

**SHOFCO**

Shining Hope  
for Communities

# Find Me Unafraid Campaign Final Report



In Partnership with Focusing Philanthropy





## Find Me Unafraid Campaign Summary

The 2015 Find Me Unafraid Campaign sought to raise \$1 million to complete the vision of a state of the art Kibera School for Girls (KSG) building to serve girls in grades pre-k through 8. These dollars were raised to:

- complete funding for construction of a new school building
- outfit each of the 15 new classrooms with equipment and supplies
- construct a rooftop playground and garden
- fully outfit a computer lab, library, science lab and theater
- build school bathrooms
- hire new faculty
- enable parents to receive services critical to a student's success including adult literacy training, economic empowerment, employability and financial literacy
- provide health services for people within and beyond the school families

An additional project goal was to expand and strengthen SHOFCO's donor base, building a cadre of recurring supporters that might provide SHOFCO a predictable financial foundation from which to plan and operate with greater confidence.

A campaign to raise \$1 million was built around Focusing Philanthropy's offer to add \$1 for each \$2 donated by others. The campaign was launched coincident with the publication of Find Me Unafraid, a book written by Kennedy and Jessica Odede and published by Harper Collins on October 13, 2015. The intention was to capitalize on the book's publicity, heightened by a national, two month-long book tour beginning on the publication date, as a way to attract and motivate donors.

Focusing Philanthropy was responsible for raising the campaign challenge pool and relating to the donors who contributed to the pool. SHOFCO was primarily responsible for attracting the donations in response to the matching challenge, though Focusing Philanthropy actively supported SHOFCO in this regard. Three categories of donors responded to the matching challenge:

- existing donors who were encouraged to give at higher levels than they have previously
- individuals who attended events organized in connection with the book tour
- individuals who responded to the general publicity surrounding the book publication

Both SHOFCO and Focusing Philanthropy were very successful in their fundraising efforts throughout the Find Me Unafraid Campaign. \$1,032,715 was raised in total, and made the new KSG building and additional components of SHOFCO's holistic model possible. We are so grateful for this partnership, and are thrilled to share this final report with you.

# 2017 KSG Highlights

We are thrilled to share with you the following highlights shared by the KSG Journalism Club, in their own words.

## 1) The New KSG Building

Unlike the other years, this has been a year of it's kind for Kibera School for Girls. A blessed one indeed.

In mid-May the girls and teachers shifted to the new complex building. This was a very unique, spacious and beautiful building that had been built since the beginning of last year. Unlike the old building, this has a lot of spacious classrooms, the computer lab, the music room, the staffroom, the social worker's office and the kitchen.

The rooms are fully furnished and the walls painted with the SHOFCO colors which are blue and white. There are three washrooms on each floor and standby cleaners to ensure the girls use the washrooms properly. The girls were awed by the spacious playground which is yet to be furnished.



## 2) KSG Candidates 2017

The first group of girls have been here for nine years and time has come for them to leave! This group has seen SHOFCO grow from nothing to something. From the current SWEP building to the old school building and finally to the adorable new school building. The girls have seen yearly changes in the teaching approaches and the summer institute. They have been the pioneers in everything.

This year, they continued to lead the school in firsts as they were the first class to sit for the KCPE. As always, this group of pioneers made SHOFCO proud as they performed extremely well on their exams. The whole community celebrated their success. Well done, Class 8 and thank you for leading the way!

### 3) Kenya Music Festival

The preparation for the Kenya Music Festival began in March with the teacher trainers introducing the items (choral verses, solo verses and the singing game) to the students. The students showed a strong zeal and enthusiasm in the entire preparation. The girls took to stage 37 items at the sub county level at Ayany Primary School in Kibera on 27th May.

All the number 1 items proceeded to the Regional level in Nairobi county. The rehearsals went on in preparation for the tougher level ahead of them. The Nairobi Regional Music Festival was held from June 12th to 14th at Westland Primary. At this level the girls staged their best performance and scooped position 1 in nine items, position 2 in three items and position 3 in seven items. The pre- school proceeded to the Nationals with 4 items scooping 3 trophies, the lower primary proceeded with 2 items scooping 1 trophy and the upper with 6 items scooping 3 trophies. The girls staged a superb performance at the national level held at Kakamega in Masinde Muliro University of Science and Technology and they scooped 2 bigger trophies. This attracted national media and they were gazetted on one of the national dailies. Thanks to the administration and the teacher trainers.



