



# GRASSROOTS DEVELOPMENT INITIATIVES FOUNDATION -KENYA (GRADIF-K)

## ORGANIZATION PROFILE

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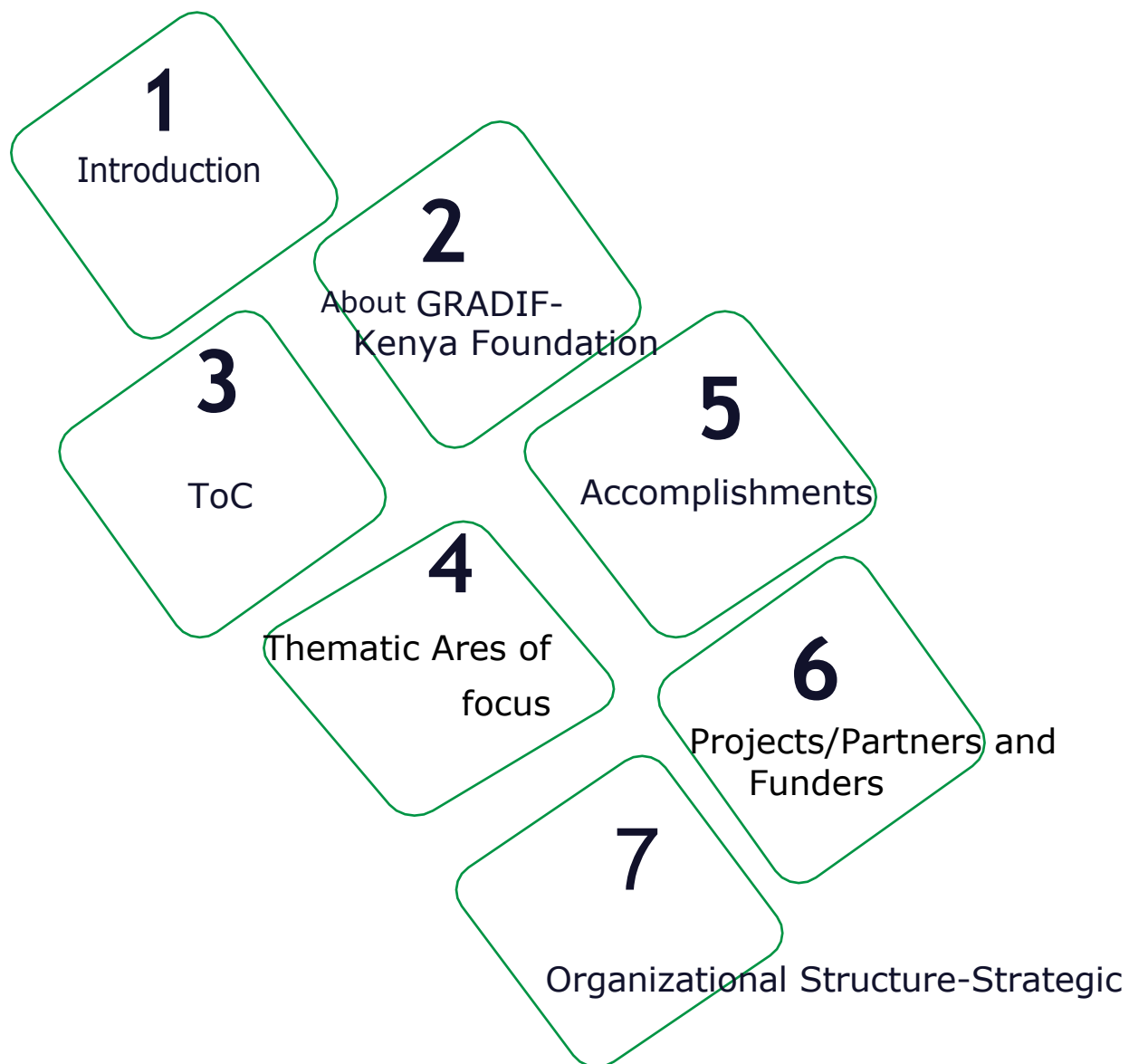
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## GRADIF-KENYA FOUNDATION AT A GLANCE

Grassroots Development Initiatives Foundation-Kenya (GRADIF-Kenya) is a registered Public Community Development Foundation established in 2006 and incorporated in Kenya in 2007 as a Company Limited by Guarantee, registration Number C.139158. It is one of the most visible community development Foundations in Kenya. GRADIF-K exists to uplift the living standards of marginalized and vulnerable community groups including Children, Women, Youth, Persons Living with various Forms of Disability (PLWDs), Gender Non-Conforming group among others. This is achieved through various Integrated participatory, community owned, driven/led and managed, cost-effective poverty reduction initiatives including Enterprise Development that contribute to lasting change in their lives. Key strategies include: Needs assessments, capacity building, strengthening community agency, advocacy and influencing relevant policies, Utilization of locally available resources, Mentorships, Collaborations, Networking and partnerships, Modeling and Linkages among others. This is aimed at empowering the groups to own and take charge of their own development agenda, foster self-reliance and contribute to sustainable development where the benefits are enjoyed by all.

Our key Thematic areas of focus include: Grants Making -Direct or Pass through grants, Democracy and Governance& Citizens' Engagement, Economic and Livelihoods Empowerment for women and youths through Enterprise Development that focuses on provision of Micro-Small and Medium Enterprises (MSMEs) support Services (ESS), Food security and related Economic livelihoods, Social Environmental Protection& Climate Change Adaptation & community resilience Initiatives, Organizational Capacity Development mainly for CSOs, Institutions and other grassroots groups, and Social Protection area that includes: Basic Education support mainly Early Childhood Care Development & Education (ECDE) & related Child Protection initiatives, Health: Sexual Reproductive Health Rights (SRHR) and Preventive Health Care on Common Non-Communicable Diseases (NCDs), ICT/AI inclusion and skills impartation & services and strengthening community Philanthropy. All these efforts are aimed at making to contributions to the Kenya's Vision 2030, Sustainable Development Goals (SDGs) (and Education for All (EFA) thus fostering self-reliance and contribution to sustainable development.

