



Affecto Foundation

ANNUAL REPORT

2025





OUR MISSION

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



OUR VISION

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



Table of Contents

1.0 INTRODUCTION	5
1a. Meet Our Founder	7
2.0 EXECUTIVE SUMMARY	9
2a. Meet Our Mentorship Coordinator	12
3.0 OVERVIEW OF THE ORGANIZATION	17
3a. Affecto Aligns to the following SDGs and their targets:	21
3b. Affecto Foundation and Africa's Agenda 2063: Building the Africa we want.	22
4.0 OUR THEORY OF CHANGE	25
5.0 STRATEGIC OBJECTIVES & ACTIVITIES	29
5a. Educational Scholarship Program (Watoto Wasome Program)	30
5b. Mentorship	30
5c. Detailed Summary of Activities Undertaken in 2025	32
6.0 OUTCOMES AND IMPACT	41
6a. KCSE Performance 2025	43
6b. The President's Award Program	43
6c. Affecto Alumni Skilling - Peter Maina, Graphic Designer, Photographer & Videographer.	46
6d. Economic Strengthening - Blessing Amusolo	48
7.0 FINANCIAL SUMMARY	51
8.0 QUALITATIVE INSIGHTS AND SUCCESS STORIES	55
8a. Martha Jasmine - My Journey with Affecto	57
8b. Kelvin Mbugua	60
8c. Sharon Ochieng - My Rwanda Experience	62
8d. Affecto Growth Circle (AGC)	66
9.0 STAKEHOLDER FEEDBACK	69
9a. Ms. Elizabeth Karanja	71
10.0 KEY LEARNINGS AND FUTURE OUTLOOK	73
10a. Reflections on challenges faced in 2025	74
10b. Goals and new programs planned	74
11.0 GOVERNANCE IN 2025	75
11a. The Team 2025	76
11b. Our Partners 2025	78



Affecto Stars Creed

I am Affecto,
I am a star,
I shine all days,
For myself,
For my family,
For my community,
For my country,
I shine all days,
Throughout the world.

I am Affecto,
I carry with me,
Not burdens of the past,
But hopes and aspirations,
of tomorrow and always,
I dream and dream,
I dare to dream,
Because I am an Affecto Star,
The conqueror of the world.

Oh God our creator,
Bless me and other Affecto Stars,
To shine brighter,
To bring glory home,
To inspire others,
To impact the society,
To illuminate the world,
To be whom I am meant to be,

An Affecto Star!





1.0 | INTRODUCTION



Meet Our Founder.

Ndungu Nyoro HSC

Founder & Executive Director, Affecto Foundation

Ndungu Nyoro is an award-winning Kenyan philanthropist and the Founder and Executive Director of Affecto Foundation, best known for its flagship initiative, the **Watoto Wasome Program**.

Guided by a deep commitment to equitable, accessible, and affordable quality education, as outlined in Sustainable Development Goal 4 (SDG 4), he founded Affecto Foundation in 2018 to provide academically gifted students from underprivileged backgrounds with access to quality education.

Driven by the belief that education is the greatest equalizer, Mr. Nyoro launched the innovative **#100BobChallenge** on Facebook, mobilizing thousands of ordinary Kenyans to support the education of vulnerable children.

Under his leadership, the foundation has sponsored more than 250 students through secondary school and mentored thousands of others, with an annual education budget exceeding KSh 15 million. Today, four beneficiaries from the first cohort of the Watoto

Wasome Program have graduated from institutions of higher learning, while dozens more are pursuing university degrees and professional courses across Kenya. Many others continue to receive support for their secondary education through the foundation.

Mr. Nyoro has built a vibrant online community of more than 530,000 followers on Facebook, who actively participate in fundraising initiatives and champion the cause of education. Beyond raising school fees, he uses social media to advocate for education as a fundamental human right, highlight the challenges facing learners and schools, and encourage policy action to strengthen Kenya's education sector.

His work has earned national recognition, including the Head of State Commendation (HSC), awarded by H.E. Uhuru Kenyatta, the fourth President of the Republic of Kenya, in 2022 for his transformative contribution to education. In the same year, he was recognized among Kenya's Top 40 Under 40 and named a Person of the Year Finalist by The Star newspaper.



His work has earned national recognition, including the Head of State Commendation (HSC), awarded by H.E. Uhuru Kenyatta, the fourth President of the Republic of Kenya, in 2022 for his transformative contribution to education.

Mr. Nyoro has also received several prestigious awards for his leadership and social impact, including the Person of the Year – Creating an Impact Online Award in the Nonprofit Organization Leaders/CEOs and Founders category at the Digitally Fit Awards (2023), the Education-Based Philanthropist of the Year Award by StarBrands East Africa (2024), the Catalyst of Change Award by StarBrands East Africa (2025), and the Silver Medal at the Social Impact Creator Excellence Awards (2026).

His work and leadership have been featured prominently in leading media outlets, including People Daily, The Standard, The Star, and Parents Magazine. He has also appeared on major television stations, including Citizen TV, KTN, and Family TV, where he has shared his vision for expanding access to quality education.

Through compassion, innovation, and the power of collective giving, Ndungu Nyoro continues to inspire a culture of philanthropy while transforming the lives of young people through education.



Under his leadership, the foundation has sponsored more than 250 students through secondary school and mentored thousands of others, with an annual education budget exceeding KSh 15 million.





2.0 | EXECUTIVE SUMMARY

In 2025, Affecto Foundation continued to build on its established commitment to expanding access to education, strengthening livelihoods, and supporting community development across Kenya.

Guided by a holistic and sustained approach, the foundation focused on deepening the impact of its programs while ensuring long-term benefits for both students and their families.

The Watoto Wasome program remained central to the foundation's work, providing consistent support to students from disadvantaged backgrounds to access and complete their secondary education. Beyond financial assistance, the program emphasized all round development through mentorship and structured

engagements that nurtured academic discipline, personal growth, and future readiness.

This approach ensured that learners were not only supported in school but also equipped to make informed decisions about their careers and lives. Since its integration at Affecto Foundation, economic strengthening has remained a key pillar of the foundation's model.

In 2025, these efforts were further reinforced through continued support to families and alumni, focusing on financial stability, entrepreneurship, and self-reliance. By strengthening household incomes and promoting sustainable livelihood initiatives, the foundation helped create an enabling environment where students can thrive without interruption to their education.





The synergy between educational support and economic empowerment continued to yield positive outcomes. Students demonstrated steady academic progress, while families reported improved resilience and capacity to meet their needs.

This interconnected approach highlights the foundation's understanding that lasting change requires addressing both educational and economic barriers simultaneously. As it looks ahead, Affecto Foundation remains committed

to refining its programs, expanding its reach, and strengthening partnerships with stakeholders who share its vision.

The foundation extends its sincere appreciation to its donors, partners, and supporters whose continued collaboration makes this work possible. Together, these efforts are shaping a future where opportunities are accessible, and individuals are empowered to achieve their full potential.



The foundation extends its sincere appreciation to its donors, partners, and supporters whose continued collaboration makes this work possible. Together, these efforts are shaping a future where opportunities are accessible, and individuals are empowered to achieve their full potential.



2a. MEET OUR MENTORSHIP COORDINATOR - Dr. Mercy Igoki

Dr. Mercy Igoki is an accomplished educationist, career coach, trained counsellor, author, mediator, trainer, Trainer of Trainers, and mentorship leader with over 30 years of experience in teaching, academic administration, student development, career guidance, leadership, and mentorship.

She began her professional journey as a teacher of Mathematics and Geography and taught Mathematics up to university level. Her classroom experience strengthened her ability to simplify complex ideas, nurture problem-solving skills, build learner confidence, and support students with different abilities and needs.

Dr. Mercy has held senior leadership and administrative positions in higher education,

including Dean of Academics, Dean of Students, and Academic Registrar. She has worked at Pan Africa Christian University, KAG EAST University and most recently, Aga Khan University, where she served as Registrar.

Her work in higher education has involved student admissions, academic administration, records management, student support, career guidance, academic transitions, and advocacy for learners. She has consistently supported students as they move from secondary school into universities, colleges, and vocational institutions, helping them make informed academic and career decisions.

Dr. Mercy was also appointed to serve on the Presidential Select Committee involved in the selection of Teachers Service Commission commissioners. This appointment reflects her extensive experience in education, leadership, governance, and professional service.

A trained counsellor and mediator, Dr. Mercy brings empathy, integrity, confidentiality, fairness, and active listening into her work. She supports individuals and groups in managing disagreements, understanding different perspectives, rebuilding relationships, and identifying constructive solutions. Her mediation and counselling skills have been valuable in her work with students, parents, teachers, staff members, institutional leaders, families, and communities.

As a trainer and Trainer of Trainers, she designs and facilitates capacity-building programmes for teachers, mentors, school leaders, university staff, students, parents, boards of management, and other education stakeholders. Her areas of training include teacher professionalism, educational leadership and governance, mentorship, career guidance, classroom management, discipline, student support, stakeholder engagement, institutional development, and personal growth.

Her training approach is practical, participatory, reflective, and responsive to the needs of participants. She believes that effective training should do more than transfer knowledge; it should strengthen skills, shape attitudes, improve professional practice, and equip participants to train and support others.

Dr. Mercy is also an author whose writing focuses on discipline, career development, resilience, healing, self-discovery, and purposeful living. Her books include *Shaping the Generations: Raising a Disciplined People*, *Becoming the Best Me: Shaping My Career to Impact Generations*, *The Hand in the Hurdles*, and *Single Again: A Journey of Self-Rediscovery*.

Through her books, she shares lessons drawn from her professional experience, personal journey, Christian faith, and commitment to transforming lives. Her publications are used as tools for mentorship, training, reflection, group study, healing, and personal development.

Guided by strong Christian values, Dr. Mercy brings compassion, integrity, service, responsibility, and a deep sense of purpose into her personal and professional life. She is passionate about helping young people discover their potential, overcome barriers, make responsible decisions, and pursue meaningful academic, career, and life pathways.

Her career has progressively developed from classroom teaching to academic administration, university leadership, counselling, mediation, training, authorship, mentorship, and career coaching. Across these roles, her greatest fulfilment has come from walking alongside students as they navigate uncertainty, confront challenges, develop confidence, and work towards achieving their goals.

Dr. Mercy was inspired to join Affecto Foundation because of its commitment to transforming lives through education and holistic student development. She was particularly drawn to the mentorship role because it provided an opportunity to support young people beyond academics by nurturing their confidence, strengthening their character, and helping them discover their purpose.

Her journey with Affecto Foundation has been deeply fulfilling and purpose-driven. Working with scholars from diverse backgrounds has strengthened her belief in the resilience, ability, and potential of young people. She has witnessed students gain confidence, develop clarity, improve their decision-making, overcome difficult circumstances, and courageously pursue their aspirations.

Dr. Mercy views mentorship as a purposeful relationship built on trust, guidance, accountability, consistency, and mutual respect. She believes mentorship goes beyond academic instruction and should include personal development, character formation, emotional support, career preparation, life skills, and responsible decision-making.

Her mentorship approach is holistic. It focuses on helping students develop resilience, confidence, clarity, communication skills, time-management skills, problem-solving ability, conflict-resolution

skills, and a sense of responsibility. She also encourages values such as integrity, discipline, compassion, service, respect, and personal accountability.

In her role as Mentorship Coordinator, Dr. Mercy guides students in career choices, course selection, academic progression, university and college transitions, and access to scholarships and financial support. She provides mentorship on academic progress, personal development, career planning, and life skills.

