



# THE BIG Picture



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

May 2024



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

**KCDF**  
people, giving and working together



# THE BIG Picture

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

May 2024

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

**KCDF**   
*people, giving and working together*



# Contents

<b>Foreword</b>	<b>05</b>
Community Library Built Thanks to Local Fundraising Training	06
The Local Fundraising Training Empowered Women Entrepreneurs	09
The Local Fundraising Training: Our Game-Changer	13
Mobilising Support Training Turns Climate Vision into Reality	16
New Strategies Gained After Mobilising Support Training	20

© CtGA 2024



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 grassroots 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.



# Foreword

**KCDF has been partnering with the Wilde Ganzen Foundation since 2015 to implement the Change the Game Academy (CtGA) capacity-building training program. This program aims to support community-based organizations (CBOs), self-help groups (SHGs), and non-governmental organizations (NGOs) on two primary training courses: Mobilizing Support (MS) and Local Fundraising (LFR).**

The Mobilizing Support course equips organizations with practical skills to effectively lobby, advocate, and influence policies for the success of their development projects. On the other hand, the Local Fundraising course provides expertise to organizations on how to organize and efficiently raise funds within the local community to meet the needs of the communities they serve.

The Local Fundraising training covers various important topics such as what it takes to have a local fundraising mindset, how to diversify resources, fundraising techniques, and planning for local fundraising. Similarly, the Mobilizing Support Training covers essential topics such as policy influencing tactics, stakeholder analysis, policy-making and implementation analysis, negotiation skills, framing messages, mobilizing support, and presentation skills.

*By the end of 2023, The Change the Game Academy program successfully trained 268 CBOs and NGOs in Kenya. Out of these, 182 were trained in Local Fundraising, while 146 were trained in Mobilizing Support. The program has helped various partners to exploit the resources within their localities and advocate for better services for their people.*

In this edition, read about the success stories of some of our partners and learn how they have been implementing the skills they acquired during the training. The Aniga Women Initiative in Kisumu County rallied the community to locally fundraise for a community library at Okuto Primary School. The project has led to an improved reading culture and academic performance. Get to learn

about the Baraka Women Centre in Nairobi County, which diversified its income sources and to support women entrepreneurs across various counties. Gifted Community Center in Nairobi County was able to gain new strategies for mobilizing support towards their mission of promoting a decent living and full utilization of the untapped potential of youth with disabilities. Genlink, a community-based organization in Homa Bay County, has been using skills gained in mobilizing support to lobby for support on matters related to climate change, and as a result, were able to launch the Homa Bay County climate change policy. Lastly, the Youth Development Forum (YDF), an organization based in the slums of Kibera, implemented the training on local fundraising to locally mobilize funds to build more classrooms for Ushirika School, which it runs. These are just some of the examples of how Change the Game Academy has helped various organizations to achieve their goals and make a positive impact on their communities.

KCDF is actively seeking partnerships with organizations that share its vision to enhance the capacity of local entities to mobilize resources and advocate for better service delivery.

If you are interested in collaborating with KCDF for customized training on local fundraising and mobilizing support, please get in touch with us at [info@kcdf.or.ke](mailto:info@kcdf.or.ke) for more information.

To find out more about the Change the Game Academy, please visit [www.changethegameacademy.org](http://www.changethegameacademy.org).

**Thank you for supporting Change the Game Academy!**

**The Editorial Team**

Documented – December 2022



# Community Library Built Thanks to Local Fundraising Training

**West Seme location, Kisumu: The day Okuto Community Library opened its door in January 2022 in West Seme ward, Kisumu County, was a celebration.**

**The community had surmounted many challenges and prevailed over the COVID-19 pandemic to raise the required funds. At last, they could smile. It was a long journey coming.**

Over the years, members of the community had noted that education in this region was dwindling, and they lacked a designated hall to hold meetings and other community-related events. There were conversations around starting one, but one question lingered in all forms—where do we get the funds?

It was Benta Ndeda, Director and Founder of Aniga Women Initiative who came up with a solid plan. Running the organisation equipped her with vital skills for local fundraising.

“We started Aniga Women Initiative in 2005 as a self-help group before formally registering it in 2010. Our mission is to empower communities in the areas of education, food

security, mentorship programs, and community volunteer work. When we started, HIV and AIDS were rampant, and I had lost two brothers almost at the same time. I decided to open up about it and with some members of my clan, we started doing outreaches in the community. Then we asked ourselves, “How do we ensure that we have food on our tables to ensure that women don’t fall prey to sexual predators?” The Aniga Women Initiative kicked off and we started with a kitchen garden. Through this, we networked and got a lot of support from the community and other organisations.

Through her work in the community, one of her networks told her about the Change the Game Academy which is a programme implemented by Kenya Community

Development Foundation (KCDF) where civil society organisations receive the necessary skills to better strengthen their local efforts in local fundraising and mobilizing support towards their development projects. She had undergone training on local fundraising and wanted Benta to go through the same. "She kept telling me that I would be amazed," she offers.

