



CORPORATE PROFILE

Juhudi Mashinani

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Juhudi Mashinani supports the underprivileged communities in Arid and Semi-arid Lands (ASALs) to address their humanitarian and development challenges. Registered as a non-profit organisation with Registration No. CLG-YXFA5G, the organisation draws its name from two Swahili words 'Juhudi' for effort and Mashinani which means grassroots. The name encompasses the organisation's work of rallying grassroots communities' efforts (JUHUDI) to sustainably develop their grassroots initiatives.

JUHUDI appreciates that communities are and should always be active participants in seeking solutions to their development challenges. We, therefore, challenge them to identify their development challenges as well as solutions. We see our work as enablers and facilitators of this process as well as linkages that they need to realise sustainable development.

The organisation's theory of change is hinged on promoting full participation of communities especially youths, disabled and women in development initiatives in a way that they identify their own goals and the means of achieving them. This way, communities take ownership, commitment and accountability to the development initiatives.

The organisation's thematic programme areas are; education, sustainable livelihoods and food security, environment conservation and climate change adaptation, water, sanitation and hygiene (WASH) and peace and governance. Right from its brand, JUHUDI pays a lot of attention into mainstreaming youth and gender issues in all its interventions.

Our Vision

Communities inspired to work towards a hopeful future

Our Mission

To promote social change and inclusion for the social development and integration of underprivileged communities

Our Theory of Change

We believe that communities understand their development challenges and should therefore be at the frontline solving these challenges. We see our role as that of providing linkages, capacity building and knowledge critical to improving the lives of communities.

Our Innovation Model

Confronting the pressing challenges in the world will require innovation and collaboration. To realise our humanitarian and sustainable development model in Arid and Semi-Arid Counties, we embrace innovation. Our work is grounded on research, data and new thinking.

Our Core Values

Knowledge: We continuously carry extensive research to understand the challenges facing the local communities as well as possible solutions to these challenges.

Collaboration: We purposefully implement our programmes in partnership with all the relevant stakeholders, beneficiaries and policymakers in the sectors we work in.

Commitment: We are committed to making a long term impact in the communities work with in the present and the future.

Integrity: We believe in being honest, open and reliable in everything we do.

Accountability: We uphold high levels of accountability to our donors, partners and the local community.

Sustainability: We believe in creating long term impacts through our projects.

Inclusivity: We believe that no one should be left by engaging all the relevant players in the various sectors.

Objectives

Our main objective is to improve the livelihoods of local communities by building their capacity to come up with homegrown solutions to local problems.

Our specific objectives are:

1. To work for the social development of underprivileged individuals, groups and communities in the ASALs of Kenya
2. To assist in the process of social integration and personal realization of underprivileged children, young people, disabled, adults and families
3. To raise the level of access to education through scholarships, infrastructure and learning materials support.
4. To mitigate environmental and climate change challenges through innovative community- driven interventions.
5. To promote sustainable development of communities through initiatives that put communities at the frontline of tackling these challenges.
6. To promote access to water, sanitation and hygiene in the frontier counties.

7. To bolster community participation in peace and governance initiatives.

Thematic Areas

Education

Education is the greatest equalizer. It gives children from underprivileged backgrounds a fighting chance in life. For children from Kenya's arid and semi-arid lands, education remains a far-fetched dream. Schools are far apart. To address this challenge, JUHUDI complements government efforts of providing quality education by supporting in the provision of infrastructure, learning materials, and scholarship and mentorship opportunities to pupils and students from our target regions.

Our scholarship programme ensures that children from underprivileged pastoral backgrounds are not left of education. The programme saves girls from harmful cultural practices such as early marriages and female genital mutilation.

Climate Change and Disaster Risk Reduction

Under this programme, JUHUDI works with the communities to reduce the negative effects of drought and other disasters and therefore save lives of the community members and secure their livelihoods and foundation of community assets.

Like other Horn of Africa's countries, Kenya has been suffering the adverse effects of climate change. The erratic weather patterns in the counties that have seen vagaries of floods, drought and heat waves – have affected farms productivity and the overall food security situation of communities. Competition for water resources and diminishing pasture has increased, therefore spawning resource-based conflicts that have also taken a communal perspective.