She also trains and equips mentors to provide effective, ethical, and consistent support to scholars. Through her work as a Trainer of Trainers, she strengthens mentors' skills in communication, counselling, career guidance, student support, safeguarding, monitoring, and feedback.

Dr. Mercy monitors student progress and works with mentors and other stakeholders to ensure that the mentorship programme produces meaningful outcomes. She also advocates for students' needs and helps create opportunities that enable them to explore and realise their potential.

Her approach combines one-on-one mentorship, group workshops, career guidance sessions, mentor training, reflective activities, continuous feedback, and progress monitoring. This structured but flexible model ensures that mentorship remains practical, responsive, and relevant to the needs of each scholar.

The impact of her work is evident in the growth of Affecto scholars. Many have become more confident, proactive, focused, and resilient. They have developed clearer academic and career goals, stronger life skills, improved decision-making, and a greater sense of purpose. One particularly meaningful experience involved mentoring a student who had lost both parents and faced significant hardship and instability.

Through consistent support, encouragement, and guidance, the student grew into a confident professional and leader. Experiences such as this continue to inspire Dr. Mercy and strengthen her commitment to investing in one student at a time.

Over the past year, she has witnessed important milestones within the mentorship programme, including successful transitions of students into universities, colleges, and vocational institutions.

She has also seen notable growth in scholars' confidence, leadership, academic engagement, communication, responsibility, and willingness to seek guidance.





Looking ahead, Dr. Mercy envisions a mentorship programme that is more structured, scalable, inclusive, and sustainable. She is committed to strengthening mentorship frameworks, improving mentor capacity, developing practical training resources, enhancing progress monitoring, and ensuring that every scholar receives personalised and meaningful support.

She firmly believes that mentorship is a vital investment in the future. When young people receive the right guidance, support, encouragement, and opportunities, they are better equipped to become responsible professionals, leaders, innovators, and citizens. Through education, training, counselling,

mediation, authorship, career coaching, and mentorship, Dr. Mercy remains committed to shaping individuals who will positively influence their families, institutions, communities, and society.

She expresses sincere gratitude to all sponsors, mentors, partners, and stakeholders whose support sustains the Affecto Foundation mentorship programme.

Their financial and non-financial contributions are already transforming the lives of scholars and creating lasting change in individuals, families, communities, and society.



In her role as Mentorship Coordinator, Dr. Mercy guides students in career choices, course selection, academic progression, university and college transitions, and access to scholarships and financial support.

PUBLICATIONS BY DR. MERCY



Becoming the Best Me

Shaping my career to impact generations



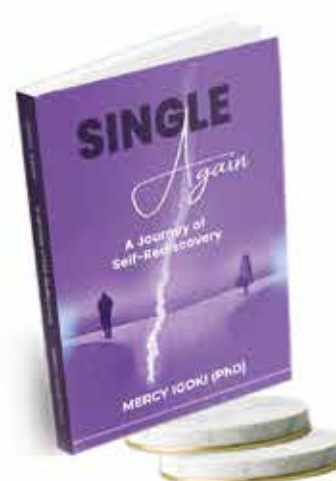
Shaping the Generations

Raising a disciplined people



The Hand in the Hurdles

Stories of hope, resilience and triumph



Single Again

A Journey of self Re-Discovery



3.0 | OVERVIEW OF THE ORGANIZATION

Affecto Foundation was registered on January 16, 2018, and is committed to ensuring that academically gifted students facing financial and social barriers can pursue secondary education and grow into responsible, empowered citizens. Under the leadership of Ndung'u Nyoro, HSC, the organization has prioritized education as its central focus, aligning its work with the United Nations Sustainable Development Goal 4: Quality Education.

Through its flagship program, **Watoto Wasome**, Affecto Foundation provides scholarships, mentorship, and emotional support to vulnerable learners across Kenya. The Foundation believes that every child has potential that can only be fully realized when they are given access to quality education and a supportive environment that nurtures growth, resilience, and confidence.

Since 2018, Affecto Foundation has supported more than 250 learners from different regions, enabling many to successfully complete secondary education and transition to universities and colleges.

These scholars benefit not only from financial support in the form of school fees and other academic related expenses but also from structured mentorship programs that equip them

with life skills, leadership abilities, and guidance for personal and professional development. While these efforts have transformed many lives, the demand for support continues to grow as more academically capable students from disadvantaged backgrounds struggle to access and complete secondary education due to financial hardship.

Each year, when national examination results are released, Kenya celebrates thousands of students who demonstrate outstanding academic performance. Many of these students come from challenging backgrounds and dream of joining secondary school and eventually pursuing higher education. However, for a significant number, the excitement that follows their success is quickly

“ The Foundation believes that every child has potential that can only be fully realized when they are given access to quality education and a supportive environment that nurtures growth, resilience, and confidence.



overshadowed by financial realities. Many families lack the resources needed to support their children through the next level of education.

This challenge is closely linked to the broader issue of poverty in Kenya. According to the Kenya National Bureau of Statistics, nearly half of households live below the poverty line, with higher levels observed in rural areas. Child poverty affects more than half of children nationwide. Many families struggle to meet basic needs such as food, healthcare, water, and shelter, making it extremely difficult to prioritize education beyond the primary level.

Although the introduction of free primary education significantly improved access to schooling, secondary education still carries costs that many households cannot afford. Secondary schooling often involves expenses such as school fees, uniforms, boarding items, transport, textbooks, and other learning materials and at some point medical intervention.

These costs create barriers that prevent many students from transitioning from primary to secondary school. In some cases, students are admitted but are unable to report due to a lack of admission requirements and school fees. Others enroll but eventually drop out when their families cannot sustain the ongoing financial obligations.

Although initiatives such as county bursaries and constituency education funds exist to support vulnerable learners, these programs are often oversubscribed and unable to meet the full scale of need. The assistance provided is frequently insufficient to cover the total cost of education, and most programs focus primarily on financial aid without offering the mentorship, psychosocial

support, and career guidance that vulnerable learners require.

For many disadvantaged students, the challenges extend beyond financial barriers. Some come from households where parents or guardians have limited formal education and are unable to provide academic guidance. Others grow up in environments affected by unemployment, substance abuse, or unstable family structures. Without positive role models and structured support systems, many learners struggle to remain motivated and focused on their education.

Despite these difficulties, many students demonstrate remarkable resilience and determination. Some walk long distances to school each day while others study in homes without electricity, relying on candles or kerosene lamps for evening study. Many also face food insecurity and limited access to learning materials. Yet they continue to work hard and compete academically with peers across the country.

When such students are unable to continue their education due to financial hardship, the consequences can be far-reaching. Some are forced into informal labor at a young age, while others particularly girls become vulnerable to early marriage, teenage pregnancy, and other forms of social exploitation. These circumstances often perpetuate cycles of poverty and social exclusion.

The loss of educational opportunities affects not only individual students but also society as a whole. When bright and capable young people are unable to access education, communities lose potential professionals, innovators, and leaders



Although initiatives such as county bursaries and constituency education funds exist to support vulnerable learners, these programs are often oversubscribed and unable to meet the full scale of need.



Ensuring that talented children are not denied the opportunity to learn because of poverty is essential for building a more equitable and prosperous society.

who could contribute to national development. Talented students who might have become teachers, doctors, engineers, entrepreneurs, or public servants are prevented from realizing their aspirations due to barriers beyond their control.

Addressing this challenge requires interventions that go beyond short-term assistance and instead provide sustained, holistic support to bright but vulnerable learners. Scholarships that cover school fees must be complemented by mentorship programs, psychosocial support, leadership development, and exposure to career opportunities. Such comprehensive support systems ensure that students not only remain in school but also develop the confidence, skills, and resilience needed to succeed in life.

Organizations such as Affecto Foundation play a vital role in responding to this challenge by identifying academically gifted students from disadvantaged backgrounds and supporting them through structured scholarship and mentorship programs. However, demand continues to exceed available resources. Each year, many deserving learners apply for assistance but cannot be accommodated due to limited resources.

Ensuring that talented children are not denied the opportunity to learn because of poverty is essential for building a more equitable and prosperous society. Investing in education and mentorship for vulnerable learners transforms individual lives, strengthens communities, and contributes to national development.





3a. 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.



3b. *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.

1. 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.

“ Through the Watoto Wasome Program, Affecto empowers academically gifted but underprivileged students with access to secondary education and mentorship.

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.

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.

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"**.





“

Ensuring that talented children are not denied the opportunity to learn because of poverty is essential for building a more equitable and prosperous society. Investing in education and mentorship for vulnerable learners transforms individual lives, strengthens communities, and contributes to national development.



4.0 | OUR THEORY OF CHANGE

In 2024, Kenya's transition from the 8-4-4 system to the Competency-Based Education (CBE) system significantly reshaped the education landscape. A key outcome of this shift was the absence of a direct transition cohort from primary to secondary school, disrupting the traditional intake cycle that many scholarship programs such as those implemented by the Affecto Foundation have historically relied upon.

At the same time, poverty remains a persistent and critical barrier to education access and continuity. Many families continue to struggle to meet the full cost of schooling, including tuition fees, uniforms, learning materials, transportation, and boarding expenses.

The rising cost of living has further exacerbated this challenge, placing additional strain on already vulnerable households. As a result, there has been an increased risk of school dropout among continuing students, particularly in rural, arid, and marginalized communities where economic opportunities are limited.

In response to these evolving challenges, Affecto Foundation strategically adapted its programming in 2025 by prioritizing the retention, well-being, and academic progression of students already enrolled in its scholarship program.

The Foundation continued to provide holistic support to its existing cohorts known as Affecto Stars including the coverage of school fees, provision of essential supplies, mentorship, psychosocial support, and leadership development opportunities.

Recognizing the heightened vulnerability among learners, Affecto also expanded its support by onboarding additional students within these continuing cohorts who were at immediate risk of dropping out due to financial hardship. This targeted intervention ensured that deserving, high-potential learners were not forced to discontinue their education due to circumstances beyond their control. This adaptive and responsive approach not only safeguarded the educational journeys of ongoing beneficiaries but also reinforced the Foundation's commitment to equity, inclusion, and long-term impact.



By focusing on retention during a period of systemic transition, Affecto ensured continuity and stability for its scholars while maintaining the integrity of its program outcomes. Looking ahead, the Affecto Foundation remains committed to expanding access to quality education through innovative and sustainable approaches. These include scaling scholarship opportunities, deepening mentorship programs, strengthening

partnerships with schools and communities, and integrating digital learning solutions to bridge educational gaps.

Through these efforts, the Foundation aims to empower marginalized learners to fully participate in and benefit from Kenya's evolving education system, ultimately contributing to a more equitable and skilled society.



By focusing on retention during a period of systemic transition, Affecto ensured continuity and stability for its scholars while maintaining the integrity of its program outcomes.





“

The Foundation continued to provide holistic support to its existing cohorts known as Affecto Stars including the coverage of school fees, provision of essential supplies, mentorship, psychosocial support, and leadership development opportunities.



5.0 | STRATEGIC OBJECTIVES & ACTIVITIES



5a. Educational Scholarship Program (Watoto Wasome Program)

The scholarship program at Affecto Foundation is termed as Watoto Wasome, translating to the “Let Children Learn” program.

The name Watoto Wasome is used to localize the program and ensure that the community resonates with the cause. In the year 2025, Affecto Foundation had 135 students in high school while 93 of the program beneficiaries were in tertiary institutions.