Before the training, Benta was already getting excited at the prospects of all the international donors she'd get. "But I needed this training to unlearn that funding can only come from overseas donors".

"One thing that struck my mind was that the facilitator had these small cards and told us to write the international donors we had or wished to have on board. She further told us to assume that all had pulled out. What would happen next?"

**The lessons she acquired from the training, she says, were plenty.** *"I learned that everybody you see around is a potential donor, also don't be tired of asking, and learn how to pitch your projects. Notably, resources are not only limited to money; they also include in-kind gifts too."*

When the committee approached me intending to help them fundraise for a community library, we wrote a proposal to KCDF and they accepted to support on grant matching fund where the Okuto community would contribute half the amount required for the project and KCDF would match the amount. At first, many didn't believe that we could raise Sh1,000,000 from the community."

David Omoso, the school's patron for the past 10 years was the one who approached Benta for help.

"We had been having harambees for classrooms before getting support from the NG-CDF, but this was a bigger challenge. Determined, we decided to forge on. We had a meeting with the members of the community and representatives from the Aniga Women Initiative and resolved to give it a go. We had a committee of 50 people," he offers. We proposed, and it was accepted.

The condition was that they had to raise the Sh1 million in six months. "We held the first fundraiser in 2019 and raised Sh250,000, then the Covid-19 pandemic happened and threw us out of the course," says Maureen Anyango, the Project Coordinator at Aniga Women Initiative and the secretary general to the fundraising committee.

"Some people had even started suggesting that we shelve the dream but if there is something that I learned from Change the Game Academy is to be innovative. We decided to have a WhatsApp group, make small cards for



**Benta Ndeda**, Director and Founder of *Aniga Women Initiative*

members to give out then mapped out our donors and contacted them. Admittedly, it was not easy," she says.

One of the strategies that Benta adopted is having her mentor, whom she had gotten from Change the Game Academy, to join the WhatsApp group. "She came in to encourage me and implore people to make contributions," she says.

The construction of the Okuto community library was completed in December 2020 and officially opened in January 2021.

Mary Nikita, 14, a grade eight candidate at Okuto Primary School could not hide her joy. "There are books that we didn't have and we can now easily access them here at the library," she says adding that she aspires to be a lawyer and defend the rights of people.

Besides accessing books, Dan Ondula, the Head Teacher of the school says that the library is a first in the sub-county. "The library is the only one in the three zones and it has benefitted the teachers, learners, and the community. The students can engage in the morning and evening lessons," he offers.

To another learner, the library is a doorway to a bigger vision he has for the community.

"My name is Fabregas Ochieng and I want to be a scientist. Maybe I am the one who will find a cure for cancer, a disease that has affected very many people in our community.

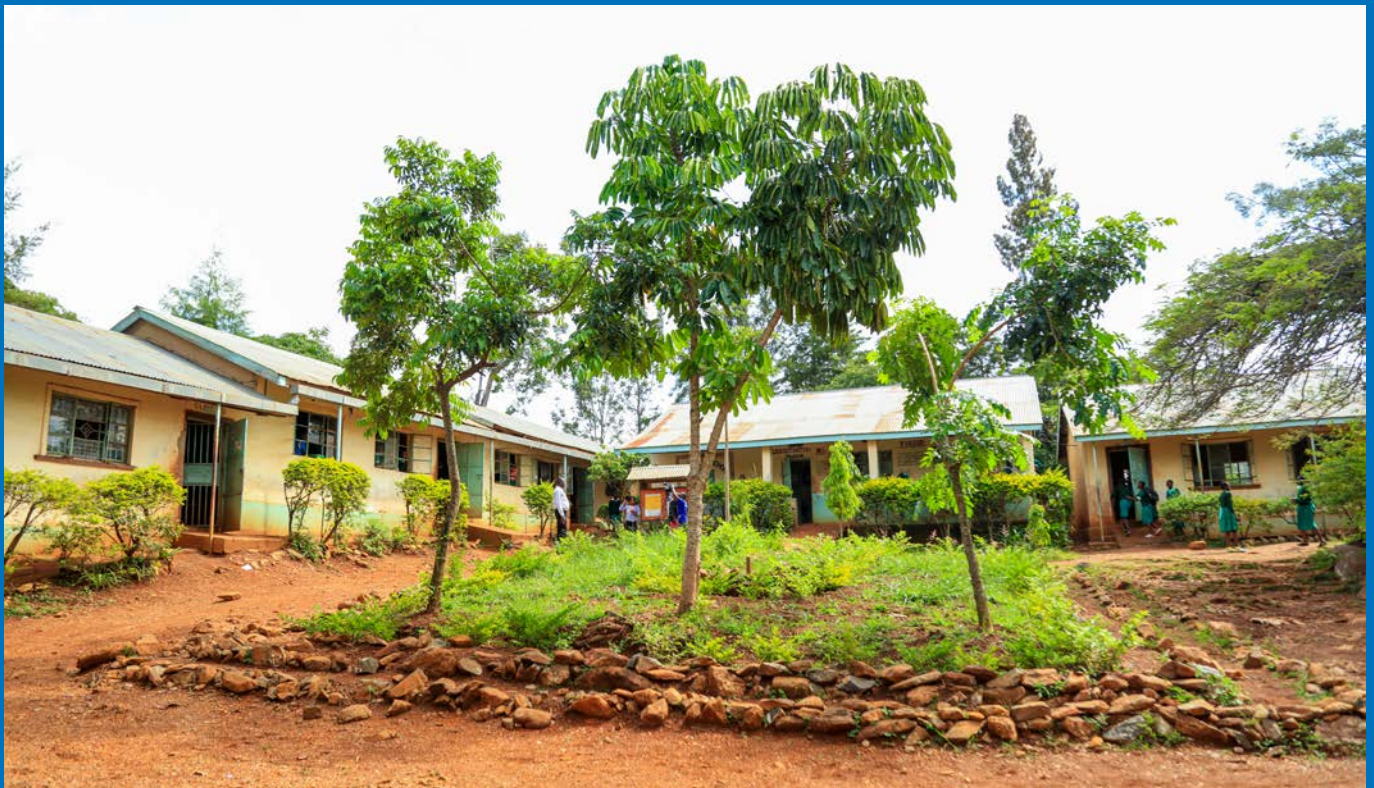
Here, I find lots of materials to read," he says. The availability of a library has also made things easier for teachers. According to Mr. Wilson Ouma, it has revolutionized learning. "We had normal learning sessions and the learners could only access books in class. Now, they get books that they carry home after mobilizing them to bring

