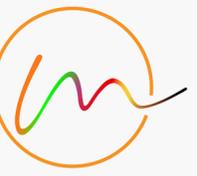


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## **MAMA INITIATIVES OVERVIEW**

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# MAMA

The vision of MAMA was first conceived in 1997 but it was not until 2009 when the first program, Joyful Women Organization, was founded. This program addresses exclusion and marginalization of women by facilitating financial inclusion and creating a platform for their economic empowerment. In response to emerging societal needs, six other initiatives were organically formed, to build resilient communities. Each initiative touches the core of humanity by addressing vulnerabilities and giving voice to the voiceless.

The main purpose of MAMA is to be an agent of transformation for a quality holistic life. We are committed to improving lives and livelihoods, through the promotion of dignity of work, viable food systems and a sustainable environment. This ultimately contributes towards a more cohesive and peaceful society.

The consolidated Strategic Plan is a culmination of intense evaluation, consultation and team work of the entire MAMA fraternity. We are excited that this consolidation will deliver greater impact, meaningful value and operational efficiency.

As an organization, we believe in forging purposive partnerships and global collaborations, to co-create solutions in the various thematic areas that we address. We welcome you to join **MAMA, Doing Good!**



H.E Mama Rachel Ruto, EGH

The Patron



# EXECUTIVE SUMMARY

MAMA is a Swahili word meaning “mother”. Motherhood is a complex mosaic of love, discipline, warmth and nurturing. Motherhood additionally represents hope, dreams and concern for the future.

The MAMA Organization is a representation of the multifaceted nature of motherhood as embodied by seven pillars. The seven pillars operating as unique initiatives are, in a way, the journey of life and motherhood.

Each of the initiatives has a clear mandate and objectives that contributes to the larger MAMA vision. Each of the seven MAMA initiatives addresses a specific issue in the society. They do not operate in isolation but complement each other and work together in synergy.

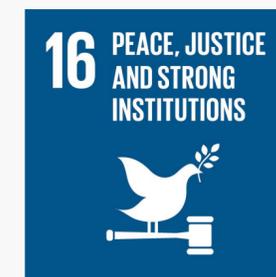
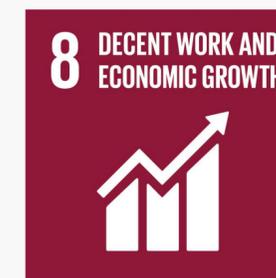
The main purpose of MAMA is to be an agent of transformation for a quality holistic life. Each initiative touches the core of society by addressing their vulnerabilities and therefore bringing hope and transformation.

MAMA envisions an equitable society where every person lives a happy, fulfilled and transformed life. MAMA seeks to catalyze socio- economic transformation in communities through spirituality, collective agency, voice and influence.

MAMA’s driving force is Compassion. The initiatives are implemented in an environment of Integrity, Accountability, Excellence and Agility.

## The Seven Initiatives

The work of MAMA is aligned to the following global Sustainable Development Goals



MAMA presents a package of innovative, efficient, scalable, transformative and sustainable solutions to the prevailing social, economic and environmental challenges across our communities.



## Purpose

We are an Agent of Transformation for a quality holistic life in society.

## Vision

An Equitable Society where every person lives a happy, fulfilled and transformed life.

## Mission

To Catalyze Socio-economic Transformation in communities through spirituality, collective agency, voice and influence.





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# OUR CORE VALUES

Our Core Values are the bedrock of what inspires us each day as we work towards the attainment of our Purpose, Vision and Mission.



## Compassion

We demonstrate kindness, concern and consideration by listening, treating all with respect and showing empathy and care, especially to those community members experiencing challenges.



## Excellence

We strive for excellence by committing to be the best, performing at the highest standard by preparing well and producing the best we can.



## Integrity

We are honest and truthful in our dealings and uphold strong moral and ethical standards, in line with our commitment to adhere to sound Christian principles and values.



## Agility

As a learning organization, we act on the acquired knowledge with a great sense of urgency and deliver to our stakeholders through an innovative approach and prompt execution.



## Accountability

We are transparent and take ownership and responsibility for our actions.





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# OUR STRATEGIC OBJECTIVES

Mama has 7 Programs that serve the Community. The Programs mandate is to deliver on the following strategic objectives :





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# THE SEVEN INITIATIVES





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# JOYFUL WOMEN ORGANIZATION

It has been in existence for over a decade. It exists to address inequalities in financial services among women.

It promotes women economic empowerment and financial inclusion, through the unique and innovative model of Table Banking. Our table banking convenes communities of women who pool their resources to improve livelihoods.

This initiative has directly benefited over **200,000 members** involved in entrepreneurship across Kenya.



