



## **CONCEPT NOTE**

**TITLE: PROPOSAL FOR TEA PARTY FUNDRAISER AND HALF MARATHON**

**PREPARED BY**

WOMAN'S HOPE

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## Introduction

Woman's Hope Kenya is a national, non-profit, non-governmental organization that supports women and girls to safeguard their safety and security through building resilience and resources that empower them socially and economically.

In the theory of change, Woman's Hope believes that social transformation can happen through shifting social norms and practices that curtail the realization of women's rights. The desired change should be evident in attitudes, knowledge, skills, levels of awareness, behavior and health at personal, family, communal and societal levels. Such change would be enabled through dismantling patriarchy, mentorship, awareness raising and working through smart networks. The strategies to be utilized in actualizing the change include Education Sponsorship, Skills Training, Mentorship, community sensitization and mobilization, Protection and Economic Empowerment.

Education sponsorship includes providing free bursaries to girls who are survivors of violence, ostracized by families and communities to enroll for their primary and secondary education in bonafide public schools to continue with their education in efforts to build a future away from violence homesteads. Skills training entails skills building for women to learn skills in making handicrafts, tailoring, beading, soap making, selling of groceries, developing resumes and selling skills and talents to make a livelihood in a dignified manner.

Mentorship entails interventions to improve capacity of young mothers to know more on how to care for themselves and their children under the wing of a more experienced woman in the community until such time when they are stable to manage on their own. Protection will entail ensuring that during the incubation learning period, the women and girls together with their children are hosted in a safe environment where psychosocial support including mental healing and restoration takes place.

Community sensitization and mobilization includes building capacity of the women and girls to speak out and act against perpetrators of violence. *Boda boda* (motorcycle) operatives is a target audience and who are enabled to self-organize and hold each other to account efforts to ensure protection of girls against exploitation and abuse.

Economic empowerment shall entail not just identifying those able to engage in viable economic ventures but also linking the women to micro finance agencies able to support their ideas including proposal writing and inviting well-wishers to invest in the business ideas of the women.



Founded in 2003, Woman's Hope Kenya therefore links women, girls and the youth to critical assets and resources that transform their livelihoods through the following programs:

1. **Ushirika Dada** – A program that provides scholarships to vulnerable girls and facilitates uninterrupted education up to college education.
2. **Kikapu project** - A program that works with women who weave baskets and other household handicrafts and gives them an opportunity through which they can attain financial freedom through income regeneration using climate smart raw materials.
3. **Seasons for Girls** – A program that targets school going girls in a one-year program of mentorship and self-actualization to become responsible young women in society
4. **Linda Binti** - A program that targets the motorcycle men as the Ambassadors for change to safe guard teen girls from early pregnancies
5. **Young Women Leadership** – A program that targets university students to build their leadership skills and prepares them to engage with the civil world of work and responsible adulthood.
6. The **Girl Spark** program that targets women in the hospitality industry with theoretical and practical skills that build their capacity to find work including self-employment
7. The **Women of Influence** program designed to reach out to women in positions of influence to impact / mentor younger girls and women in leadership and management
8. The **Hope Beyond Scars** : A program that aims at providing 24 hours safe space for gender based survivors and counselling.
9. Feeding vulnerable families

Woman's Hope currently operates in Nairobi, Kajiado, and Narok Counties, and its head office/headquarters is based in Hardy Area, Karen in Nairobi.

### **Problem statement**

In Kenya, since the onset of the pandemic, emerging data shows an increase in reports of gender-based violence (GBV)<sup>1</sup> as governments implement strict measures to protect the health of the citizenry. The result is that the situation continues to create tensions and strains within communities with existing histories of gender inequality and high prevalence of sexual violence. Additionally, in Kenya, 45% of women and girls aged 15 to 49 have experienced physical violence and 39% of ever-married women report having experienced violence (physical or sexual) at the hands of a person known to them.<sup>2</sup>

The prevalence of violence against women renders communities particularly vulnerable to increases in GBV as curfews affect livelihoods, leading to heightened levels of stress, frustration, and fear during home confinement. Addressing gender-based violence holistically presents numerous challenges. First off the prevalence of gender based violence in multiple settings (homes, learning institutions, communities, work place etc) complicates ability to effectively prevent and respond to gender based violence. Since the advent of Covid 19 in Kenya, Woman's Hope recorded a surge in the number of Gender Based Violence survivors. Through our rescue center and community outreach programs, we have been able to impact 500 girls and women from vulnerable communities.

