



2024 Annual Report

affectofoundation.org

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1.0

**EXECUTIVE
SUMMARY.**



Affecto Foundation's 2024 Annual Report highlights the organization's continued commitment to transforming lives through education and mentorship, with a primary focus on Sustainable Development Goal 4 (SDG 4): Quality Education. In 2024, Affecto supported 163 high school students and 70 alumni in tertiary institutions through its flagship Watoto Wasome Program, ensuring access to education for academically gifted but underprivileged students across Kenya.

Notably, 22 beneficiaries sat for the Kenya Certificate of Secondary Education (KCSE), with 77% achieving university entry grades, including two students who scored A plains.

Mentorship remained a cornerstone of Affecto's holistic approach, with termly workshops and performance reviews facilitated by alumni mentors, fostering a supportive and inspiring environment. Collaborations, such as those with Parks Coffee, strengthened stakeholder relationships and provided platforms for experiential learning.

Additionally, Affecto's Environmental Conservation Initiative emphasized youth-led climate action, reinforcing the importance of social responsibility among beneficiaries. Financial sustainability was achieved through a strategic blend of social media fundraising, individual sponsorships,

and organizational partnerships, ensuring the continued growth of Affecto's programs. Despite challenges related to financial uncertainties and family struggles among beneficiaries, the foundation initiated economic empowerment programs to support vulnerable households.

Affecto's leadership is marked by a cohesive structure that integrates strategic direction from the Board of Directors with day-to-day management and program execution by dedicated staff, consultants, and volunteers. Notably, the organization empowers its alumni by offering them volunteering opportunities, fostering a cycle of giving back and community building.

Looking forward, Affecto is committed to enhancing its impact through new initiatives, including the establishment of an Endowment Fund, the development of the Affecto Leadership and Innovation Centre, and the integration of the Competency-Based Curriculum (CBC) into its programs. With strategic planning, innovative solutions, and unwavering community support,

Affecto Foundation aims to expand its reach and continue transforming lives, building a future where education is the key to breaking barriers and achieving equal opportunities for all.



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Meet Our Boad Secretary.

Eng. Njogu Samwel Kimani, HSC, has served as the Board Secretary of Affecto Foundation since its inception eight years ago. His unwavering belief in the power of education drives his commitment to the foundation's mission, where he plays a vital role in governance, strategic planning, and ensuring the effective execution of programs that transform young lives.

Beyond his distinguished career in mechanical engineering, Eng. Njogu was honored with the prestigious Head of State Commendation—not only for his professional contributions but also for his dedication to Affecto Foundation.

He finds immense fulfillment in seeing students, many of whom are the first in their families to complete high school, progress to university and embark on careers that position them as changemakers in their communities.

Currently, Eng. Njogu is the Director of Mechanical Services and Fleet Management at Nairobi City County Government, overseeing the administration, planning, and control of the county's mechanical and fleet operations.

His leadership ensures compliance with statutory regulations, optimal resource utilization, and the development of policies that enhance service delivery.

Previously, he served as Deputy Director of Administration and Head of Fleet Management at Nairobi City County, where he played a key role in institutional operations and policy implementation. His tenure at Nairobi Metropolitan Services (NMS) and the Ministry of Local Government further solidified his expertise in fleet management, policy development, and public sector efficiency.

With over two decades of experience in public service, Eng. Njogu has made significant contributions to the water, sanitation, and energy sectors. His technical acumen, combined with his leadership skills, has positioned him as a strategic asset in operational excellence and governance.

“ At Affecto Foundation, he not only ensures seamless governance and execution of key initiatives but also serves as a mentor.



At Affecto Foundation, he not only ensures seamless governance and execution of key initiatives but also serves as a mentor. Affecto has embedded its scholarship program with mentorship workshops to foster the holistic growth of its beneficiaries, and Eng. Njogu actively contributes to this mission.

His dedication to guiding and inspiring students reflects his deep belief that education is the greatest equalizer, empowering young people to break barriers and achieve their dreams.

DID YOU KNOW?

Kenya's Secondary Schools Education Facts

1963



151 Secondary Schools

30,120

Total Number of Students Enrolment

91%

Percentage of Boys Students

2024



10,755

Secondary Schools

4.32M Total Number of Students Enrolment

50.3%

Percentage of Girls Students



2.0

**OVERVIEW
OF THE
ORGANIZATION.**

Affecto Foundation is a Kenyan non-profit organization, registered on January 16, 2018, dedicated to charitable initiatives. Its primary focus is on Sustainable Development Goal 4 (SDG4): Quality Education, and it aligns with Africa's Agenda 2063, particularly Aspiration 1, which envisions "A prosperous Africa based on inclusive growth and sustainable development."

The foundation is committed to engaging society in addressing the educational needs of marginalized and disadvantaged youth, ensuring they have access to quality education. By gathering resources from the public, individuals, and supportive corporate institutions, it sponsors talented students from economically challenged backgrounds, facilitating their progression from primary to secondary education and supporting them through to completion.

Believing in the inherent philanthropic spirit within everyone, Affecto Foundation harnesses this generosity through social media fundraising

campaigns, corporate social responsibility efforts, shared value initiatives, and fundraising events. These activities aim to generate scholarship funds for the Watoto Wasome Program, which assists academically capable students from poor families and disadvantaged communities in accessing education by providing scholarships and other opportunities at the secondary school and tertiary level. The foundation upholds the belief that education is the most powerful tool to change the world.



Mission: To promote access to quality education, healthcare and community development to the less privileged and provide a platform to exercise humanity.



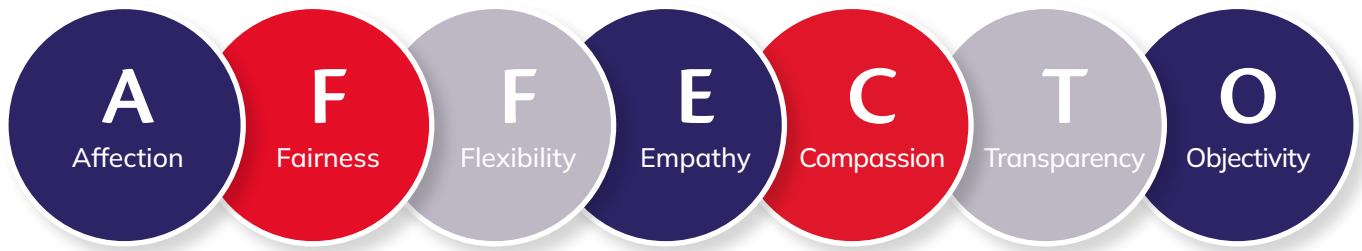
Vision: To create a future where opportunities are equal for all regardless of social stratification.