books," says the CRE, Swahili, and English teacher at the school.

The joy of having a library in Okuto is a dream come true even for Rita Otieno, a retired teacher, and the Board of Management (BOM) Chairperson at Okuto Primary School.

"I retired 20 years ago, and I have been on Okuto's board for the past seven years. This is a dream come true for the entire community around here," she offers.

The community wanted a place where the children could read, youth use computers, and where "wazees" could meet and hold their meetings.



*Okuto Primary School*

---



**Rita Otieno**, *the Board of Management (BOM) Chairperson at Okuto Primary School.*

---

Documented – January 2023

# The Local Fundraising Training Empowered Women Entrepreneurs

**What do you do when the only donor you have pulls back? You go back to the drawing board even if that means having to stop operations for some time.**

**This is the corner that Baraka Women's centre, an organization started by Dr Teresia Njora found itself after the donor pulled out.**



## Background

The community-based organization (CBO) was started in 2012 to empower women and young girls. Later, they embraced impacting the boychild. The organization runs various projects such as table banking, hairdressing and beauty, dressmaking, bead work, mentorship and run a rehabilitation Center in Thika called Baraka Therapeutic Home.

When Dr Teresia started Baraka Women's Center in 2012, her biggest goal was to provide women with a

footing in entrepreneurship. Her journey, from childhood to adulthood was one weaved with threads of financial constraints and wanted to make it easy for other women.

"I was brought up in a very humble background and sired my children at an early age. My mother raised us single-handedly and it was such a struggle providing for us.

While in my twenties, I met Women's Center International and I was picked as the Program Officer. From there, I started working on my objectives because I had long ago committed to help other women and young mothers not to go through what I went through and bring an impact in



**Dr. Teresia Njora**, *Founder  
Baraka Women's Centre*

*"I came to realize that there are many local opportunities, but we lack the information."*

society. When the Women Center International came, they taught entrepreneurship skills but only stayed in Kenya for two years. For some time, we had to close the center as we sought for funds," she says.

## Challenges

Once an organization has been started by International donors, Dr Teresia says, you only focus on international donors and not much on local donors which becomes a challenge when looking for local donors. "With the international donor having left, I started looking for local donors and that is how I met the Kenya Community Development Foundation (KCDF).

My engagement with them birthed a training on local fundraising through Change the Game Academy.

## Training

From her busy office in Ngara, Nairobi, Dr Teresia reveals that she was really amazed by the training. "If I knew what I learnt at the training before, my organization would not have died," she offers. "I came to realize that there are many local opportunities, but we lack the information."

One of the key lessons, she learnt was on pitching. Armed with the knowledge, she pitched to a former member of parliament (MP) and received many resources in the form of computers, books, training materials and capital to help women venture into money making businesses. "It opened doors for local donors," she says.

Her tactic? She is very expressive about the organization and what it does. "When I meet someone, I quickly explain to them about Baraka Women's Centre and what we do. This piques the interest of many people and they want to know more about us," she offers.

From trainings to receiving tenders from the County government, the organization has impacted the lives of more than 3,000 women in different parts of the country.

