



IN2EDAFRICA

**INSPIRE-  
COLLABORATE-  
EDUCATE.**

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At In2Ed Africa, we believe in transforming global communities by challenging the status quo of education and operations in Africa. We do this through an approach that encompasses global collaborations with purposeful enterprise. We use a social enterprise model with global connections, working with people on the ground as our guides. Our heart center for this is building and developing sustainable educational and purposeful enterprise facilities in Kenya and Rwanda.

# Mission

To create sustainable enterprises transforming communities

# Vision

A world where resource-poor communities can access purposeful enterprises that generate income, transform infrastructural paradigms and enable participants to become agents of change on the global platform.

# Values

Through the creation of our education brand, we uphold our commitment to sustainability, innovation, and transformation -- guiding principles that form our foundation.



# WE ARE IN2...

**We are In2 Creating Purposeful Enterprise**

**We are In2 Nurturing every learners potential**

**We are In2 Engaged, powerful, ethical citizens**

**We are In2 Kenya's Vision 2030**

**We are In2 Flexible education pathways**

**We are In2 Preparing children for the work of the world**

**We are In2 Global collaborations**

**We are In2 World-class standards**

**We are In2 Excellent teaching, school environments, and resources**

**We are In2 A sustainable visionary curriculum**

**We are In2 Collaborating with stakeholders**

**We are In2 Independent, cooperative and inspired learners.**

**We are In2 Sharing our love of Kenya with the world**

**We are In2 Influencing all to be the best possible versions of themselves.**

**We are In2 Having fun- enjoying life every step of the way.**

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# IN2ED AFRICA MANIFESTO

**This organization operates with a mindfulness of transformation for all the people involved in this educational journey.**

**We are founded on the principles of social justice community engagement and empowerment. Global collaborations are foundational to our expression.**

**We make every effort to show compassion, through sustainable models of education and awareness**

**We trust that this journey will be one of joy, ambition and resilience.**

**Expect the unexpected for we are more than just a school.**



## STRUCTURE AND MANAGEMENT

In2Ed Africa was established in 2019 and is formally registered as a non-profit organization in both Australia and Kenya. Our projects are delivered in Kenya and we recruit local staff to operate these.

The Co-Founders operate as company Directors. The directors have been appointed with a view to ensuring that In2Ed Africa is managed competently, meets its legal and moral obligations and has the required abilities to improve global educational development. The directors also control business and financial matters, fundraising capacities, and reporting mechanisms to verify that the team operates in accordance with the objectives of In2Ed Africa

In2EdAfrica is creating a Board with 6-8 members who will meet monthly in person or via video links when face-to-face is not possible. The board will be responsible for aligning the mission statement to project development in Africa.

In2EdAfrica is currently undergoing the registration process to become a formally recognised charity in Australia with tax deductible status.

*Where we are right now*

# COMPANY HIGHLIGHTS



- **Creating a dance troop of 30 children who had endured a global pandemic and having their houses destroyed losing everything**
- **Purchasing new dance shoes for each student**
- **Showcasing the children's talents in an end of year performance with streets closed and live streaming it across the world.**
- **Establishing a home school chicken project at the beginning of COVID**
- **Reopening schools in January 2021 after almost a year of closures**
- **Numbers in schools steadily increasing**
- **Managing the schools with no grounds staff in Kenya**
- **Employing teachers using whats app**
- **Creating a parent newsletter via text message**
- **Developing the start of purposeful enterprises in Australia through Marley (11) and Amalia (6)**
- **Creating a series of 4 fiction story books written by Emma and illustrated by children in the dance troop to be published and sold as purposeful enterprise**
- **Creating a scheme of work for CBC maths Grade 1 as purposeful enterprise across all Kenyan schools**
- **Selected as a Not For Profit on the Inspiring Teens Youth Leadership Program**
- **Creating an awareness campaign that reached 30,000 people on the fact that internet access is a human right**
- **Leading three Australian teenagers on the three month program**
- **Being interviewed on radio in Adelaide about the Inspiring Teens Program and In2EdAfrica**
- **Purchasing 10 digital devices and one television as a start to closing the digital divide**
- **Connecting with digital educational companies willing to offer online teaching to our students**
- **Creating solid connections in Kenya and beyond as potential partners moving forward**
- **Installing water tank in Korogocho**
- **Installing tippy taps in Kiserian**
- **Amalia's soaps4soap project raising money for soaps in our schools**
- **Marley and Amalia raising money from their enterprises to purchase the first sewing machine in Korogocho**
- **Aaliyah winning Be The Difference and creating her project to Eradicate Period Poverty from our community in Korogocho.**
- **Aaliyah purchasing a second sewing machine in Korogocho, employing a lady and producing her first 500 sustainable sanitary packs.**
- **Purchasing a sewing machine in Rwanda to expand the period poverty project.**



