



Macheo

Children's Centre

2016 Annual Report



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2016

Our History

Macheo has over ten years of experience empowering vulnerable people to overcome social and economic challenges through our long term programs, which include community outreach projects that have a strong focus on being user-led and target driven.

The daily running of Macheo Children's Centre is in the hands of co-founder Marnix Huis in 't Veld and his management team. The organization now has more than 140 employees. As an employer we try to be an organization where employees feel safe, respected, worthy and see opportunities for personal growth. An active policy of recruiting staff with lower access to the labor market, such as physically or mentally challenged people, is in place. We strive towards a healthy mix of ethnicity, religion and gender. The opportunity to test and evaluate user-led interventions that promote access to **Food & nutrition, Health, Shelter, Care, Protection, Education and Skills along with Psycho-social Support for children**, has allowed for learning on both the institutional and community level. This has informed and strengthened the roll out of our future interventions, based on these models.

Our Vision

"A society where the children live happily in a safe, caring and stimulating environment that promotes the best of their potentials."

Our Mission

"To empower and protect vulnerable children and their communities, so that they can lead a bright future."

"Our Purpose is to release restrained potential in disadvantaged children."

** all names of beneficiaries in this report have been changed to protect their privacy*

Our Shared Principles

Commitment to children

We are committed to the safety of children, their right to be free from abuse and neglect, and their right to achieve their full potential as members of our community. We have a child protection policy that guides Macheo while dealing with children.

Respect for families

Despite the many challenges facing families in the six working areas of Macheo (**Kakuzi, Matunda, Kiandutu, Umoja, Juja and Ruiru**), families and children are innately resilient and possess strengths that provide the foundation for change. When their strengths are recognized and affirmed, families can be full partners as they work to develop new skills and capacities.

Capacity for the community

We honor the strengths of the communities in which families live. Community residents are involved in the design, implementation and oversight of the services and activities of each collaborative. We also work to build the capacity of our community so that they can better serve children and families. This creates room for sustainability and ownership of our programs.

High quality, flexible and responsive Services

We are committed to high quality services that produce positive outcomes. Staff members have access to flexible resources that can respond to the unique needs of each client.

Accountability

We are committed to defining the results expected from our services and to being accountable for those outcomes. Our goal is to assure that the collaborative operations are transparent to our partners and the community.

Section **One**



Table of Content

Section One	
Message from the Director	1
Section Two Overview of the programs	
Country context	4
Macheo Children's Home	5
Primary School Program	7
Secondary School Program	9
Health	11
Family Empowerment	13
Monitoring and Evaluation	15
Income Generating Activities	16
Financial Report	17
Section Three Our foundations in the Netherlands and USA	
The Dutch Macheo Foundation, Stichting Macheo Nederland	20
Macheo US in 2016	24
Section Four Other important information	
Acknowledgement to our Partners	28

Message from the Director

2016 has been another remarkable year in Macheo's history in which we will mostly remember the great effort we invested in re-thinking Macheo's way of operating. This has culminated in changes that we have already implemented, partly in the second half of 2016, but are mostly taking full shape in 2017.

Macheo has never been a single topic organization; we have always had a big realization of the need for a holistic approach. Back in 2006 the realization dawned on us as to the high cost of running a children's home, compared to working in the community. Also in 2006 when we implemented our first small scale school feeding program, the complexity of root causes that necessitated a school feeding program, became clearer.

10 years later we have made very big steps to a new approach, and under the guidance of H el ene van der Roest and others (made possible by Wereldhave), we managed to make steps towards the organization we aspire to be, which is a true reflection of our core values of child orientation, integrity and teamwork.

On a personal level 2016 will always represent a turning point in Macheo's history and a major step towards a new future with more professionalism, more focus on child protection and a more holistic approach. We could have only dreamed about these things, but were assisted so generously and guided so wisely, by everyone we met along the way.

2016 has been the year in which Macheo stepped into maturity. We have not reached our desired maximum impact, and our partners deserve more from us in terms of timely reporting and communication, however, I believe we can be proud of the impact we create, the level of ambition we bring into the work we do and the lives we influence daily.

The children we serve deserve our very best effort and we are committed to continue giving our best and keep on improving.

We thank all our partners for making it easier and even possible for Macheo to impact the needy children and to give them a fairer chance at life's unique potential.



Marnix Huis in 't Veld
Director and Co-Founder
Macheo Children's Centre



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Section **Two**

OVERVIEW OF THE PROGRAMS

Country context

Kenya has shown resilient growth in 2016 and its economy remains one of the fastest-growing in the region. Inflation rate accelerated to 8.0 percent by December, which raised the cost of living for many Kenyans. This was caused mainly by the adverse effects of the weather phenomenon La-Nina, causing drought. This was evidenced by the country experiencing generally sunny and dry weather conditions in the months of June, July, August and September. Moreover, the forecast by the Kenya Meteorological Services for the October-November-December 2016 'Short Rains Season' projected that most parts of the country will experience generally depressed rainfall with sunny and dry weather conditions prevailing. The onset is also expected to be late in most parts of the country. This made the food prices increase.

Our interventions provided child-focused programs aimed at reaching out to the most vulnerable children, particularly in the rural and urban slum environments of the Kiambu, Muranga and Machakos counties. We strived to improve the lives and futures of children, their families and communities.

The year 2016 also saw the introduction of the Theoretic Framework for Macheo. This document illustrates how Macheo is organizing in which domain to target interventions and what appropriate age group and gender to prioritize.



The division of work between needs identification – service delivery – impact measurement provides direction for better planning, that will lead to better evaluation. The change implementation was rolled out gradually at Macheo, preparing for full operation during the coming year of 2017. Our work is now organized into seven domains that affect the lives of children, namely **Food & Nutrition, Health, Shelter, Care, Protection, Education & Skills and Psycho-Social Support.**

Protection from harm

In the course of the year we reformed our child protection policy to be more inclusive. Macheo is very dedicated to ensuring every child, everywhere, is protected from harm. We believe that no child should live in fear of violence. Our staff is working to effect change by training parents, communities and county government, educating them on child protection policies and practices. We make a difference in children's lives by working with partners, communities and governments around our working areas to protect children from all forms of detrimental events, such as abuse, neglect, exploitation and violence, and to promote a safe family environment for every child.

Macheo Children's Home

Macheo Children's Home was established in November 2005 as a residential care facility that provided both long and short-term services to vulnerable children of different ages. These are susceptible children who have experienced abuse, neglect, violence, abandonment, or are in need of care. We provide therapeutic programs where children feel secure, loved and have a sense of belonging. We believe children deserve the opportunity to have a happy childhood. These values are the essence of our mission, to create a community where children and families feel loved, nurtured and safe.

