

# Daraja 360

COMMUNITY -BASED ORGANIZATION (CBO)



Promoting Sustainable Living & Empowerment of People

[www.daraja360.org](http://www.daraja360.org)



# Table of Contents

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<b>3</b>	<b>OUR STORY</b>
<b>4</b>	<b>OUR PROGRAMS</b>
<b>5</b>	<b>EDUCATION PROGRAM</b>
<b>6</b>	<b>MENTORSHIP PROGRAM</b>
<b>7</b>	<b>SPECIAL NEEDS PROGRAM</b>
<b>8</b>	<b>WOMEN &amp; YOUTH ECONOMIC EMPOWERMENT</b>
<b>9, 10 &amp; 11</b>	<b>MONICA'S &amp; DAN MBURU SUCCESS STORY</b>
<b>12</b>	<b>SOCIAL ENTERPRISE SUCCESS</b>
<b>13</b>	<b>GET INVOLVED IN OUR PROGRAMS</b>
<b>14</b>	<b>PARTNER WITH US TODAY!</b>
<b>15</b>	<b>FUNDRAISE FOR DARAJA 360'S PROGRAMS</b>
<b>16</b>	<b>GET IN TOUCH WITH US</b>

# Our Story

The project was started by Zablon Kuria with the help of Regina Kamoche, who began a feeding program for street families. Over time, they transitioned to rehabilitation and eventually to vocational training to enable the women to pursue a better future.

In December 2018, Nakuru 316 was rebranded as DARAJA 360 to emphasize our aim to safely bridge the women, children, and youth over to a meaningful livelihood and to expand our reach to other populations( People living with disabilities and youths from impoverished backgrounds).

We want to create a growth model where each generation of entrepreneurs inspires and equips the next. Daraja 360 does this across two thematic areas.

Daraja 360 focus has been on two thematic areas. First, programs that help the children transition to youth and then young adults by providing mentoring, counseling, and training in both academic and life skills while focusing on undeserved areas by schools, homes, and churches.

Secondly, we have assisted these young adults and mothers to become entrepreneurs by providing training, job opportunities, investment, and a platform for building their own, sustainable small businesses.



# Our Programs

## Education Program

We provide educational support and scholarship grants to needy and deserved students.

## Special Program

Daraja 360 runs a program that seek to address some of the challenges facing people living with disabilities

## Women & Youth Economic Empowerment

The enterprise offers training and attachment opportunities in cloth-making, hair & beauty coupled with business skills training.

## Mentorship Programme

The program is aimed at producing a holistically developed individual, with strong character, well able to define his/her identity, and ready to chart a clear career path.





# Education Program

Every child has right to quality education

## **Daraja 360 Scholarship Fund**

Every child regardless of his/her background, ethnic group, gender, race has a constitutional right to basic education. Though Kenyan education is free and compulsory, children from vulnerable backgrounds are still lagging- behind in terms of education.

Daraja 360 endeavors to mentor children into and through their basic education and assist them in determining their career pathway.

Of the 36 children under Daraja 360 educational program, 12 of them are beneficiaries of ROCK Bridge -PCEA scholarship fund.

At Daraja 360, we provide them with the much needed but lacking parental support, through their academic journey.

### **Support a Student to Get Access to Quality Education**

The program ensures students have everything they need to perform better.

We further support and link the students who have secured places at the universities with potential education sponsors.



# Mentorship Programme

## Empowering youths towards a bright future

We have a soft spot in taking care of the wellbeing of disadvantaged children, teenagers, and youth. As an organization that believes in decent livelihoods, we take mentorship seriously and as our responsibility to shape our youth's future.

This, we do by ensuring that our children do not take the wrong paths such as engagement in crime, drug addiction, and eventually to self-destruction.

## Value in Mentoring Our Youths

We believe in mentorship where the mentors share their world view, experiences, knowledge, support, and advice as well as provide positive influence which in turn inspires young people to avoid negative behavior and achieve success.

# Special Programme

In the Spirit of Inclusiveness

**Special needs – Leave no one behind.**

In the spirit of inclusiveness and ensuring that every child is recognized, we are keen to ensure children who are at risk of missing out on their rights to education e.g. PWDs, orphans, and street families, are facilitated to have access to quality education.