The 135 students are distributed across various high schools in the country. 68 were boys while 67 were girls. Of the 93 alumni of the Watoto Wasome program 52 are males while 41 are female.

In the year 2025, 36 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 vi 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.

5b. Mentorship

In the year 2025, Affecto Foundation held 3 termly mentorship workshops. 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

Mentorships Performance Review

In the first, second and third terms of 2025, Affecto Foundation conducted comprehensive one-on-one performance reviews with 135 program beneficiaries. These sessions were uniquely facilitated by program alumni who are currently enrolled in various universities.

This peer mentorship approach worked very well in 2025 and according to the students feedback they really loved it since it creates 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:

- 1. 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.
- 2. 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.
- 3. 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.

- 4. 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.





5c. Detailed Summary of Activities Undertaken in 2025

Charity Golf Tournament

As part of its 2025 fundraising strategy, Affecto Foundation, in collaboration with Brand Partners successfully organized its inaugural Charity Golf Tournament on 1st August 2025 at Sigona Golf Club. The event brought together corporate organizations, sponsors, professional golfers, friends of the Foundation, supporters, beneficiaries, and other stakeholders in a shared commitment to raise school fees for bright but financially disadvantaged students supported by the Foundation.

The tournament was introduced as an innovative fundraising initiative in response to the growing challenge of donor fatigue and the need to diversify fundraising approaches. Beyond raising funds, the event was designed to strengthen strategic partnerships, increase the visibility of both the Foundation and its partners, provide meaningful networking opportunities, and create a platform where partners could directly witness the impact of their support on beneficiaries. To achieve this, the Foundation introduced four sponsorship categories ; Platinum, Gold, Silver and Bronze, each offering a unique package of branding, marketing and networking benefits. Organizations were given the opportunity to select the package that best suited their visibility goals.

The response from the corporate community was encouraging, with 32 partners supporting the fundraiser tournament. Of these, 24 partners purchased different sponsorship packages while 8 partners supported the event through in-kind donations and support, providing products, services, refreshments, logistics support and giveaways that greatly contributed to the success of the event.

The tournament also attracted 114 professional golfers, 45 golf learners who participated in the golf clinic and Affecto students beneficiaries from different parts of the country, making it one of the Foundation's most successful stakeholder engagement activities in 2025.

“ As part of its 2025 fundraising strategy, Affecto Foundation, in collaboration with Brand Partners successfully organized its inaugural Charity Golf Tournament on 1st August 2025 at Sigona Golf Club.

i. Partner Engagement, Sponsorship Packages and Networking Opportunities

A major pillar of the Charity Golf Tournament was partner engagement. Prior to the event, Affecto Foundation developed a range of sponsorship packages that offered different levels of visibility, branding opportunities, and engagement privileges. These packages enabled organizations to participate according to their capacity while ensuring that every contribution directly supported the Foundation's education programme.

The foundation managed to get 32 partners supporting the fundraiser tournament. Of these, 24 including Amcco Properties, Dzua Aesthetics, CPA Martine Associates, Equity Bank Kikuyu, Equity Afya Kikuyu, Express Terrazzo, Fanaka Real Estate Ltd, CTWOO, Juja Mabati Factory, KEVAK Properties, Kikuyu Pipes and Fixing Company (KPFC), Insurance Institute of Kenya, Kivulini school, Lexien Naturals, Nairobi outpatient Gulf Hospital, Naivera, SPA Ltd, Starbrands East Africa, Tracktrail Ltd, Urbann Vacations, VICDA, Wambui Mwangi and Dama Mobile Spares.

Partners purchased different sponsorship packages while 8 partners including Moran

Publishers, Kajim Events, Nestle, Kigooco fm, Baba Talisha, Dj Preacher, Kerush Photography, Baruthi supported the event through in-kind donations and support, providing products, services, refreshments, logistics support and giveaways that greatly contributed to the success of the event. Each sponsoring partner enjoyed benefits aligned with their selected sponsorship package.

These included strategic logo placement on event branding materials, recognition throughout the tournament, branding at designated locations within the golf course, acknowledgements during the dinner ceremony, and visibility across the Foundation's communication platforms. The packages ensured that every partner received value while simultaneously contributing to a worthy cause.

One of the most significant highlights for partners was the opportunity to showcase their products and services throughout the day. Exhibition spaces enabled organizations to directly engage with golfers, invited guests, other partners, and supporters. This created a vibrant marketplace where



companies demonstrated their products, generated business leads, created brand awareness, and interacted with potential customers within a relaxed and professional environment.

Beyond product exhibitions, the tournament created an exceptional networking platform. Throughout the golf sessions, partners interacted freely with business leaders, professionals, entrepreneurs, and executives from different sectors. The networking extended into the evening during the dinner and awards ceremony, where participants shared experiences, discussed potential collaborations, and explored future partnership opportunities.

The informal setting strengthened existing relationships while opening doors for new collaborations among organizations that may not have previously interacted. A unique aspect of the tournament was the opportunity for partners to engage directly with Affecto Foundation beneficiaries. Students from various schools attended the event and spent time interacting with sponsoring organizations.

These conversations allowed partners to hear first-hand stories of transformation, resilience, and hope. Students shared how educational sponsorship had changed their lives, while partners gained a deeper understanding of the tangible impact created by their financial contributions. This direct engagement strengthened the emotional connection between partners and the Foundation's mission. Many partners expressed appreciation for the opportunity to meet the learners they support rather than simply reading impact reports. The interactions reinforced confidence in the Foundation's work and inspired greater commitment towards future support.

The event also delivered remarkable visibility for both the Foundation and its sponsors through an extensive digital media campaign. The tournament was live-streamed simultaneously across seven different social media platforms, significantly expanding its reach beyond the physical venue.

The event was streamed live through:

- Ndungu Nyoro Official Facebook Page
- Dama Wa Mobile Spares
- Kigooco FM
- Baba Talisha
- Baruthi
- Kajim Events
- Affecto Foundation

The live broadcasts enabled thousands of online viewers to follow the beneficiary stories, the speeches from partners and sponsors and the evening awards ceremony. Sponsors received substantial online visibility through branding placements during the live broadcasts, mentions by event hosts, and social media engagement.

Importantly, several partners who had supported the event but were unable to attend physically were still able to follow the proceedings online. This ensured that every sponsor remained part of the experience while benefiting from the publicity generated through the livestreams.

ii. Golf Tournament Participation and Golf Clinic Experience

The tournament attracted an impressive 114 professional golfers, all of whom participated in solidarity with Affecto Foundation's mission



Beyond product exhibitions, the tournament created an exceptional networking platform. Throughout the golf sessions, partners interacted freely with business leaders, professionals, entrepreneurs, and executives from different sectors.

of raising school fees for needy students. Throughout the day, golfers competed in various categories while enjoying a professionally organized tournament on one of Kenya's premier golf courses. The event maintained a balance between competitive sport and charitable giving, allowing participants to contribute meaningfully while enjoying the game. Interestingly, not all participants had initially planned to play in the charity tournament. Some golfers had visited Sigona Golf Club for their regular practice sessions and only discovered the tournament upon arrival. After learning about Affecto Foundation and the purpose of the event, many voluntarily registered to participate in support of the cause.

This spontaneous participation became one of the tournament's greatest successes. Many of these golfers not only joined the competition but also became new followers and supporters of Affecto Foundation. The tournament therefore served as an important awareness platform that introduced the Foundation to individuals who had not previously interacted with its work. To appreciate participants and celebrate excellence, outstanding performers were recognized during the evening awards ceremony. Winners received attractive prizes donated by both Nestlé Kenya and Affecto Foundation. These included branded Foundation merchandise, premium coffee products, and other corporate gifts.

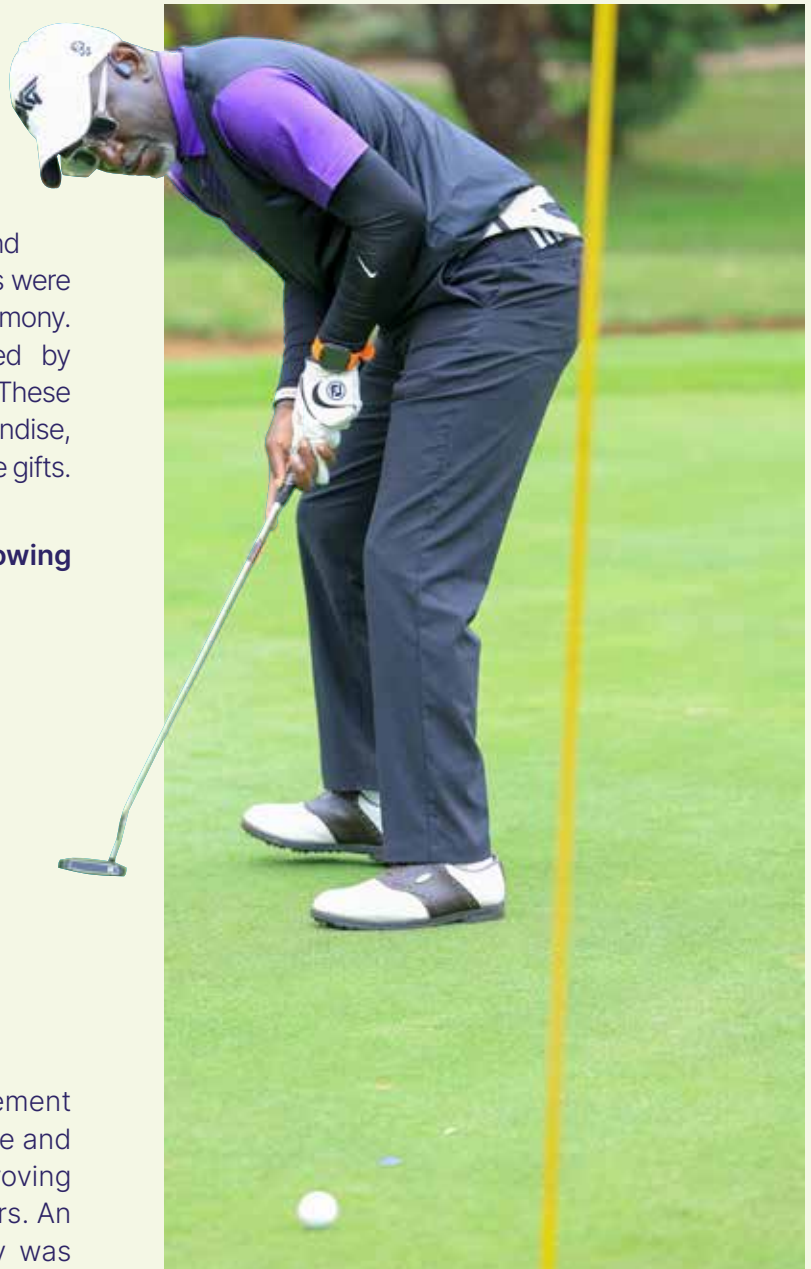
Awards were presented in the following categories:

- Overall Winner
- Men's Winner
- Men's Runner-Up
- Ladies' Winner
- Ladies' Runner-Up
- First Nine Winner
- Second Nine Winner
- Junior Winner
- Longest Drive – Men
- Longest Drive – Ladies

The awards ceremony created excitement while recognizing both sporting excellence and participants' contribution towards improving access to education for vulnerable learners. An equally important component of the day was

the golf clinic. Under the guidance of experienced golf professionals, non-golfers and students received an introduction to the game of golf. The clinic covered the basic rules of the game, golf etiquette, equipment used, and practical demonstrations on how the game is played.