GRADIF-Kenya has a mandate to operate and provide various services nationally but resource limitations have made the organization concentrated interventions within Parts of Nairobi, Central, Eastern, Rift Valley and Coastal regions, with active projects and related development service provision in Some parts of Nairobi, Kiambu, Murang'a, Kirinyaga, Tharaka Nithi, Embu, Nyeri, Laikipia, Nakuru, Kajiado, Meru, and Isiolo Counties in Kenya delivering impactful community-driven solutions. Our preference is to take our services where they are much needed especially in regions/counties where there are no or few development actors/service providers serving various community groups.

Recognized nationally for promoting human rights through integrated community interventions

development, GRADIF-K attained the 1st Runners-Up award for the National Diversity and Inclusion Recognition Awards (DIAR) in 2020. The Foundation has undergone a detailed organizational assessment for Viwango Standardization Certification, an equivalence to a 501(c)(3) in the US, demonstrating our commitment to operational excellence and accountability.

## VISION

A resilient society actively engaging in sustainable development



## MISSION

To facilitate the empowerment of grassroots ~~rooted~~ marginalized and vulnerable communities through Mobilization, organization and building community agency & voice, Capacity Development, Advocacy and influencing relevant supportive policies, Partnerships, Collaboration and Networking, Mentorships, Ideas incubation, modeling and building linkages to effectively contribute to sustainable development guided by equal opportunities for all.

## OUR CORE VALUES

In our operations, GRADIF-Kenya has adopted the following as our corporate shared values:

- **Sustainable Positive Change:** We are committed to sustainable positive change in our communities.
- **Non-discrimination and respect for others:** We value others and believe that they can do much, given the opportunity. GRADIF-Kenya promotes respect for all regardless of age, gender, nationality, socio-economic status, ethnicity and other diversity considerations.
- **Integrity:** We believe and promote honesty, transparency and accountability.
- **Teamwork and Collaboration:** Working together with communities and partners to achieve shared goals.
- **Commitment:** We are committed to performing tasks accurately and in timely manner.

## Where We Work

GRADIF-K serves communities across Kenya with the current strategic focus on 15 priority counties in Central, Eastern, Rift Valley and Coast regions, as part of our post-COVID impact re-alignment to deepen engagement, effectiveness, quality services as well as our contribution to sustainable development.

## GRADIF-Kenya Headquarters & Field Offices

Currently, our head office is located at the Jafcom Eastern bypass Block1 Building, 2<sup>nd</sup> Floor at Kamakis Town, Ruiru, Kiambu County, Opposite the Northlands City, along the Ruiru-Mombasa Road Eastern bypass. Other field offices are established in key investment counties, with additional county-level hosting by partners to optimize costs.

## Who We Serve

Our clientele includes but is not limited to:

- Persons and groups operating Small and Medium Enterprises (SMEs) and Micro Small and Medium Enterprises (MSMEs).
- Vulnerable children, women & girls,
- Youth-Males & Females (in and out of school)
- Men in marginalized communities
- Persons with Various Forms of Disabilities (PLWDs)
- Displaced persons and landless squatters
- Former detainees
- Smallholder farmers & informal sector groups operating various enterprises.
- Gender Non-Conforming populations
- Operators of Micro and Macro Enterprises that contribute to poverty reduction.



## What We Do

We support various community groups and Experiences with technical, financial and materials resources to improve their outputs and outcomes including increased profits for Micro and Macro business. Simply we provide the services that help them catalyze what they do best. Our operations are aligned with Kenya's Vision 2030, the Sustainable Development Goals (SDGs), and Education for All (EFA), GRADIF-K's work is structured in key thematic area.

We strongly initiate or support advocacy campaigns for to improve their services to various groups including creating conducive operation environments for businesses.

## THEORY OF CHANGE, STRATEGIC FOCUS AND OBJECTIVES

### GRADIF-K THEORY OF CHANGE (TOC)

GRADIF-Kenya holds very strongly that systemic and enduring change is possible when communities including Micro. Medium & Macro-Enterprises operators and other development stakeholders are empowered with appropriate information, relevant skills, technical and financial resources to initiate, own and drive their own development agenda and company strategies, actively participating in addressing challenges affecting them through working with National and County governments, development partners, external actors, the corporate sector, other development actors/ enterprise stakeholders and above all tapping and utilizing locally available resources and practicing community philanthropy to sustain their initiatives self-reliance and sustainable development.

### OUR SPECIFIC OBJECTIVES:

- Promote Economic Livelihoods empowerment for the targeted marginalized and vulnerable community groups for increased and diversified households' incomes through support for entrepreneurship for self-employment, jobs creation & wealth generation to improve the communities' living standards and enable them to actively participate in sustainable development processes.
- Contribute to poverty reduction and wealth creation through provision of relevant skills, resources such as seed capital, startup kits and funds among others.
- Strengthened social protection for all members of the community to ensure stable and progressive households leading to quality lives. Including Health and Mental wellbeing of the community.
- Enhanced Community resilience to adapt and cope with the impacts of Climate change and related disasters.
- Promote improvement of Community Health and Nutritional statuses and awareness on prevention of common non-communicable diseases for reduced morbidity and Mortality
- Enhance citizens' participation in matters affecting their lives and in governance of their counties and country through empowering them so that they can actively

participate in the implementation of the new const practices and hold leaders accountable for their sustained well-being through enjoyment of their constitutional rights.

- Strengthened GRADIF-K and partner grassroots groups' & CSOs Organizational and Institutional Capacities to design and implement effective programs as well as provide timely, equitable, quality and sustainable services to the targeted communities
- Promote adoption of ICT, emerging technology including the Artificial Intelligence (AI) in all sectors including entrepreneurship to keep pace with the needs and standards as the rest of the world.
- Strengthen and promote Local Philanthropy for self-reliance and sustainability of community initiatives

## GRADIF-KENYA THEMATIC AREAS OF FOCUS

### I. GRANT MAKING AND MANAGEMENT

- II. GRADIF-Kenya has gained wide experiences and skills in grant making processes, procures and portfolio management for over 17 years.