"We have centers in places like Thika, Laikipia and Turkana. The women in these centers are involved in dress making, jewellery and weaving. The dress I am wearing, and these pieces of jewellery are all from Baraka," she tells us.

**Wilson Njorge**,  
*Store Manager  
at Baraka  
Women Centre  
in Ngoingwa,  
Thika*





**Alice Waruguru,**  
dress making  
trainer at Baraka  
Women Centre  
in Ngoingwa,  
Thika.

Her biggest highlight is that the training equipped her with skills to network, socialize with many people and articulate herself in many fronts.

In Nairobi, Baraka women center has 1200 active members, 400 members in Kiambu, 600 in Laikipia and 220 members in Turkana. The CBO has 15 staff.

To manage the members with such a lean staff, they have adopted a model whereby they have leaders within the various groups. "Occasionally, we onboard volunteers who support us with the operations of the organization."

Because of her work in the community, the 49-year-old was in 2021 was awarded a honorary degree by Breakthrough International Bible University. "Besides running the centre, together with my husband, Cyrus Njora, we are pastors."

At Baraka women's shop in Ngoigwa, Thika, a meek Wilson Njoroge guides a customer on the various items in stock.

Wilson is a man on a mission-to live a sober life and improve his life. He is one of the beneficiaries of Baraka Therapeutic Home, a rehabilitation center under the organization.

"I came here as an addict of miraa, alcohol and other drugs. When I came here, I was taught how to reform, and I got a job to sell merchandise here. I am also learning how to sew. I am one year into sobriety," he shares adding that his

siblings had brought him here fearing that he was wasting away.

The therapeutic home is headed by Dr Teresia's husband, Mr Njora, a recovered addict.

"We started in 2020 after realizing that boys and men were wasting away in alcohol. We kick started by offering counselling, but we soon realized that it was not enough. They needed somewhere they could be contained and reform away from their normal environment," he shares.

To realise this dream, skills and lessons from the local fundraising course came in handy. "We reached out to well wishers to help us buy beds, beddings and other required items. It was challenging to start but for two years now, we have rehabilitated more than 400 boys and men.

However, challenges still abound. "We have some addicts who live far and we have to travel and get them. Some parents are not able to pay for their stay here and it weighs us down since it becomes difficult to pay the psychiatrists and rent which is KES 50,000 every month. There is also the cost of paying workers and buying medicine.

The establishment of Baraka Women's center has created job opportunities for people like 24-year-old Alice Waruguru.

"I am a trainer here for two years now. My friend whom I had confided in that I was interested in fashion and design, recommended me to Dr Teresia and that's how I got a job here. It took me about six months to make a skirt," she offers.

Waruguru trains on dress making and shares that she takes lot of pride in teaching someone else the same skills she was taught. "My finances have also improved, and I am able to meet most of my bills." Most of the girls she trains have come from humble backgrounds like hers.

Like Waruguru, Wanjiku is another beneficiary of Baraka Women's center and is currently a dress maker and trainer. "I joined Baraka in 2016 with no knowledge of dress making. "I was first taught to do bead work for two years, then hair dressing and beauty and finally tailoring and dress making," she offers.

Before working at Baraka, Wanjiku worked as a house help which was not in alignment with her ambitions. "I came here as a young single mother. Now, my life has changed since I make my own money and I am not dependent on anyone," she says adding that she aspires to start her own business.

With local fundraising, Dr Teresia advises, whether you have an international donor or not, you can sustain your project because many people are willing to help. To balance her work and ministry, she is driven by passion.

"You must have passion and number two is commitment. Finally, learn to delegate."



**Wanjiku**, an entrepreneur at Baraka Women's Centre showcasing one of the bags she crafted

Documented – January 2023

# The Local Fundraising Training: Our Game-Changer

**At 25, David Kitavi was not your typical young adult. He was already coming up with ways to solve the education problem in Kibera slums, his birthplace. In Kibera, as in almost every slum in Africa and beyond, challenges abound.**



A walk through the largest slum in Africa is a journey through a dank maze of ever-narrowing passages trickling with sewage. Yet, against all odds, it is a place where hope is born. Kitavi, who recently turned 49 is one of the hope bearers.

On one early morning in 2000, Kitavi was going to work when he encountered a school-going girl who was crying hysterically and appeared distressed. "That incident stuck with me, and I remember attending a service and the sermon was on service to others. I decided to support the girl by taking her to an elderly woman who takes care of orphans. I later came to learn that she had been chased away from home after her parents' wrangles.

This girl, Kitavi says, mirrored the education crisis in the informal settlement. According to the 2019 Kenya Population and Housing Census, the unemployment rate is 50 percent, and most slum dwellers earn about KES200 (\$2) a day. Against this backdrop of the financial crisis, many parents didn't prioritise education.

"I say the formation of the Youth Development Forum (YDF) was a happenstance because it's not something that I had been thinking about for a long time. Under its umbrella is Ushirika School, which runs from Baby Class to college. We currently have more than 600 learners and 31 members of staff (including 13 volunteers)," he says.