The session challenged many misconceptions the learners previously held about golf. Most learners had believed golf to be exclusively a sport for wealthy individuals. However, the golf professionals explained that golf is often referred to as a "game of the mind" because it requires patience, discipline, strategy, focus, and emotional control. They further explained that many professionals value golf because it creates opportunities for networking, relationship building, and business interactions.





iii. Beneficiary Experience and Inspiration

One of the most memorable aspects of the tournament was the experience enjoyed by the Affecto Foundation beneficiaries. According to feedback collected after the event, every student indicated that it was their first time visiting a golf course.

Most had previously only seen golf courses on television and had never imagined they would one day experience one in person. The learners expressed great excitement as they arrived at Sigona Golf Club. They were amazed by the beauty of the course, describing the expansive green fairways, well-maintained environment, and peaceful atmosphere as unlike anything they had experienced before.

The visit exposed them to a completely different environment and expanded their understanding of the opportunities that exist beyond their immediate communities. The students also enjoyed several first-time experiences throughout the day. Many served coffee from a professional coffee machine for the first time, sampled premium coffee products, and enjoyed meals prepared by Sigona Golf Club.

These experiences, though simple, contributed to making the day memorable and gave the learners confidence to comfortably interact in new environments. Perhaps the most impactful moments came through the interactions with business leaders and corporate executives who attended the tournament.

The students had the opportunity to meet several Chief Executive Officers (CEOs) from partner organizations. During these engagements, the executives openly shared their personal journeys to success, including the challenges, setbacks, sacrifices, and determination required to achieve their goals.

The students noted that these conversations deeply inspired them. Hearing successful leaders explain that they did not begin at the top helped the learners appreciate that success is a journey built through hard work, resilience, discipline, and perseverance. The encouragement they received renewed their hope and strengthened their commitment to excel in their education despite the challenges they currently face. The beneficiaries also had the rare opportunity to share meals with the CEOs and other senior corporate leaders. These informal conversations broke social barriers and allowed the learners to ask questions, receive career advice, and build confidence in interacting with professionals.

Another emotional highlight for the students was witnessing the presentation of fundraising proceeds during the dinner ceremony. Seeing the symbolic issuance of cheques towards their school fees gave them a tangible appreciation of the generosity of the partners.

It reinforced the understanding that every sponsorship package purchased, every golf registration fee paid, and every donation made directly contributes to keeping them in school.



“ Most had previously only seen golf courses on television and had never imagined they would one day experience one in person. The learners expressed great excitement as they arrived at Sigona Golf Club.

Beneficiary Experience Letter

NGARA GIRLS' HIGH SCHOOL,

P.O. BOX 31694 - 00600,

NAIROBI.

2 AUGUST 2025.

EXECUTIVE DIRECTOR.

AFFECTO FOUNDATION,

P.O. BOX 48717 - 00100,

NAIROBI.

Dear Sir,

RE: MY EXPERIENCE AT SIGONA GOLF CLUB.

Firstly, I would like to express my sincere gratitude to God and you and everyone who made this day a success. Words cannot articulate how privileged we are to meet such prominent people in life. We arrived at nine o'clock in the morning and were warmly received by the Affecto ladies. We were served to cardamom tea that helped in sending the shivers of cold away. We sat on a table, we interacted amongst ourselves waiting for instructions.

About an hour later, we were put into groups of seven to eight. The first group went and were shown around and introduced to golf. Golf is a very interesting game that is played by very serious people of prominence. We walked around waiting for the first group to return and the facilities there were just the best. We got to make friends and take some few photographs.

After the coming back of the first group, the second group set out for the adventure. I was in the second group. We went to the field and took a photo with Dr. Mercy and other group members. We were then taught on how to play golf. We were taught to shoot and the trainer informed us that our aim was not to hit the ball but sweep off the tee. We were told that one should hold the grip with the left hand with the pinky finger of right hand in between the index finger of the left hand. It was

not so easy but it was just the best. I made to shoot that did not reach as far as I wanted. We went to the other pitch we were taught on aiming for the hole. The golf that was furthest from the hole was out of the game. We competed among ourselves and we had so much fun. We got to play with one of the workers of Maron publishers. We had learnt and not only learnt but seen the brighter side of life.

We went back for a lunch break. We were served with chips, chicken and salad. It was so rejuvenating and sweet. The fingerlicking meal sent questions bombarding our headsets like: when will I reach here? What time in life will I be such a prominent person in my country? It gave us the determination to work harder in order to achieve what we wanted. After the lunch break, we were allowed to go and build on our social capital.

We interacted with the partners of Affecto Foundation. The first partners were the Diva Aesthetics ^{who} were dealing with beauty and cosmetology. We met Grace, Nyx and Nanjiru. They were so friendly. We also interacted with Lexien Naturals who were dealing with herbal medicine. We met Shawn, Steve and Abeti who gave us a handful of sweets and taught us on different herbal medicines and their usage. We also interacted with Kenya Pipe Fitting Company (KPFC) and we met Elizabeth and Maximu who advised us to work hard. We took photos and videos with some of them. Some of our Affecto stars from different communities were interviewed to enhance diversity.

After the interacting session, we went to the building where we took photos receiving the dummy cheques from different companies. We then went to a sit where we interacted with our sisters: Adia Nyakabi and Adia Nanjiru who told us about themselves and their school life. I mostly interacted with Adia who told us that she was really into video games her favourite one being Grow a Garden. She gave us descriptions of the game and advised us to try it too.

We were then directed to our tables, we were warmly placed in neatly and classy tables ready for the dinner. We received some good music from our able deejay: Dj Preacher. We chatted amongst ourselves just deciding on our lives and getting to know more about how to make our plans and set targets for a better future. We were then served

Beneficiary Experience Letter

with different kinds of food and a drink. We had about forty minutes for having the meal. We saw some of our partners like Naivexa, Terasso properties, Nestle, Tract tea, Kevak properties, Amcco, Kajim events, Juja mabati company, Fanaka, Kiwini school, Moran publishers, KPFC, CPA limited and many others.

After dinner, we received some speeches from our parent representative, Mr. Jentix Juma, some life speeches by Sarah from Matuga Girls' and Peter James who is about to join The University of Nairobi. We received a lot of inspiration and hopes. We also received a speech from our dad, Mr. Nalungu Nyoro HSC and received some cheques afterwards. We had a networking session and I got to meet Mr. Emma an alumni in Ngara girls. We took photos and had so much fun.

I would really like to thank you for choosing me to attend this dinner. I would like to thank the Navigator Adherent for enabling us to reach this day and every partner of Affecto for supporting us. May God bless you abundantly. God bless Affecto.

Yours sincerely,


Elisabeth Blessing

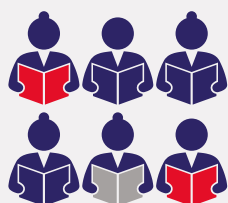
“ I would really like to thank you for choosing me to attend this dinner. I would like to thank the Navigator Adherent for enabling us to reach this day and every partner of Affecto for supporting us. ”



6.0 | OUTCOMES AND IMPACT

AFFECTO FOUNDATION 2025 STUDENT SUCCESS

KCSE 2025 • COHORT VI



36

BENEFICIARIES
SAT FOR KCSE

33 of 36
ATTAINED C+ & ABOVE



91.67%

SECURED DIRECT
UNIVERSITY ENTRY

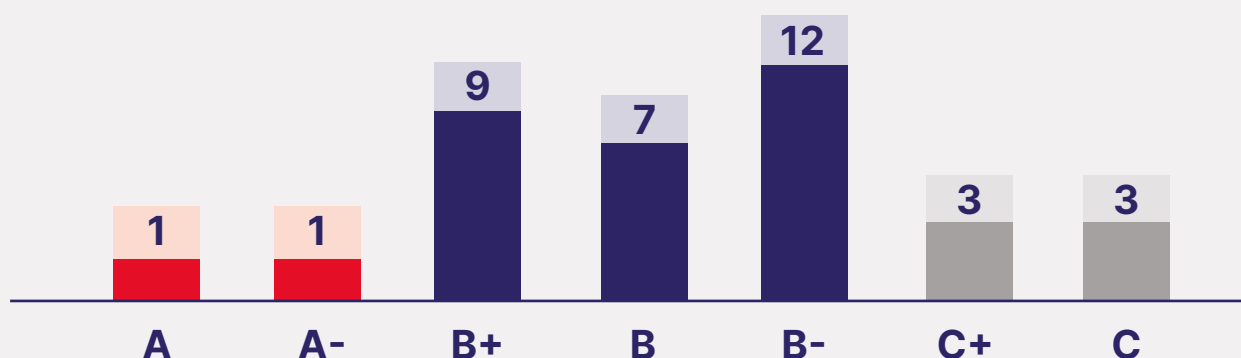


2 | TOP GRADES
1A • 1A-

100%

TRANSITION TO
INSTITUTIONS OF
HIGHER LEARNING

GRADE DISTRIBUTION



SEPTEMBER 2026

OUR SCHOLARS BEGIN THEIR JOURNEY
INTO HIGHER INSTITUTIONS OF LEARNING

6a. KCSE Performance 2025

The year 2025 marked another remarkable milestone for Affecto Foundation as 36 of our Cohort VI beneficiaries sat for the Kenya Certificate of Secondary Education (KCSE) examinations. Come September 2026, these bright young scholars will begin an exciting new chapter in institutions of higher learning across the country.

The 2025 KCSE results gave us every reason to celebrate. An impressive 97.67% of the candidates attained grades of C+ and above securing direct entry to university. Even more inspiring, one of our champions achieved a clean A, while another earned an outstanding A-.

These achievements are considered as stories of resilience, determination, and hope fulfilled. We are so proud of every Affecto champion for their dedication and hard work. We believe that this is only the beginning of their greater success.

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

6b. The President's Award Program

By 2025, All Affected Beneficiaries were already 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:

- i. **Voluntary Community Service:** Participants engage in voluntary community service to instill social responsibility and empathy. Activities include mentorship, environmental conservation, and charity work.
- ii. **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.





iii. 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.

iv. 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.

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



AFFECTO FOUNDATION STUDENTS KCSE PERFORMANCE PROGRESS

A stronger pathway to university for Affecto Scholars

2024 & 2025 COMPARISON

2024

25
CANDIDATES

21
C+ & ABOVE

84%
UNIVERSITY
TRANSITION

2025

36
CANDIDATES

33
C+ & ABOVE

91.67%
UNIVERSITY
TRANSITION

PERFORMANCE SINCE INCEPTION

Cohort 1 **2020** through Cohort 6 **2025**

127

**TOTAL SCHOLARS
ACROSS 6 COHORTS**

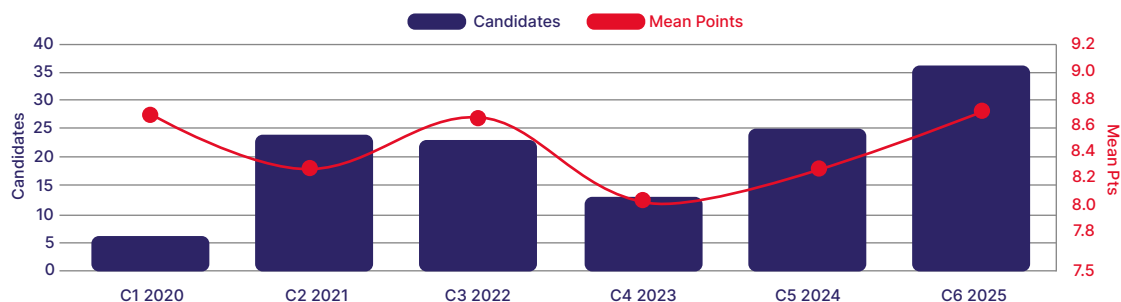
36

**LARGEST COHORT
COHORT 6 • 2025**

8.66 B

**BEST MEAN POINTS
COHORT 1 • 2020**

CANDIDATES PER COHORT & MEAN GRADE POINTS



6c. *Affecto Alumni Skilling*

**Peter Maina - Graphic Designer,
Photographer & Videographer.**

I first discovered video editing in 2024 during my free time on campus. It started casually, almost quietly, just me, curiosity, and a screen. But somewhere in the process of cutting clips, arranging frames, and shaping visuals, something clicked. I was not just editing videos; I was learning how to tell stories without words.