# INSPIRING TEENS

In July 2020 In2EdAfrica was selected by a group from Inspiring Teens Leadership Program as a Not for Profit. The students worked with In2EdAfrica on a project to create awareness to close the digital divide by highlighting the fact that internet access should be a human right. The goal was to create awareness from zero to 10,000 people. As a team we worked diligently, creating content and posting daily on Instagram and Twitter. We were featured on a radio station in Adelaide and reached the goal of 30,000 people now being aware, with numbers continually growing.





## CLOSING THE DIGITAL DIVIDE

When schools closed in March of 2020 and many students went online the digital divide was ignited. Resource-rich communities were able to continue learning whereas resource-poor were further disadvantaged.

In2EdAfrica has a goal to close the digital divide by introducing internet connectivity into our schools and connect with teachers globally to provide educational services to our students and teachers.



# DANCE TROOP

School closures for ten months of 2020 left vulnerable children at greater risk of abuse, malnourishment, and unequal distribution of educational resources compared to those who had access to online learning.

As restrictions eased we created the In2EdAfrica dance troop. 30 children came into our facility three days a week to learn dance, drumming, poetry, dancing, drama, fashion design, and modeling.

This program gave and continues to give children lifelong transferable skills that would never have been possible had schools been open.

Their talents were showcased in an end-of-year concert where parents were invited, the community came and the street was closed off. The event was live-streamed via various social media platforms and was a huge success.



# NEW SHOES

With restrictions eased but schools remaining closed the In2Ed dance troop was a way to teach students valuable, lifelong and transferrable skills that they could take moving forward post Covid.

As lockdowns were enforced many of our students also had their houses demolished leaving them without anything. Some months later a request came from the dance teacher asking for shoes for the students to wear to and from dance.

A fundraiser was activated and money was raised to purchase shoes and pay the dance teachers for their lessons.

