





THE ZURI INITIATIVE & TRUST ANNUAL REPORT 2022



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1. DIRECTOR'S MESSAGE



Dear Readers,

It is with great pleasure, I introduce the latest edition of the Zuri Initiative's annual report.

The progress made by the Zuri Initiative and Trust in 2022 is a testament to the impact that can be achieved through collaboration and investment in people. From being selected for the Build Back Better program to introducing new products and expanding training programs, Zuri continues to grow and make a positive impact. The Zuri Trust continued its ZIWEP training and presented two new projects, the Advanced Business Training and the Business Support Project, which aim to help women take charge of their economic status.

Thanks to funding from Asia Initiatives and FrauenPower e.V., Zuri continued executing the Social Capital Credits (SoCCs) initiative, which has helped over 50 women complete the Zuri Initiative Women's Empowerment Program and more than 30 receive the Advanced Business Training. The Business Support Initiative has provided over 33 participants with micro-grants and interest-free loans, boosting their businesses and economic status.

I hope this newsletter provides insight into the inspiring work that Zuri is doing and the positive impact it is making in the lives of women in Nairobi. I encourage you to support Zuri's mission and join us in making a difference in the world.

Jazz Dhanjal,
Co-founder and Director

2. 2022 TEAM



Mayuri Odedra-Straub
Director, Partnerships



Yusra Butt
Director, Advisory



Jazz Dhanjal
Director, Production



Deepa Sohan
Director, Product Design



Jacinta Ndolonga
Program Manager & Head of
Field Operations



Rhoda Mamati
Senior Program Associate



Claire Mwai
Junior Program Associate



Paciphic Wanyede
Sales & Marketing Associate



Rebecca Muthoni
Sales & Marketing Associate



*Special shout-out to our production
partners who ensure quality, cruelty-free
products.*

3. 2022 FOOTPRINT



The Zuri Initiative extended its ground coverage in Kibera through a collaboration with Slum Soka and Kibera Blackstars. This saw the induction of the Zuri Baraka women's group, located in Kianda, at the youth centre.

Utu Academy School and Perijang Education Centre continued to play host to our ZIWEP trainings for the Zuri Karanja groups in 2022. Utu Academy, additionally, hosts the ongoing tailoring project that gives women an opportunity to generate income.



Whisper's Champion Youth Initiative (WCYI), a community-based organisation in Kibera, continues to host the Karanja groups during their waste collection and eco-brick activities. Apart from the latter, the WCYI pursues agriculture and environmental changes to improve their communities' lives.

Amani Kibera, located in Lindi, Kibera, has been a partner of Zuri's since 2020 and has hosted several Zuri projects, including ZIWEP trainings and waste management activities. Since the 2007 post-election violence, Amani has been empowering disadvantaged children and women through knowledge on the principle of non-violence.



Zuri has partnered with YMCA National Training Institute, based in Shauri Moyo, and the Hawkers Market Girls Centre, located in Parklands, since 2021, to provide the basic Zuri training (ZIWEP I) to girls and women undertaking short-term courses at the organisations.

4. THE ZURI INITIATIVE LIMITED

The Zuri Initiative Ltd had a successful 2022. First, we were selected by the Yunus Environmental Hub for their Build Back Better (BBB) mentorship program (one out of 20 social enterprises they saw worth supporting in Kenya). Secondly, we introduced two new hair-care products to our range, a hair-oil and a hair-mask, increasing our range to five Zuri products.

4.1 Yunus Environmental Hub: Build Back Better

The Build Back Better Program is a year long social business acceleration program that guides management and staff on the company's operations, capacity building, implementing and managing a circular business model, and so on. Through this guidance, Zuri managed to change its focus on sales and marketing, made various positive improvements on its operations and started focusing on environmentally-friendly packaging for its products.