As time went on, that curiosity grew into passion. I began to see storytelling as a powerful tool, a way to translate ideas, emotions, and meaning into visuals that people could feel, not just watch.

But just as I was getting deeper into this journey, I faced academic challenges that forced me to take a one year break from school. It was a difficult transition. I suddenly had time but no clear direction on how to use it meaningfully.

That is when the Affecto Foundation stepped in. I had previously shared my interest in media and storytelling with my mentor, Mr. Ndungu Nyoro, and through that connection, Affecto offered me a chance to join a Multimedia Course at Don Bosco Youth Educational Services. That opportunity became a turning point.



I had previously shared my interest in media and storytelling with my mentor, Mr. Ndungu Nyoro, and through that connection, Affecto offered me a chance to join a Multimedia Course at Don Bosco Youth Educational Services.

At Don Bosco, I spent four intensive months learning videography, photography, graphic design, and filmmaking. The environment was hands-on and interactive. At first, I struggled with the software and the technical side of things. Everything felt complex and unfamiliar. But gradually, things started to make sense.

I remember the excitement of creating my first photos and graphics and sharing them with Mr. Nyoro. It felt like I had unlocked a new language. From that point, my learning became more intentional. I was not just acquiring skills; I was building a foundation for expression.

By June 2025, I graduated with practical, industry ready skills. I was eager to apply them, but the question remained, *where would I start?* Affecto again opened the door. Through the Watoto Wasome initiatives and events, I was given the opportunity to serve as an official photographer and graphic designer.

This was my first real exposure to working in live, real world

environments. I captured moments, shaped visual identities, and contributed to storytelling that supported a meaningful cause. In these spaces, my skills became real, not just practice, but impact. With time, these skills also began to change my personal reality. I started earning income through my work, which enabled me to support myself financially.

I became able to pay part of my university fees and manage my upkeep. What started as a creative interest slowly evolved into a means of independence. More importantly, it shaped my identity. I began to understand my strengths, my direction, and the kind of value I could offer to the world through creativity. I was no longer just learning skills, I was becoming someone through them.

At the beginning of 2026, this journey took another step forward when I founded Elvisio Creative Agency. The vision was simple but powerful: to help brands tell their stories through graphics, videography, and film, giving them a voice in an increasingly crowded digital world.

Today, I am still evolving, still learning, still building. But more than anything, I am on a journey of becoming, using creativity not just as a skill, but as a tool for impact, expression, and transformation.





6d. *Economic Strengthening - (Blessing Amusolo)*

My name is Blessing Amusolo, a student at Mount Kenya University pursuing a diploma in information technology. I am also the eldest sister to Precious Namachi, a beneficiary of Affecto Foundation who is currently in Form Three at Butere Girls High School.

Over the past few years, my family has experienced significant financial challenges that greatly affected my ability to continue my university education. Meeting tuition fees and basic living expenses became increasingly difficult, and the financial burden eventually forced me to defer my studies because I could no longer afford to continue.

During this challenging period, Affecto Foundation extended a helping hand that transformed my life. The Foundation provided me with seed capital to establish a clothing business and strengthen my existing braiding business.

In addition, they paid my hostel rent for the greater part of 2025, giving me the stability and peace of mind I needed to focus on rebuilding my life, pursuing my

“ The Foundation provided me with seed capital to establish a clothing business and strengthen my existing braiding business.

education, and growing my businesses. With this support, I was able to purchase clothing stock, acquire essential salon materials, improve the quality of my services, and meet my daily basic needs. As a result, both my clothing business and braiding have grown into reliable sources of income and continue to operate successfully to date. Through my mobile braiding work, I have consistently served clients while building strong relationships based on trust, professionalism, and quality service.

At the same time, my clothing business has enabled me to generate additional income through the sale of clothes and related products. The earnings from both businesses have allowed me to support myself, contribute to my family's wellbeing, manage my daily expenses, and gradually improve our overall standard of living. Beyond the financial benefits, this journey has been a life-changing learning experience.

Running my businesses has equipped me with valuable skills in customer service, financial management, stock management, communication, marketing, and business planning. It has also strengthened my passion for entrepreneurship and inspired me to continue learning, innovating, and expanding my businesses. Most importantly, I have learned that discipline, consistency, resilience, and proper planning are the foundation of building and sustaining a successful enterprise. Although I have faced challenges along the way, the support I received from Affecto Foundation has

given me renewed hope, confidence, and the determination to keep moving forward.

Their investment in my potential has empowered me to become more financially independent, create sustainable sources of income, and continue pursuing my university education despite the obstacles. I am deeply grateful to Affecto Foundation for believing in me during one of the most difficult seasons of my life. Their generosity went beyond financial assistance—it restored my hope, strengthened my confidence, and gave me the opportunity to rebuild my life with dignity.

Today, I remain committed to growing my businesses, completing my university education, and creating a better future for myself, my family, and my younger siblings. I sincerely thank Affecto Foundation for the lasting impact they have made in my life, and I will always be grateful for the opportunity they gave me to transform my future.

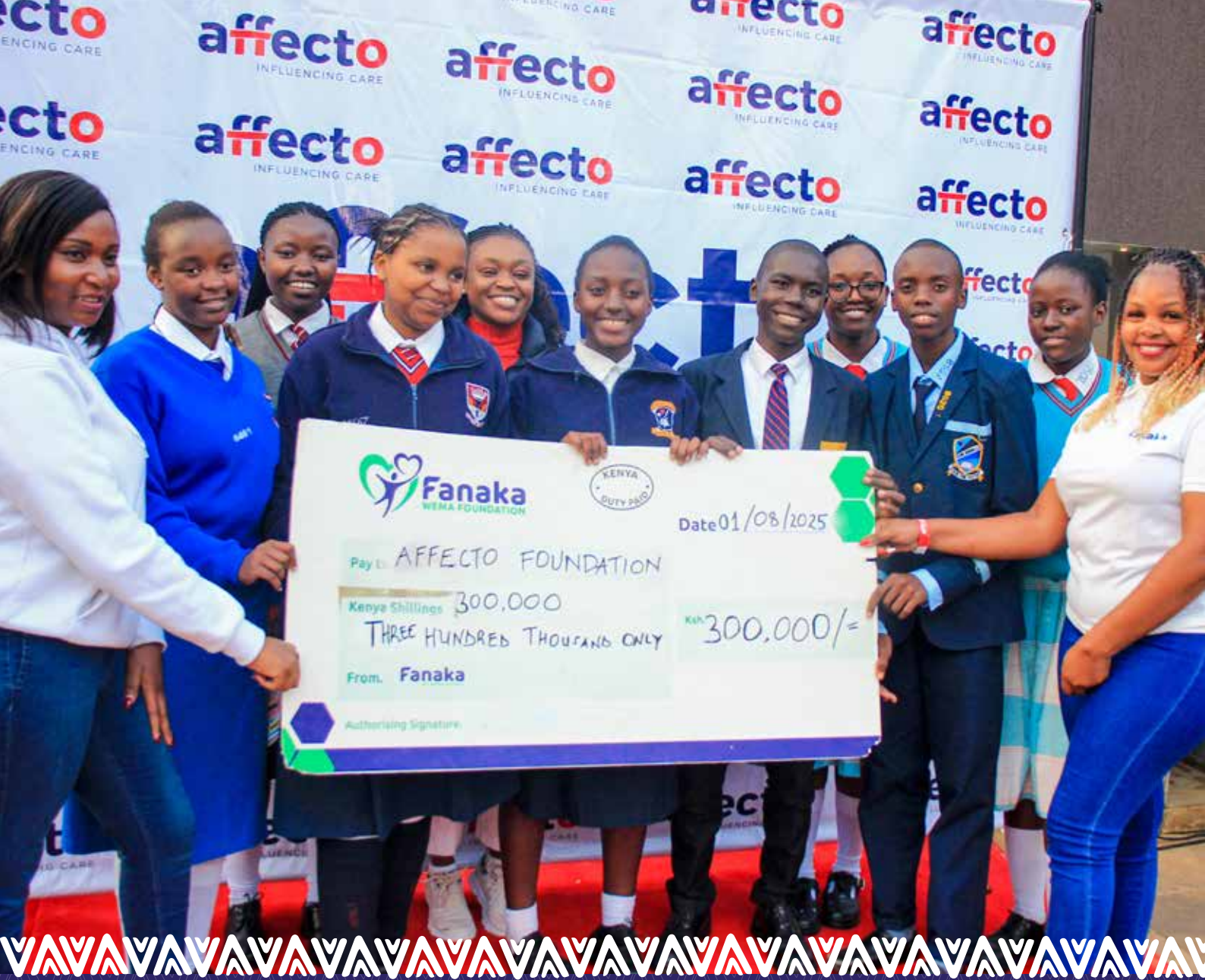
“ Through my mobile braiding work, I have consistently served clients while building strong relationships based on trust, professionalism, and quality service.



5e. Media Engagements

Media Type	Platform	Year Featured
Print Media	Daily Nation	2025
Print Media	The Standard	2025
Social Media	Tuko News (Facebook)	2025





7.0

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 value.

In 2025, the foundation introduced a new fundraising model, The Charity golf tournament that brought together partners, donors, stakeholders and friends of Watoto Wasome. These strategies 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.

For the Year Ended 31 December 2025

SCHEDULE OF INCOME		
INCOME SOURCE	AMOUNT	
DONATIONS FROM PARTNERS	2025 (KES)	2024 (KES)
Al Swift - Netherlands		260,821
Amco Properties Ltd	750,000	300,000
Come Together Widows and Orphans	50,000	
Dama Mobile Spares Ltd	200,000	
Dzua Aesthetics	150,000	
Elited Developers		108,554
Equity Bank Kikuyu	100,000	
Express Terrazzo		60,000
Fanaka Real Estate Ltd	700,00	430,000
Global Giving	1,111,724	810,062
Insurance of Kenya	12,000	
Juja Mabati	100,000	
Kevak Properties	110,000	
Kienyeji Stores	10,500	
Kivulini School	65,000	75,000
KPFC (K Pipes and Fittings)	170,000	100,000
Lexien Naturals	250,000	

INCOME SOURCE	AMOUNT	
DONATIONS FROM PARTNERS	2025 (KES)	2024 (KES)
Magnus Ltd	1,050,825	3,207,083
Regency Slots	140,000	
Martine Kamau Associates	100,000	
Mombasa Supreme Centre	113,000	
Nairobi Outpatient Gulf Hospital	100,000	
Username Investment Ltd	400,000	500,000
Naivera Holdings	150,000	
Regency Slots	40,000	140,000
Sizlean Enterprises		100,000
Swift Dubois Fund	123,401	
Tracktrail	100,000	
Tristar Group	458,031	443,904
Urbann Vacations	250,000	
Username Investment Ltd	100,000	400,000
Volunteer International Community Development Africa	100,000	30,000
TOTAL DONATIONS FROM PARTNERS	6,514,481	6,405,504
CROWDFUNDING - NATIONAL	2025 (SHS)	2024 (SHS)
Mpesa	1,156,548	1,874,109
Paybill	4,740,091	7,581,173
TOTAL CROWDFUNDING - NATIONAL	5,896,638	9,455,282
RESTRICTED FUNDS	2025 (SHS)	2024 (SHS)
Claude Marie	1,903,095	1,047,661
Moran Publishers (In Kind Donation)	700,000	
TOTAL RESTRICTED FUNDS	2,603,095	1,047,661
GRAND TOTAL INCOME	15,014,214	16,908,447



“

In 2025, the foundation introduced a new fundraising model, The Charity golf tournament that brought together partners, donors, stakeholders and friends of Watoto Wasome.



