

# THE **BIG** Picture

A Change the Game Academy  
publication Highlighting  
Resource Mobilisation and  
Claim Making Success Stories.

ISSUE 02 | Kenya 2020

**KCDF**   
people, giving and working together



**CHANGE**  
THE **GAME**  
ACADEMY



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KCDF is Kenyan public foundation that supports community development initiatives across Kenya, through grant-making, enhancing capacity development, endowment building as well as local resource mobilization. Our areas of support cut across diverse development issues that affect vulnerable and marginalized communities such as education, youth, livelihoods, environment and climate change, effective governance and policy, institutional effectiveness and community asset building among others, all in an effort to enable needy and marginalized communities to access their rights and realize livelihood opportunities.



Change the Game Academy aims at building the capacities of a broad range of organisations at grassroot level. The programme, a partnership between Kenya Community Development Foundation (KCDF) and Wilde Ganzen Foundation, supports community based organisations (CBO's), self-help groups (SHG's) and non-governmental organisations (NGO's) to work towards harnessing and growing their resources as well as securing their basic rights and services from duty bearers.

# Dear All,

We introduce to you the second edition of the Change the Game Academy (CtGA) Kenyan newsletter that tells of stories of impact by organizations who have gone through training on Local Fundraising and Mobilising Support. CtGA exists to build the capacities of a broad range of organisations at the grassroots level in middle and low-income countries across the world. Informed by increased competition for a diminishing resource funding for grants, especially in developing countries.

This publication helps us reflect on our past and look towards our future with great hope. In this particular edition, we look back at the milestones we have achieved as we work towards a sustainable civil society mobilising resources locally and advocating for change.

Civil society is faced with overwhelming pressure in a space where funding continues to shrink. Therefore, there is a need to strengthen organisations in the global south to work towards taking the power back and bringing to the fore community voice and ownership.

In this issue, read about an organisation in Kwale county mobilising support for the mentally and physically challenged children, ensuring they access education and psycho-social services. In Nairobi, St. Joseph's Parish Kangemi is challenging the status quo by raising funds locally through a music extravaganza. Also meet an organisation in Soweto slum, an informal settlement in Nairobi, that is achieving sustainability by initiating diverse methods of raising resources.

Have you been to the [www.changethegameacademy.org](http://www.changethegameacademy.org) lately? We ensure that we keep improving the content on our online platform to make it more beneficial to our online learners. We have added a few features and toolkits as we aim to make it as interactive as possible. Make sure to check out 'My Dashboard', which will help you track your goals, store your toolkits, and see how you progress daily through the course you choose to take. Also, don't forget that the e-courses are available to you in four languages, i.e.. English, French, Spanish and Portuguese.

Our aim has always been to ensure that organisations are successful in raising funds locally and mobilising other forms of support to realise their ambitions and be sustainable over time. Read success stories from our various partners who have gone through the rigorous and well thought out training over months and are now successfully exploiting the resources within their localities as well as advocating for better services for their people.

As always, thank you for supporting Change the Game Academy!

**The Editorial Team**

# Change the Game Academy *At a Glance*

## National Partners in 12 Countries



### Courses offered in four languages

English, French, Portuguese, Spanish



Classroom courses available in **12**

countries worldwide and **Trainings** delivered in **19 countries.**

### Trained over

**1,000**

small non-governmental organisations and community based organisations in classroom sessions

### Trained over

**3,000**

individuals online

### Over

**140**

certified trainers worldwide

**40**

toolkits



**88**

inspiring stories

### Why Change the Game?

Domestic resource mobilisation leads to:

#### For CSO's:

- Diversified funding base, less dependency on foreign funding;
- More local support, legitimacy and a stronger voice.

#### For communities:

- Increase of local ownership and bottom-up change;
- More funds available.

### Change the Game Academy is co-created by:

- CESE - Brazil
- KCDF - Kenya
- Smile Foundation - India
- Wilde Ganzen Foundation - Netherlands

**CHANGE THE GAME ACADEMY**

### Civic Engagement Alliance

Within the Civic Engagement Alliance, NGO's/ CBO's/Self Help Groups and women's groups in eight countries have been trained to hold local Government accountable and to raise funds locally.