Overview

The Home had 52 children during the year 2016. All children live in home-like residential houses complete with bed, bath, lounge, kitchen, storage, and laundry facilities. The seven houses are under the supervision of the house mothers, with each house accommodating 6-8 children. The children live in a family setting where they are mixed by age and gender, and biological brothers and sisters are kept together.

All children at the primary school level at Macheo attended the public primary schools; so that they could continue with their education, develop learning skills, self-esteem, and experience bonding relationships with other children from the community. Most of the children at the centre are enrolled at Thika Barracks primary school. Daily school attendance was ensured through transportation to and from school in Macheo's van. Remedial classes were done mostly for children who were trailing in some subjects.

We focused on enhancing each child's ability to function successfully in society, in order to eventually integrate them back into the community. The children also received individual counseling, group counseling, life skills and recreational therapy for behavioral or trauma related issues. Children received medical attention when they were sick. Recreation activities were arranged, emphasizing on outdoor sports and activities during pleasant weather and indoor games and entertainment during inclement weather. The Home offered basketball, softball, swings and dance. Sports and activities focused on fitness, skills, teamwork, and good sportsmanship. All children were encouraged to participate.

The document "National Standards for Best Practice in Charitable Children's Institutions", published by the Government of Kenya, has in 2016 been instrumental in guiding us towards the desired ambition level.

Our success

Reintegration: During the year 10 children were reintegrated back to their communities. Our purpose was to offer a permanent transition for children back to their family and community (usually of origin), in order to receive protection/care and to find a sense of belonging and purpose in all spheres of life. Before reintegration various home visits were conducted by the resident social workers, to ensure that the home environment was safe.

Adoption: One baby was adopted.

National Exams: Six children sat for their Kenya Certificate of Primary Education (K.C.P.E) while five sat for their Kenya Certificate for Secondary School.

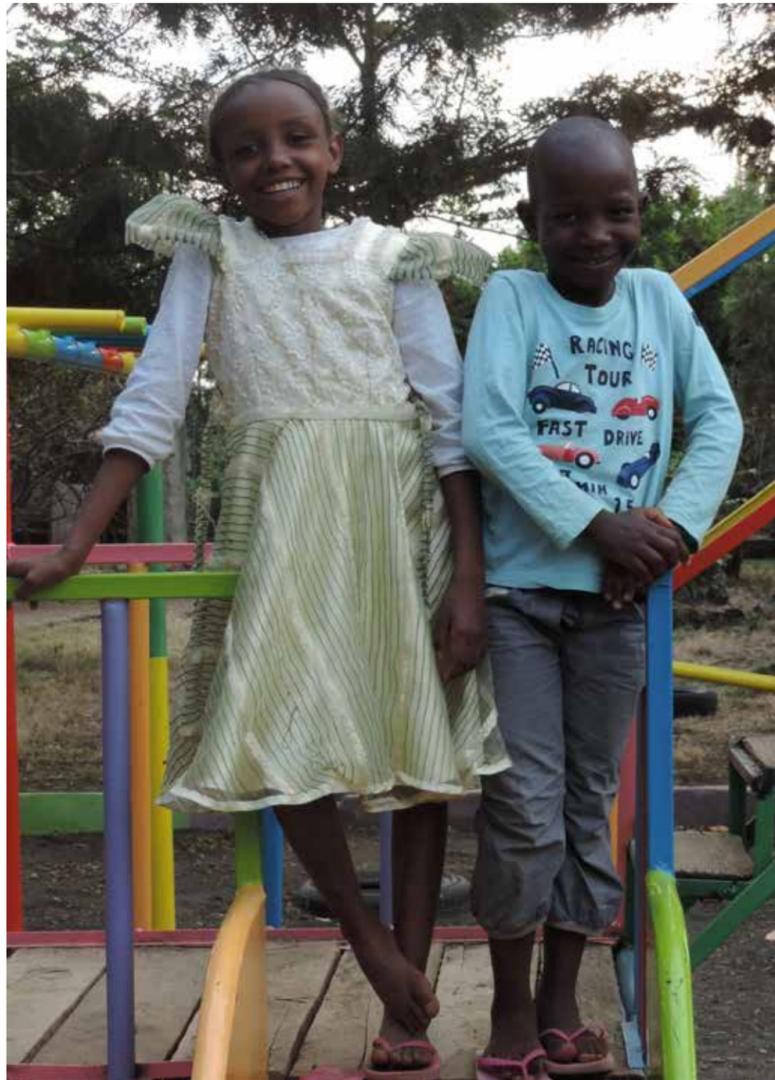
Baby Centre: We initiated a baby centre, starting with two babies.



Success stories

Story of Jane Katumbi

Jane has been doing great! She has improved significantly, both academically and socially, and interacts well with other children. She enjoys making bangles and necklaces using the looms and also skipping with bladders. Academically, she was below average earlier but Macheo took the initiative to employ a tuition teacher who took Jane through remedial classes. She has improved her grades, greatly improved in her confidence and unlike before, can now express herself freely.



Jane was rescued and brought to Macheo via the Thika police station, after going through physical abuse at the hands of her mother. The abuse had been reported to police by concerned neighbours. Since February 2015, Macheo has been without any access to Jane's relatives, as shortly after the mother was released from the police station, she took Jane's siblings to live with their grandmother. There was no communication and we did not have any lead on how to trace her. Macheo's staff relentlessly continued to pursue Jane's family and in November, the search was finally successful.

Jane was happy to hear that her family had been found, after recognizing the pictures of her siblings and grandmother. She spoke of her family to other children and was looking forward to finally seeing them again. Macheo managed to contact her grandmother and the staff made a visit to their family dwelling. Jane has 3 siblings who live with their grandmother and the family were very happy to hear that Jane was still safe, having been very worried as to her whereabouts. The grandmother visited Macheo and the reunion was a very exciting event. They enjoyed each other's company and the grandmother seemed very warm to Jane. Macheo organized Jane's home visit, as it had been more than 2 years since she had last seen any of her relatives.