8.0 | QUALITATIVE INSIGHTS AND SUCCESS STORIES



8a. Martha Jasmine - My Journey with Affecto

“Don’t just try, do it.”

These words were the motto of Oaks Quality School, the small primary school where my educational journey began. As a young girl, I repeated them because every student did. As I grew older, however, they became much more than words displayed on a school wall. They became a personal promise—a promise to myself, to my mother, and to everyone who would one day believe in my dream—that no matter how difficult life became, I would never stop striving.

I was raised by a single mother whose determination shaped the person I am today. Life was far from easy. My father was absent, leaving my mother to shoulder every responsibility alone. To provide for us, she took on whatever casual jobs she could find. Some days she washed clothes in other people’s homes.

Other days she worked on farms, and whenever an opportunity arose, she seized it, no matter how physically demanding it was. She often left home before sunrise and returned late in the evening, exhausted, yet she never allowed her weariness to overshadow the hope she carried for my future. Although she had not been privileged to pursue higher education herself, she believed wholeheartedly that education was the one gift no one could ever take away from

me. That conviction led her to enroll me at Oaks Quality School despite the financial sacrifices it demanded. The school’s headteacher understood our situation and showed us remarkable kindness. Many times, she allowed me to remain in class even when my school fees were overdue. She believed in giving children the opportunity to learn, even when circumstances were difficult. Yet there were moments when the outstanding balance became too much, and she had no choice but to send me home. Those were some of the most painful moments of my childhood.



**I was raised
by a single
mother whose
determination
shaped the
person I am
today. Life was
far from easy.**



I vividly remember packing my books in silence, avoiding eye contact with my classmates as I walked out of the classroom. The journey home always felt much longer than usual. Once I reached home, I would lock myself inside the house, too embarrassed to let the neighbours see that I had been sent away because of unpaid school fees. As I counted the seconds, minutes, hours, days, and even weeks, I wondered what lessons my classmates were learning while I sat alone. Despite the humiliation and uncertainty, one thing never changed: my love for learning.

Even as a child, I understood that education was my greatest opportunity to break the cycle of poverty that had defined much of my family's life. Every setback only strengthened my determination to succeed. For the final two years of primary school, I transferred to Nyacaba Primary School, where I prepared for the Kenya Certificate of Primary Education (KCPE). My teachers encouraged me to dream beyond my circumstances, and I worked tirelessly toward that goal. When the KCPE results were released, I had scored 409 out of 500 marks. It remains one of the happiest moments of my life. Years of hard work had finally paid off, and my results earned me admission to Muthale Girls High School, a national school. For a brief moment, it felt as though every sacrifice my mother and I had made had finally been rewarded.

Unfortunately, our celebration was short-lived. While my classmates prepared for high school, purchased uniforms, and packed their belongings, another reality confronted us. Although I had earned my place academically, we had no way of paying the school fees required for me to enroll. The dream I had nurtured for years—to become a neurosurgeon and one day care for patients suffering from neurological diseases—suddenly seemed impossible.

However, my mother and I refused to give up. Together, we searched everywhere for scholarships and financial assistance. We filled out application forms, sought recommendations, visited offices whenever we heard about potential opportunities, and waited anxiously for responses. Every unanswered application and every rejection felt like another door closing before us. Still, we continued searching because giving up on my dream was never an option. Weeks passed. Students who had joined secondary school came home for their first half-term break, yet I had still not attended a single day of high school. Watching students in uniform walk past our home each morning was heartbreaking. I often questioned whether I would ever experience secondary school at all.

One evening, overwhelmed by disappointment, I knelt beside my bed and prayed through tears. I remember asking God, *"Lord, if You knew I would score 409 marks yet still remain at home, why did You allow me to achieve these results?"* It was one of the most vulnerable moments of my life. Even so, I ended that prayer by surrendering everything into God's hands and asking that His will be done.

The following day, everything changed. My mother received a phone call informing us that I had been shortlisted for an interview at Affecto Foundation. Hope, which had almost disappeared, suddenly returned. I carefully prepared every document I owned and attended the interview carrying little more than faith and determination. I remember feeling both nervous and excited because, deep inside, I believed this might be the opportunity that would completely change my life.

By God's grace, I was awarded the scholarship. Receiving that call remains one of the defining moments of my life. Affecto Foundation did much



Even as a child, I understood that education was my greatest opportunity to break the cycle of poverty that had defined much of my family's life.

more than pay my school fees they restored a dream that had almost been lost. The scholarship lifted an enormous financial burden from my mother's shoulders and gave me something equally valuable: peace of mind. Instead of constantly worrying about whether I would be sent home because of unpaid school fees, I could fully dedicate myself to learning, growing, and becoming the best version of myself. Yet Affecto's impact extended far beyond financial support.

Through mentorship programmes, leadership sessions, career guidance, and interactions with professionals from different fields, I gained confidence I had never possessed before. I met people who had overcome enormous obstacles to achieve success, and their stories reminded me that my background did not determine my future. For the first time, I truly believed not only that I could complete high school but also that I could pursue medicine and eventually become a neurosurgeon.

One person who profoundly shaped my journey was Mr. Ndungu Nyoro. He became far more than a sponsor. He became my mentor, my role model, my greatest encourager, and the father figure I had longed for throughout my childhood. He celebrated every milestone with me, encouraged me whenever I doubted myself, and constantly reminded me that excellence was possible regardless of where I came from. Knowing that someone believed in me motivated me to work even harder. That encouragement bore fruit.

When I sat for my Kenya Certificate of Secondary Education (KCSE) examinations, I scored an A Plain, earning 83 out of 84 points. Without a shred of doubt, I believe that achievement represented much more than outstanding grades. It reflected years of sacrifice by my mother, the unwavering support of Affecto Foundation, the mentorship of Mr. Ndungu Nyoro, and the kindness of every donor and partner whose generosity invested in my education. The journey that had nearly ended before it began had become a testimony to what opportunity can accomplish. My academic achievement gained national recognition through features in The Daily Nation and The Standard newspapers. I was also blessed with a laptop

and a mobile phone resources that have greatly enhanced my learning, strengthened my digital skills, and opened doors to opportunities that once felt beyond my reach.

Today, I proudly serve as a volunteer and mentor with Affecto Foundation, encouraging younger students to believe in themselves just as others once believed in me. Every time I share my story, I see hope rekindled in another child facing challenges similar to those I once endured. It reminds me that the impact of a scholarship extends far beyond one student's education—it creates a ripple effect that reaches families, schools, and entire communities.

My dream is to pursue a Bachelor of Medicine and Bachelor of Surgery (MBChB) and specialize in neurosurgery. I aspire to restore health and hope to patients while advocating for equitable access to quality healthcare. Beyond medicine, I hope to establish programmes that support academically gifted children from disadvantaged backgrounds so that they, too, can pursue their dreams without financial barriers.

Looking back, I often wonder what my life would have been if Affecto Foundation had not stepped into my story. The answer always reminds me why organizations like Affecto matter. Somewhere today, another bright child is sitting at home, uncertain whether they will ever return to school because of financial hardship. Another parent is wondering how to provide opportunities they simply cannot afford. Another dream is waiting for someone to believe in it.

I am living proof that one scholarship can transform a life. It can restore hope. It can unlock potential. It can change the future of an entire family. To every donor, partner, mentor, volunteer, and supporter of Affecto Foundation, thank you. Your generosity does more than educate students—it restores dreams, transforms communities, and creates future leaders who will one day give back to society.

I am one of those dreams. And because someone believed in me, I now believe I can help others believe in themselves.

8b. Kelvin Mbugua

My name is Wachira Kelvin Mbugua. I was born into a family of four boys, and I am the second-born. My journey began in 2019 at Gachororo Primary School. My father was a hawker, and my mother worked as a casual laborer. We all lived together in a single-room house. Due to financial struggles, my father became heavily addicted to alcohol, and life at home became very difficult.

School was never easy for me. I often missed lunch because my parents could not afford the KSh. 240 charged each term for the school feeding program. I was also sent home several times because my school fees had not been paid. Many days, I had to walk home because I did not have bus fare. At night, I revised my schoolwork using the light of a candle because our home had no electricity. The situation at home was even more painful. My father was abusive. There were times when he locked us outside the house, insulted us, and even poured out the food my mother had struggled to prepare for us. Despite the violence and hardship, I remained determined to succeed.

In 2022, I sat for my KCPE examinations and scored 380 out of 500 marks, emerging as the best student at Gachororo Primary School. Although I had achieved my dream of performing well, another challenge awaited me. After completing primary school, I lost hope of joining secondary school because my father abandoned our family and disappeared. To help support myself, I started hawking melons and pineapples to earn a little money.

I stayed at home for two weeks after all my classmates had reported to secondary school. It was one of the hardest moments of my life.

I had received an admission letter to Thika High School, my dream school, but I had no means of paying the required fees or buying the necessary school supplies. Every day, I sat on my mattress wondering what my future would look like. I had no father, no connections, and no money. Watching my neighbor's son leave for school every morning in his neatly pressed uniform and return home in the evening broke my heart. I wondered if I



would ever get the opportunity to continue my education. During that difficult period, my class teacher, Madam Trizah, called my mother to ask whether I had reported to school. My mother handed me the phone, and I explained my situation. She asked me to meet her at Gachororo Primary School.

When I arrived, she introduced my case to the deputy headteacher, Mr. Njoroge. Fortunately, Mr. Njoroge knew Madam Esther, who was involved in political campaign communications. After hearing my story, she took my photograph and shared it on Facebook. By God's grace, a teacher from Mang'u High School, Mr. Munene, saw the post and invited us to the school. I arrived wearing my old primary school uniform. Mr. Munene shared my story with the teachers in the staffroom, and they were deeply touched. They organized a harambee to support me.

After the fundraising, Mr. Munene instructed us to visit Affecto Foundation for an interview. At the Affecto Foundation offices, I met the Chief Executive Officer, Mr. Ndungu Nyoro, Madam Nelly, and several alumni. After the interview, they graciously accepted me into the scholarship program and became my sponsors. The money raised during the harambee helped us buy my school requirements. Mr. Munene even gave me one of his own pairs of shoes to wear as my school shoes, a gesture I will never forget.