Jacinta Ndolonga, Zuri's Program Manager and Head of Field Operations, was among the panellists discussing the implementation of a circular economy within businesses, at a live international event. Zuri will in the future adopt a packaging recycling model with its B2B clients and has started work on producing shampoo and conditioner bars to cut down on plastic packaging. This will help reduce the company's carbon footprint.



4.2 A bigger range and a new look Zuri

In July 2022, the Zuri Initiative officially launched a full range of high quality hair-care products. The range now includes a deep cleansing **Shampoo**, strengthening **Conditioner**, nourishing **Hair-food**, repairing deep treatment **Mask** and hair growth **Oil**. Using freshly sourced ingredients, Zuri hair-care product formulations were improved to increase Zuri's suitability to all hair types. Additionally, in tandem with creating a circular economy, Zuri packaging was redesigned to enable recycling and refilling.



Deep Cleansing Shampoo

Anti-breakage, Softens, Cleanses
with aloe vera

Price: 200 ml - KES 300; 1 litre - KES 500; 5 litre - KES 1,500; and 10 litre - KES 2,800



Strengthening Conditioner

De-tangles, Moisturises, Smoothens
with shea butter, coconut and castor oil

Price: 200 ml - KES 350; 1 litre - KES 550; 5 litre - KES 2,000; and 10 litre - KES 3,900



Nourishing Hair-food

Moisturises, Softens, Shines
with shea, coconut and castor oil

Price: 60 g - KES 150; and 250 g - KES 450



Repairing Deep Treatment Mask

Rejuvenates, Strengthens, Softens
with coconut, shea butter, castor oil & hydrolysed keratin

Price: 200 g - KES 900; and 1 kg - KES 2,600



Hair Growth Oil

Strengthens, Nourishes, Softens
with argan, almond, coconut, carrot seed and castor oil

Price: 120 ml - KES 900 and 1 litre - KES 3,500

5. THE ZURI INITIATIVE TRUST

5.1 Zuri Initiative Women's Empowerment Program (ZIWEP)

In 2022, the Zuri Trust introduced two new projects under ZIWEP, namely the Advanced Business Training, a 4-week training program that focuses on business management through better record keeping, for instance, and the Business Support Project, that focuses on business planning and the use of informal financial systems to create availability of funds for the women's small businesses. These courses follow the basic Zuri trainings (ZIWEP I).

5.1.1 Basic Zuri Training (ZIWEP I)

Zuri delivered the 14-week ZIWEP I training to the Zuri Baraka group, containing 10 women from the Bombolulu area in Kibera. This brings the total number of Zuri women's groups to 5, namely Zuri Hope, Zuri Umoja, Zuri Inuka and Zuri Stawi.



Additionally, Zuri continued its ZIWEP three-way partnership, sponsored by FrauenPower e.V. (FP), with student cohorts from Hawkers Market Girls Center (HMGC) and the YMCA Technical Training Institute, for the second year. Dr. Mayuri Odedra-Straub, one of the Zuri Founders and Chairperson of FP, graced the HMGC 2022 graduation alongside Shariffa Keshavjee, the Founder of HMGC.

5.1.2 Advanced Business Training (ZIWEP 2)

Introduced in 2022 as a continuation of the basic Zuri training, the advanced business training, conducted over 4 weeks, teaches women good customer service, marketing, product/service costing, record keeping, planning and analysing for their businesses.



A total of 33 women from 5 existing Zuri women groups participated in this project. The training was supplemented with personalised business coaching from Rhoda Mamati.



5.1.3 Business Support Project

This new project assists Zuri women to take charge of their economic status. Zuri helps women identify viable and scalable small business ideas that can translate into profitable business. This is achieved through an informal financial systems training, allowing the formation of "chamas", using table banking and/or merry-go-round. To qualify for the project, the women were required to have participated in social capital credits (SoCCs) activities and accumulated enough points to redeem them for training. This project is supported by Asia Initiative (New York) and FrauenPower (Germany).