When he founded YDF, Kitavi was working in the IT field and decided to quit to focus on this initiative. "I had just got my first job when I rallied a few friends to start YDF. When I told my parents about my resolve, they said that I was mad," says the 49-year-old amidst laughter.

Having been born and raised in Kibera, Kitavi reflects that education was his ticket to a better life and a better chance of positively impacting the community. "That is why I decided to focus on solving the education menace.

"There are many issues affecting our community such as alcoholism, drug abuse, prostitution, and unemployment. I realised that education is a big chunk of the problem that people in our community were facing. Our focus is in accessibility and affordability because we believe that if you educate a child, you empower them academically and they stand a better chance of positively impacting their communities," he offers.

When they realised that there was power in collaboration, a community school, Ushirika, which means collaboration was officially registered in 2009.

"The first structures we had were mud-walled rooms and were not conducive for learning. The space was not adequate, and the demand was very high, largely because

*"We were able to learn the techniques of fundraising, which included mapping up stakeholders to approach and being trustworthy.*

people appreciated what we were doing and the positive impact on children. We received immense support from the community, and we kept making some changes and expanding. We aimed to give children a conducive environment to learn, play and grow holistically. The school offers children a chance to learn, enjoy meals at school and get uniforms," he shares.

However, the pursuit was not without hiccups.

"In retrospect, our greatest challenge was that we didn't have the know-how to approach potential funders, write good proposals and were very weak in networking with potential partners. The development was pathetic, there was no running water and we lacked adequate toilet facilities. It was a very tough time because we really desired to have a child friendly environment and there were a lot of discussions around that.

According to Kitavi, enrolling for the local fundraising program by KCDF through Change the Game Academy in 2019 was the real game changer. "We were able to learn the techniques of fundraising, which included mapping up stakeholders to approach and being trustworthy.

After the training, we came energized to implement what we learned. The first step was to form a team of 45 people who took roles amongst us, and we really took up the challenge of fundraising because that was the only way.

Some of the stakeholders involved were parents and members of the community. For Peter Kyule, 54, a renowned fabricator and the owner of Peter Engineering Works, he makes the students' beds at a subsidised fee.



**David Kitavi**, the Founder of Ushirika School in Kibera.



**Peter Kyule**, a renowned fabricator and the owner of Peter Engineering Works making students' beds at Ushirika School's compound.



**Ann Kathambi**, *Ushirika school's cook in the modern kitchen.*

The school's beneficiaries also come in handy during fundraises as they can showcase how the learning institution, which aspires to have a hospitality college, has impacted them.

Ushirika School's principal, Mr Wilson Aluda joined the school three years ago before the construction of new classrooms. "Back then, the children in the class were sweating when hot, again when it rains, water would come through the iron sheets and disturb learning but right now with these good facilities, children sit comfortably, and they feel secure. It has also helped to improve in academics, and some have even gone to national schools.

All this because we approached local donors, who were gracious enough to support our efforts in building this school," he offers adding that they wrote many concept letters and proposals drawn from what they learnt through Change the Academy. Kitavi reveals that the ECD project raised about KES11 million.

Since the construction of the new buildings and a playground, the school prides itself in the good performance and reduced absenteeism. "We have witnessed improved academic performance amongst our children because of giving them a good environment".

Ann Kathambi, the school's cook cannot hide her joy at the new state of the school located at Laini Saba in Kibera.

"We are three cooks and we used to make meals in a mud walled kitchen which was very hot. I am very happy that we have a better structure," she says.

For Edwin Mutisya, 12, a grade six learner, he is happy that the school has a bigger compound than before while 11-year-old Victoria Wangari, a grade five pupil appreciates the fresh air and the availability of clean drinking water.

"Our future plans are to start a college in hospitality and IT for girls. We also want to start training our children on coding and have them embrace sportsmanship in the spirit of the Competency Based Curriculum (CBC). Also, involve our parents and guardians especially those who are not able to make a meaningful income, so we train them on skills like how to make soap, and how to do tie and dye," offers the one-time Laini Saba MCA.

What keeps Kitavi going is seeing children who went through the institution come back to support the centre. "We have three students in university who are now fundraising to support needy children. When we see children who have passed through our hands go to college and get meaningful employment, it gives us hope. When our children perform well in the national examination and in sports it really motivates us to forge on," he offers.

Documented – December 2022



# Mobilising Support Training Turns Climate Vision into Reality

**There is something mystical about Suba South. The different villages are subdued, peaceful and rustic. In dry seasons, the roads are dusty and surrounded by vast expanses of barren landscapes. To a stranger, it can easily pass for the euphemistic “middle of nowhere”.**

But, as you approach Mr Raphael Odwaro’s home who is the Chairperson of Genlink, a community based organisation (CBO) you are greeted by the sound of birds chirping and the occasional mooing of cows in the distance, a gentle breeze blowing through the trees.