The following day, I finally reported to my dream school, Thika High School. The school storekeeper, Mr. Kamau, also blessed me with a metallic box that had been left behind by a former student. That marked the official beginning of my journey with Affecto Foundation. Throughout my four years in high school, I never lacked what I needed. Affecto Foundation provided my school fees, shopping, and even pocket money. Mr. Ndungu Nyoro became more than a sponsor he became a father figure to me.

The mentorship program transformed my life. It taught me to see myself not as a victim of my circumstances, but as a leader, a champion, and someone capable of changing the world. Back home, watching my mother work tirelessly as a mama fua motivated me to study even harder. My older brother never had the opportunity to attend university and now works as a boda boda rider not because that was his dream, but because poverty denied him the opportunity that I was fortunate to receive through Affecto Foundation.

Through Affecto Foundation, I also met inspiring leaders and partners, including Dama Mobile Spares, during a golf tournament at Sigona. Their encouragement motivated me to work even harder and believe in my dreams. After four years of dedication and perseverance, I sat for my KCSE examinations and scored a B+ (73 points). I was later admitted to Dedan Kimathi University of Technology to pursue a Bachelor's degree in Mechanical Engineering. As I wait to join university, I work as a casual laborer at a car wash. Through my savings, I managed to buy my own phone. Every day I work reminds me of how far I have come and how much further I still want to go.

My greatest motivation is to improve the lives of my mother, who still works as a mama fua, my older brother, who works as a boda boda rider, and my two younger brothers, who are currently being supported through primary school. More importantly, I dream of helping other young people who have lost hope discover purpose, just as I did. I owe my journey to Affecto Foundation and all its generous partners. Thank you for believing in me when I had almost given up. Thank you for investing in my future and for giving me the opportunity to dream again. May the Lord richly bless each one of you for transforming our lives. Long live Affecto Foundation.



I owe my journey to Affecto Foundation and all its generous partners. Thank you for believing in me when I had almost given up.

8c. Sharon Ochieng

My Rwanda Experience

Youth In Charge is a global initiative dedicated to empowering young people to take leadership and drive positive change in their communities and beyond. On December 20th, 2025, I had the privilege of attending a Youth In Charge SDG Conference in Kigali, Rwanda an experience that not only expanded my worldview but also deeply transformed me as a person.

This opportunity was made possible through the support of Affecto Foundation, which fully facilitated my participation by covering my conference fees, transport, accommodation, and personal expenses. The investment was a strong vote of confidence in my potential, and for that, I remain deeply grateful. My journey to Rwanda began with a conversation.

In July 2024, while returning from school visits in the Mount Kenya region with the office team and guests from the United States, I found myself in a meaningful discussion with Mr. Ndungu Nyoro. As we admired the breathtaking landscapes, he asked me a question that would stay with me: ***“What impact do you want to make in the lives of the people you meet?”***

He went on to ask if I had ever traveled outside Kenya. I shared my experience of traveling to Dodoma, Tanzania, for the East Africa University Games during my time as a volleyball player back in Campus. He then challenged me further, encouraging me to explore growth opportunities through international youth conferences where I could learn, network, and see what other young people are doing across the continent. I said yes without hesitation.

He encouraged me to apply and even promised to support me in acquiring a passport. I followed his advice and began applying to different conferences. Although I received several acceptances, I hesitated to share them because of the high costs involved. Eventually, I gathered the courage to present one opportunity in Rwanda. To my surprise, the response was immediate and

supportive. I was asked to prepare a requisition letter with a detailed budget, and soon after, everything was approved. That moment marked a turning point in my journey. On December 19th, 2025, at exactly 12:00 noon, I boarded a Trinity bus in Nairobi. By 12:30 pm, we were on the road. The journey was long, 25 hours' drive but my excitement made every moment worthwhile.

We travelled through Nakuru, Kisumu, and reached the Busia border, where our travel documents were processed. It was here that I experienced motion sickness from sitting at the back of the bus. I became dizzy, developed a headache, and ended up vomiting. I was rushed to a small dispensary at the border for treatment. Even in that moment of discomfort, I remember holding on to my excitement. I knew where I was going, and I was determined to get there.

We continued through Uganda Kampala and Mbarara before crossing into Rwanda at the Gatuna border, where our documents were stamped again and I exchanged currency into Rwandan Francs. Finally, we arrived at Nyabugongo bus station in Kigali. Since I had arrived late in the evening, I spent the night at a hotel in Nyabugongo. I was exhausted, but also filled with a deep sense of accomplishment. It was my first time traveling such a long distance by road, and I had made it.

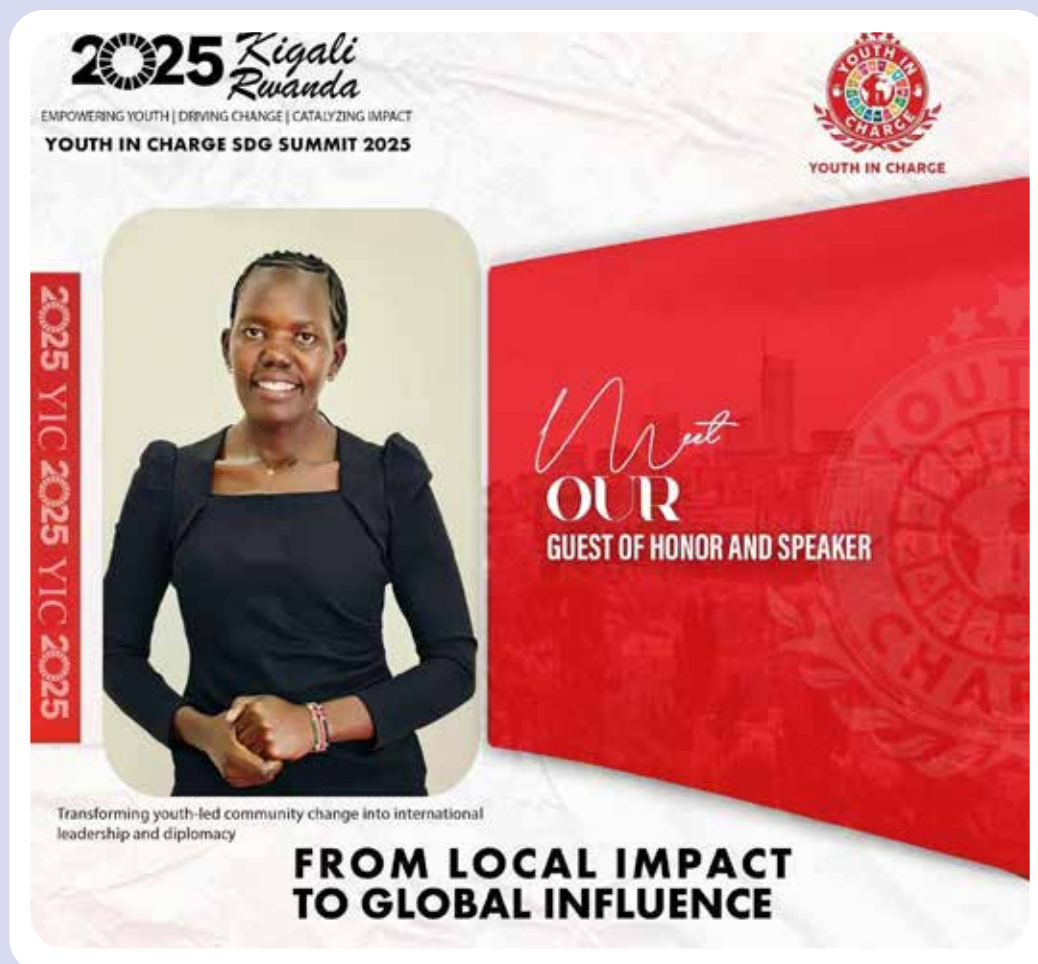
The following morning, I made my way to the conference venue, which was held at the beautiful Monar Hotel in Kigali. The hotel immediately stood out to me, it was spacious, well-organized, and had a calm, welcoming atmosphere. I was assigned my own room, which was a new and special experience for me. The room was comfortable, clean, and thoughtfully arranged, giving me a sense of peace after the long journey.

The hotel became a space where I could reflect, recharge, and fully take in the experience of being in a new country, surrounded by young leaders from across Africa. I quickly freshened up, eager not to miss the morning session. I had been told it would begin at 8:00 am, so I rushed to the conference hall only to find it empty. I later realized that Rwanda is one hour behind Kenya, and my phone was still set to Kenyan time.



“

On December 20th, 2025, I had the privilege of attending a Youth In Charge SDG Conference in Kigali, Rwanda an experience that not only expanded my worldview but also deeply transformed me as a person.



“ During the official opening ceremony, I had the honor of serving as a panelist. I was nervous, but I chose to speak honestly and from the heart.

That moment made me smile, it was a small but memorable introduction to being in a different country.

As delegates arrived, we shared breakfast at the hotel, introduced ourselves, and began networking. There was a strong sense of connection in the room, as young people from different countries came together with a shared purpose. One of the highlights of the first day was the city tour. As we waited for government officials to arrive for the official opening ceremony, we explored Kigali. I had the unique opportunity to share a cab with one of Ethiopia's Ministers who attended the conference. We had meaningful conversations about our countries, our work, and the role of young people in driving change. It was a moment that reminded me how powerful these spaces can be.

We visited the Kigali Genocide Memorial, and this was one of the most emotional experiences of my life. Listening to the stories of the 1994 genocide, seeing the images, and understanding the depth of what happened it was overwhelming. I found myself crying as the stories were shared and as I tried to process everything.

Despite the pain, I also saw strength and resilience. Rwanda's journey of rebuilding and unity left a deep impression on me. It reminded me of the importance of peace, leadership, and collective responsibility. Later that day, we returned to Monar Hotel, where we experienced Ethiopian coffee, popcorn, and groundnuts prepared by the Ethiopian delegates. It was a simple but beautiful cultural exchange that brought everyone together.

During the official opening ceremony, I had the honor of serving as a panelist. I was nervous, but I chose to speak honestly and from the heart. For the first time, I shared my personal story in a public space. The response was beyond anything I expected. People listened with deep attention. They connected with my story. By the end of the session, many delegates came up to me, some with sympathy, others with smiles wanting to thank me, hug me, and take photos. From that moment many delegates knew me by name and all the examples were given with me. That experience gave me confidence in my voice and reminded me that our stories have power.

The second day of the conference was filled with learning, collaboration, and engagement. We participated in different sessions and activities, exchanging ideas and experiences. I made meaningful friendships with young people from Ethiopia, Somaliland, South Africa, Senegal, Rwanda, and Eritrea. What stood out most was seeing the incredible work that young people are doing in their communities. It challenged me to think bigger and to push myself further in my own journey of impact.

On December 23rd 2025, I returned home tired, but fulfilled. I came back inspired, challenged, and energized to do things differently. This experience was about stepping out of my comfort zone, overcoming challenges, and discovering my voice. I am deeply grateful to the Affecto Foundation for making this possible.

The support did not just take me to Rwanda; it changed how I see the world and my place in it. As I look ahead, I am excited about the person I am becoming and the impact I am committed to creating. Because this is only the beginning.

“ This experience was about stepping out of my comfort zone, overcoming challenges, and discovering my voice. I am deeply grateful to the Affecto Foundation for making this possible.