Civic Engagement Alliance

### Online Learning

- 11 interactive E-learning modules on Mobilising Support and Local Fundraising;
- In total 59 hours of online learning;
- Free access;
- Available in four languages;
- 40 toolkits;
- 88 inspiring examples of social changemakers.

#### Online community

Over 390,000 followers on Facebook, Twitter and LinkedIn



**Edumed Trust**

For at least  
Kshs. 1,000, Help  
keep a bright need  
student in school

*Join us and transform a life  
Send Your Contribution NOW*

**LIPA NA MPESA**

PAYBILL NUMBER: **5 3 1 2 0 0** ACCOUNT: **YOUR**

**Joyce Muhoro**, Administrative Assistant at Edumed Trust showcasing the Lipa na Mpesa Paybill donation option they use for their scholarship programme.

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# Raising Funds Locally Pledge by Pledge

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*“One thing we learnt from the local fundraising course (LFR) by Change the Game Academy (CtGA) is confidence in approaching corporates who are proactive in social change to join and support our cause. At first, we were afraid and did not know how to approach them, but through the training, we were able to gain confidence.”*

*Joyce Muhoro, Administrative Assistant, Edumed Trust*

Edumed Trust is a registered Kenyan Christian Charitable Trust that has been granting secondary school scholarships to bright and needy students since 1997. Over the years, they have sponsored 344 students and currently have 95 students in the program.

For a student to qualify for a scholarship, they must have attained 375 marks for the boys and 350 marks for the girls in their final Kenya Certificate for Primary Education (KCPE) examinations. The guardian, parent or caregiver must demonstrate to the Edumed management through an internal process that they cannot support the student and are indeed needy. The students are enrolled in government secondary schools that are either day or boarding schools.

An annual fundraising dinner dubbed Edumed Trust Dinner is their main fundraising avenue. In 2018, having gone through the CtGA training, Edumed was able to raise Kes. 353,000 (\$3530) through the donations and pledges which was used in the scholarship program and some expenses going towards managing of the organization. The platform has also enabled them to raise funds from existing partners and friends and allowed the organization to introduce new partners to the Edumed mission and inform them of the upcoming plans for the year.

The fundraiser is also a great opportunity for individuals to make commitments to support a number of students for a given period. “This is one of the most sustainable

avenues we have. We have consistent partners and individuals who always contribute and pledge annually,” Joyce quipped. “Our main challenge regarding the fundraiser is that some people do not honor their pledges. When we try to make follow-ups, some do not pick the phone or respond to our emails. This has an effect on the fund target in the trust,” she added.

To mitigate this, Edumed Trust has diversified their generation of income. They have done this by collection of donations through mobile money applications. The donations and the annual Cake Festival fundraiser ensure the deficit is covered. “It is important to maintain a good friendship and nurture the relationships with the partners that support you or are interested in your cause as it leads to good relations and consistency in their pledges over the years. The Edumed Trust Annual Dinner has proven to be a sustainable way of raising funds locally for the education sponsorship program as the foreign donor resource allocation continues to shrink, proving to be unreliable,” said Joyce.

The main lesson that they have learnt through this rigorous process of planning for a fundraising event is that the money donated on the material day may be little but the pledges keep coming throughout the year.

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# Small Acts of Kindness Making a Difference in Education

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*"Your organization opened a bright light of success and determination. You saved my future which was going astray because of poverty that had struck our home for several years."*

**Samuel Kimngenich**, a beneficiary of "A Small Act Jamii" initiative

It all started in the 1970's when Ms. Hilde Back, a simple elementary school teacher in Sweden, through an act of kindness, supported the education of a Kenyan boy, Chris Mburu, who was growing up in a small village in Githunguri. Years later, touched by Ms. Hilde Back's generosity, Chris was inspired to give back to the community by providing bright and needy Kenyan children from his village with scholarship opportunities. Chris is currently a United Nations human rights advocate.

Hilde Back Education Fund was officially chartered in 2001 as a Kenyan charity promoting access to secondary school education by offering scholarships to bright needy children. They initially started by supporting children from the Githunguri area where Chris came from, but there was a growing need to support those from other communities.

For the students to be awarded, they have to attain the cut off mark of 380 in the Kenya Certificate of Primary Education (KCPE) examination. Once successful with the interview process, they are either given a full or partial sponsorship, depending on availability of funds. This year, "A Small Act Jamii" initiative is sponsoring two students through their secondary school education.