It is an oasis in this semi-arid county.

Set on a 3-acre piece of land, Genlink carries out many activities such as tree nursery, training on environmental conservation, water harvesting and supply, botanical museum, fish farming, kitchen gardening, soil and water conservation, solid waste management, livestock production and advocacy.

**Mr. Raphael Odwaro**, the Chairperson of Genlink who has converted his farm as a demo site for Genlink activities.





*Water harvesting and supply.*



*A fishpond that facilitates fish farming.*

## Kitchen gardening

Going through photos that run from more than five years ago, Mr Odwaro shows us photos of a farm that was barren and nestled within old and weathered buildings. Yet, he was passionate about nature and after attending a series of training on farming, he decided to have his farm as a model farm to the community of Nyabera village and beyond. He notes that his family, including his seven children, fully supported him and bring innovative ideas including starting and running a YouTube channel.

“With time, people started visiting to learn from me and this fuelled my desire for environmental conservation. Through this, I have built many partnerships,” he says.

The farm has many partitions. There is a graduation square (where meetings take place), tree nurseries, cattle sheds and aquaculture.

Pastor Kenneth Odiwour, the secretary general and CEO of the organisation explains that it was formed in 2013 to champion issues of environmental conservation-whether through actual conversation, training, or advocacy.

“We saw that there was a big gap in the area of conservation and our nature had lost its glory. Yet farming was our lifeline. With the support of five volunteers, drawn from different fields, more than 15 households have benefited and more are embracing what we are doing. We are also reaching out to schools like Nyabera and Ongoro primary school



**Pastor Kenneth Odiwour,**  
the Secretary General and CEO of Genlink



*Nyambara primary school which has been assisted by Genlink to plant and grow trees around the school compound.*

*The training on mobilising support was an eye opener for the Genlink CEO. "It was a new concept and I soon realised that it would build our capacity and enable us to engage stakeholders and office bearers better. We have been able to engage the county government of Homa bay and are able to articulate very well on matters policies."*

where we have established an orchard, kitchen garden and trained the children to plant trees and take care of them. We have embraced working and partnering with other organisations for growth," he offers.

Through one of their partners, Pastor Odiwour explains that they got an opportunity to be considered as one of the organisations to undergo local fundraising and mobilising offered by Change the Game Academy through Kenya Community Development Foundation (KCDF).

"Even though the country and to be specific, this area was feeling the weight of climate change, there were no policies in place that rightfully addressed the issues of renewable energy, climate change policy and climate finance bill.

When I learned of an opportunity to get training on this, I jumped on the offer," He says.

We were able to achieve Homa Bay County energy policy. Through normal engagements, we saw the gap in lack of climate change policy and through skills from the Change the Game Academy, we managed to launch the Homa Bay County climate change policy. We also introduced a community members forum. In the climate change policy, we introduced a strategy whereby conversations on matters climate change could start at the ward level. On the energy crisis, we found out that many quarters didn't know much about green energy or renewable sources of energy. At Genlink, we encourage members to use clean cooking stoves, and solar energy and kick out nyangile (traditional lamp).

Daniel Asheer, a programs officer at Consumer Unity and Trust Society -Centre for International Trade, Economics and Environment (CUTS-CITEE), an international organisation championing for rights of consumers is one of the key partners of Genlink.

"We have been focused on implementing a project that ties climate change, agriculture, and trade. In 2016, I heard about Genlink and they were our initial partners in the implementation of green energy uptake. We were keen on working with an organisation that would be pivotal in



*Fruit trees at Nyabera Primary School established by the help of Genlink*

driving this agenda. Genlink has made robust contribution in coming up with the county's policy on renewable energy. Also, they have been very supportive in other projects that we have been doing in the voices for just climate action.

After the mobilising support training, Pastor Odiwour enrolled for the local fundraising course, which he says, enabled the organisation to approach community members as potential sources of funds. "This County has a high prevalence of HIV& Aids and one of the contributors is the lack of sanitary pads that expose girls to sexual predators. With knowledge acquired from the training, we have been able to map out stakeholders such as shop owners, and hotels. We got an organisation that has enabled us to reach us more than 20 schools and donate sanitary pads. Besides this, we have also been planning for activities such as tournaments," he offers.

At the model farm, learners drawn from different parts of the country go there to learn how to nurture trees, tree planting and making organic manure. "We also train on climate smart agriculture and learn water conservation," he says.

Nyambere primary school, located just a few kilometres from Mr Okelo's home is one of the beneficiaries of the

skills and knowledge acquired by Genlink. The once barren land now has trees sprouting and flowering across the compound. There is also a fruit farm and kitchen garden behind the classes.