**Equal rights & opportunities in ethical, economic, and political grounds**

We do this by facilitating all prerequisite procedures such as; educational assessment, medical assessment and placements, disability registration procedures sourcing for assistive devices, scholarships, uniforms teacher Aid fees, transport, and remedial lessons for learners with special needs.





# Women & Youth Economic Empowerment

Social enterprise- Creating job opportunities for sustainable development

## Live decently & sustainably

Daraja 360 social enterprise seeks to provide opportunities for decent jobs to the vulnerable (former rehabilitated street mothers, Pwds, young adults from impoverished backgrounds, and the general youth) to improve livelihood.

We offer training opportunities in cloth-making, hair and beauty, and business mentorship. Also, we partner with other organizations that provide training and offer opportunities for internship and employment at our social enterprise to their trainees. We've partnered with Rock Bridge sacco to provide financial solutions to the women & youths.

## Opening of Daraja 360 Uniform Shop

The opening of the Daraja Uniform Shop was timely in helping us increase production capacity, increase revenues and expand the cloth-making business from manufacturing company to retailing and business-to-business.





# Monica Wanjiru Wangari

## Success Story

Meet Monica Wanjiru Wangari, 34 years old and a mother of 6.

Once a street mother living in the streets of Nakuru, Monica's story is inspirational and full of hope. After being fully rehabilitated in Daraja 360, former Nakuru 3:16, and later enrolled in vocational training at PCEA Shabab, she came out with a hairdressing course

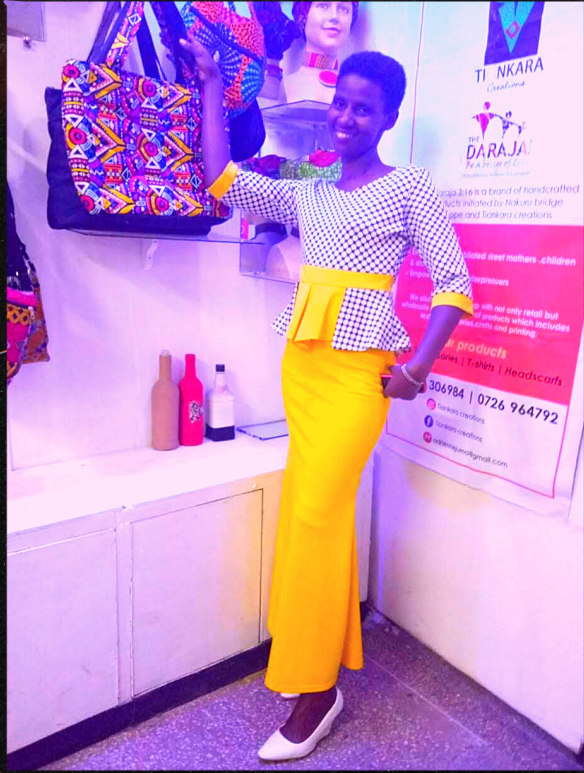
After successful training, to empower her so she can cater to her large family, she was helped to start a salon for her to run. But due to a lack of financial management skills to keep the business profitable, the salon was closed.

That did not stop her mission to become a better person in society and support her family despite coming from a harsh street environment. Her hard work and determination to be a pillar for her family pushed her to try out other ventures but they all failed one after another. Raising 6 children without sustainable income is a challenge.

For Monica, her unlucky business ventures caused more pain and despair. It even threatened to ruin her relationship with her children. Without knowing what path to follow, Daraja 360 came to her rescue and was among the first women to be exposed to Daraja's different programs. She enrolled in mentorship classes and also started training on the sewing of bags and clothing.

Time indeed heals all wounds, her walk-in Daraja has shown immense growth and slowly life has started taking shape. All her bitterness has sufficed and the relationship with her kids is showing positive progress thanks to the mentorship and family therapy programs.

[Read more on Page 9.....](#)



# Monica's Picture Story

Monica's hope to become economically independent has been revived and she's able to take care of some of her family's basic needs and is on the path to becoming fully capable of earning a decent and sustainable livelihood. She is a happy person now and her family growing much stronger!



*Monica and her beautiful family*





# Ruben Mburu Success Story

Meet Reuben Mburu; a young, vibrant and ambitious youth.

Meet Reuben Mburu; a young, vibrant and ambitious youth. A survivor of the post-election violence. He has two siblings, born in Kenya, Nakuru County in a small village called Kwa Ngogi in Molo Sub County. Reuben has a twin brother- David Njoroge. His mother left them under the care of their 70-year-old grandmother when the duo were barely two years old and up until now, his mother's whereabouts is unknown.