Hilde Back has shifted their perspective on foreign donor dependence and sustainability since participating in the local fundraising training course offered by Change the

Game Academy. They learnt tangible skills on how to initiate fundraising activities to support the education fund and this was how "A Small Act Jamii" was born.

"A Small Act Jamii" was coined from the Emmy award documentary that focused on the story of Ms. Hilde Back and Chris Mburu. The documentary produced by Harambee media and HBO chronicles Chris Mburu's search for his benefactor, whose sponsorship allowed him to go through school earning degrees from university of Nairobi and Harvard Law School. "These documentary opened doors for us, and we received more funding that helped us to support children from less privileged backgrounds into secondary education," Sarah explains.

The launch of the initiative took place on October 3rd, 2018 in honor of Ms. Hilde Back's 96th birthday. The Foundation held their first dinner and its main purpose was to bring together various stakeholders who included current and past beneficiaries, guardians, friends and partners.

"Organizing the launch was a task in itself but drawing from the skills we learnt from the LFR course, we were able to succeed and raise Kes. 133,000 (\$133) which went directly to two students," says Sarah.

"Another way we source for funds is by reaching out to parents and the community at large through official



**Mrs. Sarah Njuru** (Right) presenting a scholarship certificate to one of their beneficiaries

letters and bulk SMS encouraging them to contribute a small amount to support the fund,” Sarah expounds.

Over the years, Hilde Back Foundation has formed a huge alumnae network that supports and gives back to the foundation. This network of supporters and individual givers contribute as little as Kes. 600 (\$6) a year to help keep a student in school.

For now, the foundation sponsors secondary education, after which the students are provided with a recommen-

dation letter that will help them get into university. If they are lucky enough, a sponsor might agree to continue sponsoring the child through university but on an individual level and not under obligation by the foundation.

Sarah plans to hold “A Small Act Jamii” dinner annually to raise more funds. “When you educate a child, they become a community child. Our biggest lesson from the fundraising activity was that there is huge potential in local fundraising as it leads to ownership among the community.”

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# Mobilising Support to Improve the Livelihoods of Vulnerable Children

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*"The Mobilising Support training by Change the Game Academy was an eye-opener and it equipped us with skills on involving the community and other stakeholders in our work. It definitely set the standards of engagement,"*

Ali Mwaziro, KidsCare Kenya Director

KidsCare Kenya, an organization established in 2010 in the heart of Lunga Lunga in Kwale county, has over 2000 children in its program, helping orphans and children with disability with community-based homecare while ensuring that they access an education.

The homecare program is carried out in close cooperation with specialized partners while adhering with set government policies. This is done through supporting and counselling families with orphans, children with special abilities, abused children and teenage mothers. At the moment it has 59 children in the occupational therapy program identified by the local administration.

"The selection process for identifying a household to be part of the home-based care program is simple. The village chairman provides a list of the needy households. The program team at KidsCare then does an assessment and the ones selected fill out forms and we enroll them on the program," says William Njogholo, head of social department.

## Special School Units

Besides, KidsCare has now partnered with the government to set up Special School Units (SSU) that are integrated within the government schools in Lunga Lunga sub-county.

The project consists of six special schools' units in six primary schools situated on each of the locations within the

sub-county, for children with mental and/or multiple disabilities. Each unit is comprised of two classrooms with a capacity of 30 children per unit resulting in 180 children receiving an education, which takes special needs in the field of health, behaviour and learning speed into consideration.

The National Council of Persons with Disabilities (NCPWD) estimates the number of children and adults living with disability in Lunga Lunga sub-county, at 1,934 as at 2019. The living conditions of these individuals are sometimes harsh with extreme cases of parents shutting their children to the outside world due to lack of awareness towards proper care.

KidsCare have carried out campaigns to raise awareness and end the stigma associated with children living with disability. Their social workers who visit the villages have registered the children with the organisation and have made referrals for them to join the special school units that they have recently set up.