5.2 Social Capital Credits (SoCCs)

In 2022, Zuri Trust encouraged acts of social good by continuing with the waste management project and embarked on two new projects, the Micro-Credit initiative, in partnership with Asia Initiatives, and SoCCs activities with YMCA, in conjunction with FrauenPower.

5.2.1 Micro-Credit

The Zuri women's groups, that completed the advanced business training participated in the Zuri business support SoCCs project, were the participants received KES 25,000 as an addition to their group savings, to start table banking activities. Being a group activity with individual redemption, the women would earn individual SoCCs points from:

- Creating and submitting a business development plan,
- Maintaining a personal and business lending, payments and savings ledger,
- Participating in the weekly group table banking activities,
- Paying back the loan and interest timely, and
- Proving evidence based borrowing against the business.



After accumulating sufficient SoCC points, the women can then individually redeem these for a business support micro-grant of KES 5,000 or KES 10,000 to either start a new business or expand their current business. The participants have an option of accumulating their points and redeem the KES 25,000 as a group. Redemption of SoCCs points for the micro-credits project will be scheduled for March 2023.

5.2.2 Waste Management

Zuri has been active with its waste management activities since 2020. We oversee the collection and segregation of waste, into organic and non-organic, on a weekly basis. The organic waste collected by the Zuri ladies is used to make compost and the non-organic waste is separated further. The plastic waste is donated to Vigingi Afrika, who recycle it to make fencing posts.



5.2.3 FrauenPower x YMCA



Zuri, in partnership with FrauenPower and YMCA, introduced SoCCs activities and the concept of social good to the students of YMCA in 2022. Students earn SoCC points by:

- Attending and participating in Zuri trainings,
- Attending and participating in peer-to-peer interactive sessions,
- Cleaning up and maintaining the school compound,

- Waste management,
- Maintaining water stations around the school, and
- Planting and caring for trees around the school compound.

The earned SoCC points are then redeemed to pay for exams or further courses at YMCA.

6. OUR IMPACT IN 2022

6.1 Success Stories



Mary Akoth

Being an avid member of the Zuri Umoja group, Mary Akoth has actively participated in the Zuri basic training, advanced business training and the business support projects. Already a prominent business lady selling good quality fresh fish in Lindi, the group loans and micro-credit given to her group, enabled her to expand her business and increase her stock. Through the

savings group, she aims to purchase a deep freezer that will enable her to purchase and store large stocks of fish for wholesale orders.