Jane Katumbi with her friend Alice Karwitha

Primary School Program

Macheo Children's Centre is dedicated to enabling children to get an opportunity to learn. We break down barriers to inclusion for the most deprived children, inspiring all children to imagine what's possible through learning. Education provides the thinking level, knowledge, values and accomplishments that form the foundation for lifelong learning, skills or professional success. For us, quality education is child-centered, gender-sensitive and tailored to different age groups. It is based on a curriculum that is relevant to the needs and level of all learners, and it is transmitted through professionally trained teachers equipped with appropriate learning materials. Child-friendly environments are safe, clean and conducive to learning and play.

We promoted child friendly environment in schools. We understood that schools should operate in the best interests of the child. Educational environments must be safe, healthy and protective, endowed with trained teachers, adequate resources and appropriate physical, emotional and social conditions for learning. Within them, children's rights must be protected and their voices must be heard. Learning environments must be a haven for children to learn and grow, with innate respect for their identities and varied needs. This promoted inclusiveness, gender-sensitivity, tolerance, dignity and personal empowerment.

Years Review

Macheo's approach towards primary education was holistic and was guided by three common principles: Children were ready for schools, schools were ready for children, parents and community were ready to play their role. Our interventions were based on the work experience and knowledge that children learn better when they are not hungry, thirsty, sick or scared. At the same time, educational empowerment can contribute to progress in nutrition, disease prevention, sanitation, hygiene and child protection. By leveraging the power of schools to educate and act as community hub, Macheo's activities aimed at creating a dynamic, mutually reinforcing knowledge across sectors and within communities. Each element of the relationship contributed to the success of the others and most importantly, to children's health and well-being. The holistic nature of our approach meant that collaboration and cooperation

were indispensable. Identifying and delivering essential services such as school feeding and teaching about child rights, reproductive health, water, sanitation and hygiene and protective environments. In addition to the school's regular educational curriculum, Macheo created an enormous need for partnerships between the parents, teachers, Ministry of Education to assist in lobbying stakeholders and policymakers for support, facilitating dialogue on service delivery, and contributing to advocacy efforts.

Macheo recognizes the need to support children from extremely vulnerable backgrounds, enabling them to join schools through their Kickstart Program. In total 34 children passed through this program in 2016. It engages and supports out-of-school children and those who have never been to school, despite attaining school going age. We helped them gain basic numeracy, literacy and life skills in readiness for education and school life.

Our success in 2016

As a result, Macheo managed to increase the level of enrolment in schools, reduced dropout rates, improved the quality of education, assured child rights and protection. With the support of our partners, Macheo is making a difference in the lives of children and their communities by:

Access: 282 children were enrolled to school.

Retention: 667 children who were at risk of dropping from school were retained in school through interventions that met their individual needs within the year.

Child Rights: Established child rights clubs in five public schools to champion the voice and views of children.

Feeding Program: Provided nutritious food and porridge every day to 6,920 and 10,183 respectively to children in 21 schools during their school day.

Motivation: A total of 3,024 children were given incentives as motivation to work harder. 3 schools benefited from desk provision, supported 2 schools with transport and lunch to participate in the music festivals up to the national level.

Improved Sanitation keeps girls in school

Girls often miss school when they are menstruating because they lack access to clean water, latrines and hygienic sanitary products. We provided Sanitary towels to 3,300 girls in 100 public schools. We built two toilet blocks and installed 2 water tanks to provide water hygiene management.

12,304 adolescent, both boys and girls, reached with reproductive health education.



Success Stories

Jane Nthenya's success story (not her real name because of confidentiality)

Seminar: 3 teacher's seminars from 21 public primary schools were held during the year to empower teachers and strengthen the board of management. Over 500 teachers were reached.

Health: Provided de-worming tablets to 11,189 children per term.

Join for Joy: Through this sports & games program, 12,950 children enjoyed improved sports & games in 21 Government primary schools, also 274 children were taken to Naivasha for a camping experience.

Child friendly environment: To promote a child friendly environment, children were given access to leisure activities such as fun days and tournaments in different schools, to enable children to enjoy being in school.

Home/school visits: For individualised support, 648 children were visited at home while 379 children were visited at school, to ensure that they were stable for learning.

Food support: 357 families were supported with food rations at home.

Counselling: A total of 1,800 individual counselling sessions were carried out, benefiting 1,788 children. In the year 375 group counselling sessions were carried out in different schools, benefiting 13,344 children.

Referrals: 455 children were referred for specialised care for better assistance.

Kickstart classes: 34 children were helped to enter primary school at more age appropriate levels, having not been enrolled when they reached the right age.

Jane is 11 years old and is the second born in a family of four siblings, living with her mother in the Mukinduri area of the Kiandutu slums.

She was identified in June, 2015 in Kiandutu taking care of her aunt's children, as well as going into the town of Thika to take care of her aunt's child while she sold fruit. Jane had never gone to school and this meant that she qualified to be enrolled in the Macheo Kickstart class, allowing her to learn basic educational skills, to enable her to access regular school.

When Jane was enrolled in the Kickstart class, she showed a lot of interest, though she had some challenges. Her self esteem was low, she had some health issues, which made her miss classes during the week and she was also a slow learner. Various interventions were conducted, like counseling and attending hospital for medication. Her teacher appreciated her and continued to encourage, which raised her morale. Her mother also went through counseling helping to understand Jane and tend to her needs. Jane continued to improve her reading and writing educational skills. A benefactor gave Jane and her mother shelter, which resulted in them moving out of Kiandutu and therefore Jane had to join another school. She did an interview at a regular primary school called Thika Barracks, where she qualified to join Class 2.

This was very encouraging and Jane is now continuing well with her studies.



Secondary School Program

In Kenya, primary education is free, but secondary education is not. Many families cannot afford the school fees and so their children do not receive secondary education. In such cases, children from vulnerable homes, girls in particular, stay at home to do household chores and run a big risk of ending up in early marriages. Macheo's education & skills strategy is geared to improve access to formal secondary school education with a special focus on girls' enrolment. Recognizing that children eligible for secondary schools are disadvantaged, mainly by lack of school fees and support, we strive to support young adolescent girls transit from primary school to secondary school. This increases their capacity to develop and learn, and to ensure that educational environments provide the tools they need to flourish. We want to ensure that no child is at a disadvantage and that children can realize their fullest potential, both inside and outside the classroom.



Years review

Recognizing that adolescents (both boys and girls) face multiple challenges in pursuing an education, Macheo employed a holistic approach to change the perception of the value of education especially for girls at the individual, community and institutional levels. We fostered an enabling environment for adolescent girls' education, engaged and equipped girls to make life decisions and important contributions to society.