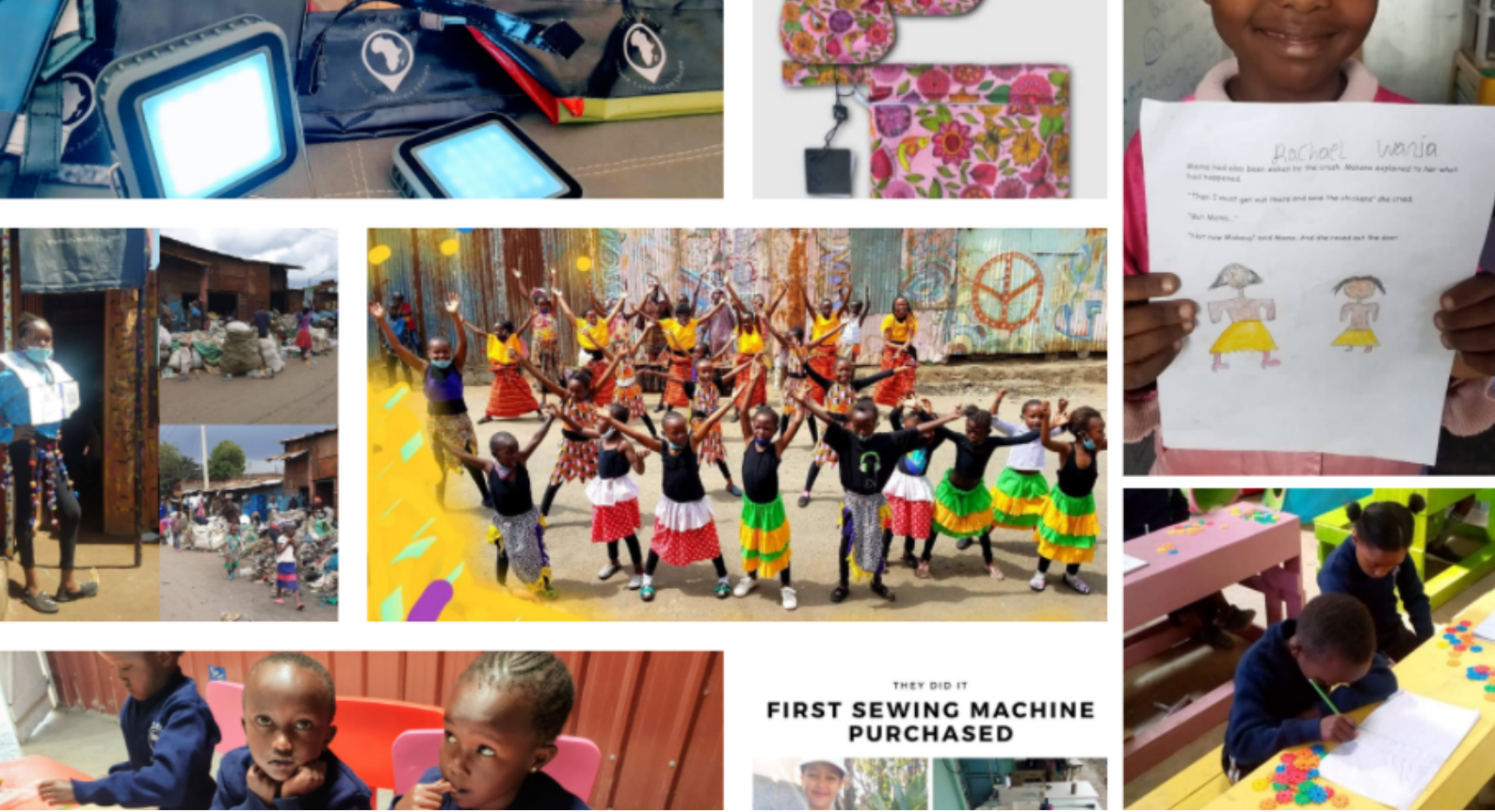


# PERIOD POVERTY

Statistics show that around one million girls in Kenya miss school every month because of their period. Not having access to a regular supply of sanitary products puts girls who are already vulnerable at a greater disadvantage.

In 2020 In2EdAfrica led by Aaliyah began a campaign to eradicate period poverty from our community in Korogocho. Aaliyah started a fundraiser, bought a sewing machine, employed a lady who is a mum in our school, and started making our first batch of 1000 sustainable sanitary kits.

The kids will have 2 shields, 8 liners, 2 pairs of underwear, a waterproof bag, and a carry bag. They will be distributed via an education channel that will include information on menstrual health and how to use and sanitize the products.



THEY DID IT  
**FIRST SEWING MACHINE  
 PURCHASED**

# PURPOSEFUL ENTERPRISE

In 2020 In2EdAfrica applied for a number of large donor grants. .This was both time and energy-consuming with results not in our favor. As a way to generate cash flow into the organization, we restructured to a social enterprise model with the intention of generating cash flow while not ruling out donor funding.

Our purposeful enterprise model included Amalia Maliaka selling products including soaps and candles in Australia with profits going to purchase equipment in Kenya.

99%Marley sold his brand of merchandise in Australia with a percentage of profits going into projects in Kenya.

We have started exploring growth options for Amalia's fashion to have it produced and sold in Kenya and exported.



# HOMESCHOOL CHICKENS

School closures and lack of online facilities made us rapidly reevaluate how we could offer home school projects to our students in Kiserian. We decided on a home school chicken project that combined purposeful enterprise.

For each family choosing to participate, we were given 2 chickens for breeding and eggs. It was agreed that from the first set of hatchlings 3 chicks would be returned to grow the school flock of chickens.

The intention was to have the children learning, documenting, feeding, monitoring the chickens as an educational project.

The project didn't succeed due to on-ground politics and poor management. Parents didn't understand the concept and efforts were lost in translation.