"When I joined this school, the trees were few and the land was bare and dry. Now, there is some greenery in the school and it has helped build a sense of responsibility for the children as they are the ones who take care of the trees. In a way, it has also helped us reduce our expenses because we don't buy fruits or vegetables when the school has an abundance of them. The school has a population of 300 pupils; most of whom have planted trees in their homes," says Mr Tobias Odhiambo who teaches Math and Science in the school.

Pastor Odiwour says that the organisation envisions to continue being the champion of change in Homa Bay as they continue to embrace working with community members, forge partnerships with other organisations and duty bearers. "I would encourage all civil organisations to apply for the training on mobilising support and local fundraising because they have revolutionised our work as Genlink," he offers.

Documented – December 2022



*Gifted Community Centre offices along Karanja Road in Kibera Slums*

# New strategies gained after mobilising support training

**Along Karanja Road in Kibera slums, the street is bustling with vendors selling goods or food as well as people going about their daily business. It is here that the Gifted Community Centre operates. A small office, yet a hub of activity and community within the local area.**

Gifted Community Center, abbreviated as GCC has an interesting history. Hellen Mueni, the finance officer shares that when it was started, the two directors were still in secondary school. "That was in 2008 but it was officially registered in 2018. So far, we have served more than 300 persons with disabilities," she offers.

Having been born and brought up in Kibera, the founders of GCC, both of whom are persons with disabilities, observed that persons with disabilities were among

the most vulnerable and marginalised groups, facing significant challenges in accessing essential services and opportunities.

"We mentor, educate, inform, empower and advocate for the rights of persons with disabilities. As the organisation is a leadership hub for young people who are social media savvy, our advocacy is very big on social media," shares Hellen.

GCC works in all 13 villages of Kibera slums and across the 47 counties by having ambassadors in different learning institutions.

Today, the organisation has programs in health, community and public education, sustainable livelihoods, research, outreach, and advocacy and sustainable organisation growth.

By the end of 2021, GCC had reached out to approximately 1000 persons with disabilities (including 400 women, 500 youth and 100 children with disabilities, and 100 caregivers/ community members) with comprehensive sexual and reproductive health and rights (SRHR), HIV prevention, COVID-19 prevention, Gender-based violence (GBV) and employability related services/ skills.

"We started by doing baseline surveys which involved knocking on doors to register persons with disabilities. It is through such interventions that Gladwel Wambui represents persons with disabilities at the sub-county's CDF committee.



**Hellen Mueni**, the finance officer and one of the founders of Gifted Community Centre.

"I was a very shy person before I met GCC because I felt that I wasn't a normal person. Although my family truly loved and doted on me, some quarters were very unkind to me. I got pregnant at 19 and when I went for neonatal clinic, I remember the doctor laughing at me because of my deformed hand. Other people would call me all sorts of names because of my disability," she shares.

GCC, Wambui reveals, helped her understand her rights to seek education, medical services and family planning. She mentors young girls and works as a community health worker.



**Gladwel Wambui**, Representative of persons with disabilities at the Kibera's sub-county's CDF committee.

"In 2022, we made part of the Nairobi technical working group as the only organisation working with persons with disabilities. We are also part of a consortium of organisations that advocate for persons with disabilities," offers Dennis Kaburu, a project coordinator at the organisation.

Over the years, GCC has been involved in various research such as the impact of Covid-19 pandemic on persons with disabilities, food security and nutrition, uptake on Sexual and reproductive health and rights (SRHR) on invisible disabilities, and SRHR on adolescents with disabilities.

"Every project that we implement is guided by research. That is why recently, we went on a campaign for Nairobi County to provide assistive devices for persons with disabilities. We are a team of eight; four core team members and four volunteers.

Dennis explains that to promote disability inclusion at all levels and be able to draft policies, they felt the need to apply for the mobilising support (MS) training by Kenya Community Development Foundation (KCDF) through Change the Game Academy.

*"The training has been a game changer for us. We got a mentor who came here and helped us see the gaps in the pre-existing strategic plan. We are working on a new one. Through the MS course, we learnt how to advocate instead of demonstration and writing proper proposals," he offers.*

The organisation has diverged into a constellation of single-issue groups that raise awareness of specific disabilities and converged into cross-disability coalitions that increasingly include intersections of race, gender and sexual orientation.

"MS taught us the importance of collaborations with likeminded organisations in the space of advocacy. Some of our advocacies include community mobilization during the election period and encouraging the local administration and aspirants to ensure peace and inclusion during the campaign, press release with YSO on exclusion of youth and PWDs in the PS nomination list (court case lodged by the Law Society of Kenya (LSK)), development of key messages with LVCT on access to SRHR and advocacy to access GBV services.



**Dennis Kaburu**, a Project Coordinator at Gifted Community Centre.



**Nelly Luchesi**, a small-scale business owner in Kibera who was supported by GCC

Nelly Luchesi, a small-scale business owner in Kibera is all smiles when sharing how she has been supported by GCC. "I have a 23-year-old daughter who is mentally ill. It started while she was in grade eight, but I didn't take notice. When she started showing intense shifts in moods while in secondary school, I thought that she had been bewitched. I went to religious leaders of all sorts and sold my assets in search of a cure. GCC encouraged me to seek medical intervention," offers the mother of five.