Our success in 2016

- ✓ Macheo supported 69 students during the year. 39 students in Secondary School, 11 in primary school, 6 in the special unit and 13 are in college and skill training.
- ✓ In 2016, 12 students in the program sat for their KCSE (Kenya Certificate of Secondary Education) and they performed averagely. 3 students in the program sat for their KCPE (Kenya Certificate of Primary Education) and they performed acceptably.

- ✓ During the year 2016, 3 seminars were held at Macheo in April, August and December for students. They were taught on life skills like self esteem, decision making, goal setting, assertiveness and problem solving. These skills helped the students build their confidence and take on new challenges boldly, act independently and make the right career choices.
- ✓ 3 seminars were held at Macheo in April, August, and December for the parent and guardians associated with these students. Most parents attended the seminars. Parents were taught on parenting skills, being responsible for their children's needs and becoming good role models.
- ✓ Students were offered counseling when they closed school so that they could air their views and worries.
- ✓ **Parent support:** The social worker encouraged parents on the importance of attending educational clinic days, to know how their children were progressing academically and to get guidance to assist their children for better performance.
- ✓ In 2016 through skills training, the Macheo Children's Centre, helped 13 young people with skill building and support they needed to get a job or start a business, so they could be successful as adults. We supported their transition from school to work. Our aim was to help them find skilled, safe and secure jobs. Working with local partners, we tailored our approaches to the needs of each individual and provided eager young people with the knowledge, networks and opportunities to successfully enter the labor market. Thanks to your valued support, Macheo has helped 13 students in college and skills training. Some youths graduated and were either placed in decent jobs they were training for, placed in apprenticeships/internships or became self-employment.

Success story

Story of Jane Kanyi

Jane Kanyi is a single mother, who got pregnant while she was in class 7. She stays with her grandmother in Itetani. When the social workers learnt that she was pregnant, she made some home visits to request that her grandmother to let her continue to stay. The social worker also advocated for her to remain in school, despite the fact that she was pregnant. The teachers also agreed to let her study.

On 16/7/2013 Jane gave birth to a baby girl and after some few months she rejoined school and sat for her KCPE (Kenya Certificate of Primary Education) in November 2013. She performed below average because she didn't have time to study due to the caring of her infant. Jane was willing to join Secondary School.



In 2014 Jane was admitted to the Kiboko Secondary School and Macheo assisted in paying for her secondary school fees. In 2015, Jane was unwilling to continue with her secondary education due to challenges she faced in understanding science and humanities and she opted to join a vocational skills training. After some guidance, in 2015 September Jane joined CAP YEI Community and Progress Youth Empowerment Institute Kenya and she chose to take a course in hospitality, which lasted for 3 months. Jane was very good with the coursework and after she went for internships at two different restaurants, she obtained a job at a restaurant in Thika called Amazon. Jane works long hours from 11am to 11 pm but is happy because she is earning money, even though it is a small amount. Jane wants to gain work experience, save some money and advance her course in hospitality to enable her to take care of her daughter and grandmother. She is pleased that she is able to provide for her daughter's basic needs and is very grateful to Macheo for identifying her and taking her through education.

Health

Macheo Children's Centre is dedicated to ensuring every child in our working areas has a healthy start. We worked to ensure communities understand and support health and nutrition interventions. We focused on maternal health, newborn/child health, nutrition, adolescent health, reproductive health and family planning. We made proven interventions go further, integrating our approaches and advancing programs at the community level. Through advocacy and lobbying we pursued dynamic partnerships to develop relationships. At Macheo we advocated with the community leaders to change cultural policies and strengthen community capacity to meet long-term health challenges.

Thanks to your support and partnership, we have improved the health and nutrition of newborn babies, children and their mothers in Kiandutu. Our programs; Mother to Child Program, Teenage Mothers Program and the Malnourished Children Program, targeted the major causes of child and mother mortality. This provided interventions that led to access of high impact, low-cost care that saves lives. We helped to train and equip our social workers to deliver care to the target communities in the most challenging circumstances. We also supported parents in good nutrition and healthy behaviors, such as exclusive breastfeeding. Our staff trained and encouraged families to provide nutritious food for their children to thrive.

Macheo recognizes that the first 1,000 days (which runs from conception to the second birthday of the child) as the most critical period of growth and development. During this period, when the development of the body and the brain are the most vulnerable, health issues can prevent a child from reaching its fullest potential later in life and the damage done is often irreversible. Through constant advocacy and lobbying by our social workers, we recorded a high numbers of pregnant and lactating mothers visiting pre-natal and ante-natal care respectively. We have also seen an increase in the number of mother delivering their children in hospital.

To address family planning, Macheo continued to play a role in increasing knowledge and the availability of contraceptive methods in the community. Our work and interventions engaged communities from the start, empowering them to lead their own initiatives and take control of their own health and well-being. We formed linkages and close partner-

ship with health ministries, community organizations for effective delivery and utilization of quality family planning services.

Our success in 2016

Mother to Child

- ✓ For the purpose of promoting maternal health, 117 mothers were supported in attending pre-natal clinics, while 198 mothers were assisted in attending postnatal clinics. 16 mothers departed the program after attaining their individually proposed goals.
- ✓ On family planning, Macheo assisted 166 women to access different methods of birth control willingly, after getting information on the available methods through the advice from the doctor. The choices varied according to diagnosis made by the doctors and the clients. Men were involved in the choices too. The method that were chosen was as follows: Norplant -94, Sterilization/BTL-21 Injection-32; Coil-7 and Pills-12.
- ✓ 89 mothers and 8 babies benefited with medicine, 11 mothers were assisted to get ultrasound scans. 39 mothers benefited from relief food and 8 babies with formula milk. 14 mothers were supported with transport to attend specialized care for their babies.
- ✓ A total of 293 guardians were reached in 13 different seminars that were organized for the program.



Malnourished children

- ✓ In this year 2016, there was an average of 145 beneficiaries (malnourished children) that benefited in MCP. The children were well fed with nutritious porridge, a well balanced diet lunch, fruits and milk. In addition to that, the beneficiaries benefited through stimulation which was facilitated through playing with toys and interaction with care givers. The care givers also encouraged children to stand and walk along the standing walk bar to enhance their walking.
- ✓ The guardians of the children under malnourished children program also benefited from seminars organized by Macheo twice in every month. In total a number of 24 seminars were held for the guardians to disseminate knowledge to parents/guardians on matters related to health/diet and upbringing of their children. Where need be guardians were referred to Macheo counselor for psychosocial support [counselling]. 387 guardians were reached in the seminars.