The foundation upholds the belief that education is the most powerful tool to change the world.



Core Values



2.1 Affecto Aligns to the Following SDGs and their Targets:

Target 1.2: By 2030, reduce at least by half the proportion of men, women, and children of all ages living in poverty in all its dimensions according to national definitions.

Target 4.1: Ensure that all girls and boys complete free, equitable, and quality primary and secondary education leading to relevant and effective learning outcomes.

Target 4.4: Increase the number of youth and adults who have relevant skills, including technical and vocational skills, for employment, decent jobs, and entrepreneurship.

Target 5.5: Ensure women's full and effective participation and equal opportunities for leadership at all levels of decision-making in political, economic, and public life.

Target 8.5: By 2030, achieve full and productive employment and decent work for all women and men, including for young people and persons with disabilities, and equal pay for work of equal value.

Target 10.2: By 2030, empower and promote the social, economic, and political inclusion of all, irrespective of age, sex, disability, race, ethnicity, origin, religion, or economic or other status.

Target 17.17: Encourage and promote effective public, public-private, and civil society partnerships, building on the experience and resourcing strategies of partnerships.

2.2 Affecto Foundation and Africa's Agenda 2063: Building the Africa We Want

Affecto Foundation is deeply committed to contributing to Africa's Agenda 2063, the continent's strategic framework aimed at achieving inclusive and sustainable development. By focusing on quality education and holistic development, Affecto addresses key aspirations and goals outlined in the Agenda.

i). Aspirations Addressed

- **Aspiration 1: A Prosperous Africa Based on Inclusive Growth and Sustainable Development**

Through the **Watoto Wasome Program**, Affecto empowers academically gifted but underprivileged students with access to secondary education and mentorship. This aligns with the aspiration to eliminate poverty and inequality by unlocking the potential of Africa's youth.

- **Aspiration 6: An Africa Whose Development Is People-Driven, Relying on the Potential of its Youth and Women**

Affecto actively invests in Africa's next generation by fostering resilience, leadership, and talent among its beneficiaries, ensuring that they are equipped to drive the continent's transformation.

ii). Key Goals Aligned to Affecto's Work

- **Goal 4: Transformed Economies Through Sustainable Education**

Affecto promotes SDG 4 (Quality Education) by providing scholarships and mentorship opportunities. Education is the foundation for transformative growth, equipping youth

with the skills needed to compete globally and solve local challenges.

- **Goal 17: Full Gender Equality in All Spheres of Life**

By promoting equal opportunities for boys and girls to access scholarships, Affecto supports gender equity, nurturing a balanced pipeline of future leaders and changemakers.

- **Goal 18: Engaged and Empowered Youth and Children**

Affecto ensures that beneficiaries are not only academically prepared but also socially conscious through participation in programs like the **President's Award** and **Talent Nights**.

iii). Empowering Africa's Future Leaders

- **Leadership and Innovation:** The envisioned **Affecto Leadership and Innovation Centre** will serve as a hub for grooming Africa's future innovators and changemakers.
- **Resilience and Independence:** Initiatives such as family economic strengthening promote self-reliance, fostering sustainable community growth.

iv). Community Engagement for Collective Growth

Affecto's work thrives on partnerships with the public, private sector, and global communities. This collaborative approach resonates with the Agenda 2063 principle of collective responsibility in creating "The Africa We Want".



Affecto Foundation is deeply committed to contributing to Africa's Agenda 2063, the continent's strategic framework aimed at achieving inclusive and sustainable development.



3.0

**RELEVANCE
- PROBLEM
STATEMENT.**

In 2023, approximately 1,406,557 candidates sat for the Kenya Certificate of Primary Education (KCPE) examination across 28,533 centers nationwide.

Despite efforts to achieve universal secondary education, over 130,000 students failed to transition to Form One, leaving them vulnerable to teenage pregnancies, early marriages, child labor, and other socio-economic challenges.

Over the past decade, Kenya's education sector has witnessed significant growth, with the total number of schools increasing by 4.9%, from 89,615 in 2022 to 93,988 in 2023. However, disparities persist, particularly in secondary education access and quality.

Transition bottlenecks are notable between Grades 7 and 8 and between Forms 3 and 4, coinciding with national examinations that determine progression.

Poverty remains a significant barrier to secondary school transition. Parents shoulder the majority of education costs, including tuition and boarding fees, disproportionately affecting children from low-income households and

contributing to higher dropout rates in rural and marginalized communities. Despite these challenges, some students from disadvantaged backgrounds excel academically. The Affecto Foundation has been pivotal in bridging educational gaps through scholarships, mentorship, and leadership exposure programs, ensuring that high-potential but underprivileged students transition to secondary school.

Affecto Foundation's overall objective is to empower marginalized students, ensuring their full participation in education and future socio-economic opportunities.

Looking ahead, Affecto will expand its impact by providing scholarships and scholastic support to more students, enhancing its existing mentorship workshops for Affecto Stars (students already under Affecto Foundation scholarships), and integrating digital learning solutions to support their educational journeys.

By addressing financial barriers, and reinforcing mentorship and career guidance, the Affecto Foundation remains committed to transforming Kenya's education landscape and promoting inclusive learning for all.



“ The Affecto Foundation has been pivotal in bridging educational gaps through scholarships, mentorship, and leadership exposure programs, ensuring that high-potential but underprivileged students transition to secondary school.



4.0

**STRATEGIC
OBJECTIVES
& ACTIVITIES.**

4.1 Educational Scholarship Program (Watoto Wasome Program)

The scholarship program at Affecto Foundation is termed as Watoto Wasome, translating to Let Children Read program. The name Watoto Wasome is used to localize the program and ensure that the community resonates with the cause. In the year 2024, Affecto Foundation had 163 students in high school while 70 of the program beneficiaries were in tertiary institutions.