The organisation will support initiatives geared towards combating and mitigating the impact of climate change among the local communities due to the reason that the effects of climate change have got far reaching effects on livelihoods. The organisation will build the capacity of communities in climate adaptation – especially on alternative livelihoods sources such as green entrepreneurship, growing of drought resistant crops and modern post-harvest and food preservation technologies. The organisation will also encourage and support communities to establish eco-friendly enterprises focusing on agriculture, renewable energy, water conservation and eco-tourism among others to support our climate change agenda.

The organisation also promotes and supports local environment and natural resources conservation initiatives.

Water, Sanitation and Hygiene (WASH)

This programme seeks to provide clean water and sanitation services to communities in a sustainable manner. It also creates awareness to communities on innovative and indigenous ways of ensuring that water is abstracted, harvested and stored well.

The northern region of Kenya is largely arid and/or semi-arid. They lack permanent rivers. Many people in these regions lack piped water. They depend on the rare rain water as well as shallow wells and water pans.

Through this programme, we seek to work with communities to dig wells, water pans and boreholes to communities. We also build the capacity of communities on management of water systems.

Peace and Governance

The peace component of this programme seeks to promote inter-communal harmony and peace in the northern region of the country. The organisation create platforms for inter-communal engagements such as sports, cultural events, among others. In addition, the organisation also monitors warning signs for conflicts and work with stakeholders such as national government, community leaders, county governments, faith based organisations to mitigate this.

The ASAL regions of Kenya has over the years been plagued by resource based conflicts, inter- clans competition and politically-instigated conflicts. Yet sustainable development cannot be realised in an unstable environment. It is against this background that this programme is the foundation of our work.

Governance on the other hand entails structures and processes designed to ensure accountability, transparency, rule of law, stability, equity and broad-based participation. Juhudi works closely with communities building their capacity to participate in governance processes in areas such as inclusive budgeting, public participation on bills and policies at the county level, electoral processes among others.

Disability Mainstreaming

Persons with disabilities in ASAL counties, like all parts of Kenya, face attitudinal and stereotypical barriers. While the country has enacted the Persons With Disabilities Act (2003) and has ratified the Convention on the Rights of Persons with Disabilities (CRPD), persons with disabilities still face challenges. They are the poorest of the poor. For pastoralist communities, their challenges are more pronounced because of cultural dynamics of disability and the rough terrain.

This programme seeks to raise the voices of persons with disabilities and enhance their participation in all aspects of life including governance processes. We also support them to access amenities and services such as health, education as well as economic empowerment initiatives.

Sustainable Livelihoods

Livelihoods are the capabilities, assets, and activities required for a means of living. Livelihoods are deemed sustainable when they can cope with and recover from stresses and shocks and maintain or enhance their capabilities, assets, and activities both now and in the future, while not undermining the abilities of future generations to fend for themselves.

To ensure that communities realise sustainable livelihoods, the organisation will support them to identify their economic problems and corresponding local solutions. As an enabler, the organisation will build the capacity of communities and provide linkages and networks that will enhance the communities' interventions.

Governance

JUHUDI has 7-member Board of Directors (4 men and 3 men). The Board of Directors steers the organisation toward a sound future by ensuring that it's fulfilling its mission in the most effective way possible. The Board set expectations upfront to lay the groundwork for an effective team that understands exactly what it needs to be doing. At the management level the organization is headed by a Team Leader. The management team of the organisation are responsible for the implementation of the decisions taken by the Board of Directors.

The organisation has a Management and staff team that undertakes day to day running of the organisation.

Board of Directors

The Board provides oversight and provides strategic and policy direction to the organisation. The Board also ensures that the organisation is adequately resourced, hires the Executive Director and undertakes quality control of the organisation's programmatic work.

Management

The staff at the organisation are responsible for the implementation of the decisions taken by the Board of Directors. The organisation has a Management team that undertakes functional roles while staff undertake tactical roles.
