

mama
Doing Good

2021

ANNUAL NEWSLETTER

EMPOWERMENT
INCLUSION
ADVOCACY
JUSTICE
EQUITY





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Word from the Patron

Staff members, partners and friends. Welcome to the inaugural edition of our newsletter.

2021 has been a year of many lessons. I want to thank you all for your resilience despite the ever-changing times. We all agree that the Covid 19 pandemic hit us hard, but we are grateful to God that we have stood strong, and continue to soldier on. It is through your commitment to “Do good” that we have seen positive changes despite the difficulties we have been through.

Your dedication and confidence in our vision has seen the birth of MAMA Doing Good. We have evolved from our previous seven initiatives to a consolidated organization now known as MAMA Doing Good



This consolidation journey started in March 2021, when as an organization we saw the need to re-define our strategic plan. What seemed like a strategic planning workshop birthed a new organization. MAMA Doing Good has a well-defined purpose, vision mission, core values and strategic objectives. The strategic direction that MAMA Doing Good has taken, ensures success for all of us.

I am grateful to God for bringing us this far. We are now better constituted, and prepared to serve the people of Kenya and beyond. I invite all our staff, partners and friends to be part of this new phase of our growth. I appreciate each and every one of you and the role you play in making this vision a reality.

Let us all do our part to stay safe. Adhere to the ministry of health protocols to safeguard yourself and each other against Covid 19.

I wish you and your families every blessing for a prosperous new year.

Word from the CEO's Desk

Staff, partners and friends of MAMA Doing Good, I am honored to be granted the task of leading this great organization. I want to thank God, the Patron and the Board of MAMA Doing Good for this opportunity.

At this juncture, I am reminded of Joshua chapter 3 verse 4 in the Bible. Joshua was cautioned not to be casual because he had never been to where God was leading him. The meaning of this scripture is alive in my heart as I realize that just like Joshua, we have not been this way before. There has never been a consolidated model hitherto so we are building the house as we inhabit it. It is exciting yet daunting but we are confident that God will see us through.



As MAMA Doing Good, we are tasked with building an equitable society where every person lives a happy, fulfilled and transformed life. This very lofty vision can only be realized with the participation of each and every one of us - staff, partners and friends each bringing their strength, skills, resources and most importantly, their unwavering commitment. We are all agents of transformation in our individual spheres and each one of us can make a difference in another person's life. I have great confidence in the team at MAMA Doing Good, and I know the sky is only but the launching pad of where God is taking us together.

To everyone of you and your families, have a prosperous 2022.

MAMA Strategic Plan 2021-2024

The MAMA Doing Good Strategic Plan 2021-2024 has brought a new beginning for the MAMA Programs. The process was initiated by Joyful Women Organization late 2020 as their 2017-2021 Strategic Plan was coming to an end. The Joyful Women leadership at the time started a process of preparing to develop a new strategic plan. On briefing the Patron, she proposed that the same be done for all the programs.

This led to the Strategic Planning Workshop at Naivasha in March 2021 that consolidated all the individual programs that were up to then run as individual organizations, into one organization called MAMA Doing Good. The organization has one Purpose, Vision, Mission and Core Values.



Purpose, Vision Mission and Core Values

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.



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.



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.



Accountability

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



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.



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.

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 Program

Carakana

Mama Cycling

The RearGuard

Adopt Best Practices on:

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

The MAMA Programs



Promotes women economic empowerment in Kenya and beyond, through financial inclusion. This is achieved through the Table Banking model.



A social enterprise that seeks to support production of quality farm produce and provide market linkage for women and youth agriprenuers. Mama Fresh also advocates for fair trade practices in food systems.



Facilitates socio-economic transformation of women entrepreneurs through provision of flexible and affordable financial services.



Promotes access to education for vulnerable school going children through a feeding program that provides nutrition and health. The program provides meals for children in informal settlements during the school term.



A cutting edge enterprise that catalyzes transformation for vulnerable groups by imparting income generating skills. Carakana enhances the awareness and appreciation of quality handmade products and facilitates the transfer of indigenous knowledge of their production.



Promotes uptake of cycling to advocate for just road systems, reduction of carbon emissions and promote healthier communities.



Promotes peace, family and national values through faith based initiatives which contribute towards the building of a cohesive environment for all.

MAMA Doing Good in 2021

NAWE Podcast

The Network of Women Environmentalists invited our Patron to be a guest on their podcast which was aired on International Women's Day. In the interview, Her Excellency explained the background against which Joyful Women was formed and the impact so far.

The interview is available on <https://youtu.be/6QFfT7iOF7I>



Congratulations to our Patron

The African Union Heads of State Summit 2020 declared 2020-2030 to be a New African Women's Decade with a focus on Women Economic Empowerment and Financial Inclusion.

