



PARTNERSHIP PROPOSAL

NOVEMBER 2022



**Grassroots
Leadership to
Protect and
Educate Girls**





GRASSROOTS LEADERSHIP

HOLISTIC SERVICES

GENDER EQUITABLE

Mission: Strengthen grassroots leadership and agency to protect and educate girls.

Project Location: Kwale and Turkana counties, Kenya

Target population: Adolescent girls aged 10-19 and the ecosystem around her (parents, teachers, family and communities)

Direct beneficiaries: 2,000 girls

Indirect beneficiaries ~5,000 community members (including mothers)

Overall objective:

Improve girls' self-leadership, academic performance and community service in primary school to increase transition rate to secondary school, become mentors for younger girls and mobilize grassroots leaders for sustained educational investments.

Our Post-Covid Urgency + Investment Focus:

- **Prevent Harm and Protect Children** - Hotspot for sexual exploitation, trafficking, child marriage and teen pregnancy. Advocacy with parents and legal consequences. We've drafted the first ever Children's Protection Policy, which will protect 3 million children and add in the safeguard of mandatory school attendance.
- **Accelerate Girls' Education** - To have generational impact we aim for gender equality in each village we work to be achieved by a tipping point of GOFs that transition to secondary school, which is ~10,000 girls in the next 5 years.
- **Support Community Self-Reliance** - Mommas on Fire became beekeepers, breaking society taboos, and will use the honey money to ensure girls are educated. They are raising their status as leaders by teaching women (~300) to be self-reliant through apiculture, becoming financially stable, and leading the community in food security measures for climate change. Also, 25% of honey profits are invested in a community-led project.

I. Organizational + Programs Overview

For the last 8 years, Girls On Fire Leaders (GOFL) has empowered 9 poor urban and rural communities to thrive through the education, health, well-being, protection of children and economic opportunities while creating the next generation of female leaders through our free leadership academy for girls. Our comprehensive approach begins with accelerating girls' education by increasing the transition rate from primary to secondary school in the country's worst



performing areas and inviting the surrounding community to partner with us, not only offering services for health and wellness, but also creating opportunities that empower mothers to find a path out of poverty for themselves and for their families through our Mommas On Fire program.

Girls On Fire Leaders in our five-year, weekly programming provides girls with a safe space to build agency and sisterhood through leadership skills, reflective practices, consistent mentorship and health and wellness services. Overtime, academic performance improves and girls gain voice and visibility in their communities as youth activists and changemakers. We link girls to scholarship opportunities within their own county and in the most needy cases we provide secondary school scholarships.

Mommas On Fire a Community-based Organization that formed from our GOF mothers that wanted a business that would ensure their daughters' school fees would be paid. Today we have 100 MOFs that are trained in beekeeping and environmental stewardship and training other locale women at our training centre. We aim to have a thriving honey business that will pay for 500 girls' secondary school education(all 4 years) and transform this community forever.

II. Our Innovation:

At Girls On Fire Leaders (GOFL), we believe in women grassroots leaders, in their strength, resilience and capacity to create a better future. Our model combats extreme poverty and gender inequity by **linking education for girls to a set of high-value, holistic community services** and safeguards for all. In our model, a girls' education becomes a portal for large-scale social change. This presents a truly innovative approach to bring gender equality to poor communities—**inviting both men and women to participate in the solution**. GOFL's innovative model creates a ripple effect of improvements across areas of:



Quality Education:

We partner with primary schools to deliver teacher enhancement training programs with Strathmore University, and develop teachers' leadership to serve as positive role models and create optimal learning environments.



Female Leadership:

Our 5-yr program provides weekly workshops in safe spaces where girls can explore their voice, leadership and agency. Our Mommas On Fire program trains women to claim grassroots leadership roles and change harmful societal norms.



Health + Wellbeing:

We provide free psychosocial services, and menstrual and sexual health. We have new programs on gender-based violence response, anti-sex trade or trafficking and a maternal and child nutrition program.



Community Self-Reliance:

Mommas on Fire started a beekeeping business that will pay girls' school fees, community-led development, committees that seeks to educate the community on proper nutritional and environmental behaviors.

We believe in our communities of care; in their strength, resilience and capacity to create a better future. Through grassroots leadership, we link girls' education to community services for all, building vibrant, gender equitable communities where all are able to realize their full potential.



III. Scalability: While GOFL programs are designed to address context-specific issues, we also stress the importance of creating programs that can be successfully replicated. GOFL has developed a concrete infrastructure and set of services –the “hardware” that ensures the progression of healthier, more empowered girls and communities. At the same time, we believe that the “software” of GOFL’s model – the ideals of grassroots leadership and community involvement – is integral in creating unified communities. While these two ideals may at times be inherently different, we have identified key elements that allow for the replication of our concrete services, while also catering to the unique environments of our beneficiaries.

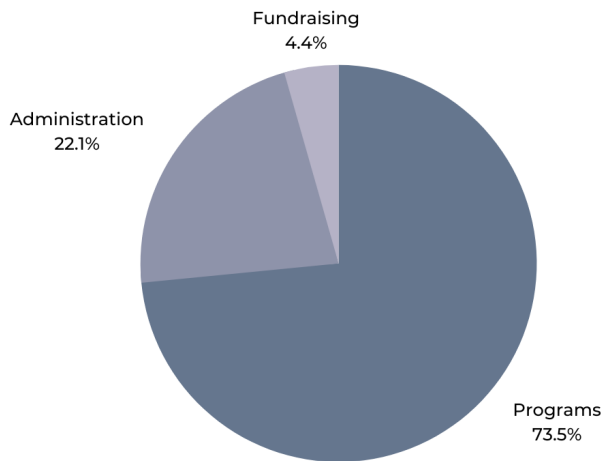
IV. Metrics and Evaluation: We are committed to rigorously measuring and evaluating our impact on the community and the effectiveness of our programs. Through annual community baseline surveys, on-going membership and issue-specific surveys, and annual follow-up surveys, our robust M&E system not only strengthens our services, but also targets our most effective programs, indicating which are best suited to scale.



VIII. Funding Request + Program Budget

We are requesting for a 3-year grant to support the expansion of our Girls On Fire and Mommas On Fire programs in both Kwale and Turkana counties to serve at least 2,000 girls this year. The budget below reflects a proposed funding request for

FINANCIALS & IMPACT



Impact for 2023	
Program Schools	12
# of Girls On Fire	2,000
# of Teachers	125
# of Boys on Fire	450
# of Parents + Siblings (2 per girl)	4,000
# of Community Members (elders, local leaders, BOE, businesses)	300
Total # of Beneficiaries	6,887
Total Expenses (GOF + MOF)	\$390,000
Total Cost/ Beneficiary/ per Year	\$57
Year Cost/ Beneficiary/ per Month	\$5

IX. Ways to Partner with Us

1. Brand Alignment Give
2. Holiday Season Sponsorship (% of sales, product sales, etc).
3. Sponsor a Leadership Convo (Changemaker chat series on all social platforms)
4. Key Partnership Days (Giving Tuesday, Cyber Monday, March 8 - Int'l Womn's Day, Oct 11- Int'l Day of the Girl)
5. Employee Match Campaign
6. Pledge Promotion
7. In-Kind Donation
8. Capacity build + staff development in Kenya.

We are looking for corporate and large brand partners who align with educating girls through community empowerment for a minimum of \$5,000 to help fund: capacity building, staff development, transportation, weekly leadership workshops, local girls' summit, mentorship camps, school scholarships, honey hives and harvest equipment, reforestation and environmental programs by the community.