## Collaboration

KidsCare has had a close relationship with other like-minded organisations including Cerebral Palsy Society of Kenya in collaboration and knowledge sharing. Their partnership came in handy when they were organizing the World Cerebral Palsy day. This day creates awareness of Cerebral Palsy and advocates for the rights of children and persons living with this condition. Together with Ce-

rebral Palsy Society of Kenya (CPSK), LungaLunga Primary School, Greenstring Network, Human Development Agenda, Samba Sport, Kenya Medical Training College and Cerebral Palsy Ukunda they organised a charity walk.

“The Mobilising Support training by Change the Game Academy was an eye-opener and it equipped us with skills on involving the community and other stakeholders in our work. It definitely set the standards of engagement,” says Ali Mwaziro, the Director of the organisation.

One of the strategies they used to promote the event was that of social media and selling of branded merchandise such as T-shirts for the walk. By working together and involving the community, they realized that they were able to achieve more, raising Kes. 318,080 which went a long way in boosting their work.

### **Sustainability Plan**

To ensure sustainability, KidsCare has various sources of income. The organisation prides itself in providing quality

accommodation and conference facilities in Lunga Lunga. They have well equipped and comfortable conference halls and meeting rooms that can accommodate up to 150 and 30 people respectively. They also offer full catering services as well as a fully functioning restaurant. Besides, they have a guest house with ten rooms. All the profits go directly to the children’s programs.

### **Lobbying & Advocacy**

KidsCare has been active in the civic space in Kwale county. They use lobbying and advocacy to hold their duty bearers accountable and ensure that government provides the required services. They are working on the formulation of policies that are in the best interest of people living with disabilities.

As they forge ahead, KidsCare believes that every child deserves the right to a better future and together with specialized and like-minded partners they are dedicated to ensure this basic right is achieved through the work they do in the community.



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# Fundraising for Women's Health and Financial Growth; The Living Positive Story

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*"To keep local fundraising constant, let people know what you do and keep reminding them. As you tell your story, show its benefit to the community,"*

*Mary Wanderi, LPK Founder*

Nestled in the hilly and picturesque town of Ngong in Kajiado County, Living Positive Kenya (LPK) caters for underprivileged women living with HIV & AIDS.

The organization started by offering meals to women living with HIV & AIDS and their children, in Mathare slum in the town. As the number of women seeking meals increased, the founder, Mary Wanderi had to think of ways to expand beyond provision of food.

It transitioned to a support group where the women encouraged one another and Mary ensured they accessed counselling services. She then embarked on a journey to establish the current centre in Ngong town, where the women are taken through an 18-month program to transform their lives. The program includes stabilization, skills training and a thriving phase. Here they get the necessary help that they need including psychosocial support and the whereabouts of accessing the necessary medical care.

## **Local Fundraising**

The organisation enrolled for the Local Fundraising course by Change the Game Academy offered through Kenya Community Development Foundation (KCDF) to sharpen their skills in fundraising. This was to enable them raise more resources to run the organisation. Through this, they are now able to supplement their international donation with local giving, having gotten various donations in cash and kind within their locality through various fundraising efforts.

The course enabled them understand that funding doesn't have to come from overseas, that you can do it wherever you are. "I was interested in the training, and thereafter sought to implement the lessons from it for the betterment of our organisation," says Velicinia Muthoni, an accountant at LPK.

After the training, they embarked on improving their day care facility into a fully-fledged school. For this purpose, they wrote a proposal to KCDF for the Pamoja4Change matching fund programme. Besides, they raised the rest of the funds needed to complete the project through raffle tickets announced through a local television channel, sale of cakes in church, individual donations and in kind support of free labour from the community. In total they raised Kes. 620,000 out of the initial target of Kes. 460,000.

Furthermore, LPK has built a village where homeless women can stay. Also, due to their contribution to society through improving the lives of HIV positive women and the lobbying and mobilising of support that they have done over time, the local government allocated them a piece of land where they set up the school which now caters for lower primary and which they plan to keep expanding.

## **Sustainability**

To ensure sustainability, the organisation set up a farm where they plant vegetables for consumption by the children in school and also rear chicken for sale. They also

have a curio gift shop where they sell merchandise made and crafted by the women the organization supports for them to earn an income. Besides, they have a guest house where they offer accommodation to their guests at a fee.

Additionally, they set-up a guest house which through charging for accommodation, the income is ploughed back into the organization's community programmes.