In response to this call, the World Economic Forum Regional Action Group on Africa and the Africa Union seeks to secure public - private sector cooperation in support of women economic Empowerment.

Our Patron, H.E Rachel Ruto, has been selected to serve on the High Level taskforce for Women Economic Empowerment and Financial Inclusion WEE-FI as one of the champions for women in financial inclusion. This taskforce is led by the AU Special Envoy for Women, Peace and Security, Madame Benita Diop and brings together government, civil society and private sector to address the barriers that prevent women from economic advancement. The taskforce was launched on 25th March 2021 virtually.



Partners High Tea

MAMA Doing Good values the different partners that have walked with us and continue to support us in serving the people of Kenya and beyond. This was expressed during the High Tea that was held for our partners in order to familiarize them with the new Strategic Plan.

The event was well attended by old, current and new partners who have supported the various MAMA Doing Good programs over the years.



Thunderbird's Visit

The Thunderbird School of Global Management is constituent college of the Arizona State University and is the leading school in innovation. The graduate class in applied leadership and management were hosted by MAMA Doing Good at a reception at the MAMA Doing Good offices. The Students interacted with the leadership of MAMA Doing Good and exchanged useful ideas and information that is mutually beneficial.



MAMA at CoP 26

The Patron of MAMA Doing Good led a delegation to the Conference of Parties conference in Glasgow, Scotland between November 6th and 13th. This was a time of fruitful engagements whereas MAMA Doing Good we were able to lend our voice to the Climate Action conversation

Global Partnership for Carbon Removal



Her Excellency participated as a panelist alongside world renowned environmentalists like Kumi Naidoo and Kilaparti Ramakrishna on a discussion on Scaling Carbon Removal Worldwide hosted by the Global Partnership on Carbon Removal. Also present was the Principal Secretary Environment Dr. Julius Korir and Special Secretary on Climate Change at the Office of the Deputy President Ali Dawood .

Her Excellency Rachel Ruto was appointed as a champion for this partnership to represent the voice of women.

Climate Technology Centre & Network-CTCN

The Centre looks at inclusive and accessible technologies for climate mitigation. The role of women is therefore central to their work as they are often marginalized in the climate solutions. Economic empowerment came out as key for women to be able to mitigate effects of climate change.

The Director for the Centre, Dr. Rose Mwebaza, hailed the work of Joyful Women Organization in empowering women economically through Table Banking. This gives the women, who are disproportionately affected, the means to combat some of the effects of climate change.



Integrating Short Lived Pollutants Into Climate Action

The Purpose of this event was to present findings from a study that had been conducted by Joyful Women Organization with funding from Climateworks Foundation. Her Excellency was the keynote speaker for this event alongside H.E Samira Bawumia of Ghana. Once again the issue of women being more vulnerable to the effects of household pollution occasioned by harmful cooking methods was highlighted. Clean cooking using renewal energy like bio-gas and solar was one of the recommendations from the study. MAMA Doing Good is looking to get into clean cooking in response to this great need.



Global Alliance for Sustainable Planet

Her Excellency was a panelist in a High Level luncheon to discuss Carbon Negative Food Systems as the key to sustainable planet.

She highlighted the fact that majority of small scale food producers are women and therefore the voice of women needs to be included in the conversation. Her Excellency's presence generated a lot of interest in the work of MAMA Doing Good especially around Women and Food Systems.



Road Towards CoP 27



“Women can be leveraged as champions for climate action because, they are agents of change and transformation. Without full empowerment and inclusion of women in decision making at all levels, climate action will remain a mirage. CoP 27 must not just be a CoP in Afrcian but an African CoP.”

These were Her Excellency’s words as she participated a panelist discussing the topic of “The Road Beyond CoP 26” hosted by the Network of African Women Environmentalists .Other African women environmentalists included Dr. Rose Mwebaza, Director CTCN, Earth Guardian Ms. Elizabeth Wathuti of the Wangari Maathai Foundation and Janet Rogan ,the British CoP Ambassador to Middle East and Africa.



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FROM THE PROGRAMS

PICTORIALS

Joyful Women



A Joyful Women group in Kakamega receiving a cheque from management to top up their table's Total Revolving Fund.



H.E. Rachel Ruto, Patron of Mama Organization, presents a cooking stove to a Joyful woman from our partnership with Light Africa that saw over 300 women in TransNzoia, West Pokot and Turkana counties access clean cooking stoves to mitigate the effects of traditional cooking methods on their health and on the environment.



A Joyful Women group in Kakamega receiving a cheque from management to top up their table's Total Revolving Fund.