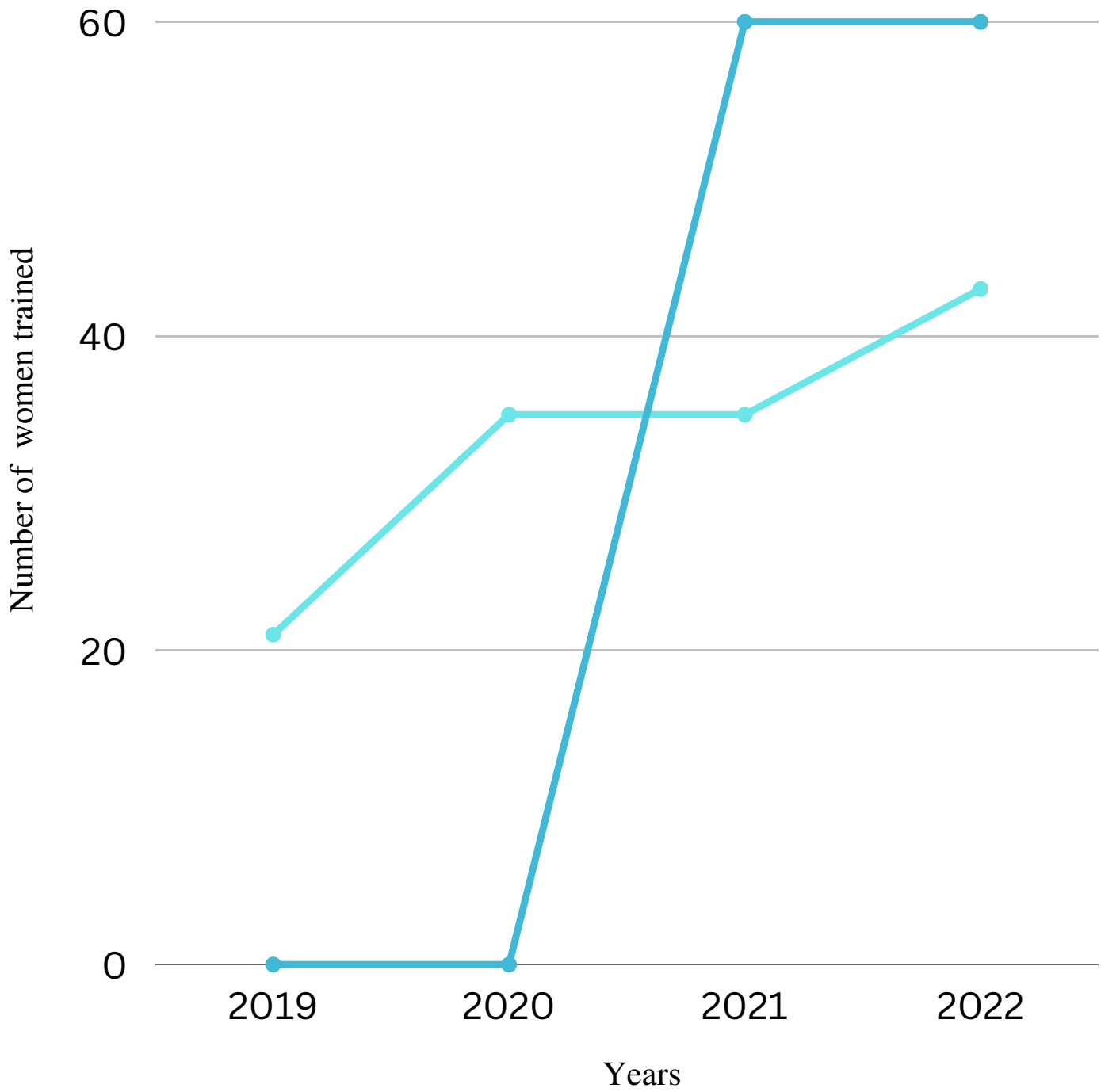
Jackline Ochieng

A member of Zuri Vision Group, one of Zuri's pilot groups, Jackline Ochieng has participated in the Zuri basic and advanced business trainings. She has also been a beneficiary of the business support project where her group received the KES 25,000 microcredit. Through this, she has managed to start a flourishing side business selling sweet potatoes and arrow roots.



Jackline has also been an active Zuri sales agent since November 2019 and has managed to sell an aggregate of products worth KES 262,640! In 2022, she managed to earn a sales commission of KES 29,668 from the sale of products worth KES 161,840, making her Zuri's top sales agent.

