

**Y-TEAM**

**VIZAZI FOUNDATION &  
SUP PARTNERS**

present

**JAMII KWA JAMII | FOOD 4 THOUGHTS  
A 2020 COVID-19 RESPONSE**

Report | February 2022

Nairobi | Kenya

## **JAMII KWA JAMII | FOOD 4 THOUGHTS**

### **Resilience | Drive | Creativity | Power**

Jamii kwa Jamii stands for family to family. This was a pilot initiative by three organisations: Vizazi Foundation, PaaMoja Initiative and Maji Mazuri Centre International (MMCI), the designers of the SUP | 'Social Upgrading Program' in the informal settlement Mathare | Nairobi | Kenya. It was a response to the COVID-19 pandemic that was leveraging on the creativity and resilience of the Mathare community to create a self-sustaining system whereby each person had a part to play.

This initiative aimed to utilise skills, strengths and stories to engage individuals with different capabilities to build sustainable change while providing 18 families with food relief for the duration of three months.

### **Vision**

A dignified new normal

### **Mission**

Tapping into the strengths and initiatives of the Mathare community to create a sustainability system to fill full the basic needs of their residents

### **Objectives**

- To tap into the knowledge and skills of the educated Mathare youth to build a self-sustaining system that protects the livelihoods of the residents during the pandemic and beyond
- To help different layers of the community thrive in the COVID - 19 pandemic
- To make the vocational skills of casual workers accessible online and iterate them to them to meet emerging needs as a result of COVID-19 pandemic
- To document the stories of shared resilience and the uniqueness of the Mathare community from the aged and sickly to dignify their journey and inspire others

### **Three target groups | Three profiles**

- Educated young people from Mathare (6 youth | 'Mathare Youth Promo Team')
- Casual workers with vocational skills (6 persons | an example of the 'New Normal Workers')
- The old and terminally ill (6 families in the community | 'Story Tellers')

### **Criteria for choosing beneficiaries**

#### **Mathare Youth Promo Team**

- Youth from Mathare
- Individuals trusted by the community
- An even number to ensure gender balance
- Variation of skill sets to create a multi-disciplinary team social media savvy, photography skills: main attribute is attitude and willingness to work
- Youth with great social media presence
- Youth open to be paid in cash and remuneration determined by their level of engagement in the initiative

#### **New Normal Workers**

- Entrepreneurs with small businesses
- Chosen by the youth promo team

## Story Tellers

- The aged and the sick with stories of resilience and life lessons
- From the vicinity of PaaMoja and MMCI projects scope
- Vulnerability to be determined through a baseline to be conducted by the youth promo team to determine the most vulnerable
- Not benefitting from aid from any other program

## Logic model

Activity	Input	Output	Outcome	Impact
Fundraising	Human resource	Funds raised	Availability of funding to support the initiative	Collective responsibility towards helping those vulnerable in the Mathare community. Success of the Jamii Kwa Jamii pilot
Needs assessment	Funds Human resource	Needs assessment conducted	Awareness of needs and resources in Mathare	Prioritization of needs Prioritization of resources
Program designing	Funds Technical support	Mathare Promo Youth Team formed  Proposal for creating a self-sustaining system to survive COVID 19 and beyond	A strong team of leaders taking the Mathare community to the next level A proposal for the people and by the people that taps into their existing resources to meet their needs	Empowering Mathare from within  Sustainable solutions and ownership and upholding of dignity
Food distribution	Funds Human resource	Food distributed to targeted households	Temporary relief from food insecurity of households	Providing mental breathing space to the community to allow them to settle and focus their energies in creating a new normal
Marketing new normal workers vocational skills online	Funds technical support	Packaged vocational skills on online platforms	Connecting casual workers to their customers	Job creation and job security
Documenting stories	Funds technical support	Documented stories audio, visual, written	Discovery of untold experiences and stories	Inspiring others from the stories of resilience of the Mathare community

## IMPLEMENTATION

In this section we shall expound further on the activities indicated in the logic model with feedback on what happened on the ground as experienced by the teams during the implementation of the Jamii Kwa Jamii Food for Thoughts initiative.