The foundation has made and managed grants to over 680 to various community groups and individuals to enhance various sector's initiatives including ; Seed capital for Initiation/ capital for scale up of general Merchandize business, Agribusinesses, Beauty shops, clothing& textile enterprises, Agro-Vet shops, Motor vehicle garage operations, dairy farming , poultry rearing, water kiosks, Mpesa Outlets, Local restaurants, food production, processing and setting up of aggregation Centers, ICT/Cyber cafes& Digital Inclusion, village fuel pumps, setting up of Fruit/Trees commercial Nurseries by schools and ECCE Centers, distribution of consumables among others

Other Grants made include grants for Natural Resource management Environment Governance& water access to households, Policy development and Networking for county Civil Society Organizations and peer sector actors.

### III. Micro, Small, and Medium Enterprises (MSMEs) Strategic support and Business development

Grassroots Development Initiatives Foundation–Kenya (GRADIF-K) has played a transformative role in strengthening Small and Medium Enterprises (SMEs) and broader MSMEs through strategic support and



provision of Business Development Services (BDSs). Its comprehensive approach has included capacity building in business planning, marketing, and operations, reaching over 16,400 SMEs & MSMEs in selected counties in Kenya. These include the Youth reached through the Kenya Youth Employment and Opportunities Project (KYEOP) through partnership with the Micro and Small Enterprise Authority (MSEA) a state Corporation under the Ministry of Cooperative and Micro Small and Medium Enterprises (MSME) Development. GRADIF-Kenya has delivered targeted trainings in general merchandize businesses, agribusiness, clothing & textiles, beauty industry businesses, fisheries, and food processing, ICT & AI inclusion in businesses among others, resulting in increased enterprises registration and upgrading to Limited Companies, jobs creation, and enhanced productivity in sectors supported. Notable successes include women and youth empowerment programs in Kiambu, Meru, Isiolo and Tharaka Nithi and Kirinyaga counties that led to formalized businesses and improved market access. In the area of financial literacy, GRADIF-Kenya has enabled over 1200 SMEs to access finance through Cooperative societies/ Saccos, banks, local Micro-Finance Companies and Government developed funds including the Youth & Women Enterprise Funds, Uwezo Fund and from other financial service providers by providing practical trainings and mentorships on development of Business Plans (BPs) budgeting, loan application and packaging, and investment readiness among others. The foundation has worked with financial institutions to adapt their products for informal entrepreneurs, while also facilitating group-based lending, table banking concepts and financial coaching. These initiatives have contributed to stronger financial management, improved creditworthiness, and increased profitability among SMEs, especially those led by women. GRADIF-Kenya has provided direct financial seed capital and start up kits support to over 2600 youths and women for various sector businesses in various supported counties since 2008.

GRADIF-K's Business Development Services (BDS) model incorporates tailored diagnostics, trainings, mentorship, and learning. Using tools like the Participatory Market Systems Development (PMSD) and Gender Action e Learning System (GALS), the organization has ensured that its support is inclusive and responsive to the needs of women, youth, and marginalized groups. Through partnerships with development agencies and County Governments, National Chamber of Commerce and Industry (NCCI), Kenya Private Sector Alliance (KEPSA), GRADIF-Kenya has supported enterprise growth, innovation, and resilience, positioning itself as a key driver of inclusive economic development and SME empowerment in Kenya and mainly in the rural unreached regions.



#### IV. Democracy, Citizen Engagement & Governance

At the heart of GRADIF-K's mission lies a deep commitment to nurturing informed, active, and empowered citizens who can meaningfully shape the decisions and promote Good Governance practices in all matters that affect their daily lives. We believe that robust democratic spaces are built from the ground up when communities are equipped with knowledge, given a voice through effective public participation forums/opportunities, and supported to hold all duty bearers accountable including the national, County Governments, institutions and organizations that serve them. Our interventions in this area is focused on civic education and awareness, ensuring that all citizens including the most marginalized groups understand their rights, responsibilities, and the avenues through which they can participate in governance processes as enshrined in the constitution of Kenya. We demystify complex policies, review and unpack county budgets, and development plans, translating them into use friendly actionable information that community members can use to advocate for time, quality services and inclusive development.





## V. Business Development Services (BDS)

At GRADIF-Kenya, and over decades we have supported, nurtured and fostered developing and scaling up innovative and inclusive business models and solutions that create value for their customers, partners and beneficiaries. We focus on supporting Small and Medium Enterprises (SMEs), Microfinance institutions, farmers Organizations, Cooperatives, SACCO Societies and other organized structures that operate in diverse sectors such as health, agriculture, food processing, livestock, water, social protection, ICT, Beauty Industry and economic empowerment among others

**Enterprise Support Services (ESS):** GRADIF-K possesses a strong and demonstrable track record in designing and implementing Enterprise Support Services (ESS) that address the real-world challenges faced by grassroots Small and Medium Enterprises (SMEs) and community-based groups. Our ESS approach goes beyond generic training to providing tailored, practical, and responsive, equipping entrepreneurs with the essential knowledge, tools, and networks they need to establish, manage, and grow viable businesses.

We deliver targeted support in business skills development, guiding enterprises through robust business planning (BPs), Financial Literacy for sound financial management, Climate Resilient Businesses, Inclusion of Digital skills & AI and strategic growth pathways. We strengthen market access by facilitating critical linkages with buyers, suppliers, and partners, enabling local enterprises to expand their reach and competitiveness. Our ESS also places a premium on digital transformation, helping businesses adopt relevant ICT solutions, build an online presence, and harness technology for efficiency and innovation. Recognizing that access to finance remains a major barrier for grassroots businesses, GRADIF-K integrates access-to-finance solutions, including guidance on grant applications, loan readiness, and connections to credible funding platforms such as partnerships with Venture Capital.

Through this comprehensive ESS portfolio, GRADIF-K empowers local entrepreneurs to build resilient enterprises that generate employment, uplift communities, and drive inclusive economic growth in Kenya's underserved regions.



Below: A Table Banking Women Group and other activity photos of Women in Entrepreneurships activities.