6.2 ZIWEP Impact



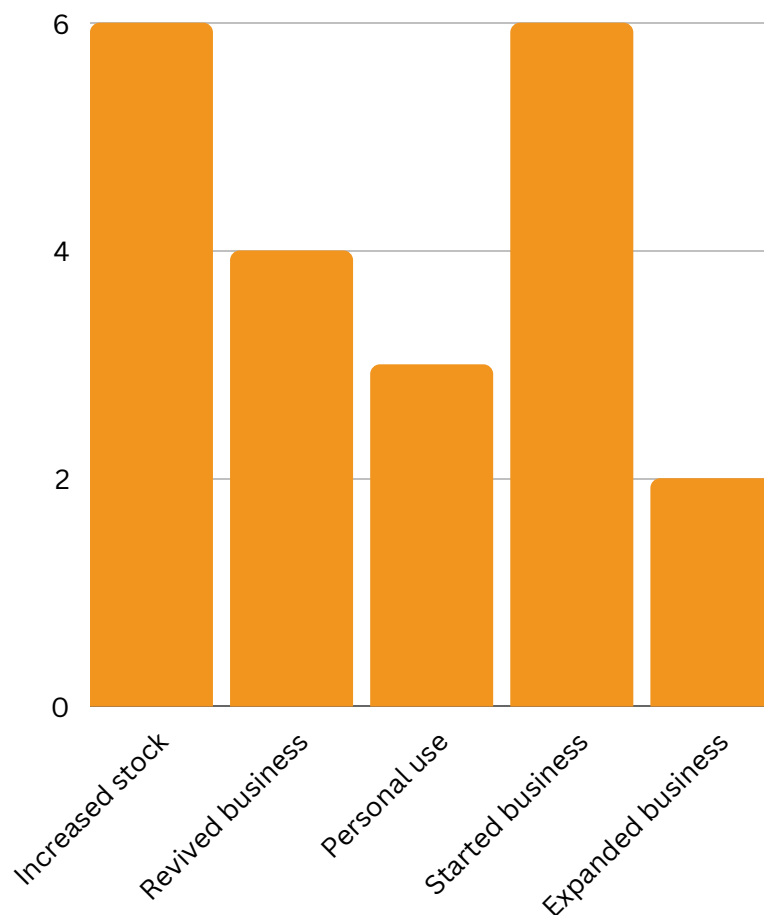
■ Student cohorts
■ Zuri women groups

6.3 Business Support Impact

4 Zuri women groups, with a total of 33 participants, received a total of KES 95,000 to boost their group table banking activities, specifically for their businesses.

Many of the women's groups have managed to double the initial KES 25,000, from charging interest on the loan the women borrow.

All the groups are now in the planning phase to invest the interest they have accumulated in income generating ventures.



Above, is a visual graph on the different ventures the women undertook from the loans taken.

6.4 SoCCs Impact

The YMCA student cohorts, accompanied by Zuri co-founder Dr. Mayuri Odedra-Straub, Zuri program manager Jacinta Ndolonga and YMCA director David Simiyu, planted a total of **80 trees** within the YMCA compound in November 2022.

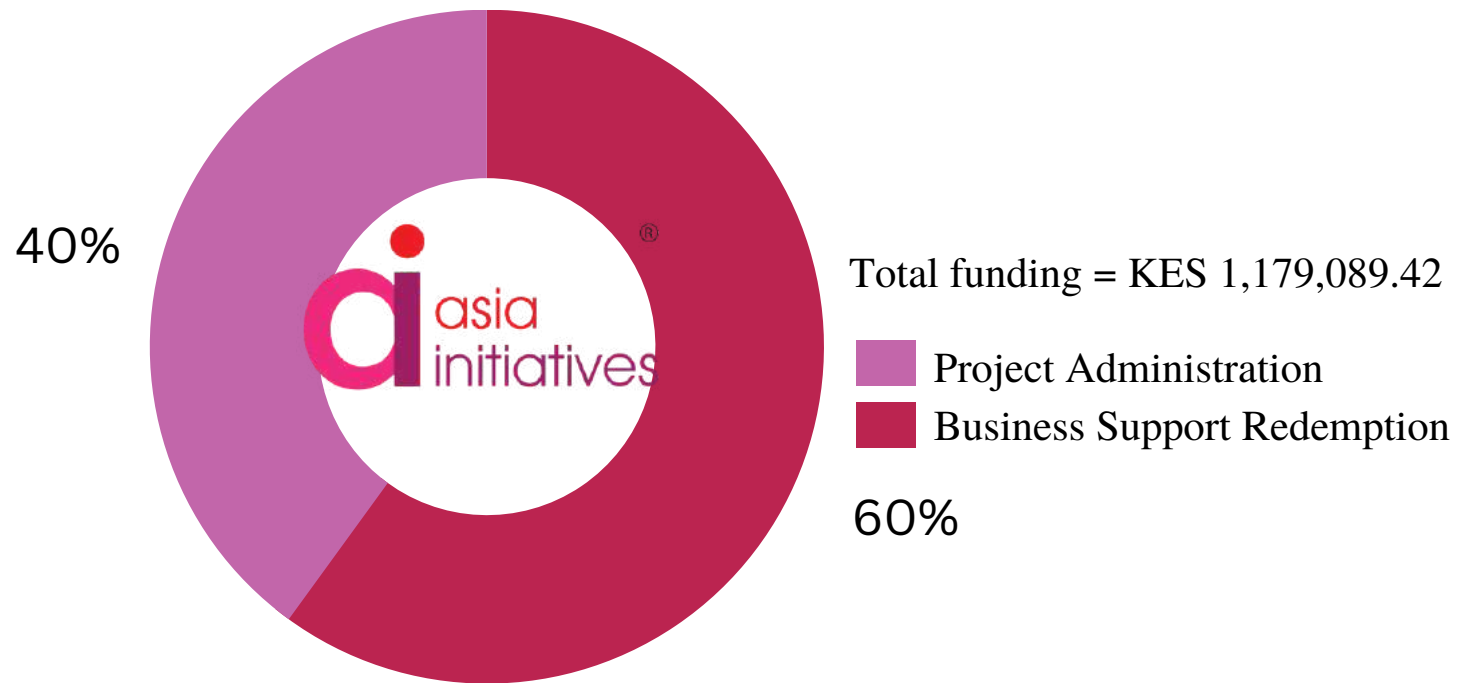
The trees included a variety of **indigenous**, as well as **fruit** trees such as white guava, lemon, papaya and pomegranate.