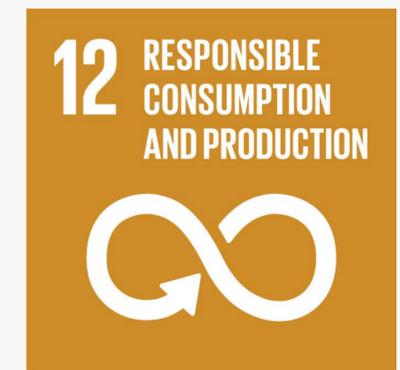
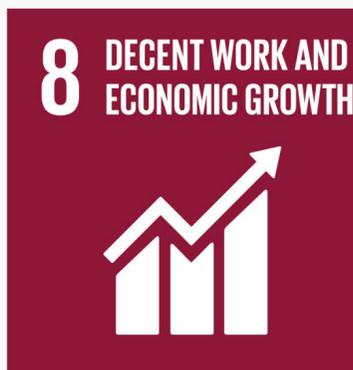


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# MAMA FRESH

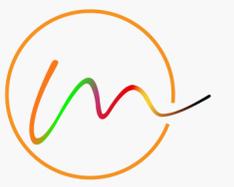
Mama Fresh was founded to meet the needs of women and youth who are largely small scale agro-producers.

Our climate-smart solutions are focused on promoting fairness in quality-centered, profitable and sustainable food systems.



Fresh Foods. Fair Business





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# DESTINY WOMEN CAPITAL

The growth of the Table Banks under Joyful Women led to a situation where the pooled resources on the Table were insufficient to meet the needs of the Table Bank members.

This led to the establishment of Destiny Women Capital, a women credit institution that seeks to support women groups by providing quick, affordable, women-oriented financial services.



**destiny women**  
driven | diverse | dependable





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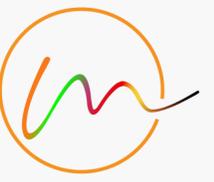
# MAMA FEEDING PROGRAM

Mama Feeding program promotes access to education for vulnerable Primary school-going children, in informal settlements, through feeding. This initiative focuses on nutrition for child health, mental wellness, dignity, and hope.



**MAMA**  
Feeding Program  
Feed a Child, Educate the Future

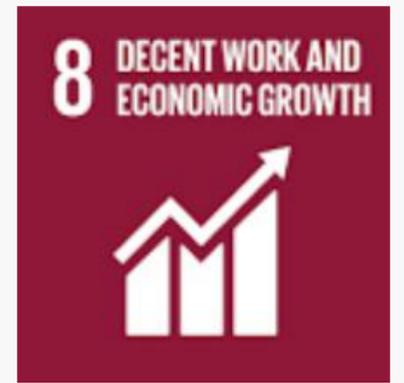




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# CARAKANA

Carakana is a social enterprise that facilitates the transfer and preservation of indigenous skills, in production of quality handmade items, for sustainable livelihoods and wellbeing of vulnerable groups. Our activities enhance awareness and appreciation of unique locally made handicrafts.





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# MAMA CYCLING

Mama Cycling brings together cyclists and cycling enthusiasts to promote healthy communities through cycling. We engage society to embrace practices that reduce environmental pollution, champion for just road systems, and to explore cycling-related livelihood opportunities.

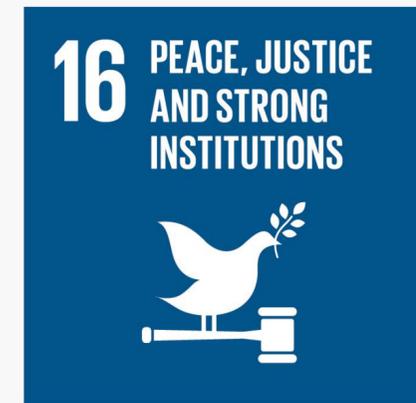


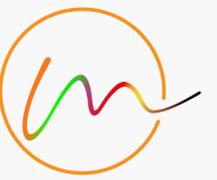


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# THE REARGUARD

The RearGuard is a movement that upholds family and national values for social transformation and cohesion in Kenya. Our faith-based programs enhance hope through prayer, reconciliation, mentorship, and advocacy.