## VI. Economic Livelihoods & Entrepreneurship Development

We believe that empowering communities economically is the bedrock of sustainable development. Through this pillar, we create pathways for marginalized groups especially youth and women to unlock their full potential as drivers of local and national economies. We provide enterprise support services tailored for small and medium enterprises (SMEs) and micro and small enterprises (MSEs). From hands-on business skills training to mentorship in business management, we equip entrepreneurs with the tools they need to



launch, grow, and sustain viable enterprises that create jobs and lift entire communities out of poverty. Recognizing that agriculture remains a backbone for many rural communities, our initiatives actively promote agribusiness, food security, and value chain development. We work alongside smallholder farmers and producer groups to enhance productivity, access markets, and add value to agricultural products. This holistic approach boosts household incomes while strengthening local food systems and resilience against shocks. Together, these interventions provide a nurturing platform for a new generation of resilient entrepreneurs who are transforming local economies, creating decent jobs, and driving Kenya closer to its Vision 2030 and the Sustainable Development Goals (SDGs). Below are some of the food security and Agribusiness activity photographs.

**Agribusiness and related food security activities photographs below:**



## **VII. Climate change resilience and Environmental sustainability**

GRADIF-Kenya's Climate Change interventions are aimed at enhancing the Community Capacity and Socio-Economic Resilience to adapt and cope with impacts of Climate change.

- Undertaking and dissemination baseline survey on viable Climate change adaptation livelihoods
- Identification and support of Economic livelihoods for Women, youth and other community groups targeted by our organization.
- Supporting the adoption of Climate adaptation technologies in the community including water harvesting, Climate Smart Agriculture among others
- Interventions on impacts on Climate Change on Small and Mirco-Enterprises enterprises.  
Enhancing community resilience to climate change through; Supporting setting up demonstration of appropriate technologies that can be adopted to adapt to climate change & piloting off-farm income generating activities including Giant bamboo enterprise
- Advocating for the formulation of a County Adaptation Strategy and establishment of County

Climate Change Trust Fund, Building Community's capacity to effectively participate in policy formulation and implementation processes, Establishing County Round-table on climate change (platform to share information) and designing a community-based policy implementation

- GRADIF-Kenya mitigates climate change by reducing greenhouse gas emissions in a variety of ways. These include promoting greater energy efficiency and use of renewable energy, as well as building more sustainable urban transport. Since land, forests, and oceans store carbon, we also make efforts to adopt to smarter ways of preserving and restoring these “carbon sinks.”
- **Photos on Environment Conservation and Climate Change Adaptation Initiatives below.**
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#### **VIII. ICT & AI Integration in Business and other sectors in development.**

In today's rapidly evolving digital economy, we place strong emphasis on promoting digital transformation to help small businesses remain competitive and resilient. We empower SMEs to harness the power of ICT & AI tools and applications from digital marketing platforms to innovative e-commerce solutions to streamline their operations, expand market reach, and enhance service delivery.

A key focus is on educating entrepreneurs and small enterprises to maintain a credible and professional online presence, such as developing and managing websites that reflect their brand, build customer trust, and attract potential investors. By equipping SMEs with these AI digital skills, we enable them to unlock new growth opportunities, innovate, connect with wider audiences, and position themselves for success in the modern marketplace. AI application will greatly lead to the sustainability of businesses



## **IX. Health: Sexual Reproductive Health Rights services for the Adolescents & Youth, Prevention & Management of Common Non-Communicable Diseases (NCDs) and Mental wellbeing**

At GRADIF-K, we believe that true community empowerment begins with the well-being of every individual. GRADIF-Kenya supports initiatives in SRHR for the youth, preventative Health Care knowledge and skills on Common Non-Communicable diseases (NCDs) such as diabetes, hypertension, and cancer conditions that afflict communities in the counties service hence eroding the development gains realized.

Child Health and Youth economic empowerment activity photos below:



## **X. Social Protection & Child Protection**

At GRADIF-K, we recognize that true community resilience begins with safeguarding the most vulnerable members of society and strengthening the household safety nets for protection of children, women, and other marginalized groups. Through our Social Protection & Child Protection pillar, we champion holistic interventions that secure dignity, opportunity, and safety for those often left behind. A cornerstone of this commitment is our focus on Early Childhood Care, Development, and Education (ECCDE), a Programme that lays down a firm foundation for children's development, learning and skills development.

In tandem, we invest in the socio-economic empowerment of vulnerable groups, including women, youth, and persons with disabilities. By equipping these groups with the skills, resources, and networks they need to thrive, we help break the cycle of poverty and dependency. Our programs support entrepreneurship, village savings groups and credit initiatives including, Table banking by groups where the poor unbanked access small credits and livelihood diversification, enabling families to secure stable incomes and build resilience against economic shocks.



We further strengthen household safety nets by integrating practical Water, Sanitation, and Hygiene (WASH) initiatives, ensuring that families have access to safe drinking water, proper sanitation, and hygiene education. Clean water and proper hygiene are not luxuries they are fundamental human rights and essential for children's survival and development.

Above all, GRADIF-K remains steadfast in safeguarding children's rights. We work hand-in-hand with community structures, schools, and local authorities to prevent abuse, neglect, and exploitation. Through advocacy, community awareness, and capacity building, we create safer, more protective environments where every child can grow up free from harm and full of hope. In every community we serve, our approach to social protection and child protection is more than a program it's a promise: to stand with the vulnerable, to nurture potential, and to build a future where no one is left behind.



## **XI. Organizational & Community Capacity Development**

Our mission lies in the unwavering belief that empowered organizations and resilient communities are the driving force behind meaningful, lasting change. To this end, we place strong emphasis on strengthening governance and management systems within community-based groups and civil society organizations (CSOs). By nurturing transparent accountable leadership, requisite structures, and effective operational frameworks, we enable local groups to deliver impactful programs, manage resources prudently, and advocate more powerfully for their communities.