Teenage mothers program

- ✓ 60 new teenage mothers were enrolled into the program.
- ✓ In 2016, 72 teenage mothers were assisted to attend prenatal, while 35 were assisted to attend postnatal care for their children. 46 teenage mothers were exited from the program in the course of this year.
- ✓ 38 teenage mothers were supported to join skills training in different courses, while 18 teenage mothers were supported with seed capital to start their own business in which they had trained. The businesses ranged from tailoring, hair dressing, shops, groceries, embroidery, selling second hand clothes etc.
- ✓ 2 teenage mothers were supported to go back to school
- ✓ 19 seminars were held during the year reaching out to 470 teenage mothers.

Individual treatment

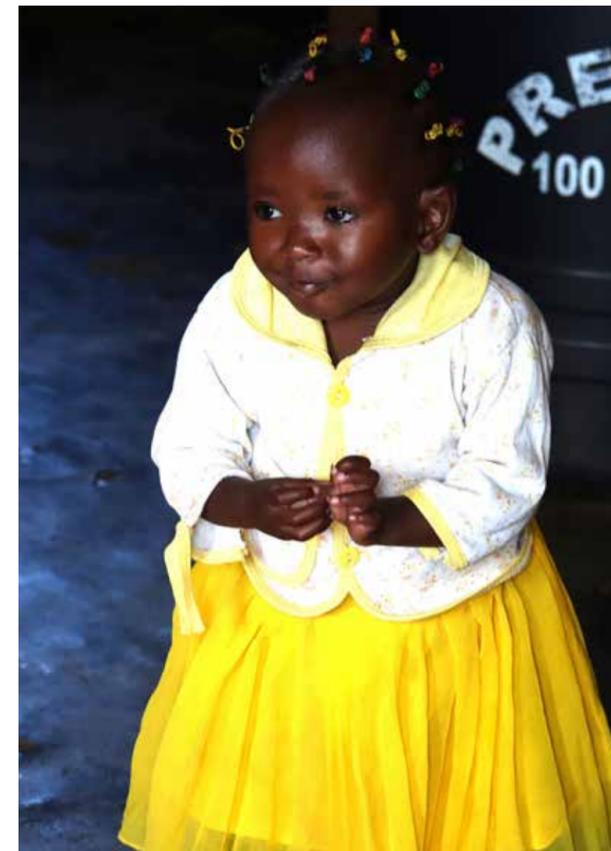
The program majored on the challenging sicknesses but which were treatable for both children and their guardians. In this year, 507 have benefited from the program. The medical assistance varied, but mostly the clients were helped to access medical care, lab tests, referrals and NHIF (National Hospital Insurance Fund) referral.

Success stories

Story of Ruth Ndinda

Ruth is the second born in her family. Her mother separated from her husband when she was pregnant with Ruth. The husband left her, taking everything and leaving the family with nothing. This stressed Ruth's mother such that she gave birth to an underweight baby Ruth.

After delivery Ruth's mother went back to the Kian-dutu slum. She had no one to take care of her and she really depended on neighbours' support as she regained her strength. Through a referral Ruth's mother was identified by the social worker and Ruth was enrolled into the Malnourished Children Program. Assessment was carried out and she was found severely malnourished weighing 6.4kgs at an age of 1 year. She also suffered from delayed milestone [i.e. she could not crawl]. In the program her mother was helped to go for post natal care clinics. The mother was given food supplements to boost Ruth's health. A Macheo Family Empowerment sponsor supported her mother in starting a micro business. She became serious with her business and was always attending training seminars regularly, plus attending child nutrition clinics at the hospital.



Family Empowerment

Macheo's Family Empowerment Program implicitly helps families become better caregivers of their children. It helps them create a sound economic future for themselves and their families. Our work focuses on increasing household income, productivity and employment. We carried out entrepreneurship training to advice parents on how to be better care givers. This was a critical factor in advancing parent development. Creating and sustaining businesses increased job opportunities and household income.

Macheo implemented the training and encouraged market linkages so that individual parents can take on business ventures. We helped in fostering an enabling environment in which the business started, can succeed e.g. by helping parents get trade licences from the local authorities. This promoted partnerships with public and private stakeholders to help people better understand market demands and business opportunities. These activities gave parents the greatest potential to enter the workforce, launch new businesses and create sustainable livelihoods. The program also helped parents in protecting and growing their household assets and prepare for unexpected circumstances. Our interventions strengthen livelihoods and improve households' abilities to get adequate and appropriate food. These activities include a range of social protection measures, such as saving and managing money and accessing capital.

Our Success

290 families were empowered by the program.

Seed Capital: 155 families were given seed capital to start businesses. The businesses range included small shops, farming, goats trading, groceries, charcoal distribution, marketing new and second hand clothes, carpentry, hair salons etc.

Seminars: Training on child care and child rights were carried out as a transformative process that aimed at providing knowledge, techniques and tools for better parenting. The purpose was to develop skills and change attitudes and behaviour of parents. It was a continuous and long-term process that required will and commitment of all parties in order to create inclusive societies that recognizes the needs and rights of children. 18 seminars were held within the year.

Home visits: We offered specialist and professional in-home service to families who required intensive and individualized support, to help them build their capacity and confidence to support children and young people in their care. Once our social workers identified a goal with a family, they sat down with the family and researched all the ways in which the objectives can be achieved. Together they identified small steps to reach their target, and we provided side-by-side support aligned to this goal. A total of 2,670 home visits were made during the year.

Counselling: Family life is not always easy. Life events like birth, death, depression, redundancy, separation, illness, abuse or financial problems all put stress and strain on family life and relationships. For parents to rise above these issues, we provided counselling services for free. By simply providing someone to talk to about their problems, became the easiest way to begin to deal with the challenges they face.

Legal documents: Children without legal document are not well protected and they cannot access basic services in health, education and participating in formal social activities. Through your support we created awareness in communities on the importance of legal documents in child and family protection. We supported 35 parents to join the National Hospital Insurance Fund (NHIF), 141 birth certificates were acquired and 15 parents were assisted to get identity cards



Success stories

Story of Rose Muthama

Rose Muthama is 27 years old and a mother of four children. She lives in a small one roomed house with her four children. To her paying rent and providing the basic needs for her children was a difficult task. She relied on casual jobs mainly washing clothes, but these jobs were irregular. This meant that she would go without any kind of income at all for days. When there was no money to buy her children food, Rose was forced to pull her children out of school. Many nights would see Rose unable to sleep – desperately trying to work out how they were going to survive. On several occasions she confessed of going to bed hungry.



