

MATHARE WOMEN OF WORTH PROJECT UPDATE



It is with warm gratitude that African Enterprise (AE) Australia writes to you to say thank you for the generosity of spirit of GyMEA Baptist and your friends in the local community. Your love displayed through your generous giving and the engaging way you went about it is a real witness to your community and to all at AE in Australia and in Kenya.

We are deeply appreciative of this new partnership that has formed between AE and GyMEA Baptist and we pray that it will be an enduring one over the years.

I am pleased to confirm that the money was transferred and safely received by our Kenya office shortly after AE Australia received it and receipted the donors from GyMEA.

The Kenya team have submitted the following report which indicates that the project is working well and has the potential to have a greater impact in the mid-term:

1. Progress over the past quarter 2009:

The funding has been an encouragement to the work in the project. Every customer order for products has been fulfilled without any difficulty. In fact AE Australia made a pretty significant order of products for sale at the fund raising dinner in Sydney in September this year. Operating expenses and project overhead costs such as salaries and rental are within the current budget.

The Project Supervisor and Project Marketing Coordinator have both attended refresher training courses which proved a very worthwhile investment. It has resulted in increased staff performance which has had a motivational impact for all concerned.

2. Feedback from the women from the program

The women are now able to meet their family needs without a terrible struggle. The women living with the HIV condition are now able to follow a healthy diet due to the revenue they derive from selling products. In turn they have more energy and strength which assists their overall performance during their attendance at the program. The women are also able to afford to send their children to secondary school from the income earned from their Project work.

3. Planning for the next group of women

The current intake of women will be graduating in June next year. Following graduation some of the women plan to start their own business. The remaining women will secure good jobs at the Export processing Zone in Nairobi.

The recruitment process for a new intake of women will be initiated in January 2010. It is anticipated that the new intake will commence training in July 2010.

4. New development

The project leader is seriously looking for a shop in Nairobi where products will be sold far more effectively due to a high volume of retail traffic. The rents are quite high but they are trying to source a good location and at a reasonable price. Current rental prices range between Au \$ 1,000 and 1,500 per month. The idea of utilising a shop front would provide a significant boost to the project, particularly in facilitating its sustainability. Please pray that this vision will become a reality in the New Year.

5. Other changes

No major changes except making the project more customer focused as well starting to advertise in the media once the shop is secured. At this stage the plan is to hire two employees to manage the shop.

