

INVITATION FOR CORPORATE SPONSORSHIP:
BECOME A HATUA CHAMPION



HATUA YOUTH ARE TRAPPED IN POVERTY



BECAUSE THEY LACK THE NECESSARY EDUCATION AND SKILLS TO BECOME PROFESSIONALS

1 out of 3

Youth worldwide do not continue their education beyond primary school

only 57%

Of Kenyan youth complete secondary school

just 34%

Of Mombasa children transition from primary to secondary school

EVEN THOSE WHO DO NOT COMPLETE HIGH SCHOOL OFTEN LACK...



1. Key skills for success in the workforce such as proactivity, critical thinking, and teamwork



2. Career guidance and links to professional networks

AS A RESULT, **30% OF EMPLOYERS IN KENYA** CITE AN INADEQUATELY SKILLED WORKFORCE AS A MAJOR BARRIER TO GROWTH

HATUA TRANSFORMS LIVES FROM POVERTY TO PROFESSIONAL CAREERS



93% OF OUR ALUMNI ARE EMPLOYED WITHIN ONE YEAR OF GRADUATION

Hatua Network is a Mombasa-based NGO that enables high potential youth from low income families to lift themselves out of poverty by providing:



Quality education
through secondary and
tertiary



Mentoring on 21st
Century Career
Skills



Access to workplace
experience while in
school



Connections to professional
networks and career
opportunities



Athman Mohammed is one of 9 siblings coming from a low income family that could not afford school fees. Hatua sponsored and mentored Athman through secondary school and college, during which time he joined Base Titanium's apprenticeship program.

Out of 20 participants, he was one of three hired full time by Base Titanium. He now earns 40,000/- per month and is using his income to pay school fees for his three younger siblings, one of whom graduated from university last December.

BECOME A HATUA CHAMPION AND ACCELERATE THIS IMPACT

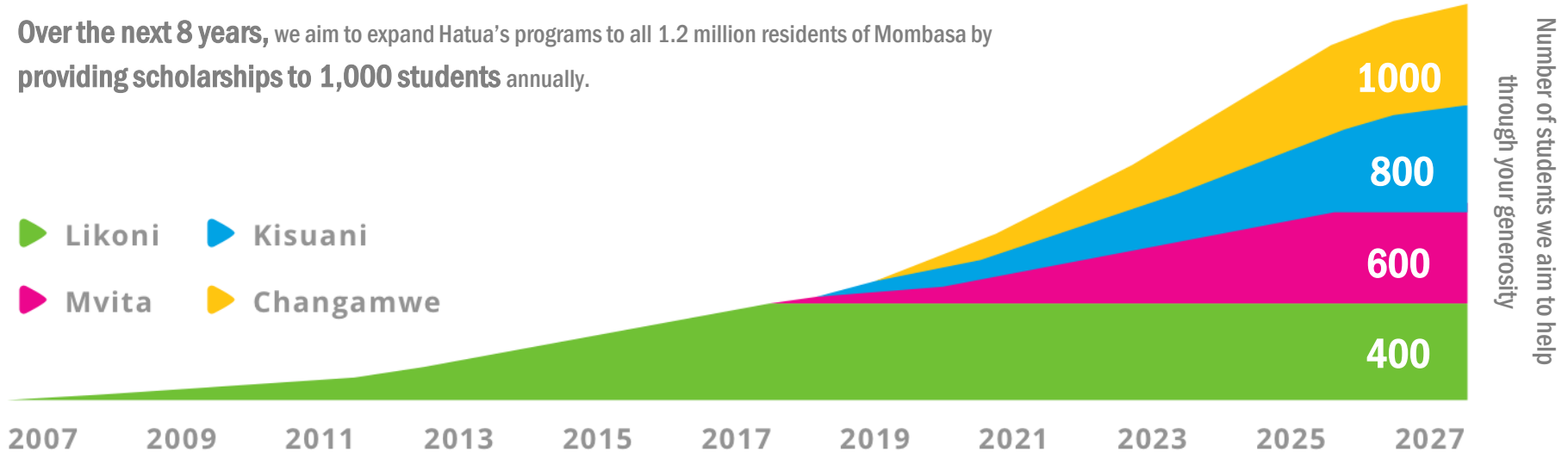


YOUR PARTNERSHIP WILL ACCELERATE OUR EXPANSION

We seek corporate champions passionate about this mission to join us in expanding our program throughout Mombasa County.