### Fundraising

Fundraising was mainly through friends and well wishers of Vizazi Foundation, partners and Mchanga. Mchanga is Africa's first and largest mobile fundraising site whereby it utilizes mobile and online fundraising in order for one to collect mobile and credit card payments. It was ideal for the Jamii Kwa Jamii initiative because it is simple fast and secure. This platform normally takes 5% of the total contributed as their charge for their service.

Source of funds	Amount in KSHS
Vizazi and partners friends and well wishers	364,654
Mchanga	23,842
<b>Total amount fundraised</b>	<b>388,496</b>

Activity	Amount in KSHS
Total fundraised	388,496
Food distribution	285,550
<b>Balance</b>	<b>102,946</b>

**COVID-19 SELF-SUSTAINING APPROACH**  
**Jamii kwa Jamii**  
 Resilience|Drive|Creativity|Power  
**FOOD for THOUGHTS CAMPAIGN**

**STORY TELLERS**  
 More vulnerable individuals to the pandemic in **MATHARE COMMUNITY** like the aged and the sick who shares their life experience and lessons

**NEW NORMAL ENTREPRENEURS**  
 Abled INDIVIDUALS who can create REVENUE by INNOVATING new ways to BOOST and TRANSFORM their BUSINESS to the new reality in order to SUPPORT their FAMILIES

**JOIN**  
 Be PART of this UNIQUE initiative: FOOD DISTRIBUTION with a SUSTAINABLE ANGLE. One family can be facilitated for two weeks with our food baskets (2.000 kes = 17.50 euro)  
 infojk2020@gmail.com

**M-Changa**  
 PayBill No: 891300  
 Account No: 40567

Logos: M-Changa, Visa, Mastercard, PayPal, PaMoja Initiative, Vizazi, Mchanga

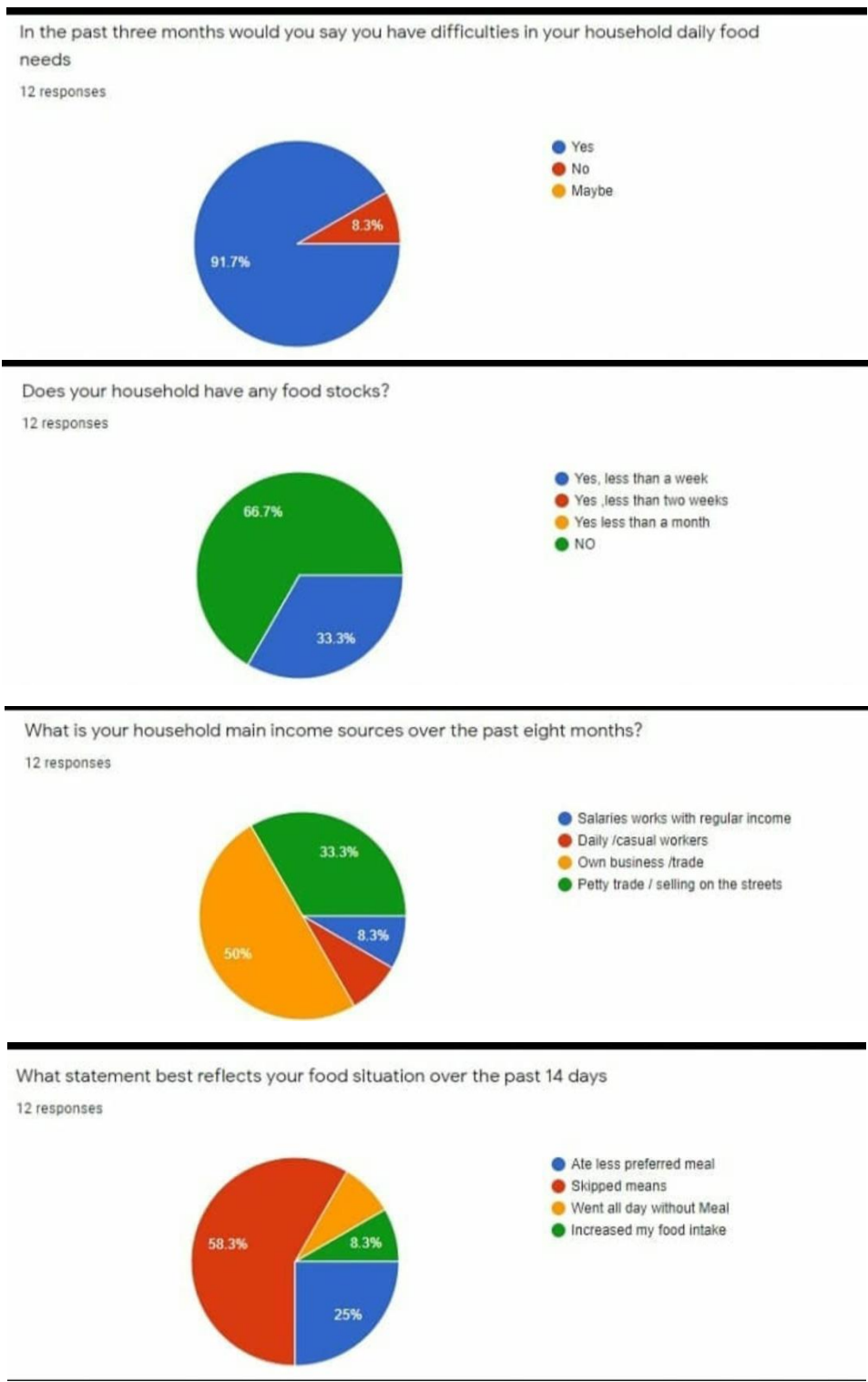
The fundraising poster as shared on social media platforms Facebook and Instagram