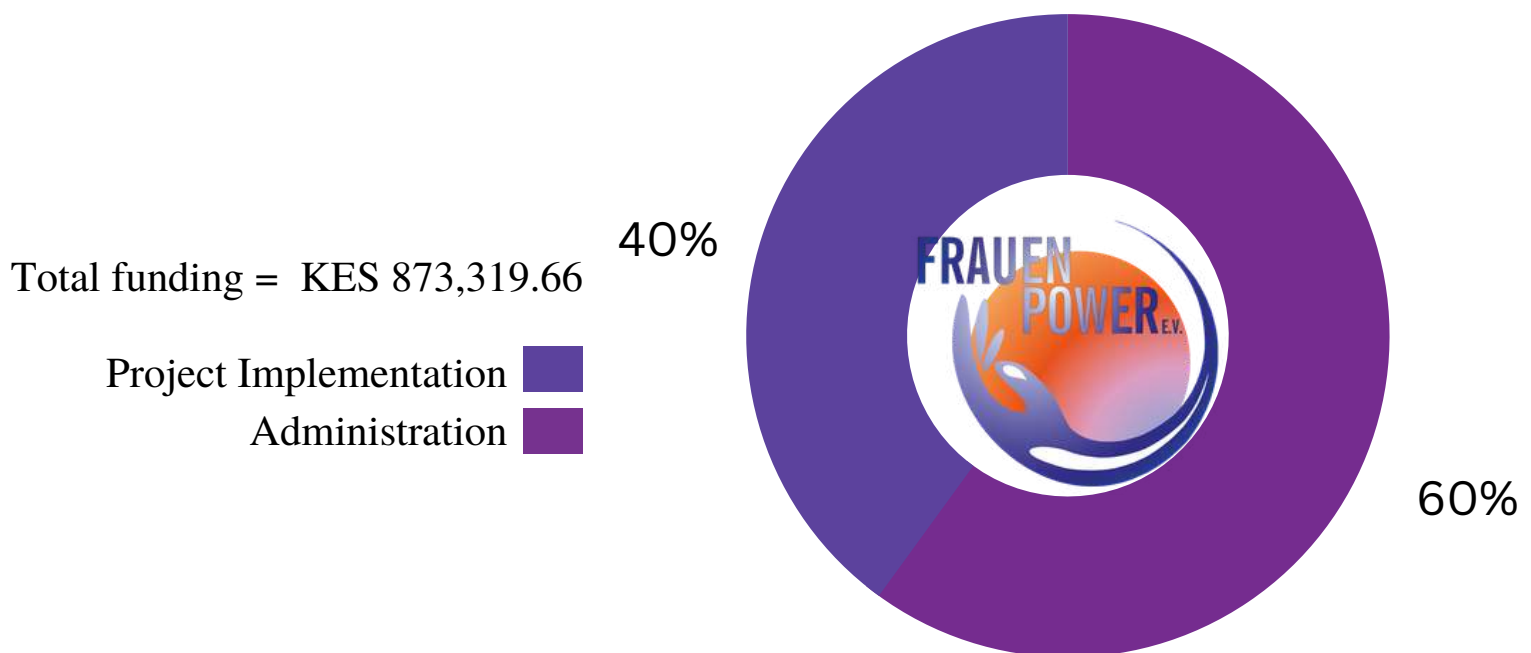
Over the course of 11 months, from February 2022 to December 2022, a total of **1,439.60 kg** of organic waste, **6,806 pieces of plastic wrappers** and **2,836 plastic items** were collected by 15 Zuri women.