Recognizing the digital age's transformative potential, we actively promote digital transformation and the use of ICT as catalysts for economic empowerment and gender equity. We equip grassroots organizations and marginalized groups especially women and youth with the digital skills, tools, and platforms they need to access new markets, innovate, and amplify their voices. This commitment to leveraging technology helps close the digital divide, creating pathways for inclusive growth and gender-responsive development. Furthermore, we believe that ideas alone are not enough they must be brought to life through robust

planning and strategic positioning. That's why we invest in training and mentorship for small and medium-sized enterprises (SMEs), empowering them to craft compelling, fundable business proposals. By guiding entrepreneurs through the nuances of business planning, proposal writing, and donor requirements, we enhance their ability to secure financing, grow sustainably, and contribute to vibrant local economies. Through this integrated approach, GRADIF-K stands as a trusted partner in building strong institutions and resilient communities ready to drive their own development journeys.

## **XII. Monitoring, Evaluation & Accountability Systems**

We uphold the highest standards of transparency, effectiveness, and impact through robust Impact Monitoring, Evaluation, and Accountability (IMEA) systems and frameworks. Our approach goes beyond ticking boxes but it empowers us to track, measure, and continuously improve the process and results of every project and partnership. We employ evidence-based tools to assess progress, capture lessons learned, and ensure that resources deliver meaningful, sustainable change for the communities we serve. We recognize that the true value of our SME support lies not in numbers alone, but in nurturing real, viable businesses. To safeguard the integrity of our interventions, we have put in place stringent verification processes to confirm that SMEs we support are genuinely operational and not merely registered on paper. Through due diligence checks, site visits, and continuous engagement, we ensure that only credible, active enterprises benefit maximizing the return on every investment.

Transparency and accountability are the cornerstones of our financial stewardship. We ensure prudent utilization of resources including funds received for their intended purposes by embedding rigorous approvals processes and expenditures control, clear reporting frameworks, and community feedback mechanisms. This not only builds donor confidence but also empowers beneficiaries to take ownership of their growth journey, creating a cycle of trust and responsible resource use that drives lasting impact.

Duration	SOME OF Funded Projects & related Assignments: Name/& brief description of main deliverables/immediate outputs & outcomes	Name of Funder/donor/Partner
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2008-2025	<p><b>Grant Making and Portfolio Management: Strict Adherence to Grant Making and Portfolio Management processes and Procedures</b></p> <p>GRADIF-Kenya adheres to the following process&amp; procedures in Grant Making: Needs identification&amp; prioritization, sending out Calls For Proposals (CFPs), review of proposals, short listing of potential grantees, making site visits for OCA&amp; verifications, further shortlisting, Grants approval Panel meeting, grants disbursement, grants management trainings for recipients, monitoring, capacity building on OCA gaps, Mentorships, celebrating partners' outcomes, replications among others</p> <p>NB: The disbursement of Grants depends on the type of the grantee, technical capacity, absorption capability of funds, businesses targeted with various grants or Seed capital. GRADIF-Kenya has made Small -Scale grants to over 680 village Self-Help groups, CBOs, FBOs young NGOs and individuals since 2011 in 12 Counties in Kenya. These also include passthrough grants, seed capital and start up kits.</p>	
FEBRUARY 2022 – ONGOING	<p><b>Project Title</b></p> <p><b>Business Development Services for Youth by for MSEA for the GOK Youth Economic Empowerment</b></p> <p><b>Project Description</b> GRADIF-K was contracted to provide BDS classroom training and Business counselling for youth aged 18-29 years in 6 counties namely Nairobi, Nakuru, Kiambu, Mombasa and Kwale. Cycle 3 to start in September, 2025.</p>	Micro and Small Enterprise (MSEA) for Government of Kenya. Project funded by World bank.
2016-2022	<p><b>Youth and Youth&amp; Women Socio-Economic Empowerment.</b></p> <ul style="list-style-type: none"> <li>-Provision of Business Development Services (BDS) Trainings to youth groups&amp; Individuals</li> <li>-Seed grants for youth &amp; Women Micro-enterprises including Agribusiness</li> <li>-Value Chains development on: Cereals, Dairy cows and Poultry rearing</li> <li>-Trainings of business registrations, organizational governance and business management</li> <li>-ICT and Digital Marketing</li> <li>-Resource Mobilization trainings and support for proposal and tender documents preparations</li> </ul>	Segal Family Foundation, USA.

	<ul style="list-style-type: none"> <li>-Introduction of table banking concept</li> <li>-Monitoring and mentorships</li> <li>-Networking, Collaborations and linkages with relevant service providers including markets and financial</li> </ul> <p>Influencing relevant policies</p> <p>Number of Youth reached: 7,623</p>	
2017-2019	<p><b>Project Title</b></p> <p><b>Empowerment of women on their Rights to Property ownership, Land and inheritance rights in Isiolo &amp; Meru County of Kenya</b></p> <p><b>Project description</b></p> <ul style="list-style-type: none"> <li>- Training of Women on their rights</li> <li>- Strengthening their advocacy agency</li> <li>- Production and distribution of user-friendly IEC materials on the Gains of Women in the New Constitution of Kenya, 2010</li> <li>- Economic Empowerment support component&amp; Linkages to financial services providers for loans and technical support.</li> </ul> <p>-Introduction of Women groups to table banking concept</p> <p>Outputs</p> <p>2867 Women reached through groups and related strategies</p>	Akiba Uhaki Human Rights &Social Justice Fund
<b>SEPTEMBER 2015 - 2018</b>	<p><b>Project Title</b></p> <p>Business Development training for the Sustainable Livelihood project.</p>	Dandora Dumpsite