Their work has prospered due to the good relations they have with the community. "To keep local fundraising

constant, let people know what you do and keep reminding them. As you tell your story, show its benefit to the community," says Mary.

LPK has employed approximately forty people who Mary says are committed to the work of the community around them. They are now at their sixth class which usually has between 10-12 women. They have had 68 women up to date enrolled in the programme and currently have over 120 kids at their Salama School.

Sheepcare sells clean water to the community around them.





Through the sale of rabbit meat to the community, Sheep Care is able to supplement their income and keep their activities running.

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# Achieving Sustainability through Integration of Diverse Initiatives

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*"Through the Local Fundraising Course offered by Change the Game Academy (CtGA), the biggest lesson we have learnt is that there is need to initiate and grow profitable and sustainable investment ventures that contribute towards our objectives."*

**Vitalis Ochieng**, Project Manager Sheep Care Community Centre

In the middle of the Soweto slum in Kayole, Nairobi lays a community center where orphans and disadvantaged children who depended on scavenging for food scraps, get a free nutritious meal at the end of the day. This is how Sheep Care Community Centre began twelve years ago.

As time went by, they were forced to adopt a more sustainable approach in dealing with the root causes of the social and economic vulnerabilities found in the slums. They then came up with a new tactic on development of partnerships for support and investment in household economic resilience programmes. In March 2007, the center was officially registered as a community based organization.

Well-wishers assisted in the feeding programme by providing food, volunteering and prepping meals for the children. As time went by, Sheep Care attracted donors who helped in their fundraising efforts. In the past year, Kaput Africa provided French beans worth Kes. 80,000 (\$800) and a deep freezer worth Kes. 100,000 (\$1000). Tender Mercy stepped forward to provide rice and lentils popularly known as "hot meal" worth Kes. 80,000 (\$800) per year.

Sheep Care has also come up with innovative ways of earning revenue through their fundraising departments. For starters, they have a water bottling plant and through

that, they sell clean water at a subsidized price to the Soweto community. This ensures that the community has access to clean water, mitigating exposures to water borne diseases.

Sheep Care additionally has the aquaponics project which involves the combination of rearing aquatic animals such as fish with cultivation of plants in a symbiotic environment. Here they have integrated a fishing pond with the rearing of chicken and growing of vegetables.

Additionally, they rear rabbits which are sold to the community and served in the center's restaurant. "We are promoting rabbit meat at Soweto as an alternative to other types of meat," Vitalis explains.

On top of all these, Sheep Care has a primary and secondary school within its gates where they provide education to the children of Soweto. The students as well as the volunteer staff benefit from the feeding program.

"Some of the challenges we have experienced during our fundraising activities is lack of commitment from donors. Most of them make promises in regards to the support they will provide but end up dropping or going against our vision and mission." Vitalis expounds "Through our different channels of local fundraising, we have been able to mitigate this issue and be sustainable over time."