The grandmother with the help of her son Peter have graciously supported them though with lots of struggles. The twin did not disappoint through their academic journey.

They managed to finish their high school where David scored a mean grade of B plain and secured a space at Karatina University. Reuben scored a mean grade of C minus and so, he missed the opportunity to join the university.

He was determined to pursue a bachelor's degree so he decided to repeat the fourth form and worked harder, so as the adage goes hard work pays, he managed to score a mean grade of B plain. Reuben got an opportunity to join Meru University to pursue bachelors in Mathematics science.

Reuben attended the Daraja 360 annual camp in June 2021 and it was at this point that he expressed a need to be sponsored so that he can be able to achieve his dreams. Daraja took up the challenge and through the scholarship funds, his education is being facilitated.

# Empowering Women & Youths with Sustainable Skills

## The Growth & Success Story the Daraja 360 Social Enterprise Program

Women and Youth Economic Empowerment Program is a standard uniform manufacturing company that offers;

### Product & Services

- All sizes of school uniforms (Tracksuits, Medical school uniforms, Lab coats, Tunics, Sweaters, Jumpers, Shirts, Skirts, Socks, etc)
- Boarding requirements - bedding and utensils
- Staff/corporate uniforms
- Training to vulnerable women & youth

We offer our clients quality and standard products by not only meeting but exceeding their expectations to favorably compete with the best uniform brands in the industry. We understand the value of our customers and how to make sure that they are always satisfied with our services, in this regard, we have incorporated an excellent customer care attitude that will ensure that from design to implementation, our clients are carried along.

The Daraja 360 facilitate for trainings designed to improve our tailors, designers, and marketers skillsets with an aim of realizing the company's set goals and objectives.

We also intend to ensure that our employees are well paid and receive better welfare and remuneration packages compared to their contemporaries in similar start-ups. We occasionally benchmark with our major competitors to improve and solidify our business structure.



**PRODUCTION TEAM WORKING ON UNIFORMS**

We are set out with a view of leveraging on the opportunities in the industry and providing employment and training for the vulnerable as well as generating income to support other programs in the parent organization- Scholarship, Mentorship & Special needs program

To be more successful in this business, we need to be in an accessible and conspicuous location where we can reach a wider market through our quality products and increase our production; machinery, and supplies to take up & service more orders. We thank all our partners and supporters for making this program a success.

# Get Involved

## 1 Support Our Work

Daraja 360 provide a holistic approach towards empowering and transforming human lives through 4 key structured programs :

- Education Program,
- Mentorship Program,
- Special Program & Women, Youth Economic Empowerment Program.

## 2 Partner with us

Help us transform women & children's lives and the future we share

Become a corporate partner, foundation partner or individual supporter today.

## 3 Fundraise for Daraja 360

Daraja 360 invites you to support the causes you're passionate about.

You can have amazing time contributing towards Daraja Programs & bring people together to transform lives.



# Partner with us

## 1 Individuals

You can easily get involved in our programs as individuals and help further our cause. Partner to support and mobilize resources towards Daraja 360

## 2 Corporates

Building a strong corporate partnerships can help us access the skills and resources needed to reinforce our programs. We ensure:

- Mutually beneficial
- Alignment of values
- Open communication

## 3 Charitable Organizations

Our doors are wide open for like-minded institutions who can partner with us in various ways. Local and international charitable organizations can attain their philanthropic goals through such partnerships



# Fundraise for Daraja 360

You don't have to do a lot to be a great fundraiser. You can start small and soon, like-minded people will join to support you. Let's FUN-draise?

At Daraja 360, we are grateful to be working with some generous people in the world, supporting their giving & ensuring every contribution goes to make a difference. If you wish to make a one-time charity donation or looking forward to become a long-term giving partner, we can help.

We encourage corporate giving through

- Company support
- Employee contributions
- Community Social Responsibility (CSR)
  - Fundraise through cycling, charity run / walk event
  - Fundraise through CSR programs
  - Fundraise through in-kind donations
  - Fundraise through charitable events



Be a Bridge of Love

# Interact with Us!!

## Call Us



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**Official Daraja360 Website**

[daraja360.org](http://daraja360.org)



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