Over the next 8 years, we aim to expand Hatua's programs to all 1.2 million residents of Mombasa by **providing scholarships to 1,000 students** annually.

-  Likoni
-  Kisumu
-  Mvita
-  Changanwe



THREE REASONS COMPANIES LOVE PARTNERING WITH US



1. Strong mission alignment:

Our work helps to **build a more prepared workforce** and **improve your talent pipeline**. We prepare youth to excel in corporate environments like yours.

2. High return on investment:

We project that for every Shilling invested in Hatua, our students will earn **18x return on investment** in increased lifetime income.

3. Catalyst for change:

Together **we can create real change** by addressing the root causes of inequality in our community.

JOIN OUR GROWING TEAM OF HATUA CHAMPIONS

- Making financial donations towards our educational and career readiness programs
- Offering career development opportunities to youth such as attachments, internships, and jobs
- Encouraging employees to become mentors to our students

CURRENT HATUA CHAMPIONS



MOMBASA MAIZE MILLERS LTD



Champion Profile: **AMI Worldwide**

Employees of AMI Worldwide mentor our students. Recently, one of our students was offered an internship at AMI after meeting a regional director at a Hatua networking event.

AMI Worldwide also supported Hatua with a donation of 1.5M in 2020 to support the launch of Hatua Mvita Libraries. Their staff will get involved by volunteering for story reading with children at the libraries weekly.

WHY COMPANIES TRUST US



1. Transparency is ingrained in how we work:

Our scholarship selection process is based purely on merit and need. We select using application numbers rather than applicants' names to prevent bias.

2. We have a 12 year track record of accountability:

Our books of accounts and audits are published and publicly available.

3. We welcome you to contribute directly to students

If you prefer not sending money through a third party, we can provide you with the information needed to pay school fees directly to schools.



Hatua is efficient with how they invest funding. They are able to get work done in Kenya. I don't feel the need to micromanage our investment in Hatua due to my high confidence level on many fronts.



Colin Forbes, General Manager,
Environment & Community Affairs, Base
Titanium, Ltd.

Base Titanium has supported Hatua for **over 7 years**, increasing their support from **0.5m in 2013 to 6M annually**.

MAKE YOUR MARK AND LEAVE A LEGACY

JOIN US AS A HATUA CHAMPION BY MAKING A DONATION TO OUR CAUSE



Hatua is growing every year. This year we **added 84 new students** bringing our **total to 560 students + alumni**. Achieving this impact is only possible thanks to the generosity of those who contribute to support our work.

Today we ask for your help to:

- Provide **245 secondary scholarships** and **224 tertiary scholarships** in 2020.
- Provide life skills mentoring, leadership development, and career coaching to our **560 students & alumni**
- Manage **10 community libraries** serving **over 100,000 visitors annually**

YOUR DONATION WILL TRANSFORM LIVES FROM POVERTY TO PROFESSIONAL CAREERS



BENEFITS OF BEING A HATUA CHAMPION

- **Public recognition** of your support in Hatua's publicity materials
- **Visibility and Publicity** during events
- **Hatua Engagement with your team** to boost their feeling of purpose in their work
- **Invitations to engage** directly with Hatua students during mentoring activities
- **Naming options** for Hatua programs
- **Priority access** to Hatua alumni seeking career opportunities

Base Titanium donates Sh5m to education kitty

MOMBASA COUNTY

By JOACKIM BWANA

Kwale-based Base Titanium has donated Sh5 million to fund education for the less privileged in Mombasa County.

The money will be administered by Hatua Likoni, a community-based NGO working to promote education and employment among youth in the coastal county.