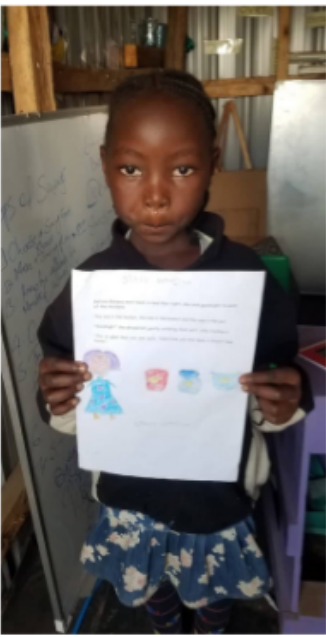
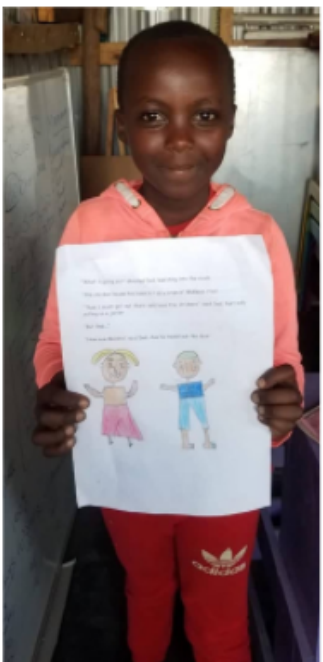
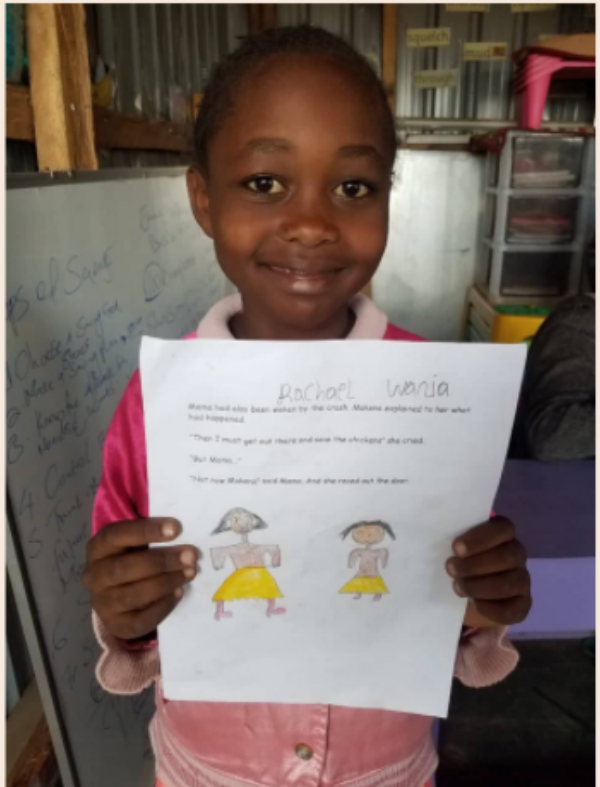
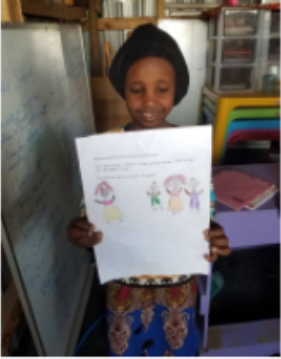
In2EdAfricas perspective was if we grew the school flock by the time children returned to school we would have enough egg-producing chickens to provide eggs for school lunches.



# AMALIA\_MALAIKA

Amalia\_Maliaka was a brand that was born out of asking Amalia What do you want to be now. Through her homeschooling curriculum, we have incorporated her schooling objectives into creating products that are sold. Profits are put back into the projects in Kenya. Amalia\_Maliaka has purchased a sewing machine, contributed towards the dance concert end of year performance and her soaps4soaps campaign has paid for soap and sanitation products for both schools in Kenya and paid for the first tippytap to be constructed in Kiserian where we don't have running water.

Inspired by telling our story to the world



# PUBLISHING

In2EdAfrica has created a line of fiction and non-fiction stories. Written by our team and illustrated by the students of the In2EdAfrica dance troop, these books are sure to inspire readers both young and old.

Our students don't get to work with colours often and the delight on their faces during the illustration process has been priceless.

This initiative will be expanded in 2021.