The 163 students are distributed across various high schools in the country. 80 were boys while 78 were girls. Of the 70 alumni of the Watoto Wasome program 39 are males while 31 are female.

In the year 2024, 22 Affecto Stars (beneficiaries) sat for their final examinations in high school known as Kenya Certificate of Secondary Education. All the students qualified to join higher

institutions of learning. The Cohort v students are the best performing cohort yet at Affecto Foundation since 2020.

We attribute this stellar performance to the wholesome scholarship program that is well embedded with mentorship workshops.

4.2 Mentorship

In the year 2024, Affecto Foundation held 2 termly mentorship workshops and 1 motivational trip for best performers and most improved students in the program.

These mentorship workshops enable the organization to:

- Track the progress of the students
- Prepare the students for the coming term
- Interact and create a connection with the students
- Expose the students to different professional fields, co-curricular activities etc





The name Watoto Wasome is used to localize the program and ensure that the community resonates with the cause. In the year 2024, Affecto Foundation had 163 students in high school while 70 of the program beneficiaries were in tertiary institutions.

i). First Term Mentorship

The first term mentorship was held at Kanjeru Booth Girls in April 2024. The bootcamp encompassed 164 Affecto beneficiaries in different high schools across the country.

The students were mentored on:

NAME	TOPIC
Dr. Gacheri Mugao Director, Sheath Naturals Limited	Inspirational Talk
Mr. Joe Mwangi	Personal Branding
Ps. Mary Muthoni, CBS Principal Secretary (Ministry of Health)	Inspiration
Ms. Sarah Munyi	Emotional Intelligence
Mr. Benjamin Zulu Peer Relationships Coach	
Mr. Peter Muturi Marketing Manager- Off trade	Inspiration Talk
Dr. Titus Mutwiri President, Baseball Federation Kenya	Public Speaking
Dr. Mercy Racham Registrar, Aga Khan University	Choices Have Consequences
Mr. Reuben Kimani Username Ltd	
Ms. Elizabeth Wathuti OGW Founder, Green Generation Initiative	
Karen Wanjiru Kimani Climate Change champion, Founder and CEO of Karen Forte Environment Conservation Foundation	

ii). Second and Third Term Performance Review

In the second and third terms of 2024, Affecto Foundation conducted comprehensive one-on-one performance reviews with 164 program beneficiaries. These sessions were uniquely facilitated by program alumni who are currently enrolled in various universities.

This peer mentorship approach was strategically adopted to create an environment of openness and trust, leveraging the minimal age gap between the alumni mentors and the current students.

The primary objective of these performance reviews was to provide a platform where students could candidly share their academic and personal challenges.

Key focus areas included:

- a. **Academic Challenges:** Students discussed difficulties they faced with specific subjects, learning methodologies, and study routines. The mentors provided tailored advice and strategies to improve academic performance, including effective study habits and time management techniques.
- b. **Attitude and Motivation:** The sessions emphasized the importance of maintaining a positive attitude towards learning. Mentors shared personal experiences to inspire resilience and a growth mindset among the beneficiaries.
- c. **Routine and Discipline:** Discussions highlighted the significance of self-discipline, consistency, and structured daily routines.

Mentors guided students on setting realistic goals and developing habits that promote academic excellence.

- d. **Personal Development:** Beyond academics, the reviews addressed critical issues such as discipline, character building, and value-based living.

Topics covered included:

- **Sexual and Reproductive Health:** Providing accurate information and fostering responsible behavior.
- **Relationships:** Guiding students on healthy interpersonal relationships, focusing on peer influence and emotional intelligence.
- **Social Media Use:** Encouraging responsible digital citizenship, emphasizing the impact of social media on personal development and academic focus.
- **Values and Attitudes:** Reinforcing strong moral values, ethical behavior, and a commitment to personal and community growth.

The outcome of these sessions was transformative. Students not only received academic support but also developed a clearer understanding of their personal goals and the values needed to achieve them.

The interactive nature of the reviews allowed mentors to share practical solutions based on real-life experiences, making the guidance relatable and impactful.



In the second and third terms of 2024, Affecto Foundation conducted comprehensive one-on-one performance reviews with 164 program beneficiaries. These sessions were uniquely facilitated by program alumni who are currently enrolled in various universities.



4.3 Detailed Summary of Activities Undertaken in 2024: Highlighting New Initiatives

i). School Visits With Parks Coffee

In the third term of 2024, Affetto Foundation, in partnership with Parks Coffee, conducted impactful visits to four schools: Othaya Girls, Othaya Boys, Thika High School, and Nanyuki High School.

These visits were integral to our ongoing commitment to monitoring student progress, addressing academic and personal challenges, and strengthening relationships with our beneficiaries and stakeholders.

The primary objectives of these school engagements were to:

- a. **Assess Academic Progress:** Directly interact with students to evaluate their academic performance, understand their learning environments, and identify areas where additional support was needed.
- b. **Address Challenges:** Provide a safe space for students to share the academic and personal challenges they face, including issues related to subject comprehension, discipline, motivation, and overall well-being.
- c. **Strengthen Partnerships:** Offer Parks Coffee, our valued partner, an opportunity to gain firsthand insight into the impact of their support, fostering a deeper connection with the students and the Foundation's mission.

The visits were structured to include one-on-one discussions, and interactive dialogues, allowing for meaningful engagement between students, Affecto Alumni, Volunteers, and our partners.

In one of the schools that the organization visited: Othaya Girls. The student scored an A (plain) with 82 points in the KCSE 2024 examinations,

showcasing the transformative power of educational support and mentorship.

These school visits reinforced Affecto Foundation's commitment to nurturing holistic development in our beneficiaries, beyond academics, by instilling strong values, discipline, and resilience.



The visits were structured to include one-on-one discussions, and interactive dialogues, allowing for meaningful engagement between students, Affecto Alumni, Volunteers, and our partners.





