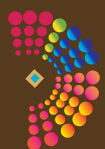




# NUFAISHA GIRLS



NUFAISHA

A product of



Muthaa Community  
Development Foundation



## EXECUTIVE SUMMARY

The Nufaisha Girls Program is an initiative of Muthaa Community Development Foundation, MCDF. Nufaisha meaning to benefit a girl. The residential program will run from 16th - 20th April, 2013 under the theme "Nurturing young women leaders". It will create a forum through which girls aged 13 to 18 years will be initiated into adulthood and prepared to deal with the challenges that occur during this transition. The project was conceived to give girls access to similar initiation forums that boys already go through initiating them into "manhood". Nufaisha seeks to bridge the existing gap between formal and informal education through the mentoring process.

The project targets girls from all walks of life with a view to imparting social and leadership skills needed in a constantly evolving society. The methodology of the project includes mentorship, training, team building, community service, and role playing with a strong emphasis on individual and group participation. Nufaisha will tap into the strengths of the successful women and men who, by dint of their high achievements, experience and recognition will inspire younger generations.

*Truly, to empower a woman is to empower a nation.*

## OBJECTIVES OF THE PROJECT

- Strengthen participants knowledge and awareness of career and personal development;
- Build communities of girls equipped with the resources to advocate for policy changes and social justice;
- Assist participants to develop critical interpersonal and life-skills;
- Nurture active citizenship and interest in service to community;
- Introduce role models and positive leadership locally and globally.

MCDF will be inaugurating the Nufaisha Girls Program through a residential event for girls within the target ages of 13 to 18 years at Wildlife Clubs of Kenya, Nairobi.

There will be ample opportunities for corporates, institutions and organizations to sponsor the event.

We warmly welcome your participation at the inauguration of the Nufaisha Girls Program.



Emily KARECHIO  
Founder & President  
Muthaa Community Development Foundation

# PROJECT STATEMENT

Nufaisha is an education and corporate social responsibility project of MCDF targeting to initiate and mentor girls into responsible adulthood.

## PARTICIPANT PROFILES

### 1. PARTICIPANTS

Our core audience is female students aged 13 to 18 years from diverse social backgrounds. Their participation will be elicited through their schools and through associations and organizations. The project targets their long-term participation so that they may also network with our sponsors and form the project's alumni association who will be engaged as peer mentors within the project once they graduate.

### 2. MENTORS

These are persons in the society who have exemplified positive leadership in a wide variety of sectors including academia, business and entrepreneurship, banking, international relations, media and other fields in our society.

#### BENEFITS

- a) An opportunity to create a positive impact on a wider cross-section of the society
- b) The opportunity to network with other mentors

### 3. SPONSORS

This is the business and non-governmental community in the country.

#### BENEFITS

- a) To attain their corporate social responsibility goals
- b) To develop human resource programs, specifically internship programs
- c) Create market and brand awareness for their products/services

We intend to have sponsors at the inauguration event and subsequent activities of the Nufaisha Project. Presently, the sponsorship and advertising packages are listed in page three.

### EVENT HIGHLIGHTS

- Mentorship sessions
- Team-building activities
- Aerobics & wellness
- Corporate visits
- Graduation Dinner
- Sports activities

### VENUE

We have selected the home to natural beauty and wildlife, the Wildlife Clubs of Kenya, situated along the Langata road as the ideal location for this inaugural event. The hostels are located in close proximity of several environmental education facilities such as the Bomas of Kenya, Giraffe Centre, Nairobi Animal Orphanage, Safari walk, the Nairobi National Park and many other facilities in Nairobi.

## CONCLUSION

This inaugural event targets to build momentum towards establishing Nufaisha Project as a long-term and sustainable project by bringing together like-minded women leaders and stakeholders in the Kenyan society. The girls should also turn out to be influential peer mentors and role models in their schools and in the program's Alumni.

## GENERAL INFORMATION:

|                    |                                                                                                                                                                                                                        |
|--------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Event Secretariat: | Nufaisha Girls Program<br>By Muthaa Community Development Foundation                                                                                                                                                   |
|                    | Physical Address: Jethalal Chambers, Tubman Road<br>House 24, 5th floor, Suite 504                                                                                                                                     |
|                    | Mailing Address: P.O. Box 16698 - 00620<br>Nairobi, KENYA                                                                                                                                                              |
|                    | Telephone: +254 (0) 20 2628 518<br>+254 733 590 027                                                                                                                                                                    |
|                    | Email: <a href="mailto:office@muthaafoundation.org">office@muthaafoundation.org</a><br>Website : <a href="http://www.muthaafoundation.org">www.muthaafoundation.org</a>                                                |
| Contact Person:    | Nyambura MUCHIRI-Programs Manager<br><a href="mailto:nyambura.muchiri@muthaafoundation.org">nyambura.muchiri@muthaafoundation.org</a><br>0717 709994                                                                   |
| Alternative:       | Emily KARECHIO - Founder & President<br><a href="mailto:emily.karechio@muthaafoudation.org">emily.karechio@muthaafoudation.org</a><br>0720 278614                                                                      |
| Organizer:         | Muthaa Community Development Foundation                                                                                                                                                                                |
| Venue:             | Wildlife Clubs of Kenya, Nairobi                                                                                                                                                                                       |
| Event Dates:       | 16th - 20th April, 2013                                                                                                                                                                                                |
| Participant's cost | KES 15000                                                                                                                                                                                                              |
| Open Hours:        | Residential Program                                                                                                                                                                                                    |
| REMITTANCES:       | Sponsorships towards Nufaisha Girls Program should be made in favour of "Muthaa Community Development Foundation", and remitted to our offices. .<br><br>For remittances by EFT kindly contact us for our bank details |