## STUDIO FASHION

Inspired by the desire to turn garbage into beauty and clean up our neighbourhood



# SUSTAINABLE FASHION

During Covid, our In2EdAfrica Dance Troop created their own fashion designs made from rubbish from the local recycling plant.

Inspired by the children who approached their teacher with their fashion concept with the intention of creating clean solutions for their neighbourhood while producing works of art. Their fashion was showcased to the community at the end of year fashion show.

# 99%Marley!



## 99% MARLEY

During Covid Lockdowns in April 2020 Marley decided to create his own business. He called it 99%Marley and its intention is to make the world 99%Kinder 99%more grateful and 99% more courageous.

Marley created 3 hashtags of the above and a line of streetwear to support his brand.

His business is set up as a social enterprise where he puts a percentage of his profits back into projects in Kenya. So far he has managed to fund the purchasing of a sewing machine and to put on the dance showcase.



## SCHOOLS REOPENING 2021

Schools reopening in January 2021 had Covid restrictions of numbers, social distancing, and sanitation procedures in place.

Recruiting teachers with no confirmed numbers and no face-to-face meetings was a challenge.

Teacher recruitment was conducted through whats app. Teachers are all local ladies. Three are new to our organization, one is a returning teacher.

Kiserian has 3 teachers and 53 students PP1-Grade 2  
Korogocho has 1 teacher and 10 students.PP1-Grade 3

Both schools are running the Competency-Based Curriculum of Kenya

Schools fees up to date in Kiserian  
No fees have been paid in Korogocho



# FUNDRAISING

In2EdAfrica held various fundraising events during 2020

Dance With Dignity Gen's Birthday Fundraiser \$706

Celebration of the Feminine (Live event) \$1259

In2Dignity by Eradicating Period Poverty \$590

Regular Monthly donations (began October 2020) \$100



# LOOKING FORWARD

2020 has given us a lot of opportunities to sit with our concept, make genuine and meaningful connections, pivot operations, expectations, and beliefs. This has consolidated our understanding of now taking In2EdAfrica to the next level.

Two pivotal components of this are the formation of the Board and the registration of In2EdAfrica as a charity in Australia.

The groundwork and foundational concepts that have been seeded in both Kenya and Australia can then be fully executed with the intention of creating purposeful enterprises which feed into the In2EdAfrica brand and generating sustainable and growth orientated cash flow.

# MOVING FORWARD 2021 PORJECTS



## 1 Kiserian School Enterprise

Creating a platform for online teaching within the school facility. Purchase television and internet packages and connect with Melbourne company for online deliverance. Develop garden with fruit trees and edible produce.

## 2 Period Poverty

Create at least 1000 sustainable sanitary packs in Kenya. Purchase a sewing machine in Rwanda and produce at least 1000 packs there. Print and include information packs, prepare trainers and distribution days.

## 3 Closing the digital divide

Create an infrastructural platform to deliver learning online. This could be in the form of whole class deliverance or individual devices

## 4 Purposeful Enterprise in Korogocho

Use the space in Korogocho to develop purposeful enterprises, with the intention of generating cashflow back into the organisation.

## 5 In2EdAfrica Dance Troop


Explore dance engagements where children could perform. Create uniforms for dance classes and when going to events. Plan a trip to Kiserian to perform for the children there.

## 6 Publishing

Publish at least one (4 are ready to go) storybook, launch the book, and market sales in Kenya and Australia. Prepare the release of Schemes of work for the Kenyan market.

## 7 Speaking Engagements

Create awareness for the brand and products through presenting at live events, webinars, conferences etc.



# WHAT WE HAVE LEARNED

- The right people in the right positions on the ground is essential
- Clear systems and operations on the ground that are consistently followed through on
- Financial sustainability of operations is crucial
- Team members who are fully committed therefore think with flexibility and outside the box
- The people who will step up without short term financial gain
- Women on the ground align more readily with our aims and mission
- Applying for grants is a difficult, time consuming, and often energy-draining exercise
- Creating purposeful enterprises operating in Kenya but where intellectual property is sold outside of Kenya generates money back into the project. Eg Book publishing.
- Paying staff fortnightly instead of monthly can create initial resistance but can still work
- Greater on ground productivity when pay is per job rather than by salary
- Projects can be successfully managed from a distance