	<p><b>Project Description.</b>  <b>GRADIF-K was contracted to: -</b></p> <ul style="list-style-type: none"> <li>- Identification of vulnerable women in the Dandora Dumpsite,</li> <li>- Needs assessment to assess willingness to uptake the project. identify skill levels, interests and attitudes.</li> <li>- Develop BDS Curriculum to suit the various needs of the beneficiaries,</li> <li>- undertake business training in People management skills, financial management, customer care and Marketing.</li> <li>- Nutrition training.</li> <li>- Training of TOTs</li> <li>- Business mentoring and coaching through visiting established business.</li> <li>- Product exhibition by the graduated cohorts and other business people</li> <li>- GRADIF-K undertakes M&amp;E of the project and a livelihood impact assessment after 6 months of rolling out the project.</li> </ul> <p>The skills for specific business areas are undertaken by DADREG skill specialists to include hairdressing, Dressmaking and Baking. DADREG undertakes cash transfer.</p>	<p>Rehabilitation Group</p> <p>Kenya</p>
<p>2013-2014</p>	<p><b>Strengthening Community Environmental Conservation initiatives through use of alternative Energy in Tharaka Nithi County</b></p> <ul style="list-style-type: none"> <li>-Community sensitizations on their role in environmental conservation and climate change Adaptation.</li> <li>-Use of alternative sources of fuel through Social Enterprise through making and sale of energy saving jikos to community members</li> <li>-Distribution of energy saving jikos to 4,530 vulnerable households</li> <li>Monitoring and mentorships of groups environmental conservation and climate change adaption initiatives</li> </ul> <p><b>Deliverables</b></p> <ul style="list-style-type: none"> <li>- A report on identification with a list of beneficiaries</li> <li>- Needs Assessment report</li> <li>- BDS Curriculum</li> <li>- BDS training program and schedule</li> <li>- Nutritional training and follow up plan and home visits report</li> <li>- List of TOTs trained and training evaluation report</li> <li>- Mentoring and coaching plan to include field visit, business talks</li> <li>- Business exhibition</li> <li>- Livelihood impact assessment report.</li> </ul>	<p>Carbon Balance Company, UK</p>

MAY 2018– SEPTEMBER 2022	<p><b>Project Title</b>  <b>Business Training KEFRI Lamu Sub region SBU</b></p> <p><b>Project Description</b></p> <ul style="list-style-type: none"> <li>- Provision of Business Development Services (BDS) whose objective is to strengthen KEFRI enterprises in Lamu. The program involves youth's groups and women in Lamu county on tree planting for business.</li> <li>- The aim was to provide sound management and financial skills, ensuring efficient and effective running of the business unit towards profitability and upscale tree planting.</li> <li>- The training entails book keeping, Quality Control management, customer care, product marketing Communication Skills, Negotiation and conflict management.</li> </ul> <p>Kefri has also started operating training Centres.  GRADIF-K's role was to integrate BDS skills to staff working at the enterprise. The support was business planning, finance/accounting, people skills and customer care.</p> <p><b>Deliverables</b>  Training program, Training Evaluation, training impact assessment.  KEFRI undertakes M&amp;E.</p> <p><b>Output.</b>  94 youth and women trained</p>	Kenya Forest Research Institute  Kenya
NOVEMBER 2016- OCTOBER 2019	<p><b>Project Title</b>  Agribusiness Project for Sustainable livelihood</p> <p><b>Project Description</b>  GRADIF-K Consulting was commissioned to: -  identify vulnerable women in Dandora among the parents of Wangu primary school.  Undertake a needs assessment in terms of poverty levels, interests and attitudes.</p> <ul style="list-style-type: none"> <li>- Developed the Agribusiness project plan for Poultry keeping, Fish Pond and vegetable farming.</li> <li>- Undertook agribusiness Development training for the women beneficiaries. The training included Business management, financial management, customer care.</li> <li>- Business mentoring and coaching through field visits and networking with successful farmers</li> <li>- Carry out M&amp;E of the project</li> <li>- Carry out a livelihood impact assessment after 1 year of rolling out the project.</li> <li>- The project is based at Wangu primary School in Dandora</li> <li>- The project is co-owned by County Government of Nairobi and all the beneficiaries.</li> </ul> <p><b>Deliverables</b></p> <ul style="list-style-type: none"> <li>- A report and a list of vulnerable women</li> <li>- Needs assessment report</li> <li>- Agribusiness plan for poultry, Fish Pond and vegetable farming</li> </ul>	Dandora Dumpsite Rehabilitation Group  - Kenya

	<ul style="list-style-type: none"> <li>- Curriculum for enterprise training</li> <li>- Training program &amp; content</li> <li>- Field visit reports</li> <li>- Livelihood impact assessment report</li> </ul> <p><b>Outputs</b></p> <ul style="list-style-type: none"> <li>- A profitable poultry business</li> <li>- A greenhouse vegetable farm</li> <li>- A fish pond</li> <li>- 3428 Business owners and related immediate beneficiaries from the project.</li> </ul>	
2017-2025	<p><b>Project Title</b>  <b>Capacity enhancement of duty bearers in Early Childhood Care and Education (ECCE) in Mbeere Sub -County, Embu County, Kenya</b></p> <p>Key activities include:</p> <ul style="list-style-type: none"> <li>- Baseline survey on the ECCE status and Gaps in the targeted region</li> <li>- Identification and training of ECCE duty bearers and collaborators on Holistic Child Development</li> <li>- Support in establishment of ECCE model centres.</li> <li>- Supporting community groups and ECCE Centres in resource mobilization initiatives</li> <li>- Training ECCE Teachers on Pedagogy and the Competency based curriculums.</li> <li>- Support in infrastructure development</li> <li>- Strengthening the community advocacy agency and holding the county government accountable</li> <li>- Micro-Enterprise support services to Community groups that contribution to ECCE services including linking them to Business development services</li> <li>- Trainings such as development of Business Plans (BPs),</li> <li>- Curriculums development, Business managements, record keeping, access to Credit facilities,</li> <li>- Agribusiness support, Value addition and marketing of agribusiness products</li> </ul> <p><b>Outputs</b>  48,350 Children age 0-8 years benefited through various home based and ECD Canters' based services.</p>	Kindernothilfe-KNH, Germany
2012-2018	<p><b>Project Title:</b>  <b>Increased Citizens' Participation in Management, Governance and Sustainable Utilization of Natural Resources in Meru, Tharaka Nithi and Nyeri Counties.</b></p> <ul style="list-style-type: none"> <li>- Baseline survey on the Natural Resources in the targeted region.</li> <li>- Training Community on advocacy/Building community advocacy voice</li> <li>- Supporting Climate Smart Agricultural practices.</li> <li>- Supporting for Agribusiness and related emerging technologies for climate change adaptation</li> <li>- Supporting commercial fruit tree nurseries.</li> <li>- Strengthening local NRM Networks for advocacy</li> <li>- Linkages to credit support, markets and climate change innovations for value addition</li> </ul>	UKAID/DFID/Embassy of Sweden with funds channeled through Act!