5.0

**OUTCOMES
& IMPACT.**

5.1 KCSE Performance 2024

In 2024, Affecto Foundation had 22 students sitting for their final high school examinations: **Kenya Certificate of Secondary Education (KCSE)** The 22 students will be joining high institutions of learning in September 2025. Of the 22 students, 77% scored grades (C+ and above) that guarantee them direct entry into the university.

We have been excited due to the performance on cohort v. Affecto Foundation has had two of its champions, for the first time scoring clean A and 3 more scoring A – (minus). We are proud of all of Affecto Champions and wish them all the best in the next step. It can only get better.

Below is the distribution of the KCSE grades by Affecto Foundation's Cohort V beneficiaries.

GRADE	A	A-	B+	B	B-	C+	C	C-	D+
NUMBER OF STUDENTS	2	3	3	5	1	3	2	2	1

5.2 The President's Award Program

In 2024, Affecto Foundation enrolled its newest cohort, Cohort 8, into the President's Award Program, a globally recognized initiative known as the Duke of Edinburgh Award.

This program is designed to develop young people's character, resilience, leadership, and community engagement through a structured experiential learning approach.

What the Program Entails:

The President's Award operates at three progressive levels—Bronze, Silver, and Gold—each requiring participants to complete activities in four key areas:

- a. **Service:** Participants engage in voluntary community service to instill social responsibility and empathy. Activities include mentorship, environmental conservation, and charity work.
- b. **Skills Development:** Encourages participants to develop a new or existing skill over a set

period. Skills range from leadership and public speaking to creative arts and technical skills.

- c. **Physical Recreation:** Promotes a healthy and active lifestyle through regular physical activity. Participants engage in sports, athletics, or fitness programs to build endurance and discipline.
- d. **Adventurous Journey:** A hands-on expedition where participants plan and undertake an outdoor challenge. Activities include hiking, camping, navigation, and teamwork exercises.

For Gold Level participants, there is an additional Residential Project, where they spend time in a new environment working on a community-focused initiative.

Through this program, Affecto Foundation continues to empower young people, equipping them with essential life skills, leadership qualities, and a sense of social responsibility.

“ This program is designed to develop young people’s character, resilience, leadership, and community engagement through a structured experiential learning approach.

5.3 Affecto Alumni Skilling

Every year, after a cohort completes its high school education, Affecto Foundation aims to invest and empower the program alumni in gaining skills that are of benefit to their financial and personal growth. In 2024, the organization invested in the growth of Jacinta Wanjiku.

Below is a thank you letter from Jacinta to Affecto Foundation:

I hope this letter finds you in good health and high spirits. I am writing this letter to Affecto Foundation to express my heartfelt gratitude for the incredible support you provided, enabling me to pursue a course in cosmetology.

It was after I finished my KCSE that I realized I had nothing to do at the time and decided to come up with something that would keep me busy. After sitting down with my thoughts, I came to a solid conclusion that I would love to expand my knowledge of cosmetology.

Since I knew it was something I loved, I was determined to give it my best. The main challenge I faced at that time was financial constraints, which made it difficult for me to pursue the skill. However, everything changed when I approached Affecto Foundation, and you stepped in.

Through your generous support, I was able to enroll in the course, acquire essential skills, and gain hands-on experience in various beauty and grooming techniques. This training not only equipped me with technical knowledge but also boosted my confidence, creativity, and entrepreneurial mindset.

Since the end of this course, my life has transformed significantly. I am now able

to offer professional services while also achieving financial independence for some of my necessities. As a student, I can balance both academics and business by scheduling my clients after my lectures.

If I am not occupied during a particular week, I visit a certain salon where I offer my services alongside the owner. Beyond all these benefits, I have found a sense of pride and purpose in my work as I help others feel confident and beautiful.

I am truly grateful to the Affecto Foundation for believing in me and investing in my future. Your support has not only changed my life but has also inspired me to work smart and strive for excellence in whatever I do. Thank you for making a difference in my life.



5.4 Family Economic Strengthening

In 2024, Affecto Foundation demonstrated its commitment to holistic student support by **empowering the family of a Cohort VII student** through the installation of **solar panels** at their home in Mombasa. This initiative was designed to create **a conducive learning environment**, ensuring the student could study effectively without the limitations of unreliable electricity.

Following an interview with the family, they shared their heartfelt gratitude and reflections on the impact of this intervention:

During an interview with Sarah Umazim's father, he expressed profound gratitude to Affecto Foundation, stating that he cannot imagine where they would be without the organization's support—not only in sponsoring his daughter's education but also in uplifting the entire family's welfare.

Since the installation of solar panels, Sarah can now study comfortably, even late into the night, when she is home. This has significantly improved her academic performance, especially

in Mathematics, where she now leads at her school. Previously, studying at night was impossible. She would prepare dinner as early as 6 p.m., knowing that as darkness set in, she had no choice but to retire to bed.

Nights were particularly challenging for Sarah. Living in Mombasa, where snakes are commonly spotted, made darkness even more terrifying. Whenever she heard suspicious movements near her sleeping area—a simple mattress placed on the floor—she would wake up in fear and sit on a jerry can until morning, too anxious to fall back asleep.

The lack of lighting also meant she could not safely access the pit latrine at night, forcing her to use a container instead and dispose of it in the morning.

With solar lighting, everything has changed. The family now enjoys warmth, safety, and freedom, creating a secure and dignified home environment. The father concluded by emphasizing that their household is filled with gratitude, as this intervention has transformed their daily lives in ways they never imagined possible.



5.5 Environmental Conservation Initiative

i). Kanjeru Booth Girls High School – 360 fruit trees planted

- Partners: Bold Girl Unite, Green Generation Initiative, Equity Bank

ii). Karima Girls High School – 20 fruit trees planted

- Partners: Bold Girl Unite, Green Generation Initiative

Affecto Foundation remains committed to environmental conservation and sustainability, integrating youth-led green initiatives into its programs. As part of its termly mentorship sessions, Affecto actively encourages its beneficiaries to take part in climate action, reinforcing the importance of environmental stewardship.

During the first-term mentorship, Affecto, in partnership with Bold Girl Unite, Green Generation Initiative, and Equity Bank, facilitated a tree-planting initiative at Kanjeru Booth Girls High School, where 360 fruit trees were planted.