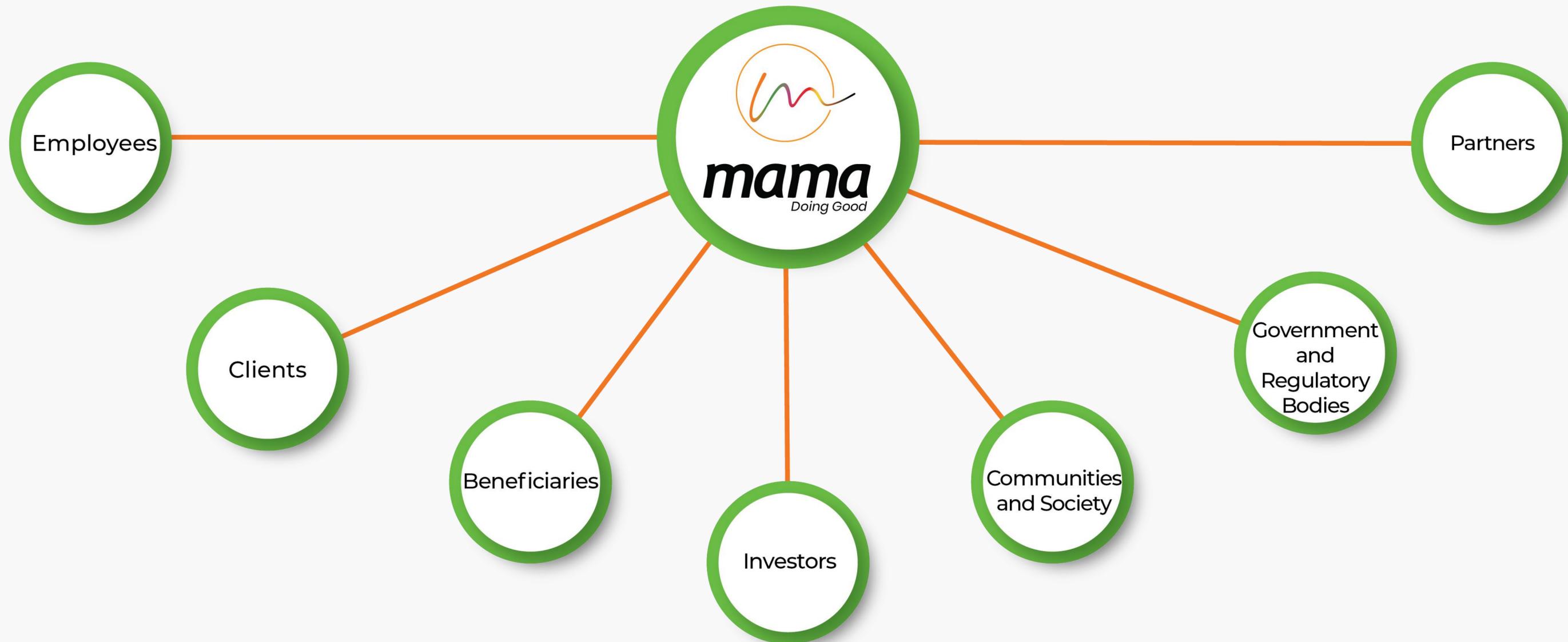




# OUR KEY STAKEHOLDERS

Our Stakeholders are important because they play a critical role in helping and enabling us to fulfill our Purpose, Vision, Mission and Strategy.

We recognize that our Stakeholders needs are different. As a result, we are intentional about building meaningful relationships that will enable the achievement of the Mama strategy. We ensure that our engagements with the various stakeholders are respectful and targeted to addressing their specific needs.





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# MAMA AT A GLANCE

## Purpose

We are an Agent of Transformation for a Quality Holistic Life in the Society

## Vision

An Equitable Society where Every Person Lives a Happy, Fulfilled and Transformed Life

## Mission

To Catalyze Socio-economic Transformation in Communities through Spirituality, Collective Agency, Voice and Influence

## Core Values

- 1. Compassion
- 2. Integrity
- 3. Accountability
- 4. Excellence
- 5. Agility

## Strategic Objectives

- 1. Thought Leadership
- 2. Dignified Lives & Livelihoods
- 3. Faith Diplomacy
- 4. Environmental Conservation & Sustainability
- 5. Health and Wellness

## Strategy Implementation through Mama Programs

Joyful Women Organization

Mama Fresh

Destiny Women Capital

Mama Feeding

Carakana

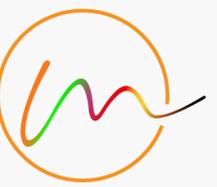
Mama Cycling

The RearGuard

## Adopt Best Practices on:

Governance & Compliance | Stakeholder Engagement  
 Communication | Risk | People & Community | Technology  
 Legal | Organizational Culture | Resources