**Outputs**

Over 346,000 Persons reached in 3 counties (More reached through Local Media and FM Radio stations Interactive trainings/dissemination sessions supported by

**Project Title**

**Enhancement of Service Delivery and Governance in education sector for improved learning outcomes in Tharaka Nithi County in Kenya.**

- Training school Head teachers and management committees on Governance and quality education
- Sensitizing parents on the importance of Education and their role in supporting & monitoring the learning process of their children.
- Undertaking a baseline survey on Gender and Education in Tharaka Nithi County

HIVOS People  
Unlimited

2015-2019

**Project Title**

**Enhancing the Capacities of Farmers Organizations (ECAFO) for diversified Credit access, improved services for their members and diversified incomes, in Eastern Region in Kenya.**

*Key Activities:*

- Identification of groups in Promising Agribusiness initiatives.
- Geo Mapping of the groups for effective services
- Training groups in Cereals Value Chain, aggregation, value addition and marketing
- Identification of Agri-business service providers and Including Agro-Chem Service providers for linkage with farmers groups
- Support groups with Seed /Scale up capital and related Agribusiness vouchers to access farm inputs services on debts.
- Introduction/strengthening of table banking concept for various participating groups
- Strengthening groups advocacy for better services from Agri& Agriculture based actors, the government and markets for maximum profits.

**Output**

- 146 Farmers groups/organizations benefited directly reaching out to 24,500 community members through multiplier effects
- Various partners and county Governments departments benefited

Alliance for a  
Green Revolution  
in Africa (AGRA)

2022-2023

**Project Title**

**Enhancing Citizens Participation in the Implementation and monitoring of the Constitution of Kenya (COK), 2010 in Tharaka Nithi and Meru Counties.**

- Pulled out and shared Rights on Economic empowerment through access to credit& related Finances
- Sensitizing the citizens; on various articles of the constitution and how to impacts on their lives particularly the bill of Rights.
- Sensitizing citizens on the planned devolved system of government, roles of various office bearers and the key aspect of public participation

USAID with funds  
channeled  
through Act!

	<ul style="list-style-type: none"> <li>- Role of citizens in Social accountability, score cards to enhance transparency and accountability</li> <li>- Formation of a regional committee to monitoring and report on the implementation of the constitution</li> <li>- 647,000 people reached directly and indirectly</li> </ul>	
<b>SEPTEMBER 2017- 2020</b>	<p><b>Project title</b>  <b>Youth &amp; Women&amp; related vulnerable groups Social-Economic empowerment program</b></p> <p><b>Project Description</b></p> <ul style="list-style-type: none"> <li>- GRADIF-K undertook a needs Assessment (NA) for Women &amp; Youth Empowerment</li> <li>- Provision of Business Development Services (BDS) Trainings to youth groups&amp; Individuals</li> <li>- Seed grants for youth &amp; Women Micro-enterprises including Agribusiness</li> <li>- Value Chains development on: Cereals, Dairy cows and Poultry rearing</li> <li>- Trainings of business registrations, organizational governance and business management</li> <li>- ICT and Digital Marketing</li> <li>- Resource Mobilization trainings and support for proposal and tender documents preparations</li> <li>- Introduction of table banking concept</li> <li>- Monitoring and mentorships</li> <li>- Networking, Collaborations and linkages with relevant service providers including markets and financial</li> <li>- Influencing relevant policies</li> <li>- Organized for Business mentoring and coaching through field visits to successful business and talks from successful business people</li> <li>- Organized Business exhibition for various sectors and Business Plan competition</li> </ul> <p><b>Deliverables</b></p> <ul style="list-style-type: none"> <li>- Needs Assessment report</li> <li>- Business development program</li> <li>- BDS training for beneficiaries</li> <li>- Field visit reports</li> <li>- An exhibition report</li> <li>- Project evaluation report</li> </ul> <p>Business plan competition evaluation and award to winners</p> <p><b>Output</b>  Over 45,000 Youth, Adult Men &amp; Women trained directly and indirectly</p>	Tharaka Nithi County Government, Kenya
<b>MARCH 2017 – SEPTEMBER 2019</b>	<p><b>Project Title</b>  <b>Youth and Women Social -Economic Empowerment Programme</b></p> <p><b>Project Description</b>  <b>GRADIF-K was contracted to: -</b></p> <ul style="list-style-type: none"> <li>- Undertake gender and youth mainstreaming training.</li> </ul>	Taita Taveta County Kenya

DECEMBER 2014-JUNE 2016	<ul style="list-style-type: none"> <li>- Undertake a needs assessment within the youth and women population</li> <li>- Develop a BDS program in conjunction with county officers</li> <li>- Carried out feasibility study for small business in various sectors within the county</li> <li>- Undertook enterprise training to include business plan writing, financial management, business management.</li> <li>- Facilitation in the pre-disbursement of funds for youth entrepreneurs</li> </ul>		
	<b>Deliverables</b> <ul style="list-style-type: none"> <li>- Gender and youth mainstreaming report</li> <li>- Needs assessment report</li> <li>- BDS program</li> <li>- Entrepreneurship for feasibility study report</li> <li>- Enterprise training report</li> </ul>		
	<b>Output</b> <b>286 Youth and women were trained.</b>		
	<b>Project Title</b> Household Livelihood Security for the Urban Poor <b>Project Description</b> The research was conducted to assess and gain insight into the most appropriate implementation strategy that will increase household income and food security for children, youth, women and men in Dandora Slum, Kenya, who scavenge for food and recyclable or reusable materials from Dandora dumpsite <b>Deliverables</b> Research report with findings and recommendations <b>Output</b> Research report	Comic CDI(UK) project DADREG	Relief funded through
2022	Capacity Building of selected CSOs in Nyeri County <ul style="list-style-type: none"> <li>- Capacity Assessment of targeted groups undertaking various income Generation activities</li> <li>- On Organizational Capacity Development</li> <li>- Trainings in basic entrepreneurship skills</li> <li>- Linkage of groups with various financial service providers to access credit including the Government devolved funds- Women&amp; Youth enterprise funds,</li> <li>- Introduction of table banking concept.</li> <li>- Outputs</li> </ul> Over 5000 Persons reached and currently benefiting form the project	Global Capacity Development Facility	South
2021-2023	Youth Economic Empowerment reference data sharing, <ul style="list-style-type: none"> <li>- Entrepreneurship and Health Trainings</li> <li>- Provision of Seed capital for small scale business in heath and agribusiness</li> </ul> Output	Preston Ventures	Warner