On December 16th and 17th, the Patron and management hosted Joyful Women Organization county managers for a consultative meeting at MAMA Doing Good headquarters

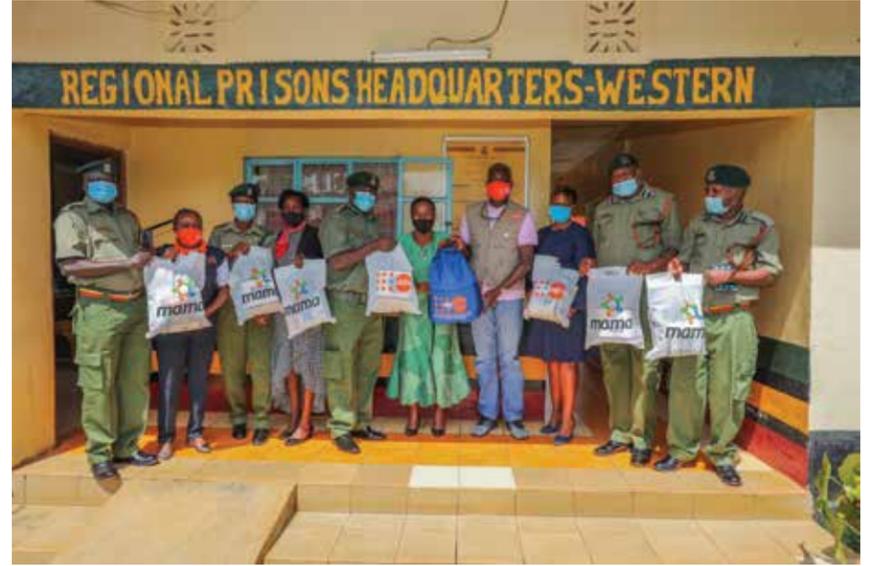


Carakana

Kitale and kakamega Prison visit



An inmate from Kitale Women's Prison giving thanks for the dignity packs donated by Carakana in partnership with United Nations Population Fund (UNFPA).



Kakamega Women's Prison officers receiving dignity packs from Carakana in partnership with UNFPA.



Carakana's visit to Shimo La Tewa prisons to introduce cross-stitching to the inmates as a source of mental wellness and livelihood for their families.

Mama Cycling

Tree Planting in Kaptagat and Mama Cycling Turns one



H.E. Jackson Mandago, Governor of Uasin Gishu county joins Mama Cycling in planting bamboo trees to commemorate Earth Hour, 2021.



Mama Cycling celebrates one year since its inception.



Mama Cycling held an auspicious dinner to celebrate the end of year 2021



The Rearguard

Youth and politics

Andrew Awili from The RearGuard program spoke on the role of Youth in elections at Pearl Radio.



Impact Stories

Mama Feeding Program (MFP)

Mrs. Selina A Owich, Head Teacher of Tom Mboya Primary School shares the impact of MFP in their school.

“Since MFP came on board so much changed for us. First and foremost, the enrollment of children in school really increased and the absenteeism rate decreased. This is because most of our students are from very vulnerable homes that may not have food. The food offered by MFP draws them to attend school. Absenteeism was very common before MFP came along. When the children are not in school, they are out in the streets looking to supplement the family income. They engage in collecting scrap metal for selling amongst other activities. When they are on the streets they are forced to grow up and miss out on their childhood. They are exposed to vices like drug-taking, child sexual abuse, teenage pregnancy, etc. which school feeding is able to mitigate.



We also noted an improvement in the health of most of the students which we can credit to the meals being well balanced and nutritious. Before MFP came on board the children would buy foods from unhygienic sources leading to a lot of cases of diarrhea, stomach aches, headaches, and fainting. MFP serves two hot meals per day and some of the students would eat half their meals and carry half back home for their siblings. The food was always sufficient for the children and this encouraged them to keep coming to school.

With more students attending school regularly, the school’s performance has improved significantly. In 2019 we noted an increase in our mean score with 16 marks. Anyone in the academic field will appreciate that this is no mean feat. A school that had lagged at the tail end of Njiru constituency for a number of years, was now ranked the 4th most improved school. We are hopeful that we will record more academic improvement and continue to give the children hope for a brighter future.”

Destiny Women

Lucy, secretary of a Joyful Women group, County Trackers based Nairobi, Komarock shares their group experience of Destiny Women Capital;

“We joined Joyful Women in the heart of the pandemic in 2020. Most of our businesses were suffering the effects of the pandemic and some were even closed down. We started our table banking with the little we had and took up loans to try and revive our businesses. The money on the table bank was barely enough to support our borrowing and that is when our Economic Empowerment officer Viola told us about the Destiny top-up option. This gave our group a new lease of life to our businesses.

Most of us run small-scale businesses such as shopkeeping, poultry farming, and clothes retailing. Our businesses started picking up and at this point, we are paying back the loan and gearing up to borrow more once we offset the current loan. We have seen the benefit of table banking as we have reaped the results of consistent saving and working together as a group to lift each other up. Thank you Joyful Women, thank you Destiny Women Capital!”



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