This initiative not only contributed to reforestation efforts but also provided a valuable learning experience for the students, empowering them to take responsibility for their environment.

Additionally, Affecto extended this commitment to Karima Girls High School, where 20 fruit trees were planted in collaboration with Bold Girl Unite and Green Generation Initiative. These sustainability efforts are more than just tree planting—they symbolize Affecto's dedication to nurturing environmentally conscious young leaders who understand the long-term impact of conservation efforts.

Through such initiatives, Affecto ensures that the youth it supports are not only academically empowered but also socially responsible individuals who contribute positively to their communities and the planet.

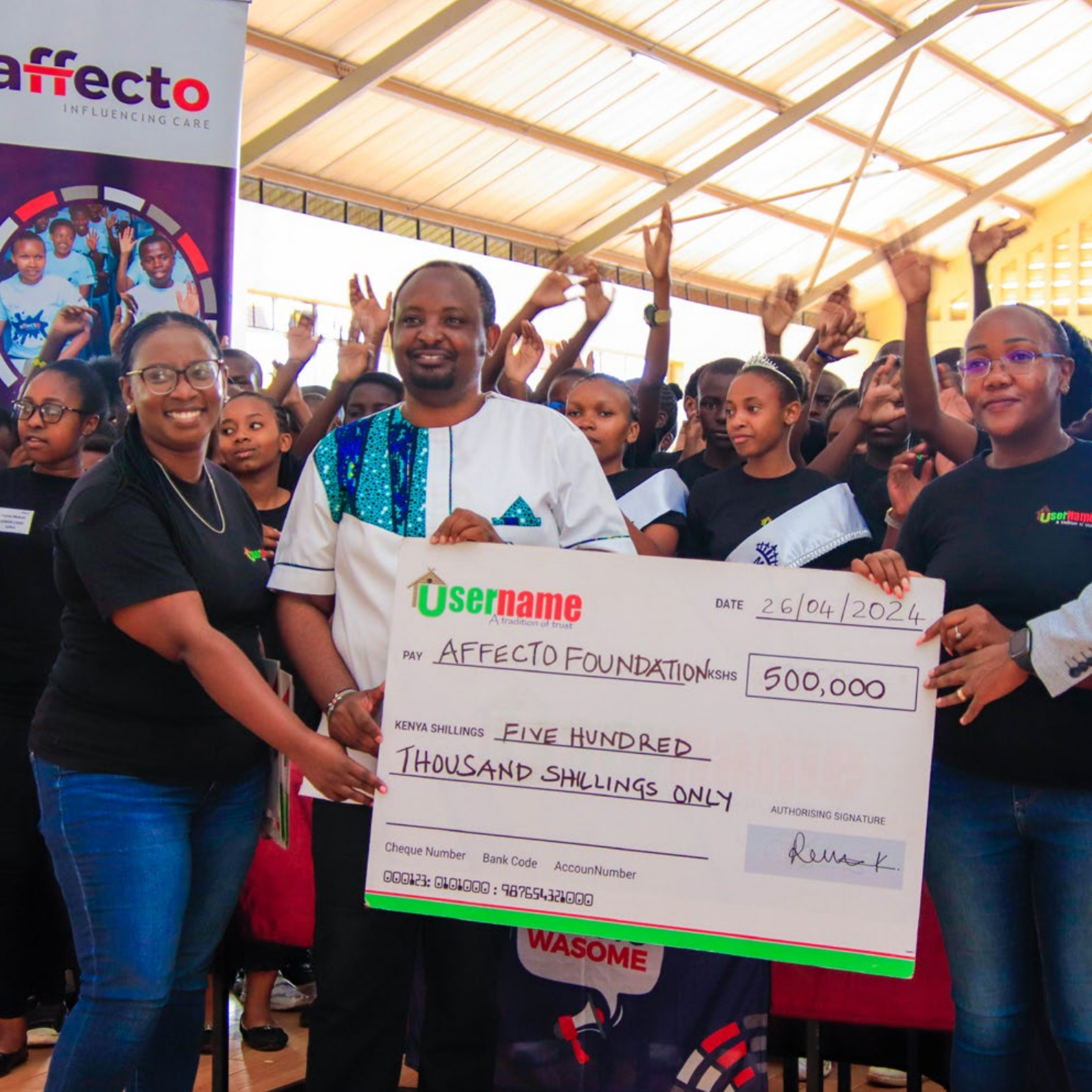


5.6 Media Engagement

Due to the impactful work Affecto Foundation has done across the country in transforming lives through education and mentorship, it has received significant recognition across various media platforms. The foundation's efforts have been highlighted in mainstream media, television, radio, and social media, showcasing its commitment to empowering young people and fostering positive change.

Below is a summary of Affecto Foundation's media features in 2024:

MEDIA TYPE	PLATFORM	YEAR FEATURED
Print Media	The Star	2024
TV	Family TV	2024
Radio	Kameme	2024
Radio	Inooro	2024
Social Media	Tuko News (Facebook)	2024
Social Media	Citizen Digital (Facebook)	2024
Social Media	Tuko News (YouTube)	2024



6.0

**FINANCIAL
SUMMARY.**

Affecto Foundation raises its program funds primarily through social media fundraising, leveraging its online presence to engage supporters and donors. The organization effectively utilizes platforms to share impactful stories, progress updates, and testimonials, building trust and encouraging contributions from a growing community of supporters. Additionally, Affecto receives sponsorships from individual donors and organizations who resonate with its mission and values. This strategic blend of digital engagement, personal connections, and institutional support enables Affecto Foundation to sustain and expand its programs, ensuring continued support for academically gifted but underprivileged students.