4720 Youth benefited

Other Key funders include: Segal Family Foundation, USA, UNDP/GEF/SGF, Carbon Balance Company UK, the Fair back Foundation, Netherlands, the Safaricom foundation, the Government of Kenya (GOK), Global South Capacity Building Facility, planned parenthood of America/PP Global and Innovations 4 Change(I4C) among others.

### **Key challenges faced and mainly in Economic Empowerment Interventions:**

- ✓ Inadequate financial resources to support various community development projects including SMEs and MSMEs.
- ✓ Short term funding of projects hence not giving adequate time to support them register impact and sustainability
- ✓ Changing donor preferences both in programmes and regions of work
- ✓ Inadequate technical Capacities among various community development groups, Civil Society Organizations (CSOs), Faith based Organizations, institutions as well as Enterprises operators.
- ✓ Bad Governance, corruption and wastage of Public Resources by the government and some critical institutions that are custodian of the public resources.
- ✓ Inadequate implementation of supportive policies and laws-Inadequate policies in some sectors in community development ecosystem
- ✓ Political violence, public disorder and citizen riots that derail the development projects and processes
- ✓ Insecurity, inter and Intra Ethnic conflicts in some regions in caused by competition for the few resources including Natural Resources
- ✓ Adverse Impacts of Climate Change that negatively affect various community initiatives including agribusiness, livestock rearing and related ventures.
- ✓ Inadequate information on existence of associations, networks and related opportunities where technical and financial support can be accessed by various groups and individuals including those operating various Business/Enterprises.
- ✓ Retrogressive Social-cultural beliefs and practices that discriminate Women and Girls especially on Property ownership, land and inheritance including factors of production.
- ✓ There is no effective tailor made and specific support for Business for Persons with Disability and Gender Non-Conforming groups
- ✓ Highly educated youth in Kenya but there is Skills Mismatch with employment opportunities Needs.
- ✓ Among others

### **Challenges Face in promotion of SMEs and Macro-Enterprises' Growth and Resilience building**

- ✓ Inadequate financial support by the Government and other actors within the country
- ✓ Inadequate technical support for Various business operators such as Market surveys, development of marketable Business Plans (BPs) Financial literacy and access, use of ICT and AI in business including application of digital skills, records keeping, management and Governance of business and large enterprises, where to source raw materials, marketing skills, collaborations and partnerships, tax management, Humana Resource Management,
- ✓ Political riots that lead to destruction of business and larger enterprises as it has happened in Kenya in the past and this year, 2025
- ✓ Lack of updated data and research on viable business enterprises for different regions in Kenya. Most of the time, the government data is not updated per region to support young businesses or form informed decision making.
- ✓ Poor Policy environments for enterprises
- ✓ Inadequate coordination of Government Ministries and departments that are responsible for economic development and Enterprise development
- ✓ Myriads of challenges facing women initiated and managed business including; Lack of capital, collateral, power to own and make decisions on factors of production, yields and profits especially in family environments
- ✓ Family feuds that have brought down Macro-Enterprises in various parts in Kenya
- ✓ Inadequate financial support for Organizations institutions that support Enterprises including

- ✓ Lack of knowledge by some entrepreneurs on existence of local and international networks and related support systems
- ✓ Among others

#### **Opportunities for SMEs & MSMEs Growth and resilience building in Kenya:**

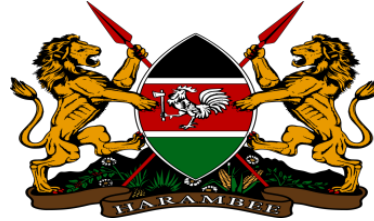
- ✓ High level of unemployment in the country currently at 67%-Youth in Kenya form majority of this percentage because they comprise of 73% of the population
- ✓ High number of Unemployed Graduates who have turned to Small/larger business/enterprises as the sole source of incomes through job creation, self-employments and wealth creation.
- ✓ Political goodwill- Though not fully implemented, the government has put in place policies and laws to support citizens and especially the youth economic empowerment-All this is factored in the Manifestos, Economic empowerment policies among others
- ✓ High level of internet connectivity and penetration in all rural areas in the country-This is a key factor that supports the growth of various SMEs and Large Enterprises through ICT/AI /digital application
- ✓ Ready support from TVETs and Universities but where recipients incur some facilitation costs
- ✓ Existence of Community development Organizations like GARDIF-Kenya that understands the needs of various community groups and the factors that can be supported towards poverty reduction and for contribution to sustainable development.
- ✓ Micro Small and Medium Enterprises (MSMEs) often lose out on their intellectual property rights and GRADIF-Kenya seeks support to forge and strengthen collaboration and partnership with the Kenya Industrial Property Institute (KIPI) and the Anti-Counterfeit Authority (ACA), for the purposes of creating awareness and to facilitate seamless registration and protection of intellectual property rights (IPRs) for MSMEs. This is anticipated to spur creativity and innovativeness, which is in turn critical in enhancing competitiveness of enterprises.

#### **GRADIF-KENYA KEY PAST AND CURRENT FUNDERS& DEVELOPMENT PARTNERS:**



# USAID

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WORLD BANK GROUP







## GRADIF-KENYA STRATEGIC ORGANIZATIONAL STRUCTURE:

