



# WINNERS GROUP INITIATIVE

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## WINNERS GROUP INITIATIVE COMMUNITY BASED ORGANIZATION

**TO EMPOWER, NURTURE & MOTIVATE**



## **Annual report**

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### Winners Group Initiative

Winners Group Initiative is a registered community organization in Mwihoko Mwitirithia areas of Kiambu County. The organization is run by locals, reliant on charitable donations. Accordingly, the donations contribute to the support of marginalized children, women and youths, and individuals living with HIV. Since 2014, Winners Group has been promoting positive social change thus achieving our promise to work hard to win tomorrow.

### Objectives

- Eliminating high-risk behavior (e.g., substance abuse, unprotected sex, crime and dropping out of school) among youths
- Empowering women and youths through vocational training.
- Ensuring our communities are aware of the importance of formal and informal education
- Ensuring all children have access to and excel in education
- Ensuring all girls complete their education
- Promoting leadership skills and self-reliance for women
- Providing emotional (e.g., counseling) and economic (e.g., training) for those living with HIV/ AIDS
- Eradicating the stigma of HIV/ AIDS

### Mission Statement

At the heart of the Winners Group Initiative is our support to nurture, empower, and motivate individuals living with HIV/ AIDS, local youths, children, and women. Accordingly, promoting independence and self-reliance for these individuals to complete their education and excel in business whilst playing a pivotal role in the development of their community.

### Vision

Winners Group envisions a community where children, youths, women and individuals living with HIV/ AIDS have a voice to participate in decisions that impact their lives. Subsequently, in a community where each child completes their education, each woman can create their own business and individuals living with HIV/ AIDS do not face stigma; instead, emotionally and financially supported.



## Our Values

### Connection

At Winners Group we value participation and relationship building, the relationships we have and work we do are longstanding and deeply rooted at the community level.

### Growth

We embrace growing, learning and education as a way for personal and community growth. Inevitably, our organization is committed to accepting and learning new means to achieve our goals.

### Integrity

We pride ourselves on transparency and honesty. As a result, we promise 100% accountability to our supporters, partners, and community we serve.

### Unity

At Winners Group, our words and actions are guided by selflessness and a commitment to serve local vulnerable individuals. Thus, we act from empathy to work from our heart with no ego to unite our organization and the local community in achieving shared goals.

### Sustainability

Winners Group promotes sustainability by respecting the environment and earth in which we work. Subsequently, we are committed to long-term community relationships and projects to ensure positive social change for generations to come.

### Message from Winners Group



Today winners celebrate the fruitful year 2021/22; we reflected on our humble beginnings and an inspiring journey full of growth and learning the organization has been on since 2014. In the pursuit of growth and expansion, the organization can lose sight of the basic principles and values that motivated its course in the first place. However, the Winners Group Initiative has shown that we stay true to our mission, value, and legacy as we grow.

To achieve our goals, mission, and vision, we believe in a holistic approach. Our approach is concerned with unity, integrity and sustainability to influence and transform communities for generations. Likewise, this approach further promotes personal and community relationships to build and grow across all projects to guide us through the mission of positive social change for children, youths, women and individuals living with HIV/ AIDS.

With the community's help, friends, volunteers and our donors, we have managed to implement, succeed and excel in our programs. For example, great success is that we have supported over 865 primary children through our nurturing programs by providing learning materials, soccer balls and reusable sanitary towels. Moreover, talent recognition has provided two painting classes and drawing to seven youths: offering skills and enjoyment. Likewise,

the empowerment program impacts 25 individuals. Subsequently, the loan program has excelled in giving more than 30 women the opportunity to start their small businesses. As our organization grows, our programs expand with many new exciting projects.

As we continue to grow and learn, Winners are on board to ensure the sustainability of all five programs and projects to accommodate a more significant amount youths, women, children and people living with HIV/AIDS in 2022/23. We will always keep you up to date with the progress of our programs and look forward to working with you as we make a difference for many lives in 2023 and for years to come.

Best regards,  
Leah Waceke  
Chairlady

### Our projects

Thanks to Women International leaders of greater Philadelphia who supported our pigs project, we have carried out training to various women and young people.



### The Talent Recognition Project

The Talent Recognition Project reaches out to the youth in Kenya to promote self-reliance and independence. The project sparked by high unemployment in Kenya. Thus, at Winners, we encourage youths to find new skills and talents which will broaden their employment opportunities. Inevitably, increased employment opportunities increase income, resulting in an improved quality of life for themselves and generations following.

Under the umbrella of the Talent Recognition Project has been the successful Young Artists project. The Young Artists Project broadens the Kenyan curriculum for children aged 5-12 to explore a new exercise of painting and drawing to highlight multiple learning options whilst becoming aware of their



own talents.

### Motivation Program

The Motivation Program is targeted at those living with HIV/AIDS to provide support to these individuals. Our support consists of education regarding treatment and medication. Additionally, Winners organize forums with Health Department to educate the infected on caring for themselves. The program further trains grandmothers, vital members of their communities on HIV/ AIDS to help Winners reach out to more young people to curb new infections and eradicate the stigma of HIV/ AIDS.

For instance, at one of our recent events, a grandmother discussed the difficulties faced by children orphaned by HIV/ AIDS. As a result, the grandmothers are faced with challenges to care for their grandchildren and children; however, grandmothers are left with a lack of knowledge. Thus, the grandmother expressed the positive impact of being taught about HIV, primarily because of their close contact with their grandchildren. Consequently, Winners embarked on searching for other families like her, we found many families facing similar challenges. Hence, our education project began in early 2022, where we utilize grandmothers to reach out to youths and children orphaned by HIV/ AIDS. We had a donation from tourist without borders where we presented it to Sinai Medical clinic.



### Tree Project

One of Winner's core beliefs is the protection and sustainability of our environment. Accordingly, the Tree Project started to motivate and encourage environmental care whilst utilizing the tree for medicinal and nutritional benefits and seed water purification.



### Nurturing Program

The nurturing program is crucial to the growth and nurturing of primary school children. The program ensures primary school children have access to sanitation, clean water and a safe environment. Further, the program provides children with fundamental learning materials, for instance, books, pencils and uniforms. Moreover, we ensure all girls are educated on one menstruation period, which considers how to take care of their bodies, accept their changes; as well as how to cater for the environment, school sanitation and educate teachers/ the community of that school on how to maintain the facility upon completion. We are currently working with Kwang'ethe, Mutuya, Muthiga,



Githaruru primary schools.



### Menstruation, Sexual and Health Reproductive education

Menstruation, Sexual and Health reproductive education is aligned with the nurturing program. In Muthiga Primary School late 2021, we have ongoing sexual and reproductive health education. Subsequently, we receive an annual donation of 200 reusable menstrual kits from the AFRIPAD Foundation; from this 200, we donated 150 to Muthiga primary School Girls and 50 single mothers in Gatundu Market. However, Muthiga Primary has a capacity of 636 girls in the age bracket (7-12), and the Gatundu Market has over 500 traders, majority women. Therefore, although the donation was highly appreciated, this only accommodated a tiny percentage. It was a very good approach to menstruation challenge but we learnt in 2022 through our follow up at Muthiga the mothers are prohibiting their girls from using reusable sanitary towels. We hope to achieve change of perception from mothers by educating them by end of 2023.



## Volunteer program

Before 2022, we were privileged to host volunteers who helped the community teach, treat, coach and talk to community members. We hope and look forward to volunteers when we can.





**Winners Group Initiative is positive and hopeful of our future as we continue to support, nurture, empower, and motivate individuals living with HIV/ AIDS, local youths, children, and women.**