7. 2022 FINANCIALS

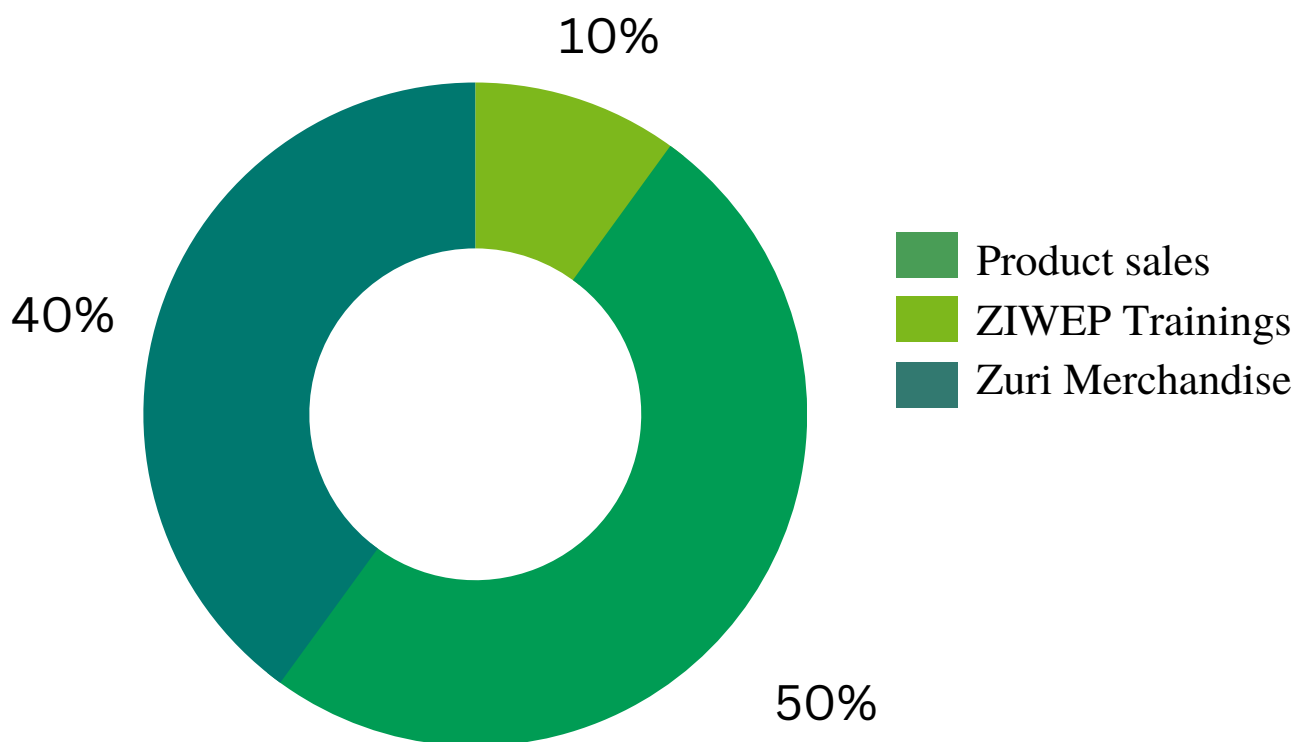
7.1 ZURI TRUST FUNDING ASIA INITIATIVES



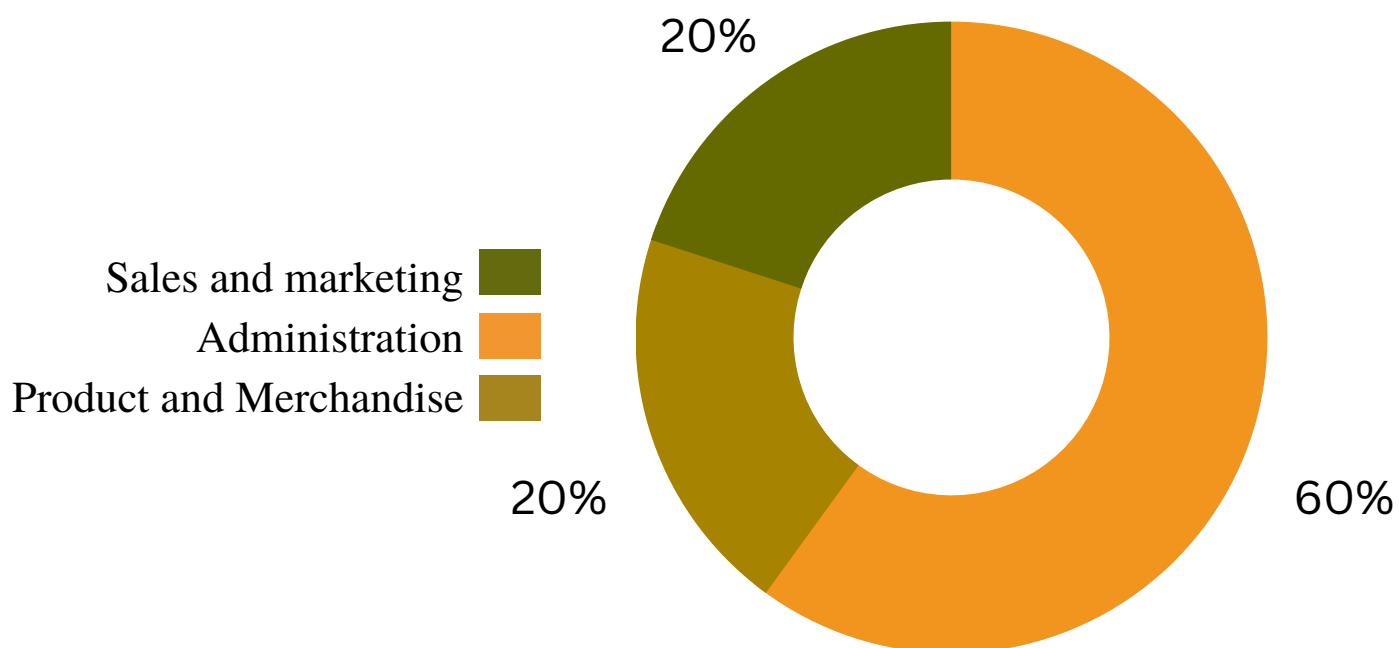
FRAUENPOWER E.V.



7.2 ZURI LIMITED INCOME



EXPENDITURE



8. PARTNERS AND SUPPORTERS

We are most grateful to the following supporters of the Zuri Initiative:



9. OUR CONTACTS



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