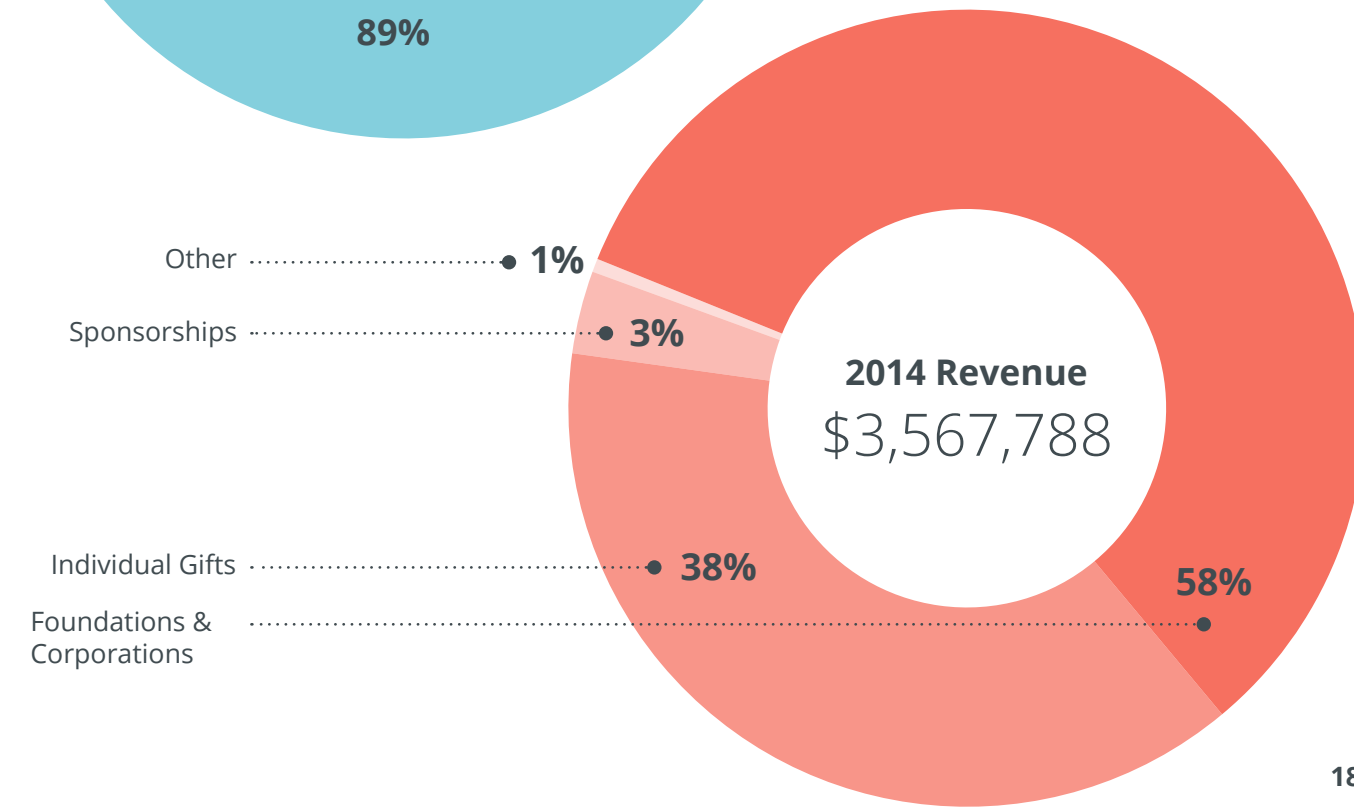
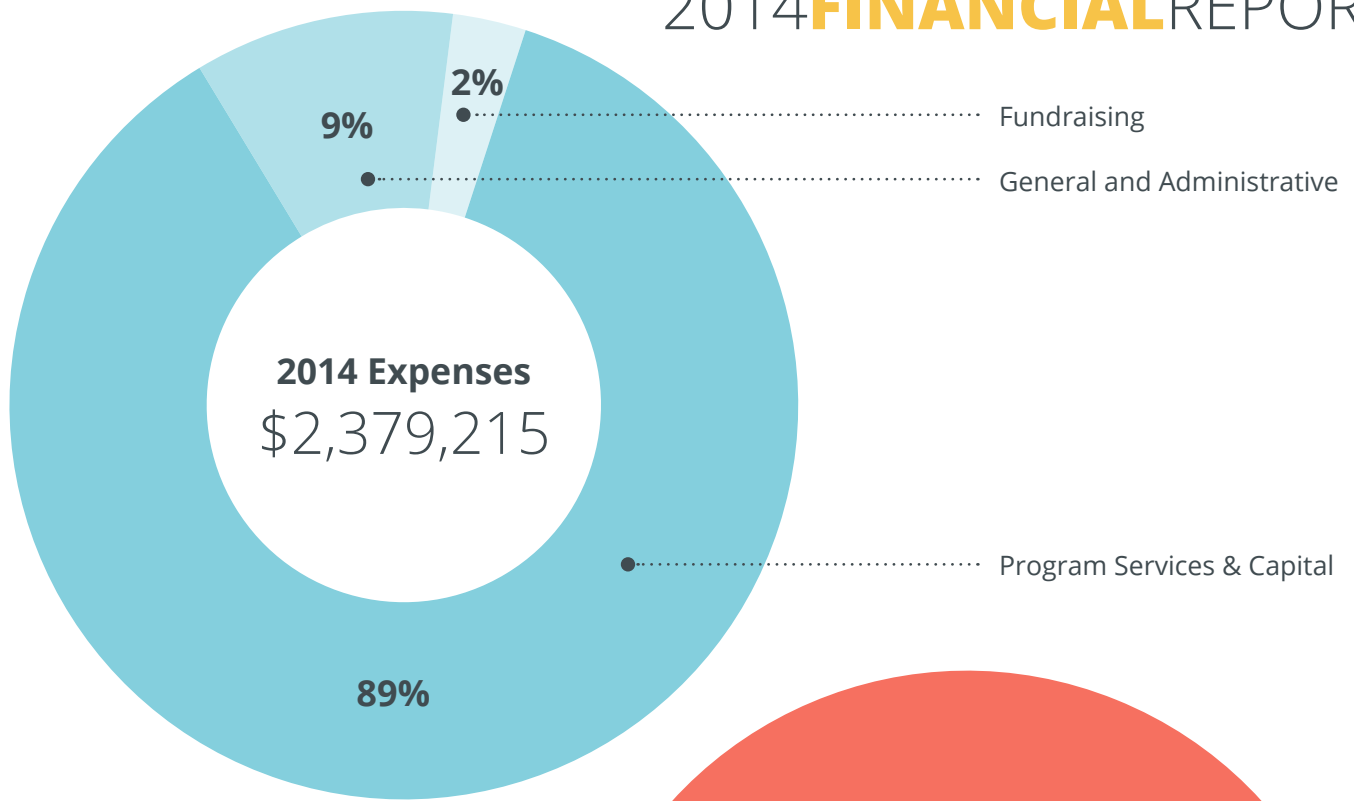
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## ACKNOWLEDGEMENTS

- The SHOFCO Leadership Council
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- Our dedicated student sponsors

# 2014 FINANCIAL REPORT





# THANK YOU!

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FOR CHANGE



  
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