Presently, GCC is working on a policy that will see sign language adopted in medical schools.

"When a deaf person goes to the hospital, the right to confidentiality is lost because many medical practitioners don't understand sign language. Once adopted, it will ensure that deaf people can communicate with the medical practitioners," shares Hellen.

A photograph of three people in a meeting. A woman with glasses and braids is on the left, a woman with dreadlocks is in the center leaning over a man on the right who is holding a smartphone. They are all looking at the phone. The background shows a window with blinds and some sticky notes on a wall.

# CHANGE THE GAME ACADEMY

# LEARN TO RAISE FUNDS & MOBILISE SUPPORT

Change the Game Academy aims at building the capacities of a broad range of organisations at grassroots level. The programme, a partnership between Kenya Community Development Foundation (KCDF) and Wilde Ganzen Foundation, supports Community based organisations (CBOs), Self-help groups (SHGs) and Non-Governmental organisations (NGOs) to work towards harnessing and growing their resources as well as securing their basic rights and services from duty bearers.

Since inception more than 1000 Community based organisations worldwide have been successfully trained on Local Fundraising and Mobilising Support. Based on our experiences, we have developed a blended learning methodology to train grassroots organisations on Local Fundraising and Mobilising Support/ Lobby and Advocacy.

## In a context where:



Governments are increasingly limiting the Civic space for Civil Society Organisations (CSOs) is shrinking.



Foreign funding for development is reducing. their funding for development cooperation



More developing countries are growing towards middle income status, while in most countries the gap between rich and poor is at its highest level in 30 years.

## We want to:



Increase the capacity of CSOs to raise funds locally

Increase the capacity of CSOs to hold governments accountable and make claims towards duty-bearers



## Because we believe this will lead to



A strong local support base, local ownership and bottom-up change, accountability towards the community, legitimacy and sustainability.

Voice for CSOs in decision-making processes and in monitoring the implementation of policies



**Communities being able to mobilize and pool their own resources to drive the change they want.**

## Online platform

[www.changethegameacademy.org](http://www.changethegameacademy.org) is an online platform with courses on lobby and advocacy, local fundraising & organizational capacity, toolkits, inspiring local cases, a library and information on laws and regulations. The portal, which was launched recently, can be accessed worldwide free of charge.

The portal received the prestigious Comenius EduMedia Siegel 2016 award for outstanding products for ICT supported educational media.

## Classroom Courses & Coaching

In an increasing number of countries, we offer classroom courses on lobby & advocacy and local fundraising, in close collaboration with national partners. The training is based on Kolb's learning cycle and is interspersed by periods in which trainees test and implement their own plan.

The training material is adapted to local situation in each country and trainings are delivered by local certified trainers. In between the different training blocks of classroom courses and after having finished a course, trainees receive mentoring from the trainers.



### Mobilising Support (MS)

Community organisations require skills and knowledge to claim the community's economic, social and political/civil rights with their authorities.

Mobilising Support/Lobby and Advocacy course aims at strengthening the capacity of organisations to adopt to a rights-based approach and help fulfill basic needs where needed and impart skills to influence duty bearers to fulfill their duties.



### Local Fundraising (LFR)

The viability or survival of development organisations depends on the Organisation's ability to adapt to the changing donor trends and the willingness to explore alternative sources of funds.

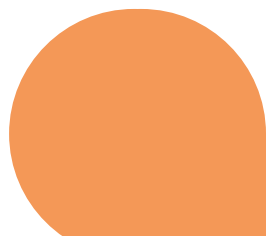
The Local Fundraising course seeks to equip learners with practical skills on how to craft winning strategies of raising resources within their communities.



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

For inquiries or to enroll your partner organizations in our program for training in local resource mobilization and mobilizing support, please do not hesitate to contact us via email at [info@kcdf.or.ke](mailto:info@kcdf.or.ke) or by phone at +254 722 168 480.

**We look forward to assisting you.**





“Never doubt that a small group of thoughtful committed citizens can change the world: indeed, it's the only thing that ever has.”

*Margaret Mead, American Cultural Anthropologist*



**Kenya Community Development Foundation**

Morningside Office Park, 4th Flr, Ngong Rd | PO Box 10501-00100 Nairobi, Kenya  
Telephone (+254 020) 3540239/8067440/01/02 | Office Cell (+254) 722 168480/736 449 217  
Fax +254 20 8067440 | Email [info@kcdf.or.ke](mailto:info@kcdf.or.ke) | Website [www.kcdf.or.ke](http://www.kcdf.or.ke)



Connect with us >

-  Change the Game Academy
-  @CTGAcademy  Change the Game Academy
-  [www.changethegameacademy.org](http://www.changethegameacademy.org)