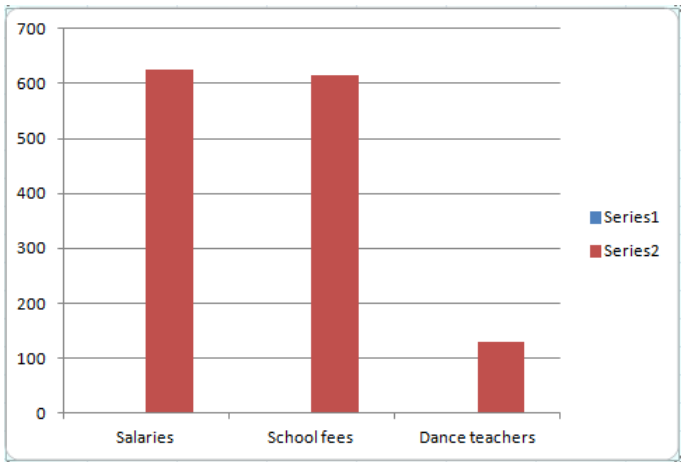
## What we continue to learn

- A collaborative mindset is the only way to transform
- Be patient
- Expect the unexpected
- Flexibility and an ability to pivot is the only way to keep moving forward
- Common sense is not common
- You can't do it alone
- Don't think or assume you know, be open and ready to have everything you think you know challenged and changed
- Sharing the collective vision is important to shift from the micro to the macro
- Prosperity is the aim
- Never do it FOR, do it WITH
- The people are incredible, sharing wisdom, wealth, love, and laughter
- People in resource-poor communities have LOTS to teach those from resource-rich
- You only live once so do what you were born to do and don't get caught up in other things
- There is nothing more important than to have FUN and love every single thing about every single part

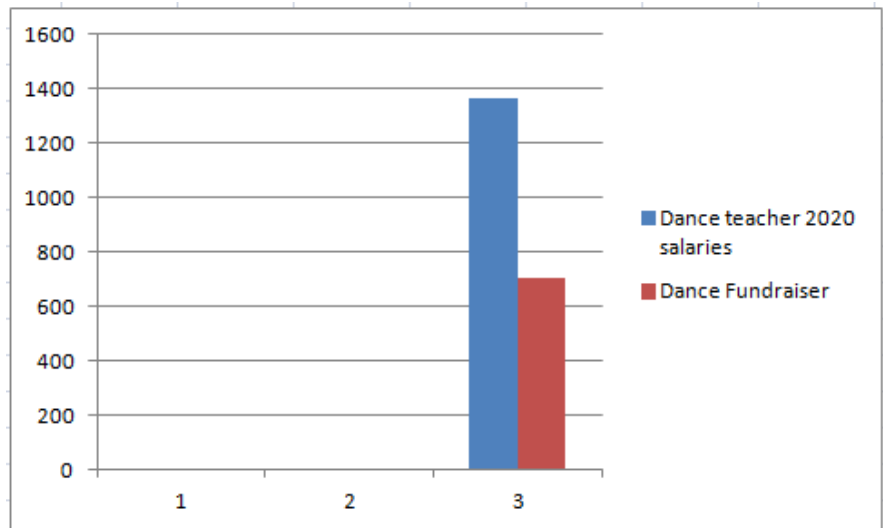


# OPERATIONAL COSTS

Jan/Feb 2021



2020 Dance Program





In our **2nd** year, **In2Ed Africa** has

Live streamed **1** concert to the world

Bought shoes for **30** children

Provided free education to **10** out of school children

Given **8** people paid employment

Started a home school chicken project with **100** chickens

Written and illustrated **4** nonfiction story books ready to publish

Developed **1** CBC aligned Grade one maths scheme of work

Sold **100's** of candles

Sold **100's** soaps

Held their **1<sup>st</sup>** live fundraising event

Started stitching **1000** sustainable sanitary packs

Purchased **2** sewing machines

Built **2** sanitation stations in schools

Given **30** students drumming lessons

**30** students dance lessons

**30** students drama/ poetry/ fashion design/ modeling lesson

Purchased **10** internet enabled devices

Established In2EdJunior with **6** participants

Developed a Board with **6** members

And impacted the lives of over **500** children.

Had Huge amounts of **FUN**

**This is In2Ed Africa.**