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### 4) Spelling Bee

On 2nd June the SHOFSCO schools had a collaborative activity. An educative spelling bee activity which took place in Kibera School For Girls hall. All the students from Mathare School for Girls and Kibera School for Girls were divided in groups according to their classes.

The colorful event had fun activities for the students. The teachers and students had a wonderful time as everyone made new friends and shared a lot together.

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### 5) 2017 Academic Trips

The year began on a high note with educative and interesting trips. The pre-schoolers were the first grades to go for an amazing trip to an "Ostrich Farm" at Kitengela in Kajiado county on 24th March. The girls had fun by riding on ostriches and learning more about the life of ostriches. Middle school had their adventurous trip at "Paradise Lost" in Kiambu county on 30th of June. The girls shared their best experience of rowing on canoes. The upper school were the luckiest since they visited Lake Magadi on 29th July where they learned how salt is processed. We thank the school administration and management for the good job.

## 6) The Pre-Kindergarten Class

Early this year a group of forty enthusiastic and vibrant girls aged three and a half to four years joined the Kibera School for Girls. This was after exceptional interviews done late last year included four hundred and eighty participants.

The pre-k girls joined K.S.G at the beginning of first term unlike other years when they would report in late February. They were warmly welcomed by their elder sisters. They were a ball of energy and were all over. We appreciate the patience of their teachers who worked tirelessly to ensure they settled down. This October another interview was conducted for the pre-k class of 2018. The turnout was impressive and the girls were just the right age. We hope come January 2018 the whole process will be complete and the new girls will be in school.

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## 7) Second America Visit

Six girls had a golden opportunity of visiting the United States this year. The six girls were in two different camps. Joyce Wangu, Gloria Moraa and Selma Mariana went to Loomis Chaffee while Mollet Akinyi, Marion Adhiambo and Pauline Wanjiru went to Miss Porter's Leadership Camp.

It was a wonderful time as the girls learned new things, played new games, made new friends and were exposed to the world.



## 8) New Teachers on Board

As the school is growing day by day more teachers are needed to enhance learning. That is why the school administration took a bold step of employing more teachers this year.

In January, one female teacher joined the KSG staff. In February, two more female teachers were employed and in May, three male teachers were employed. Among them, one of the teachers is teaching computers in the school. With him on our team, we are hoping that our students will learn more and be computer literate. In June, a music teacher was employed to facilitate music in school.

## 9) Sports Day

As the saying goes, all work without play makes Jack a dull boy. The SHOFCO education management team felt the dire need to set aside a day where the girls from both the schools would showcase their talents in the field apart from the academics. This event was one of activities that were organized to make the SHOFCO schools a collaborative learning organization. On the D-day the Kibera team received the Mathare team open-heartedly.

The girls were divided into their respective houses. The sports teachers had interactive and fun activities for the girls. It was a successful event that saw all the girls participate. They felt happy, relieved and refreshed. The teachers on the other hand were not left out as they took part in all the activities and to the surprise of everyone, were good athletes. The day was a success and at the end of it all the two sister schools had bonded and made friends for life.

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## 10) M-PESA Foundation Summer Camp

The Grade Eight pupils and Safe House Girls attended a Summer Camp from 5th to 19th of August at M-Pesa Foundation Academy courtesy of Safaricom CEO (Bob Collymore). Summer Camp is an annual event organized by the foundation to help in nurturing talents during August vacation. The foundation sits on an expansive plot of land in the outskirts of Thika Town. The enviable state-of-the-art ambience of the school makes it a perfect destination for engaging in this noble course of building up on Godgiven abilities.

The candidate class of 2017 grabbed every little opportunity at their disposal to polish on the grey areas. Bearing in mind the wise words of Aristotle 'The roots of education are bitter but the fruits are sweet', their lessons started from as early as six o'clock in the morning and went to ten o'clock at night. In addition, the girls also got the opportunity to share the facilities with the celebrated Ghetto Classics – a musical organization based in the heart of Korogocho Slums. The KSG pupils drew a wealth of inspiration from the camp having met motivational speakers and myriads of other influential personalities within and outside the country.