### Needs assessment

A needs assesment is normally conducted when there is an already identified target group. It aims to understand the extent of the needs and how they may evolve over time as as influenced by the

target groups unique characteristics. For the Jamii Kwa Jamii I Food for Thoughts program, conducting the needs assessment was critical in understanding the afore mentioned dynamics. The target group had already been identified as the beneficiaries within the scope of the Vizazi Foundation and partners programs. The needs assessment was therefore determining food security. Food security is defined as all people, at all times, having physical, social, and economic access to sufficient, safe, and nutritious food that meets their food preferences and dietary needs for an active and healthy life.

Some of the critical questions revolved around the below examples



The needs assessment clarified the needs of the target population and also the type of food basket desired by the households and also average household number which was four members.

### Food distribution

There were 6 food distributions conducted bi-weekly among the three target groups the as indicated below.

Target groups	Number of households	Food basket	Month of distribution
Youth promo team	6	Maize flour 5kgs Rice 2kgs Cooking oil 3 litres	August, September and October
Story tellers	6	Beans 1kg Green grams 1kg	
Ney normal workers	6	Sugar 2kgs Laundry soap 2 bars	



The Jamii Kwa Jamii food basket

In order to follow COVID protocols for food distribution the youth promo team would deliver the food the individual households basket.



Youth promo team delivering a food basket for a household in Mathare

## Marketing of New normal workers on social media

The goal of this activity was to help entrepreneurs reimagine how to market themselves even beyond Mathare in the time of lockdowns and curfews due to Covid-19 to increase their customer base. This was to ensure that they could combat low sales as result of the pandemic. The entrepreneurs learnt of the opportunities presented by online marketing.

With the cushioning from the food distribution, they were able to focus on other basic needs such as rent. There was also reinvestment of resources into their businesses with more clientele for business from the online platform. All entrepreneurs without social media accounts for their businesses had their accounts opened, taught how to run those accounts and getting new clients from the said accounts.

## Challenges

It was difficult for the entrepreneurs to transition their businesses online. This was attributed to the online space being out of their comfort zone. Another contributing factor was the lack of bundles to continuously post and engage with potential clients.

The other challenge was lack of availability for meetings for the entrepreneurs to facilitate follow up and guidance by the Y-team. One of the new normal workers had to leave program due to lack of availability for follow up meetings to support his business.