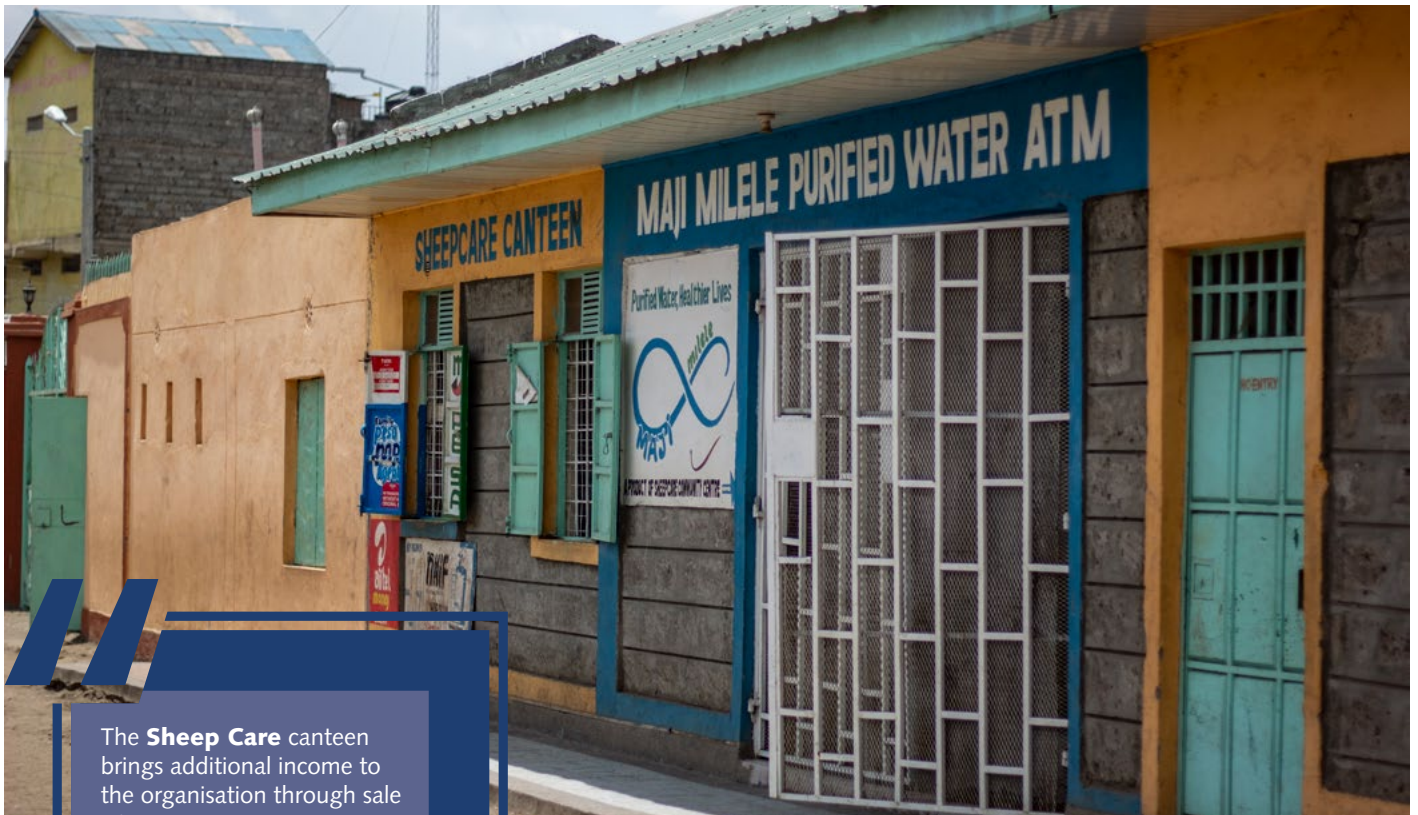
Sheep Care intends to keep in touch with the donors and improve their own avenues of income to ensure sustainability. They plan to use crowd funding by involving all stakeholders and partners of sheep care such as the youth, churches and schools around the center to par-

ticipate in games such as cycling, ball games and poetry where the winners will be awarded. This will serve as motivation and will encourage the community to fundraise through these interactive channels in a bid to realize a set target.

Packaging of water into bottles for sale at the Sheep Care Centre.



The Aquaponics project at Sheep Care Community Center.



The **Sheep Care** canteen brings additional income to the organisation through sale of goods to the community around them.

# Local Church Fundraising through a Music Extravaganza

*"We learnt the hard way that donors are fatigued and support from the local government was equally difficult. We decided to put into practice what we learnt from Change the Game Academy classroom course on Local Fundraising."*

**Reuben Wachira**, Fundraising Officer at St. Joseph the Worker Parish

Reuben Wachira, the fundraising officer at St. Joseph the Worker Parish was constantly being disappointed by donors and partners dropping out and not supporting the good initiatives that they implement through the church.

The catholic parish over the years has come up with great initiatives that have impacted the community in a big way, but no one knew anything about them until they organized the music extravaganza fundraising activity.

Located in Kangemi, St. Joseph the Worker Parish was established in 1985 by the Jesuit Fathers of

the Eastern Africa Province. It is situated within the Kangemi slum, an urban settlement on the outskirts of Nairobi city.

Over the years, the church has set up various entities that support their thematic programmes on education, youth, women and children. The parish has set up a school, St. Joseph Secondary School, which provides students from the community access to secondary education while Upendo Orphans and Vulnerable Children (OVC) education programme offers educational support in the form of scholarships to orphans and vulnerable children from poor families.