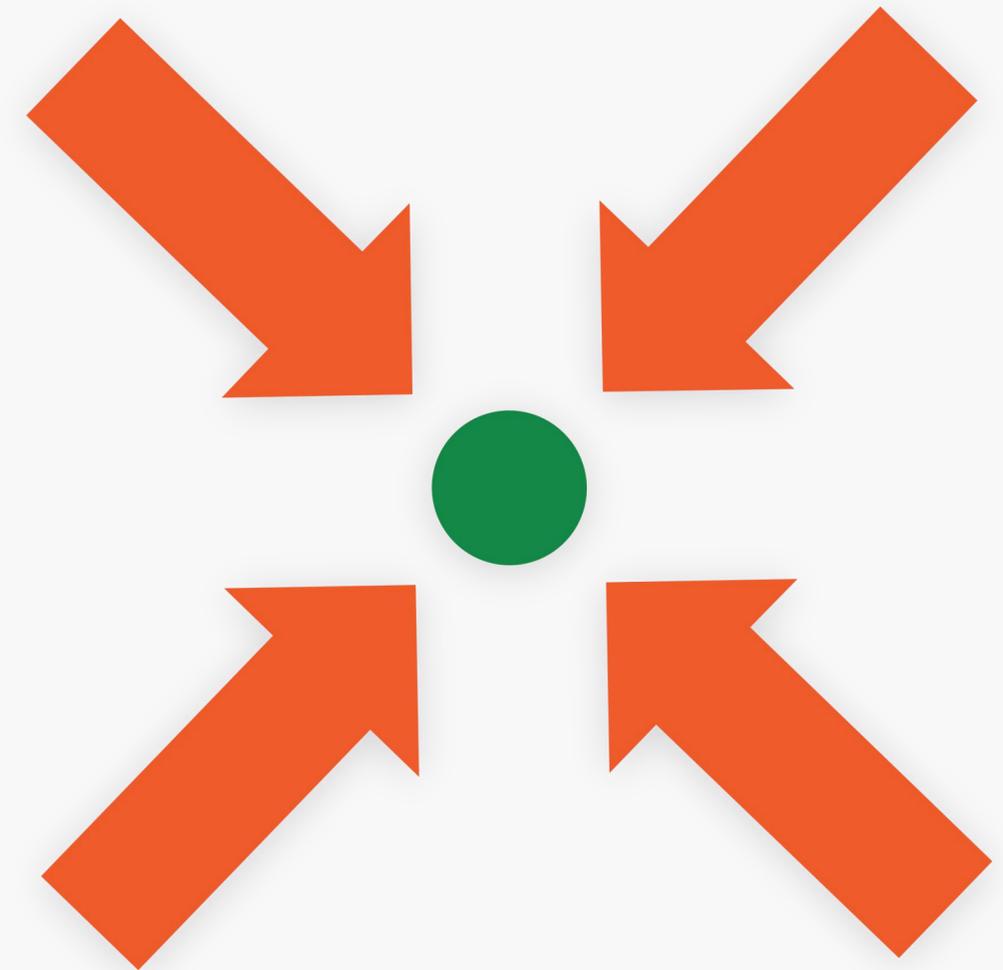


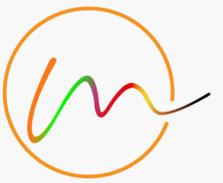


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## OUR IMPACT

- Over **500,000** Direct beneficiaries!
- Over **3,000,000** Indirect beneficiaries!
- Over **USD 30 Million** has gone through the Mama Programs in various forms.



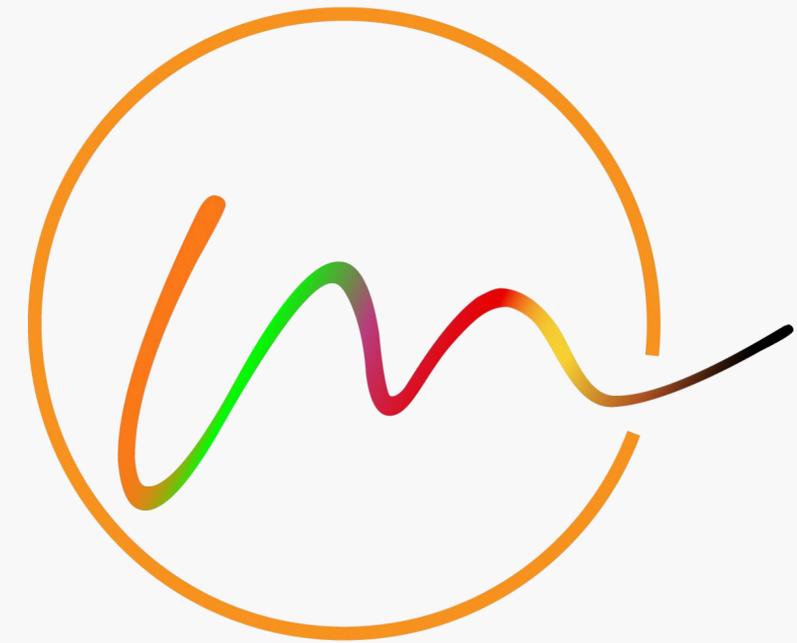


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# PARTNER WITH US

You too can be a part of Mama by:

- Becoming a member of any of the programs
- Providing your Technical Skill to strengthen the programs
- Co-create with us
- Giving of your Financial Resources



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**Thank You!**

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