SCHEDULE OF INCOME FOR THE YEAR ENDED 31 DECEMBER 2024		
INCOME SOURCE	AMOUNT	
DONATIONS FROM PARTNERS	2024 (SHS)	2023 (SHS)
AI Swift - Netherlands	260,821	-
Amara Realty Company Ltd	-	100,000
Amcco Properties Ltd	300,000	-
Bama Diaspora Realty	-	50,000
Bluelight Hub	-	20,000
Briko Homes Ltd	-	50,000
Certified Homes Ltd	-	201,000
Editions Investment Ltd	-	60,000
Elited Developers	108,554	-
Emerging Leaders Foundation	-	100,000
Fanaka Real Estate	430,000	342,000
Global Giving	810,062	2,736,683
Hyssops Properties Ltd	-	100,000
Itrade Investments	-	50,000
Kenya Re-Insurance Corporation	-	200,000
Kivulini School	75,000	20,000
KPFC (K Pipes and Fittings)	100,000	300,000
Magnus Ltd	3,207,083	825,000
Mahiga Homes Ltd	-	100,000
Regency Slots	140,000	-
Ruiru Mabati Factory Ltd	-	100,000
Sizlean Enterprises	100,000	-
Tracktrail Solutions Ltd	-	150,000
Tristar Group	443,904	640,000
Username Investment Ltd	400,000	500,000
Volunteer International Community Development Africa	30,000	30,000
TOTAL DONATIONS FROM PARTNERS	6,405,424	6,674,683



SCHEDULE OF INCOME FOR THE YEAR ENDED 31 DECEMBER 2024

INCOME SOURCE	AMOUNT	
CROWDFUNDING - NATIONAL	2024 (SHS)	2023 (SHS)
Mpesa	1,874,109	1,045,089
Paybill	7,581,173	5,510,248
TOTAL CROWDFUNDING - NATIONAL	9,455,282	6,555,337
RESTRICTED FUNDS	2024 (SHS)	2023 (SHS)
Claude Marie	1,047,661	2,619,696
Moran Publishers (In Kind Donation)	-	5,590,388
TOTAL RESTRICTED FUNDS	1,047,661	8,210,084
GRAND TOTAL INCOME	16,908,367	21,440,104



Affecto Foundation raises its program funds primarily through social media fundraising, leveraging its online presence to engage supporters and donors.



7.0

**QUALITATIVE
INSIGHTS &
SUCCESS STORIES.**

In 2024, Affecto alumni actively engaged in national and international conferences, expanding their knowledge and networks:

- Three alumni attended a tourism conference in Zanzibar, gaining valuable industry insights and exposure.
- One program alumna participated in a leadership conference in Ghana, where she was recognized with the Best Delegate Award for her outstanding contributions.

This year also marked academic excellence, with two Affecto-sponsored students scoring A plains in the Kenya Certificate of Secondary Education (KCSE)—a testament to the effectiveness of our mentorship and scholarship programs.

Below are testimonials that capture the real impact of Affecto Foundation through the voices of those whose lives have been transformed:

PETER KANYONGO - My Story.

"Tomorrow is never promised" is a common phrase in Dandora. Life here is literally in God's hands—seeing tomorrow is something we hope for each day. Robbery, drugs, and unemployment are a daily reality. What we eat, where we sleep, and what we wear—only God can answer. Frankly, this kind of life has been my motivation.

My mother always said that the only inheritance she had for me was "a God bless you"—nothing more, nothing less. One day, I heard a public speaker say, "The only inheritance that is lifelong is education." I took those words with all the gravity they carried. Adding to Nelson Mandela's wisdom that "Education is the great equalizer," my determination became unshakable. I realized that the only way out of this difficult life was through education.

Primary school was nothing short of challenging—hunger, long distances, and endless struggles constantly tried to pull me back. But despite everything, I managed to score 405 marks in KCPE, securing a spot at Murang'a High School. The excitement was overwhelming, but little did I know it would be short-lived. I had earned a place, but how would we afford the school fees?

My mother and I knocked on every office we thought could help, seeking sponsorship. After countless disappointments, I became so broken that I almost gave up, believing education was only for the well-off. With no other options, I secured a job as a painter at a local furniture shop, earning Ksh. 2,500 per month. This covered our Ksh. 2,000 rent, and the little that remained became my pocket money.

But even when I had lost hope, my mother hadn't. A man named Mr. Mathu—may God bless him—shared my story on Cooro FM, and I was interviewed. My hope was revived. Days passed, and nothing happened. Then, one day, we got a call. We were wanted in Ruiru at Affecto Foundation's office. **That day changed everything!**

I was overjoyed to meet HSC Ndung'u Nyoro—a true mentor, role model, and a man whose positivity and enthusiasm were contagious. Together with Madam Nelly Lasoi, they welcomed me, and I became part of the Affecto Foundation family. My journey with Affecto was nothing short of amazing.

The mentorship programs, the tours, and the opportunity to meet people of influence became a great source of motivation for me. From Form 1 to Form 4, Affecto held my hand, ensuring my education was smooth. Four years later, the KCSE results were out. I had scored an A plain of 83 points. The joy was indescribable. We celebrated, and the happiness was shared by my family, friends, and the entire Affecto fraternity. **My biggest dream has always been to study at an international university, pursuing either medicine or engineering. With God's grace, I believe I will get there.**

My Advice

To anyone out there, believe in God. Believe that nothing is impossible. Believe in yourself. Set your goals high, go after them, and above all, stay disciplined.



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LIZZ MUTHONI

My Journey with Affecto Foundation.

My name is Lizz Wanjiru Muthoni, the second born in a family of three. My siblings and I were born and raised in Kayole, Nairobi. Life has not been easy, as my father disappeared a few months after I was born, leaving my mother to shoulder the burden of raising us on her own. She struggled to make ends meet, but her determination and resilience kept us going.

Despite the challenges, my mother managed to enroll me in a community school for my primary education. I worked hard and scored 379 marks in my KCPE.

However, the financial strain on my mother meant that pursuing secondary education seemed like an impossible dream. But then, Affecto Foundation came into our lives.

Affecto Foundation had already supported my elder sister through her high school journey. I vividly remember the day my mother received a call from Mr. Ndung'u Nyoro, the founder of Affecto Foundation, just as she was returning from her father's burial.

Mr. Nyoro informed her that Affecto would support me through secondary school. It felt like a miracle because no one had referred us to him – he was truly God-sent. When my sister completed her secondary education, Affecto

Foundation stepped in to support me. At that time, I was already in Form Two. They not only paid my school fees but also provided other essentials like shopping and revision books, easing the financial burden on my mother. But Affecto's support went beyond financial assistance.