**Dancers** entertain the crowd at the music extravaganza organised by St. Joseph to raise funds locally.

The parish also has set up the Uzima Women Integrated Programme which delivers support and care to persons affected and living with HIV/AIDS and those experiencing social marginalization. For the young men who are out of school, they have the St. Joseph Carpentry Workshop that has in the past served as a men's group that assists in giving skills necessary for a livelihood.

"We learnt the hard way that donors are fatigued and support from the local government was equally difficult. We decided to put into practice what we learnt from Change the Game Academy classroom course on Local Fundraising. Initially, we had thought of having a fundraising dinner but realized that it would only target a specific audience and also providing food for the event would be costly. The music extravaganza became a brilliant idea as it would include the youth in the community." adds Reuben.

The fundraising task was not as easy as they thought. Balancing between the planning and fulfilling their actual work obligations was a daunting task for the committee who were members of the different ongoing initiatives. The fundraising exercise began months in advance and most of the money was collected before the actual event. The contribution came in form of hard cash and pledges.

"We developed marketing materials and mobilized through advertisements in the church and social media avenues such as WhatsApp groups. This got us a lot of youth who were willing to support the cause. They were our biggest resource." adds Reuben. "In addition, we used raffle tickets which the students helped to sell and brought on board a lot of funds."

The achievements from the fundraising activity were impressive. They were able to raise approximately Kes. 4 Million (\$40,000) that was ploughed

into the different initiatives. With the monies, they equipped and enhanced the workshop with the required machinery and tools used for carpentry and tailoring classes. In addition, they managed to sustain a training programme that integrates different skills that are valuable in the job market for approximately 150 youth and improve their livelihood.

"Through the Local Fundraising skills training, we were able to learn how to classify funds and create advertising materials. We learnt valuable lessons such as the importance of early and comprehensive planning as well as how to cost donations in kind which we have incorporated in our fundraising initiatives." Reuben explains.

As for Reuben and the team, they hope to have a second music extravaganza that will be equally successful. They plan on picking out the learnings from the first event and using them to come up with a concrete strategy that will inform a bigger local fundraising plan. The team also plans to build themselves in regard to use of social media as they realised it was a tool that could have been used better to mobilise resources.



**Reuben Wachira** (right), the fundraising officer with the head-teacher (left), **Bernad Ongwae** of St. Joseph Secondary School



**Eunice Mutheu**, a beneficiary of the Tailoring skills training.

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## Equipping Community in Likoni with Vocational Skills

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*"I used to be a hawker before I started tailoring at Tele Family Foundation. I was informed about the Women Business Program through a friend and I decided to join. I have gained skills that have changed my life. I no longer get exhausted from walking around Likoni hawking clothes. With this skill, I am now able to earn money and I plan to start my own business."*

**Eunice Mutheu**, a tailor in training under the Women Business Program



A student at the Tele Family vocational training centre learning the craft of beadwork.

Tele Family Foundation, a non-profit organization, began in 2008 to transform the livelihoods of families, orphans and vulnerable children. Tele, a Swahili word meaning abundance, has lived up to its name by opening its arms to the women, youth and children of Likoni. The foundation has a sponsorship program for children that ensures access to quality education. The youth have access to career training and mentorship and during the school holidays, the foundation offers tuition to students.

Like many towns in Mombasa County, high rates of youth unemployment have led to drug abuse, gang activities and radicalization. The training in vocational skills, help keep the youth out of the streets and gives them a chance to earn a decent living. They are trained in various skills such as basic computer education, tailoring, shoemaking, beadwork, carpentry and football. Tele Family plans to train at least 150 youth by the end of the year.

“Before I came here I didn’t know how to use a computer, but now I can use the Microsoft Excel and its formulas and take minutes on Microsoft Word. I hope to be a secretary when I finish the course,” says Lilian Achieng’, a student under computer skills training.

The Women Business Program has greatly improved the livelihoods of women in the area by providing micro-credit services that help them in running their businesses. They are also trained in book and record-keeping and financial management.