She was recruited in the Family Empowerment Program after her children were spotted for not attending school. The children were temporarily taken to Macheo Children's Home while her needs were being addressed and until she stabilized to start taking care of them. She was taken through counselling and entrepreneurship skills training where they discussed about the issues of livelihoods, nutrition and social documents.

After several visits, discussions, meetings and training she suggested that she would be comfortable starting a small grocery where she would sell vegetables, fruits, ready food and charcoal. Today across the road to where Rose stays in Kiangombe, stands a humble eatery (grocery) store, a small business that Rose runs that gives them hope and income they need to start leaving poverty behind. With her savings Rose is set to add more items to the menu and ensure her grocery is properly stocked. She is also able to buy milk for her two young children, managed to buy a bed with her own money saved from the business and she can comfortably pay her house rent. Her children have also improved health wise and are back in school.

"I want my children to finish school and give their own children a good life. I want to grow a successful business. We will eventually save to move to a better house and hopefully one day I will buy my own home – but first my children must finish school". Rose said when she was visited.

Monitoring and Evaluation

A comprehensive community needs assessment was conducted by Macheo on June, 1st 2016 and June, 30th, 2016 which provided the organization with information about the population it targets for service, which includes babies, young children, adolescents, teenagers, young adults and pregnant women.

The data obtained was useful as it has helped the organization to better understand the needs of the community and to evaluate how it will continue serving to meet those needs. The assessment identified needs in the community through input from community members collected through a survey.

The assessment focused on 6 logistically identified geographic and demographic service areas of:

- ✓ Kakuji,
- ✓ Matunda,
- ✓ Umoja,
- ✓ Kiandutu,
- ✓ Juja and
- ✓ Ruiru

and was categorized in seven domains which Macheo had adapted in the theoretic framework namely;

- ✓ Food & Nutrition,
- ✓ Shelter,
- ✓ Care,
- ✓ Protection,
- ✓ Health,
- ✓ Psychosocial Well-being,
- ✓ Education & Skills.



Income generating activities

Over the years Macheo has realized that we have to make the shift from active income generation to passive income generation, this means that in the future we are going to focus much more on low risk income generating activities, such as safaris, rental income and dog breeding, that don't demand too much management attention.

The total profit of the Income Generating Activities in 2016 was therefore 343,634 Kenyan Shilling.

This is still below what we would like it to be, but we managed to double our profits compared to 2015 while significantly reducing our risks.

We are confident that we have made the right choices in choosing this direction with our Income Generating Activities and would like to expand on this in the years to come.

Especially the rental incomes are regarded as high potential.

Financial Report

The finance team has been getting monthly guidance from the professional accountants from the Netherlands and from AfID (Accountants for International Development) to ensure proper accounting. The accounts have been audited independently by Kimotho & Associates and have been deposited on time with the NGO Coordination Board.

The overall results show a deficit of 3.5M Kenyan Shillings, this was because we had pre-financed some programs and had not received the pledged funds for the programs by year end.

- ✓ Cost increased by an average rate of 7% in the Children's home, primary school program, Health and Admin this was mostly attributed to inflation rate in the year.

- ✓ Macheo saw a big need to empower families with small business start-ups and training, hence the Family Empowerment Program cost increased by a big margin of 46%

- ✓ After assessing the benefits of reducing the risk in the IGP in 2015, we further reduced the activities in the IGP in year 2016 to only dog breeding and rental income.

We usually undertake projects when there are available funds, therefore less projects were undertaken in 2016 as compared to 2015.



Section **Three**

OUR FOUNDATIONS IN THE NETHERLANDS AND USA

The Dutch Macheo Foundation, Stichting Macheo Nederland

The Dutch Macheo Foundation, Stichting Macheo Nederland, has as statutory goal to support directly or indirectly, financially or morally, the Macheo Children's Centre NGO in Kenya, while creating social engagement and increased support for international development in general.

As the Dutch Macheo board we have committed ourselves to supporting the activities of Macheo Kenya. During the last ten years we continuously see - year after year, month after month - examples of the huge impact of the activities of Macheo Kenya on the lives of thousands of children, giving them a chance on a brighter future. We are grateful to have contributed, together with a broad circle of donors, ambassadors and other people who have Macheo at heart, to these Kenyan results in various ways.

The Dutch Board works fully voluntarily (no overheads/ expense declarations in NL) and meets monthly to align on activities, Kenya updates, financial status and to approve on cash transfer requests to Kenya. For the Kenya update, Marnix Huis in 't Veld attends the first hour of the meeting by telephone conference. In some meetings we invite guests. In between meetings there is interaction on specific topics/activities and alignment with the Macheo US organization. Connecting with other

volunteers and/or fundraising organizations is energizing as well as powerful for sharing experiences, gaining insights and capturing information. During 2016 Annemieke visited Macheo in Kenya (at her own expense) to link to local staff and to visit the projects.

During 2016, there were few changes in the composition of the board. In October 2016 Flip de Jong stepped down after many years contributing to the children of Macheo.

The composition of the board per ultimo 2016:

- ✓ Lizet Friesen-Leibbrandt: Chairwoman
- ✓ Annemieke Keizer: Secretary and Child Sponsorship
- ✓ Bert Tragter: Treasurer
- ✓ Dorien de Boer: Communication
- ✓ Vincent Meijer: Fundraising & events
- ✓ Annemarieke Verbout: Fundraising & events
- ✓ Freek Wessels: Finance sparring partner Macheo Kenya
- ✓ Arjan Helmer: Website

As of 1st of January 2017 Michiel Hoogerwerf will take over the chairmanship of Lizet Friesen.



Left to right front row: Dorien de Boer, Lizet Friesen

Left to right back row: Michiel Hoogerwerf, Annemieke Keizer, Vincent Meijer, Bert Tragter, Annemarieke Verbout

Not on photo: Freek Wessels, Arjan Helmer

Promotional and fundraising activities

One of the key tasks of the Dutch Board is organizing promotional activities for raising awareness of Macheo, besides presenting on Macheo's activities for the purpose of fundraising.

Several fundraising activities were attended by board members during 2016. Amongst them were multiple activities organized by clubs (i.e. golf tournament by Doornse Golf Club) as well as presentations to service clubs (i.e. Rotary Hengelo-Driene, Innerwheel Amersfoort). Contacts with Rotary Leusden continued during the year as they sponsored the sanitary pad program for schoolgirls in co-operation with the Rotary Club Parklands from Nairobi and Rotary International. Rotary Leusden had awarded Marnix with the prestigious Paul Harris Fellowship in 2015, for his contribution to a better understanding and friendship between people in the world.