The icing on the cake was when their hard work was handsomely rewarded by receiving trophies and a lorry full (literally) of other goodies without forgetting a promise by Bob Collymore to organize for the sensational quartet, Sauti Sol, to visit the school in Kibera. This came to fruition when the members of the band paid the school a courtesy call later on in September. The most outstanding was the decorous manner in which the girls carried themselves out. This earned them innumerable accolades from the management of the foundation. This made not one, not two, not three but a whopping four of the candidates to be shortlisted for enrollment into the school in 2018.



# New Uniforms

We are thrilled to share that our students got new uniforms in 2017. Thanks to Tory Burch, our girls now have brand new red and blue uniforms, and they are so excited about them!

As quoted in Vogue Magazine, SHOFCO's Co-Founder Jessica Posner Odede said it best - "Our collaboration with Tory Burch is really unique, and is really about [a bigger goal of] empowering girls around the world," Posner says. "A uniform is such a key part of being able to go to school. It's equalizing, and there's a protective quality to it. The girls in Kibera face such incredible challenges. Wearing that uniform in our bright red and blue colors [helps them] stand out on the street and it's a symbol of empowerment and change. The uniforms are also associated with the other work we do—the school is connected to our health clinic, so when people come into the clinic, they see that they're accessing this service because of the existence of a school for girls. So that link is really powerful."



# 8th Grade Graduation

On December 8, 2017, our first ever class of students graduated from KSG. It was an incredible day full of inspiration and celebration, and we are so proud of our 8th grade graduates! All of our students will attend secondary school next year, and we can't wait to see them reach their dreams and lead their communities.

The day's festivities included speeches and remarks by the graduates, and performances by the Lower Primary School, Middle Primary School, and Upper Primary School students. Additionally, guest speakers included Olutimehin Adegbeye, a Nigerian writer and activist, and Bob Forrester, CEO of the Newman's Own Foundation.



# Letter from Our 8th Grade Class



SHOFCO is a mother to many. It has brought light to the darkened hopes. We vividly remember way back in 2009 when we joined the organization. We were hopeless, unable to speak or even make decisions for ourselves, no confidence or even dreams for the future. But since we joined the organization, the endless love and support we were given made us who we are today: ladies of substance, people who can stand on their own and raise their voice high enough in order to achieve their goals.

Determination and perseverance is what has been driving us through this long education journey. From the knowledge we have gathered from our amazing teachers and people we have met, we believe that: Everyone was brought into this life for a purpose and that the slum is only our identity but not our destiny. In addition to that, life does not give what you want, it makes you suffer to have it. For the time we have been together, we have learned to be a TEAM - Together Everyone Achieves More.

This is just but a step we have made. We hope that the organization will keep being with us as we take the next step. All in all, we pass our gratitude to everyone who has made this journey a success. We salute them. We promise to keep in touch and make you proud wherever we will be. THANK YOU ONCE MORE.

# Finance Report

The following chart shows the expenses incurred in constructing and operating the Kibera School for Girls, as well as costs for health care and enrichment programs for students and their families. Variances are due to our rooftop garden being donated by volunteers from the U.S. Embassy, and our need to prioritize drainage and internet networking projects over the rooftop playground. Further, we have committed funds to Afrobuild and Cave Consultancy for remaining construction, flooring, and drainage projects which have not yet been paid.

The remaining \$51,929 will be expended in the coming months on the remaining capital expenditures and the rooftop playground.

	<b>Budgeted Amount</b>	<b>Amount Spent</b>	<b>Unspent Amount*</b>
KSG Capital Expenditures	743,500	711,474	32,026
New KSG Faculty	24,000	24,000	0
Health Care	300,000	300,000	0
Rooftop Playground	15,000	0	15,000
Rooftop Garden	5,000	97	4,903
Student Family Enrichment Program	130,000	130,000	0
<b>Total</b>	<b>1,217,500</b>	<b>1,165,571</b>	<b>51,929</b>

\*Unspent amount reflects out of scope remaining work that was delayed until the contractors completed the first portion of the building construction.

## SPECIAL THANKS

From the entire team at Shining Hope for Communities, thank you to the entire team at Focusing Philanthropy for your never-ending support. Within the past year we have been able to expand and build new programs, allowing us to impact over two hundred thousand individuals. This tremendous growth has been made possible because of you. We look forward to exploring more ways that we can continue this meaningful partnership.

**SHOFCO**

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