“We attended the Local Fundraising course by Change the Game Academy where we were equipped with skills on how to use different channels to raise money. It was fundamental that we find innovative ways to raise resources for these initiatives. One of our ideas was organizing a fundraising dinner where we invited the community and various organizations. This was also intended to promote awareness of our services,” says Yuna Mwachomba, the Tele Family Programs Manager. “We also did personal solicitation from beneficiaries, friends, relatives, banks, corporates, local leaders and churches.”

A fundraising committee was formed to create awareness and drive the fundraising process. This involved coming up with merchandise for sale, marketing materials and invitation cards. Their target was to raise Kes. 250,000 (\$ 2,500) but they surpassed this and raised Kes. 877,100 (\$ 8,771) through cash donations and volunteering efforts.

The vocational training has seen them diversify their income as they sell the beadworks and other merchandise created at the workshop. As we visited the foundation we found Eunice Mutheu, one of the beneficiaries, hard at work stitching uniforms for sale. This has proven to be a lucrative way of earning income.

“Drawing from the lessons we learnt from the first fundraiser, the community has what it takes to come together to fundraise. We are planning a fundraiser luncheon to raise more funds for the foundation to support the community in a bigger way,” Yuna concludes.

# Accessing Change the Game Academy Courses

## CtGA CLASSROOM COURSE SCHEDULE 2020

The training is based on Kolb's learning cycle and contains two training blocks spanning six months in total. In between the training blocks, participants receive individual coaching. The training materials are adapted to local contexts and trainings are delivered by local certified trainers. To date, over 200 Community Based Organizations (CBO's) and Non-Governmental Organizations (NGO's) have been trained in Kenya this far.

### MOBILISING SUPPORT

#### Trajectory 8

Modules	Dates	Days
Leaders meeting	6 <sup>th</sup> - 7 <sup>th</sup> April 2020	2
Starters course	1 <sup>st</sup> - 5 <sup>th</sup> June 2020	5
Skills course	2 <sup>nd</sup> - 4 <sup>th</sup> September 2020	3
Graduates Course	12 <sup>th</sup> - 13 <sup>th</sup> November 2020	2

#### Trajectory 9 - Nairobi

Modules	Dates	Days
Leaders meeting	29 <sup>th</sup> & 30 <sup>th</sup> June 2020	2
Starters course	3 <sup>rd</sup> - 7 <sup>th</sup> August 2020	5
Skills course	7 <sup>th</sup> - 9 <sup>th</sup> October 2020	3
Graduates Course	12 <sup>th</sup> - 13 <sup>th</sup> November 2020	2

### LOCAL FUNDRAISING

#### Trajectory 9 - Nairobi

Modules	Dates	Days
Leaders	6 <sup>th</sup> & 7 <sup>th</sup> April 2020	2
Champions	15 <sup>th</sup> - 19 <sup>th</sup> June 2020	5
Webinar	20 <sup>th</sup> - 24 <sup>th</sup> July 2020	2 hours
Learning and Evaluation	12 <sup>th</sup> - 13 <sup>th</sup> November 2020	2

#### Trajectory 10 - Nairobi

Modules	Dates	Days
Leaders	29 <sup>th</sup> & 30 <sup>th</sup> June 2020	2
Champions	17 <sup>th</sup> - 21 <sup>st</sup> August 2020	5
Webinar	21 <sup>st</sup> - 25 <sup>th</sup> September 2020	2hours
Learning and Evaluation	12 <sup>th</sup> - 13 <sup>th</sup> November 2020	2

## Accessing Courses Online

Online courses in Mobilising Support and Local Fundraising are accessed through [www.changethegameacademy.org](http://www.changethegameacademy.org). Learners can also access other learning materials which include toolkits, examples and change stories from around the world.

The courses are available worldwide, free of charge with an aim to get individuals in the civil society sector to learn and gain knowledge and skills to mobilise resources and other kinds of support from their communities.

Features such as 'My Dashboard', enable learners track their goals, store toolkits, and see how they progress daily through the courses. It helps keep learners on track and organised throughout!

To register for the courses for FREE, visit [www.changethegameacademy.org](http://www.changethegameacademy.org).





I would rather argue, that we need to mobilise the right mind-sets, rather than more funding. After all, in Africa, we have everything we need, in real terms. Whatever is lacking, we have the means to acquire. And yet, we remain mentally married to the idea that nothing can get moving, without external finance.

**Paul Kagame**  
*President of Rwanda*







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