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<sup>1</sup> UN Women, [COVID-19 and Ending Violence Against Women and Girls](#), 2020.

<sup>2</sup> Kenya Demographic and Health Survey 2014



## **Description of the Fundraiser**

This fundraiser therefore seeks to raise resources to support at least 5000 women and girls access critical gender responsive services in Nairobi and its environs. This will be through

1. Building of a model Safe Shelter for Gender Based Violence Survivors in Kajiado County
2. Offer hard skills training for survivors at the Safe Shelter.
3. Incubate businesses for exiting survivors at the Safe Shelter.

## **PROJECT GOAL**

To empower afflicted women to build resilience, access temporary shelter support and reintegrate in society as responsible and liberated in their capacity to safeguard and improve livelihoods.

## **PROJECT OBJECTIVES**

1. To raise awareness on the need to safeguard the lives of women and girls in society adversely affected by gender-based violence
2. To provide temporary shelter facilities to women and their children as they process healing and build their self-esteem and confident to reintegrate in society.
3. To capacity build women in livelihoods and financial literacy and support them engage in viable entrepreneur activities.

## **PROJECT OUTPUTS**

1. To gather funds to build a Safe Shelter to serve about 500 women annually.
2. Raise funds that will be utilized in providing access to justice and build entrepreneur skills of women receiving shelter services at Woman`s Hope shelter facility

## **Activities**

1. Develop and distribute 1000 stickers to motorists both public and private urging communities to speak out and support GBV survivors.
2. Encourage at least 1000 runners to register for the run with girls and women in solidarity with survivors of GBV in the society.
3. Enroll corporates to support the cause of protecting and safeguarding the lives of women and children adversely affected by GBV.
4. Use of media including, influencers, facebook, twitter and community radio will be used to disseminate information about the event to far to reach areas in the counties and encourage greater accountability and reporting of cases to the authorities for their action.



## **Project sustainability**

The sustainability of project interventions is guaranteed through skills retention by the empowered women who can use the skills from the point of learning and beyond the project period. The women at the Safe Shelter will be engaged in various Craft activities that will generate revenue for the shelter as well as for their own business incubation. Women and children will be able to regain their self-worth, self-esteem and confidence to face future challenges from the lens of resilience. Women and children will be able to identify violence against women and girls in the community, be able to speak out against abuse and seek justice. This knowledge will be shared with communities around Nairobi and its environs.

These economic activities will further support more women to build pliability and care and expand their livelihood ventures and break away from the cycle of violence into peaceful co-existence. Coalition and partnership building will also expose women and men to greater resources at multiple levels which include stronger sustainable relations with public authorities, access to increased technical support from partnering with other likeminded community and national governance NGO's. This will provide greater opportunities for building positive transformative change in the lives of women and children.

An in-depth and open presentation of the Safe Shelter program will be made during the Tea Party Fundraiser.

Woman`s Hope envisions to raise up to 20 million shillings through the Tea Party Fundraiser and Half Marathon that will take place Hope Center on 11 December 2021 at Hope Shelter.



**TEA PARTY FUNDRAISER AND MARATHON SPONSORSHIP PACKAGES**

<b>GOLD PLATE</b>	<b>SILVER PLATE</b>	<b>BRONZE PLATE</b>
<b>VISIBILITY</b> - your logo all marketing material and branding at the venue.	<b>VISIBILITY</b> - your logo on all marketing material. branding at the venue.	<b>VISIBILITY</b> - your logo on all marketing material.
<b>PRESENCE</b> - a booth/ table at venue for you to engage guests.	<b>OUTDOOR MARKETING</b> – 2 Billboards for a month	<b>VENUE BRANDING</b> – branding the venue with company banners and tear drops.
<b>EVENT MENTIONS</b> - Influencer mentions on their page, social media	<b>EVENT MENTIONS</b> – Mc mentions	<b>EVENT PARTICIPATION</b> Corporate table
<b>EVENT PARTICIPATION</b> Corporate table.	<b>EVENT PARTICIPATION</b> Corporate table.	<b>OUTDOOR MARKETING</b> 1 Billboard for a month
<b>OUTDOOR MARKETING</b> – 3 Billboards for a month		
<b>COST: KSHS. 2, 000,000</b>	<b>COST: 1, 000, 000</b>	<b>COST: KSHS. 500,000</b>