Also presentations were given to the children of Dutch primary schools (Basisschool Park16Hoven in Rotterdam and 't Sparenbos in Rosmalen). Park16hoven raised €5.237 for water tanks for Mianyani primary school and 't Sparenbos raised €7.244 for the Kickstart-class in the Kiandutu slums. Next to the fundraising, creating awareness with children on needs of less privileged children in Africa is important to Macheo. For this purpose the 'teaching toolbox', developed by volunteers in 2015, proved to be very valuable for teachers to use in their lessons.

We promoted participation and sponsorship for Macheo in the running event the 'Dam-to-Dam' in September. This 10 English Miles (16.5 km) running event is the largest one in the Netherlands and tickets are always sold out; in 2016 over 45.000 runners took part in the competition. Among them, there were 50 participants who raised money for Macheo: in return for the starting ticket they were asked to raise a minimum of €100 with family and friends. We offered every runner to make use of a personal 'fundraising webpage' on the Macheo website, which has an online donation tool. With a t-shirt featuring the Macheo logo, all runners managed to reach the finish accompanied by thousands of spectators and countless cheerful, encouraging bands. All these sponsor efforts have resulted in an amount of € 10.100 raised.

For the funding of the Home, the sponsor parents are an important and solid base of income. During 2015 a total of 6 new sponsor parents were introduced to either a child in the Home or re-integrated child (who lives with a relative, and for whom Macheo continues to take care of school fees and cost of living), of which 4 were introduced through the Macheo US organization. This brings the total number of children supported within the Macheo Children's Home program to 143, next to around 100 supported children in the secondary school program. Kenyan staff, volunteers in Kenya and the Dutch Board worked hard throughout the year to answer all questions of individual sponsor parents. Also, they realized all sponsor parents needed to receive up to three personalized sponsor reports, containing photos, school grades, individual cost overviews and if possible a personal letter or drawing of the sponsor child.

As the amount of reintegrated children increases year after year, each of them living a new life in sometimes distant areas and with each child having different needs, education and subsequent costs, the individual reporting to sponsor parents requires an extensive administration and with that, substantial workload and (overhead) costs. For 2017, we want to have an open discussion with our sponsor parents in finding the right balance in frequency and detail of reporting and the time/cost investment in a full accounting per child.



Communications

Next to specific sponsor reporting on the different Macheo programs, the Dutch Board periodically informs those who have Macheo at heart. In 2016 a total of five 'Macheo Updates' (in Dutch) were sent by email to the XXX [insert number] subscribers to our newsletter. The Macheo update typically combines news from Macheo Kenya programs, Macheo NL events and a specific donation request. For example, the December edition called for action to contribute to the teenage mother program with the motto 'Time to have a good talk'. Besides the newsletter, the Kenyan Macheo organization has been posting weekly photos and news about Macheo through the Facebook page. This way of working has proved to be an efficient way to distribute short updates without delay (no translation) and directly from Kenya. The number of followers of our facebook page amounts to X.XXX [insert number] followers at the end of 2016 (2015: 1.702).

The English part of the Macheo website texts have been updated by the Macheo US organization during 2015 and the online donation modules (iDeal and Paypal) have proved to be valuable for one-time donations of individuals.

Statistics 2016

Newsletter

From June 2016 to June 2017 (data available), a total of 6,740 emails through 19 newsletters were delivered, of which 38.34% was opened with a click through (ie to the website) of 3.79% was opened. This is slightly below last year but above industry average and the newsletter proves a useful way to engage our audience.

- ✓ Macheo NL newsletter: 6 newsletters sent to all group; 5 newsletter to selective target group (Dam to Dam, 10 years of Macheo). Total shift: 990 newsletter subscribers, down significantly from 1.128 in 2015.
- ✓ Macheo US newsletter up to 185 from 176. Total newsletters sent: 8.
- ✓ Macheo Kenya newsletter subscribers +6 to 206

Facebook

The facebook page has shown great performance. The page followers went to 1920 Followers, +13% vs 2015. The Kenyan team often posts short updates from the field, resulting in a total reach (the number of people who were served any activity from your Page, including your posts, posts to your Page by other people, Page like adverts, mentions and check-ins) of 236 (down from 268). This decrease is mainly due to the new algorithms of facebook which prevent the page posts from automatically showing on peoples facebook feed. Therefore the NL team sometimes 'boosts' posts (paying for the post to appear on newsfeeds), increasing the total reach.

Regarding the audience, there is a slight skew towards women, with the highest amount of fans being between 25-44. An interesting insight is that engagement is disproportionately higher vs total fans is from ages 35-65+.

The majority of fans is from Kenya and the Netherlands is a good 2nd.

Website

The website saw a big increase of visitors, mainly due to the effective use of google adwords (a free budget for non-profits): +65% vs last year (total: 51,961 pageviews of our website (65% increase compared to 2015).

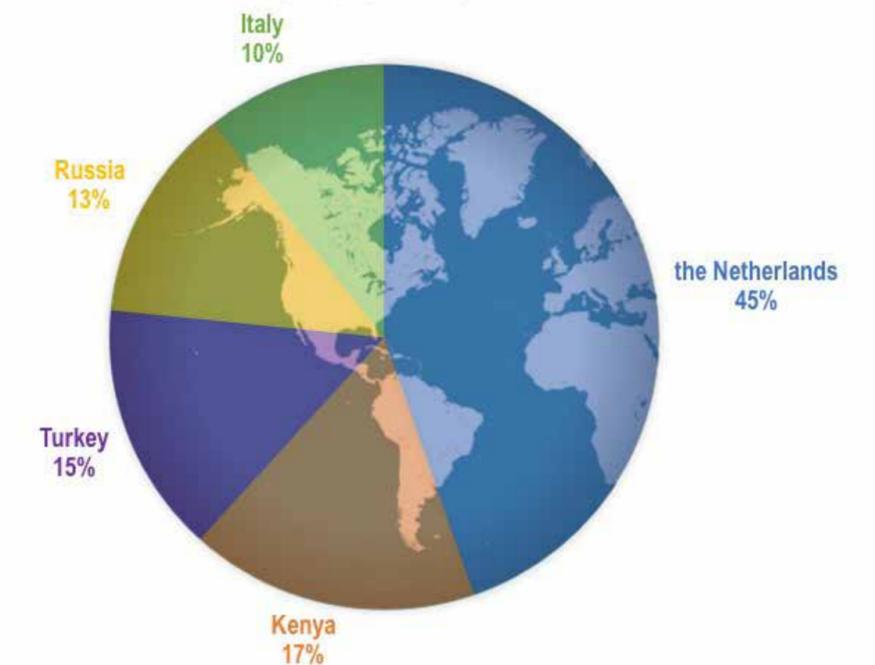
This includes 30,191 unique visitors (199% increase compared to 2015), of which 87% was new to our website. Therefore the website continues to be an important recruitment tool for Macheo.

