
Backing 30 Rural Kenyan Women & Their Businesses

General Introduction

We wish to introduce you in further detail to our foundation, Business for Better Society, and this project which will support 30 young Kenyan women to take their business ideas from concept stage to a reality.

The 30 program participants are the first intake of the program which has a long-term objective of training 500 women. All of women in this program are living with/affected by HIV/AIDS, which continues to have some of the highest rates in the world in Kenya.

This program will not only help break the poverty cycle but will impact the societal stigma of HIV/AIDS.

About Business for Better Society

Business for Better Society (BBS) exists to make giving ethical and easy, while building partnerships for purposeful and sustainable impact.

As a global foundation, we promote and facilitate excellence in giving and mentoring. We match corporations and individuals, their funds and/or skills, with purposeful, sustainable, and high impact non-profit initiatives. Through our work we create responsible partnerships and support a culture of accountability, innovation, and greater effectiveness in the non-profit sector.

Let Us Introduce Activate Action

BBS is pleased to support Activate Action, a youth-led community-based organization working with young people living with HIV. The organization started as youth-friendly facility in 2017 and later registered as a community-based organization with the Ministry of Social Services under the registration number of CBO/HUD/HB/0098/2020, working within Homabay Kenya in 2020.

Their team consists of 17 young people aged 18 to 34 years old including high school and university students, young professionals, people living with HIV, gender minorities, marginalized peoples, and youth living with disabilities.

They are united by the common goal of an open society in which HIV and disability is never a reason for exclusion, fear, or stigma. They partner with governments, the private sector, local/international organizations, and civil society to bring about positive social change and to provide lifesaving health care, quality education, and opportunities that foster meaningful involvement of young people.

Their mission is to build an inclusive social environment for young people living with HIV and disability

Project Opening Statement

In Kenya HIV/AIDS has become a devastating calamity, affecting the lives of people, their families, communities, organizations, and the country. It is estimated that more than 1.5 million Kenyans out of a population of 40 million are now living with HIV infection and many others still do not know whether they are infected. According to research, HIV prevalence in Kenya is higher among women than men. 720,000 Kenyan women aged between 15 and 49 are HIV-positive compared with an estimated 380,000 of their male counterparts (UNAIDS/WHO, 2017). African women, who represent the largest population of the continent's poorest, are disproportionately affected by HIV/AIDS. In addition to gender inequality, the restrictions placed on the choices, opportunities, and participation of African women in the society have direct and adverse consequences for the women's health, education, social and economic development (UNFPA, 2018). There are many cultural factors that put African women and girls at risk of HIV infection. Some vary from region to region while others are more widely prevalent. Female circumcision, wife inheritance, coercive sex, sexual favors in exchange for economic stability and forced marriages are some of the factors that are detrimental to the health and welfare of African women (Kenya AIDS NGOs Consortium, 2017). Gender inequality is evident in the Kenyan society in traditional, social, political, economic, sexual, intellectual, and religious areas. Certainly, powerlessness and poverty place Kenyan rural women especially in Homabay at a heightened risk of HIV infection. A way to change this narrative would be to conduct an entrepreneurship coaching and mentorship to women in rural parts of Homabay.

We believe strongly that entrepreneurship plays a critical role in driving economic growth, reducing poverty, creating self-sufficiency, and solving some large-scale development problems women are currently facing.

To that end our project is designed to serve the unique needs of women at the base of the economic pyramid by:

1. Igniting their entrepreneurial potential.
2. Enabling them to be the agent of their own change.
3. Supporting them to start sustainable businesses ventures rooted in the local economy, such that they can have reliable income stream long into the future.

Impact Statement: Eliminate violence against women and to enhance gender equality through entrepreneurship.

Greater Project Objective: To build capacity of 500 women affected/living with HIV in Homabay county to start and sustain businesses.

Goals

1. Close entrepreneurship gaps among women in the rural community by 30%.
2. Scale at least six creative solutions to persistent entrepreneurship problems and link to financing.

Project Activities

1. Capacity building and mentorship
 - Training using manual
 - Mentorship and coaching
 - Follow up
2. Business idea financing
 - Showcasing innovations through conference
 - Identification of partners
 - Giving of loans to 20 – 30 women for the 1st year
 - Linking to business finance opportunities
3. Prevention and response for Gender based violence
 - Linkage to sexual and reproductive health and rights (SRHR) and mental health information and services
 - Linkage to gender-based violence (GBV) response services

Outcomes

1. 500 women living/affected with HIV acquire entrepreneurial skills and are able to start their own businesses.
2. Enhanced gender equality among 500 women through entrepreneurial skills.
3. Reduced poverty level of 500 women.
4. 500 women are linked to financial opportunities.
5. Enhanced gender-based violence response within our county.
6. Women are empowered to report gender based-violence cases within the county.

Long term impact

1. HIV new transmissions related to commercial sex in Homabay reduce by 20%.
2. Reduced sexual gender-based among women.
3. 60% of the trained women set up sustainable and profitable business following the street business school model.
4. 40% of subsequent cohorts coming from alumni referrals.

Monitoring and Evaluation

Field monitoring and supportive supervision improve project implementation shall be conducted to enable the identification of gaps on implementation. A framework for a suggestive plan for conducting field visits shall be developed by the M&E officer in coordination with field officers. This will serve as a useful tool at different levels for undertaking regular and periodic field visits as a part of comprehensive supportive supervision.

Activate Action shall therefore conduct monthly and quarterly support supervision visits to ensure effective project implementation. BBS in turn will issue donor reports on GlobalGiving based on the infield reporting from Activate Action.

During supervision, areas that need strengthening will be highlighted to the Field teams, action plans developed with specific responsibilities assigned to specific Officers with clear timelines. Follow ups will also be conducted to ensure that the action points are implemented within the given timelines. This will be done purposely to improve service delivery to the beneficiaries and build capacity of the implementing team.

Activate action shall also conduct routine data quality assurance (RDQA), to ensure data collected from the field are of integrity and quality and reports generated are in line with the primary source documents.

Sustainability

1. Activate Action has two trained coaches to deliver the mentorship and coaching to the women during and after the project.
2. The trained coaches will train an additional 10 coaches within the community and organization on delivery of the project to be able to scale up the project.
3. We will work with beneficiaries of the project to support in the implementation by help in identifying community supporters.