Receiving the cheque from Base Titanium's Community Programmes Superintendent Juma Liumba during a gala dinner at the Sarova Whitesands hotel last Saturday, the NGO's Director Gabrielle Fondiller said education was the most important investment a country can make towards empowering its citizens, especially the youth, who are essential in the development of the nation.

An extra Sh15,000 was raised through raffle and auctioning of prizes during the dinner attended by Mombasa Governor Hassan Joho, Senator Omar Hassan, County Executive for education Lewa Tendai, and business organisations that had paid for corporate tables at the event.

Ms Fondiller said the money will support the scholarship and mentoring programme for their students in both secondary schools and colleges.

"This money will enable Hatua Likoni to provide scholarships for 50 secondary students over the next two years," said Fondiller.

CREATE SYNERGY

She said the organisation currently supports 197 students, including 137 in secondary school and 60 in colleges and universities.

Fondiller called upon the county government to create synergy with private stakeholders to ensure that education in the county is given the priority and seriousness it deserves.

Fondiller said the funds will also



Mombasa Governor Hassan Joho (in orange top) is welcomed by Hatua Likoni Director Gabrielle Fondiller (third right) and other leaders for a fundraising dinner at Sarova Whitesands hotel on Saturday. (PHOTO: KELVIN KARANU/STANDARD)

donors who will be joining college and university this month.

She said it was an honour to have various stakeholders show interest in the course meant to empower and mentor youths who are bright but lack the means to access education.

"I wish to thank the main sponsors of the event Base Titanium, Jaffer Foundation, Commercial Bank of Africa and Boss Freight Terminal Limited who have shown faith in our good cause that aims to give the youth a chance to pursue education," said Fondiller.

The raffle prizes donated by 12 companies in Mombasa saw the highest bidder on each auctioned item win two weekend stays at luxury beach hotels in Mombasa, meals at Mombasa's finest restaurants, a Kenya Ferry vehicle pass and a chance to appear

Addressing the guests, Tendai said the community should strive to support, engage and influence the youths in the most powerful platform that will bring positive transformation in the society.

REAL LIFE








He said education was his first priority and that he was rallying the county behind the governors' initiative dubbed Elimu Kwanza that seeks to ensure all the children have an opportunity to receive education despite of their background.

"We should push for a better education system that will create achievable dreams for the youths who have high hopes in life," said Tendai.

He said education should go beyond exams to understanding concepts that are applicable in real life.

BENEFIT LEVELS FOR HATUA CHAMPIONS



SPONSORSHIP LEVELS	100K+	500K+	2M+
CSR opportunities for your team (Invitation to mentor during career fairs, participate in story reading at library, etc)			
Recognition as a Hatua champion (your logo on Hatua’s website and in annual report, social media, etc.)			
Recognition at charity events (corporate banner display, verbal public recognition, early invitations to participate)			
Customized engagement with Hatua staff (Hatua meets with your staff, provides customized updates and publicity materials, etc.)			
Event naming rights (title sponsorship at exclusive charity events)			
Exclusive program naming rights (name a scholarship fund, library, or computer lab in your honor etc.)			
High profile publicity (newspaper, radio, etc.)			

MEET OUR TEAM



Gabrielle Fondiller
Co-founder & Director

Gabrielle earned her Master's Degree in Management Science from Stanford University's Graduate Business School and is a recipient of the Francis & Arjay Miller Prize in Social Innovation.



Peter Kwame Mwakio
Co-founder & Programs Director

Kwame is a an Obama Scholar studying leadership at Columbia University. He is also a Fellow of Segal Family Foundation's African Visionary Fellowship.



Cynthia Oyier
Accounts Manager



Priscillah Maghanga
Scholarship Coordinator



Evans Omondi
Library Coordinator



Daniel Nyanga
Secondary Mentoring
Coordinator



Maureen Mulombi
University Mentoring
Coordinator



Roselyne Warau
Alumni Outcomes Coordinator



Helen Njoroge
Development Coordinator



Justine Ocharo
Computer Lab Officer



Salma Swaleh
Library Officer



Steve Biko
Scholarship Officer



Amos Ogati
Mentoring Officer