8d. Affecto Growth Circle (AGC)

Introduction and Strategic Direction

Affecto Growth Circle (AGC) recorded significant growth and structural advancement in 2025, marking a year defined by strategic planning, diversification, and institutional strengthening. With continuous mentorship and holistic guidance from the patron, Mr. Ndung'u Nyoro. With the mentorship, AGC has steadily transitioned from a project-based initiative into a structured and sustainable youth economic empowerment platform with foundational leadership framework and values-based model enabling the group to operate with discipline, accountability, and long-term vision throughout the year.

Sustainability and Forward Contracting

A major milestone achieved in 2025 was the adoption of a forward-contracting model in crop production. For the first time, AGC secured two clients prior to planting and entered into a binding supply agreement designed to ensure continuity beyond the current leadership term. The agreement guarantees structured market access and provides stability for future AGC executives, ensuring that progress made in 2025 remains sustainable.

Agricultural Diversification and Production Expansion

During this period, AGC expanded its crop portfolio to enhance risk management and competitiveness. Unlike previous seasons that focused solely on Kunde (cowpea leaves), production in 2025 diversified to include:

- Kunde
- Managu
- Terere
- Kansera
- Mito
- Pumpkin Leaves
- Sagaa

This diversification represents a deliberate shift toward a more resilient and market-responsive agribusiness model.



Market Performance and Learning Outcomes

During the previous production cycle, AGC successfully sold 351 kilograms of Kunde, generating a revenue of Kshs 21,500 in revenue. This was amid challenges in client acquisition. However, this milestone provided critical practical exposure to agribusiness operations, including:

- Negotiation,
- Logistics coordination
- Quality control
- Supply chain discipline.

Livestock Development Rumuruti Project

AGC's livestock investment in Rumuruti also demonstrated measurable progress in 2025. The sheep recorded healthy weight gain and are scheduled for market on the 19th of the month. This reflects improved oversight, structured feeding approaches, and coordinated management.

Leadership, Governance and Institutional Stability

Throughout the year, AGC leadership remained focused on building systems rather than personalities. The structured executive framework ensured operational continuity despite geographical and logistical challenges between Nairobi and project sites.

The holistic guidance and mentorship from the Affecto Foundation, especially through its patron, Mr Ndung'u Nyoro, have played a pivotal role in strengthening governance, strategic planning, and disciplined execution within AGC.

A major milestone achieved in 2025 was the adoption of a forward-contracting model in crop production.

Alumni Network and Growing Membership

AGC continues to draw strength from its alumni foundation. The Circle serves as a platform for preserving networks, fostering collaboration, and empowering young people through practical economic participation.

Membership currently stands at 60+ active alumni, with plans underway to onboard the latest high school graduates. This growth reflects sustained institutional support and mentorship from Affecto Foundation, ensuring continuity of values, leadership development, and economic empowerment.

Looking Forward

The progress achieved in 2025 demonstrates AGC's steady evolution into a resilient and scalable youth economic model. Through diversified agriculture, structured market engagement, livestock development, and disciplined governance, the group has laid a strong foundation for future growth.

For the future growth, the group projects an increment in revenue through doubling of sheep number in Rumuruti for the first quarter, aiming for Kshs 200,000+ and transition to zero grazing in 3 years.

The vegetable farming has also proved to be a worthy venture that we project to make Kshs 100,000+ in revenue bi-monthly. We aim to make this a reality by bringing more of the farm under cultivation and finding more clients because indigeneous vegetables are in demand and suppliers are needed. We are move swiftly to fill that gap.

This progress has been made possible through consistent mentorship, strategic direction, and holistic guidance from Affecto Foundation and its leadership. As AGC looks ahead, the focus remains on consolidating structured partnerships, sustaining diversified production, enhancing livestock returns, and institutionalising systems that will outlive individual leadership terms.

WE HELP YOUR BRAND GROW

From Small Steps
To **Big Success.**





9.0 | STAKEHOLDER | FEEDBACK



9a. Ms. Elizabeth Karanja

I am Ms. Elizabeth Karanja, a Kenya Registered Nurse and Midwife currently working and living in Perth Australia for the last 15 years. I am a mother of 3 who are all currently in universities. While Australia is now my home, Kenya will always be my first and forever home, and as such I love supporting and giving back to my home country.

I am a child of parents who were teachers and who from a very early age instilled in us the importance of education and giving whatever one does, their absolute best, then using their opportunities to hold the hand of another person. My dad has always been the person the neighbours in the village come to for help with their issues. So we learnt very early about service to mankind. While my schooling journey was smooth, I always knew and saw many who had it hard and with challenges, and I always prayed that God would allow me to be a help to someone else, so they could achieve the best possible.

In late 2018, I stumbled on Ndungu Nyoro's Facebook page and saw that he had started raising school fees for needy cases. I followed a few stories and loved his accountability and drive. I sent him a message which I think he missed as he receives many messages, so I messaged Nelly Lasoi and she promptly let him know I was looking for him, and the rest as they say is history, and here we are still parenting our Affecto children.

At the same time, I had asked my dad to identify the best performing girl in my village so I could sponsor them through high school and that is how I had my first born Mary Njeri of Naivasha Girls who was then adopted by the Affecto family and got a twin in Zarilla Wanjiru of Karima Girls, both in Form 1 in 2019. I supported them through their schooling at home in the COVID lockdown year and they made me proud and stayed focused.

My Affecto children have all made me so proud. I have personally sponsored 6, 4 of whom are in university at the moment and the last 2 are in Form 4 this year. I am super

confident in their capabilities and know they will bring home amazing grades. I also mother all the other Affecto stars and being

Affecto mum is a job I love and take so seriously. My motto in life has always been; if you cannot impact another life positively, then you have lived in vain. So being a sponsor is a major part of who I am as a human being. This gives me a lot of satisfaction, knowing my participation in each child's life impacts not just them, but their families and in the long run, their communities.

Education is truly the key to a lot of opportunities and the equaliser of mankind, and as such I encourage any and everyone that can, to hold the hand of a needy student in the community, to give them a helping hand in life. I encourage each person to do it through Affecto as this is a reliable platform that allows us peace of mind as our efforts and contributions are well accounted for, results oriented and directed towards the intended causes while allowing a personal interaction with the beneficiaries and builds a warm family with the sponsored children.

As in any person's life, we are bound to encounter bumps and tough times. This happened when my third child got pregnant in Form 3 and had to drop out of school for a whole year. I visited her while in Kenya and we had a lengthy chat. I assured her that I would walk with her and that was not



My Affecto children have all made me so proud. I have personally sponsored 6, 4 of whom are in university at the moment and the last 2 are in Form 4 this year. I am super confident in their capabilities and know they will bring home amazing grades.



I continue to keep in touch with those I have sponsored and the Affecto family. My first sponsored daughter's family in the village have become part of my extended family, a relationship we all love and cherish.

the end of life. We worked together as Affecto with the school administration and my daughter was able to go back to Form 4 and she did a commendable job and earned herself admission into university and I will always be so proud of her for picking herself up and going for gold. My view in this case was, how would I have handled it, had it been my very own daughter in Australia? Young people are bound to make mistakes, all they need is guidance with love and patience.

I continue to keep in touch with those I have sponsored and the Affecto family. My first sponsored daughter's family in the village have become part of my extended family, a relationship we all love and cherish. Outside of Affecto, I have adopted nieces and nephews that I support and mother as they navigate their studies in Perth, and I gladly but also humbly accept the title of mama county that has been given to me by friends and family.

All the students make me so proud, as they embrace the opportunities given to them and run with them so diligently and stay focused. They refuse to let their backgrounds be their identities. My prayers for each of the Affecto stars is that they will in turn hold another person's hand, be an encouragement in another's life and pay it forward in their communities.

I always remind them and all other young people that I mother, that my shoulders are for them to stand on, to be able to see further than I have been able to see, and to achieve bigger things than I personally have and in that way, I will not have lived in vain.

Every person is capable of holding another person's hand, even by just giving words of encouragement, being present and such. That way, our communities get to grow and succeed even as individuals succeed.





10.0

| KEY LEARNINGS
| AND FUTURE
| OUTLOOK

10a. Reflections on challenges faced in 2025

In the year 2025, Affecto Foundation faced significant challenges arising from the national transition from the 8-4-4 education system to the Competency-Based Education (CBE). At the time, the organization lacked adequate clarity on how the new curriculum operates, its requirements, assessment methods, and how best to support learners under CBC. Additionally, the shift introduced a new learner profile that required different engagement and mentorship approaches.

As a result, Affecto Foundation made the strategic decision not to onboard a new cohort during that period, allowing time to study the curriculum, build internal capacity, and understand how to effectively respond to the needs of CBC learners. While this pause slowed program implementation, it was necessary to ensure quality, relevance, and long-term impact.

Affecto Foundation experienced another major challenge following the graduation of its first cohort from the University. While the beneficiaries had successfully completed their academic journeys, the organization was confronted with the critical question of “*what next?*” Although the Foundation had equipped the graduates with mentorship, life skills, and personal development support, the transition from university to employment proved difficult. Family expectations placed immense pressure on the graduates to secure jobs immediately, as many are the primary hope and support for their households.

Of the four Affecto beneficiaries who graduated, only one has secured employment to date. This highlighted a significant gap in our ability to effectively link graduates to the job market. Limited professional networks, scarce entry-level opportunities, and a highly competitive job environment continue to hinder their absorption into meaningful employment. This challenge

underscored the need for stronger career placement support, employer partnerships, and structured post-graduation pathways to ensure that academic success translates into sustainable livelihoods.

10b. Goals and new programs planned

1. 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.



Of the four Affecto beneficiaries who graduated, only one has secured employment to date. This highlighted a significant gap in our ability to effectively link graduates to the job market.



11.0 | GOVERNANCE IN 2025

Affecto Foundation continues to uphold a strong and transparent leadership framework that ensures accountability and results. The Board of Directors provides strategic oversight, safeguarding the organization's mission and long-term sustainability.

Our staff team is responsible for efficient program execution, supported by consultants who offer specialized expertise to maximize effectiveness. Volunteers contribute significantly to program delivery, extending our reach within communities. By actively engaging alumni as volunteers and mentors, we are building a sustainable model of impact that multiplies the value of every investment. This integrated leadership structure ensures that resources are utilized effectively to achieve meaningful and lasting outcomes.ance and Leadership.

11a. The Team - 2025

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 Coordinator	Kenya
	Charity Muturi Njeru	Resource Mobilization	Kenya
Day-to-Day Management	Ndungu Nyoro, HSC	Executive Director	Kenya
	Nelly Lasoi	Head of Operations	Kenya
	Sharon Ochieng	Office Admin	Kenya
Fundraising	Ndungu Nyoro, HSC	Team Leader	Kenya
	Charity Muturi Njeru	Resource Mobilization	Kenya
Media & Publicity	Daniel Kihara	Media	Kenya
Finance	Hilda Mwende	Finance Officer	Kenya
	Sharon Ochieng	Office Admin	Kenya



Ndungu Nyoro, HSC

Strategy | Management | Fundraising



Eng. Kimani Njogu, HSC

Strategy & Decision Making



Elizabeth Njeru

Advisory



Justine Omwoyo

Advisory



Dr. Mercy Igoki

Advisory



Nelly Lasoi

Management



Sharon Ochieng

Management | Finance



Daniel Kihara

Media



Charity Muturi Njeru

Advisory | Fundraising



Hilda Mwende

Finance



“

Guided by a holistic and sustained approach, the foundation focused on deepening the impact of its programs while ensuring long-term benefits for both students and their families.



Affecto Foundation

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

 +254 799 224 488  info@affectofoundation.org

 www.affectofoundation.org     