## Recommendations

Recruitment of new normal workers could have been done with businesses that could translate well online and the owners were keen to pursue the path or supported them in other ways to help their businesses thrive.



Groundnut and Simsim  
street seller



Tailor



Beads Arts

## Jamii Kwa Jamii new normal workers

### Documenting stories

The aim of the story tellers target group was to show the resilience of families in Mathare through story telling. The food distribution was supposed to cushion them to allow them divert resources meant for food in other expenses such as rent payment as they were sustaining big families of not less than four members. This was successful and the families were able to cope more efficiently in this period. Stories were documented through videos and photos and shared on social media.

## **Challenges**

There was a challenge with getting stories from storytellers which led to few stories being shared. It was challenging to earn the trust of the story tellers. It was hard to convince them that they were not sharing stories in exchange of aid a common occurrence in the informal settlement. Translating the concept of stories of resilience was difficult hence only one story was captured.

## **Recommendations**

Finding more innovative ways of capturing the stories of the story tellers other than photos and videos whereby they feel their dignity is not infringed upon. In addition, telling the stories of the new normal workers as that is an evolving story that truly captures resilience.

## **Y-team**

The Jamii kwa Jamii pilot was a transformative experience not only for the story tellers and the new normal workers, it was an opportunity for a crop of passionate leaders to emerge in the community and to use their skill to invest back in a community that has nurtured them to the adults they now are. The Y-team did a great job with the capacity and skill they had to identify vulnerable individuals and walk with the 12 families for the 3 months this project took place. This was a great learning moment for them to immerse themselves in different roles such as fundraising, content creation for social media, leadership, online marketing, report writing and budgeting and of course food distribution. The Y-team was also able to cushion their families from the great economic impact that the pandemic had on household income and household food security.

## **Challenges**

The role of the Y-team required a range of skills that most members were growing into. Therefore, dealing with challenges on the spot in the field sometimes was challenging. In addition, the initiative had two critical novel ideas that were challenging to translate to the beneficiary.

## **Recommendations**

More hands-on guidance for the Y-team in future and opportunities to build soft skills to improve their performance in community development projects

## **S-team**

There role was to provide guidance for the Y-team through bi weekly check in meetings where they would evaluate each food distribution as well as other activities such as supporting new normal workers and documentation of stories. They would co create solutions to emerging challenges. They also helped the Y-team in soft skills such as team dynamics through team building trainings.

## **Challenges**

Most support given was after the fact since this was a pilot with ideas novel to the Mathare context and the impact could not be anticipated. Fundraising through the Mchanga was challenging.

## **Recommendations**

Have more hands-on guidance with the Y-team and create strategies to teach fundraising as a skill to enable the project to find donors.



## Evaluation

The program was evaluated on various levels such as the individual teams. There was evaluation external evaluation that focused on the process out comes and sustainability of the program. The critical key findings and recommendation have been indicated above. They will be applied in future for similar projects.

## Ambitions

At the closing of the fist episode of this initiative, we had a remaining balance of KES **102,946**. We consiously looked into projects in Mathare advised by our partners and specifically by the Y-team on the ground. In the month of December 2021, the Y-team decided after being in consultation with the direct beneficiaries in the Mathare community, that for now the remaining funds can be divided in X-mas packages, vouchers and crucial bills that needed to be covered.

In this last and final phase of the JkJ initiative, the Y-team expressed the ambitions of the entrepreneurs and storytellers as the need of being trained in business and financial management next to manifesting saving groups and possibilities to scholarships. The curiosity to get to know the donors was also part of the feedback and building a longterm relationship between the Y-team, S-team, enterpreneurs and storytellers.

## Conclusion

This initiative was successful due to the compassion and drive of many individuals and organizations to show up for the Mathare community at a time of need. More information about the target population can be accessed on the social media platforms of JAMII KWA JAMII on Facebook and Instagram

Vizazi and partners and the Mathare community are eternally grateful for your support.

## Report prepared by

Y-team

Vizazi Foundation

Partners PaaMoja Initiative &

Maji Mazuri Centre International

[www.vizazi.org/covid-19/](http://www.vizazi.org/covid-19/)