They took me to mentorship programs where I met influential people who inspired me and shaped my outlook on life. Through these experiences, Affecto Foundation molded me into the person I am today.

In 2024, I sat for my Kenya Certificate of Secondary Education exams, and by the grace of God, I scored an A plain of 82 points. It was a moment of immense joy and gratitude.

. Today, I am aspiring to pursue a career in medicine and become a doctor, a dream made possible by Affecto Foundation's generosity and unwavering support. Affecto Foundation gave me hope, restored my dreams, and empowered me to believe in a brighter future.

I will forever be grateful to Mr. Nyoro and Affecto Foundation for their kindness and faith in me. They changed my life, and I hope to do the same for others one day.

“Affecto Foundation gave me hope, restored my dreams, and empowered me to believe in a brighter future. I will forever be grateful to Mr. Nyoro and Affecto Foundation for their kindness and faith in me. They changed my life, and I hope to do the same for others one day.”

STAKEHOLDER FEEDBACK:

ENG. KIOKO WAMBUA on Successfully Sponsoring Two Students for 4 Years in High School.

I believe that education is an equaliser. It gives everyone, including those who are marginalized or disabled, a chance to participate in building our nation.

I have always seen education as a powerful tool that breaks the cycle of poverty and opens up endless possibilities for those who receive it. This strong belief is what drew me to the Affecto Foundation.

I was moved by their mission and saw it as an opportunity to make a difference by empowering young people through education. I wanted to be a part of transforming communities and contributing to the future of this country.

I first heard about the Affecto Foundation through my high school classmate, Mr. Ndung'u Nyoro, HSC - the founder and executive director of Affecto Foundation. The more I learned about their work, the more I felt compelled to support their cause.

I decided to sponsor two students, Peter James and Hildah, and it turned out to be one of the most fulfilling experiences of my life. Seeing these young Kenyans, who had once lost hope, regain their confidence and believe in a brighter future was incredibly satisfying. Knowing that I played a part in helping them dream again gave me immense joy and fulfillment.

When Peter James and Hildah completed high school, I felt a sense of pride and joy that I can only compare to how one feels about their own children's achievements. My family and friends shared in my happiness, and we celebrated this milestone together.

I was especially proud when I learned that Peter James had scored an A plain. His hard work and determination were truly inspiring, and it was a reminder of the power of education to transform lives.

My journey with the Affecto Foundation has been so rewarding that I am already looking forward to supporting more students. I am working on sponsoring the next cohort because I have seen firsthand the impact education has on young lives. It brings me great joy to be a part of their journey and to contribute to their future success.

I would encourage anyone considering sponsoring a student to take the leap. It is a worthy cause, and I am confident that the Affecto Foundation is well-managed and trustworthy. I have seen how the foundation upholds values of integrity and transparency, ensuring that every contribution goes towards making a real impact.

This trust and accountability have given me the confidence to continue supporting their mission. I believe that more people should support education through organizations like Affecto Foundation.

Their dedication to changing lives and their commitment to integrity make them a reliable partner in empowering the next generation.

For me, this journey has been about more than just providing financial support; it has been about giving hope, restoring dreams, and building a better future for our youth.

I am grateful for the opportunity to be a part of Affecto Foundation's mission.

It is a journey that has brought me immense joy and fulfillment, and I look forward to continuing my support for many years to come.



“ I have always seen education as a powerful tool that breaks the cycle of poverty and opens up endless possibilities for those who receive it. This strong belief is what drew me to the Affecto Foundation.

“ Education should serve to
enlarge the vision and broaden
the outlook of the people.

-Sai Baba





8.0

**KEY LEARNINGS
& FUTURE
OUTLOOK.**

Reflections on Challenges Faced in 2024

One of the most pressing challenges Affecto Foundation faced in 2024 was the underlying family struggles of our beneficiaries. Coming from humble backgrounds, many students carry the burden of worrying about their families' well-being while in school.

Our policy of sponsoring only one student per household aims to spread impact, yet the harsh economic realities at home often affect their focus and academic performance.

Additionally, our heavy reliance on crowdfunding posed financial uncertainties. In some instances, we had to send students to school with letters of commitment instead of full tuition payments due to funding shortfalls. This unpredictability makes it challenging to sustain and expand our programs despite the increasing demand for sponsorships.

Lessons Learned to Improve Future Programs

To address these challenges, we have initiated economic empowerment programs for select families of our beneficiaries. By offering seed capital to establish small businesses, such as kiosks, we aim to foster financial stability at the household level. While the initiative has positively impacted some families, financial constraints limit its scalability.

Moreover, we have recognized the need for a more sustainable funding model to reduce reliance on unpredictable crowdfunding. This realization has shaped our strategic plans for the future.

Goals and New Programs Planned for 2025

Looking ahead, Affecto Foundation is committed to strengthening its impact and financial resilience through the following initiatives:

i). Establishment of an Endowment Fund:

We aim to raise Ksh 20 million (USD 200,000) to provide financial stability and ensure continued support for our students.

ii). Affecto Leadership and Innovation Centre

A visionary educational institution designed to nurture leadership and entrepreneurship, to be developed in three phases:

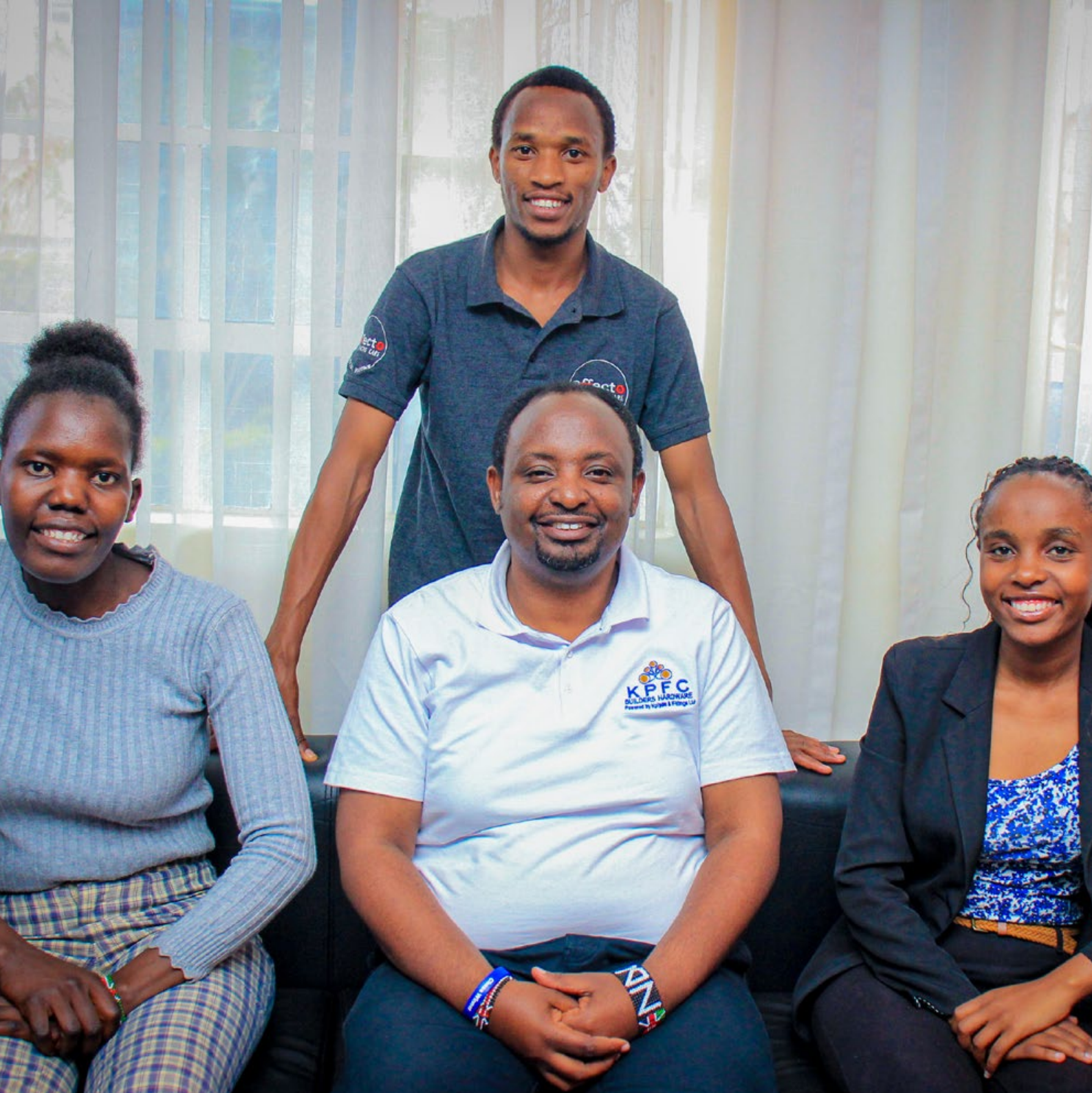
- **Phase One:** Acquisition of 40 acres of land (Ksh 30 million / USD 300,000).
- **Phase Two:** Construction of key infrastructure, including classrooms, boarding facilities for 400 students, and a business incubation hub (Ksh 200 million / USD 2 million).
- **Phase Three:** Sustainability initiatives such as clean energy adoption, a commercial farm for food security and revenue generation, and an integrated Affecto Village to strengthen community partnerships.

iii). Integrate the New Education Model - CBC to Watoto Wasome Programs.

Despite the challenges, we remain steadfast in our mission, fueled by the unwavering support of the Affecto Family. With strategic planning, innovative solutions, and a commitment to sustainability, we look forward to expanding our reach and transforming even more lives in 2025 and beyond.



One of the most pressing challenges Affecto Foundation faced in 2024 was the underlying family struggles of our beneficiaries. Coming from humble backgrounds, many students carry the burden of worrying about their families' well-being while in school.



9.0

**GOVERNANCE
& LEADERSHIP.**

Affecto Foundation's leadership structure is thoughtfully integrated, ensuring seamless coordination from the Board of Directors to consultants and volunteers. The Board provides strategic direction and oversight, guiding the organization's vision and mission.

This leadership is complemented by a dedicated team of key staff members who manage day-to-day operations and drive program execution. Consultants bring in specialized expertise

to enhance program effectiveness, while a passionate group of volunteers supports the implementation of activities on the ground. Notably, Affecto Foundation values continuity and community impact by offering program alumni opportunities to volunteer, enabling them to give back while gaining valuable experience.

This cohesive and inclusive leadership approach ensures the smooth running of our programs and the continued success of our mission.

THE TEAM 2024			
DEPARTMENT	NAME	POSITION	LOCATION
Strategy & Decision-Making	Ndungu Nyoro, HSC	Chair	Kenya
	Eng. Kimani Njogu, HSC	Board Secretary	Kenya
Advisory Team	Elizabeth Njeru	President, Affecto Australia	Australia
	Justine Omwoyo	President, Affecto USA	USA
	Dr. Mercy Igoki	Mentorship Patron	Kenya
	Charity Muturi Njeru	Resource Mobilization	Kenya
Day-to-Day Management	Ndungu Nyoro, HSC	Executive Director	Kenya
	Nelly Lasoi	Head of Operations	Kenya
Relations	Sharon Ochieng	Office Admin	Kenya
Fundraising	Ndungu Nyoro, HSC	Team Leader	Kenya
	Charity Muturi Njeru	Resource Mobilization	Kenya
	Alice Gathe	Finance Officer	kenya
Media & Publicity	Daniel Kihara	Media	Kenya
Finance	Alice Gathe	Finance Officer	Kenya
	Sharon Ochieng	Office Admin	Kenya



10.0 **OUR
PARTNERS.**

We Created Impact in 2024 Thanks to You:

Thank you for believing in our mission and for walking with us in purpose and progress.





“ In 2024, Affecto supported 163 high school students and 70 alumni in tertiary institutions through its flagship Watoto Wasome Program, ensuring access to education for academically gifted but underprivileged students across Kenya.



Affecto Foundation



Ruiru Eastern Bypass, Varsityville Estate,
Opp ACK Canon Hesbon Church
P.O. Box 48717-00100 Nairobi, Kenya



+254 799 224 488



info@affectofoundation.org
www.affectofoundation.org