Top 5 countries of visitors:

- ✓ 21% from the Netherlands
- ✓ 8% from Kenya
- ✓ 7% from Turkey
- ✓ 6% from Russia
- ✓ 5% from Italy

About 32 percent came from a mobile device, 68% was visiting from a desktop computer (vs resp. 29% and 71% last year).

VISITORS WEBSITE



Macheo US in 2016

Macheo US has been very active in both Michigan and Massachusetts and the team is pleased to report a very successful 2016.

In January two Macheo US team members, Lisanne Kandiah and Lindy van Kats, visited Macheo Kenya. Living on the Macheo compound, they experienced first hand how the children at the Macheo Children's Home are cared for, and learned about the numerous programs Macheo sustains, thereby enabling them to better inform their supporters back in the USA. In addition both Lisanne and Lindy had the opportunity to meet their sponsored children. After 10 years of sponsorship, Lindy's meeting with her community reintegrated child, was a highlight. It was an impressive and wonderful trip.

In the summer of 2016 the Michigan division of the Macheo US Board, Anne Thompson, husband Brian and Victoria Fitton visited Macheo and they were accompanied by Bill and Linda Schoenl. Victoria spent a week training the Macheo counselors on child trauma, while other members of the party visited rural families for the Family Empowerment Program. After a visit to the Kiandutu Clinic, discovering limited prescription coverage for patients, Macheo US received a donation for this endeavor, in which Macheo will have the ability to supply the medications for needy patients, in connection with their doctor.

Brian and Anne Thompson, Victoria Fitton and Bill and Linda Schoenl



This year's Macheo US fundraising enlarged the support of the Malnourished Children's Program in the Kiandutu slums, for which it raised two thirds of the funds from committed families, churches, friends and colleagues. We are happy to report that Macheo US also expanded to a substantial portfolio of sponsor parents, primarily through Boston area families, reaching out to include a disadvantaged child. As 2016 came to a close, Macheo US was fully sponsoring 14 children in either the Macheo Children's Home, reintegrated children or within the Secondary School Program. In addition we have broadened our scope to include seed funds to 10 families in the Empowerment Program, launching diverse micro businesses of goat trading, market stalls and grocery outlets in surrounding rural communities. In 2016 Macheo US continued to communicate to our expanded network of 200 readers, via six newsletters.

In another activity, Macheo US joined in the 'Giving Tuesday' promotion on the GlobalGiving website in which donations, within a timeframe of 24 hours, were 50% matched from a \$1,000,000 grant from the Bill & Melinda Gates Foundation. The experiment was very successful, garnering extra funding from our after midnight and early hour donations! This will definitely be something Macheo US will concentrate on in 2017, for this popular US way of raising end-of-year tax deductible funds. Being a GlobalGiving

partner enables us to receive matching donations and corporate social employee giving from large corporations within the US and UK. This activity provides us with visibility and credibility, because we have been subjected to 39 financial checks. In 2017 we plan to expand our activities by presenting to corporations that participate in GlobalGiving.

We thank all our supporters for their sustained underpinning to our success.

Introducing the Macheo US board:

- ✓ Anne Thompson, President
- ✓ Lindy van Kats, Vice President and Communications
- ✓ Lisanne Kandiah, Fundraising
- ✓ Victoria Fitton, Secretary
- ✓ Andrew Thompson, Treasurer
- ✓ Alan Haddow, Technology



Lisanne, Marnix and Lindy



A young child with dark skin is lying on a bed, smiling broadly. The child is wearing a colorful, multi-colored plaid shirt. They are holding a red object, possibly a piece of candy or a toy, in their mouth. The bed has a blue and white striped sheet. The background is a wall with blue and yellow paint splatters.

Section **Four**

OTHER IMPORTANT INFORMATION

Acknowledgement to our Partners

Macheo is grateful to our generous and committed partners, who make our work possible. We proudly acknowledge their trust and support. We also thank the individuals who make contributions to Macheo. These gifts and partnership has enabled us to reach further, to deliver new solutions in child development and create a more powerful service delivery. Your investment helps us achieve maximum impact for these children.

Looking in the future

The Macheo Children's Centre believes that every child deserves a bright future, and to reach their full potential. We will be working every day to ensure children have a healthy start in life, have opportunities to learn and are protected from harm. Macheo will ensure that children's unique needs are being met and their voices are being heard to transform their lives and the future we share.

How you can help

www.macheo.org/support

Your donation and support to Macheo Children's Centre will prepare children to break out of the cycles of vulnerability and build a better future for their communities and their families.

Leadership

The Board

Richard Okello Chairman
Joshua Oyieko Secretary
Simon Karanja Treasurer

Senior management

Marnix Huis in 't Veld Director
Julia Karwitha Finance co-ordinator
Faith Wanjiku Primary and Secondary Schools Manager
Joan Wambui Children's Home Manager
Florence Kaberi Family Empowerment Program and Health Program Manager
Annastacia Mwenzwa Human Resources Manager

Contact US

Macheo Children's Centre

P.O. Box 3443-01002
Madaraka, Thika, Kenya

+254 (0)723 580 717

info@macheo.org

www.macheo.org

BIC/Swift : SCBLKENX

01.020.984.36.001 Standard Chartered Bank
(Thika Branch) (KES)

93.020.984.36.001 Standard Chartered Bank
(Thika Branch) (EURO)

87.020.984.36.001 Standard Chartered Bank
(Thika Branch) (USD)

Paybill number: 689270

Account no.: name or purpose of payment

Stichting Macheo Nederland

Simon van Capelweg 8b
2431 AG Noorden, Netherlands

KVK number: 24365470

RSIN/ fiscal number: 8135.77.834 (ANBI-status)

e-mail: info@macheo.nl

www.macheo.org/nl

Bank accounts, both on name of Stichting Macheo Nederland:

✓ General donations:
(IBAN) NL80 ABNA 0413 2325 06

✓ Child sponsoring:
(IBAN) NL09 ABNA 0407 3133 89

(0% overheads in NL, 100% of the donations is spend in Kenya)